

Media information

23 January 2026.

## **BMW Group South Africa and UNICEF South Africa mark International Day of Education, bringing STEM to the forefront.**

+++ Showcasing tangible outcomes from a long-term public-private partnership  
+++ equipping South African youth with future-ready stem skills +++ Learning for lasting peace through practical education investment

As the world marks International Day of Education, BMW Group South Africa and UNICEF South Africa unite once more, not only to observe the day, but to highlight tangible, results-driven STEM programmes delivering real impact for South African youth. Aligned with the 2026 global theme, "Learning for Lasting Peace", the partnership showcases the measurable outcomes of a long-term collaboration focused on closing South Africa's critical STEM skills gap.

In 2026, the **BMW Group South Africa and UNICEF South Africa partnership** continues to demonstrate how sustained, structured investment in education can deliver real outcomes for young people, particularly those from disadvantaged communities. At a time when youth unemployment and digital skills shortages remain pressing national challenges, access to practical, technology-enabled learning environments is essential.

Through the **BRIDGE: Educating young people for tomorrow, today** programme, BMW Group South Africa supports Coding and Robotics education, educator training and learner development that moves beyond theory into hands-on, real-world application. South Africa served as the pilot market for BRIDGE, establishing a scalable model that shows how private-public collaboration can strengthen education systems and prepare learners for participation in a digital economy.

Tangible impact delivered through BRIDGE since 2023 to date:

South Africa impact

- 704 educators trained in South Africa in 2025
- 1,191 South African schools reached in 2025
- Over 190,000 South African children and adolescents supported in 2025
- 33,379 South African learners engaged weekly in 2025
- 12 Coding and Robotics Hubs established across all nine provinces

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- National Coding and Robotics competitions reaching 375 learners, promoting innovation, critical thinking and problem-solving

**Global impact**

- More than 10,000 educators trained globally since inception
- Over 2,900 schools reached worldwide
- More than 330,000 learners supported globally

In 2025, UNICEF and BMW Group South Africa launched KwaZulu-Natal's first Coding and Robotics Hub at KwaZamokuhle Special School in Estcourt, equipping the school with state-of-the-art technology and learning facilities that serve as a centre of excellence in STEM education for learners, educators and the wider community. Established through the global BRIDGE partnership, the hub expands access to 21st-century skills for learners from marginalised and rural backgrounds, including those with special needs, reinforcing the principle that every child deserves an opportunity to learn, thrive and reach their full potential.

"Preparing young people for the future means giving them access to technology, skills and real learning environments, not just theory," said **Tebogo Ramagoshi, Head of Corporate Social Responsibility at BMW Group South Africa**. "Our collaboration with UNICEF South Africa demonstrates how long-term partnerships can deliver meaningful, measurable outcomes that support young people's pathways into future careers."

"Education is one of the most powerful tools we have to build peaceful, inclusive societies," said **Mr Johannes Wedenig, UNICEF South Africa Representative**. "By working with partners such as BMW Group South Africa, we are able to reach children and young people who are furthest from opportunity, ensuring they gain the skills, confidence and support they need to participate fully in society. This partnership reflects UNICEF's commitment to achieving results for every child, especially the most disadvantaged."

Beyond the classroom, the partnership includes the **STEM for Youth Mentorship Programme**, offering 100 learners hands-on exposure to STEM careers within

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BMW Group South Africa's working environment, including the BMW IT Hub South Africa and BMW Group Plant Rosslyn Training Academy.

Our broader commitment to youth development is further reflected in its community investment initiatives. In 2025, approximately R8 million was raised for youth-focused projects through the auction of the limited BMW Homage editions, reinforcing the Group's belief in combining innovation, heritage and social impact.

Through sustained collaboration, targeted STEM investment and measurable results, BMW Group South Africa continues to contribute to education initiatives that empower young people, strengthen communities and support inclusive, long-term economic progress. These efforts reflect a long-term approach to education. One that equips young people not only for work, but for participation, dignity and peaceful coexistence in a rapidly changing world, **so that every child has a fair chance at a better future.**

**Ends**

If you have any questions, please contact:

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Email: [angela.konert@bmw.co.za](mailto:angela.konert@bmw.co.za)**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159.104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.



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