



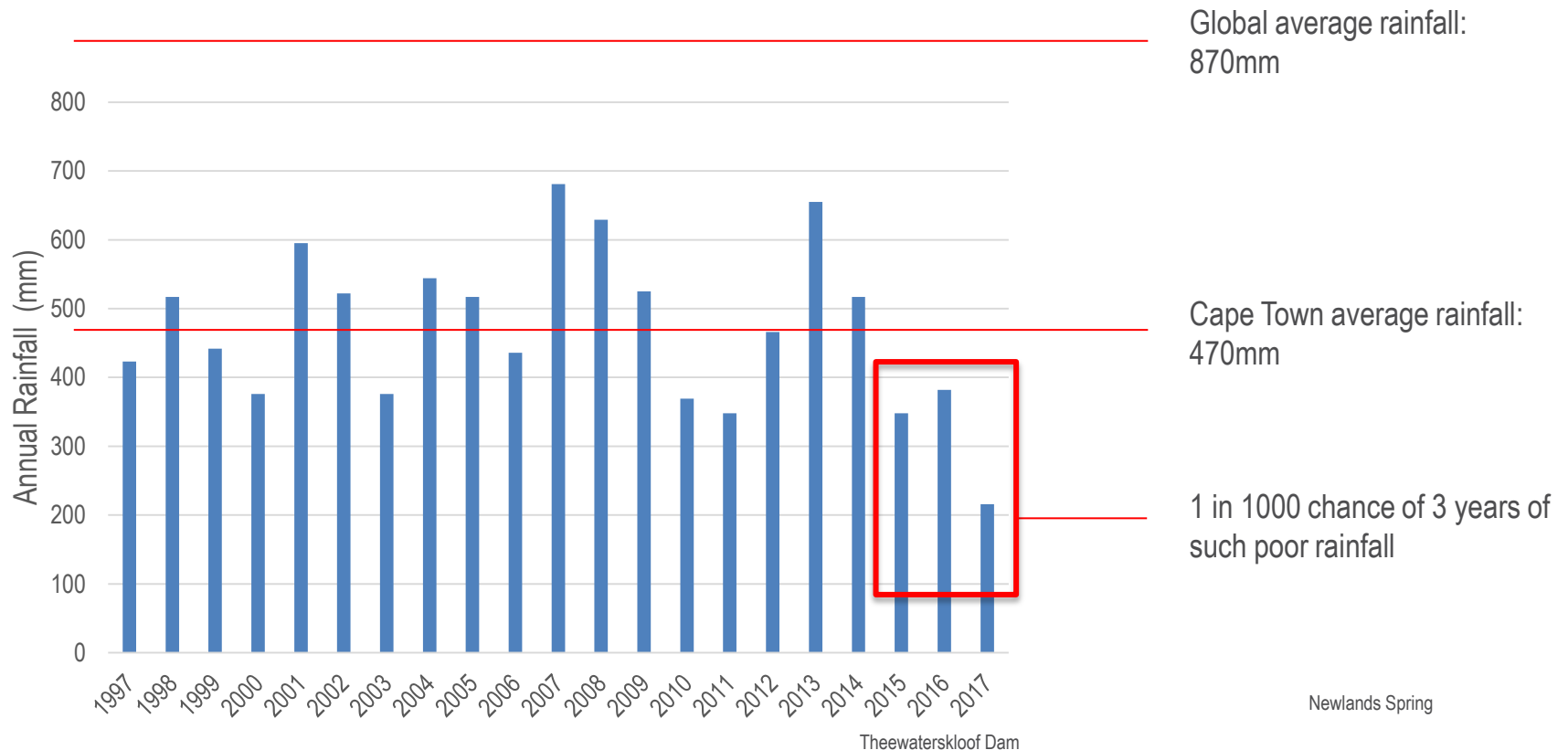
Circular Economy

Wesgro
cape town & western cape
tourism, trade & investment

Judy Lain
Chief Marketing Officer
26th June 2018

an inspiring place to do business

Cape Town annual rainfall (1997 - 2017)



17 Jan 2018 | Hit the point of no return

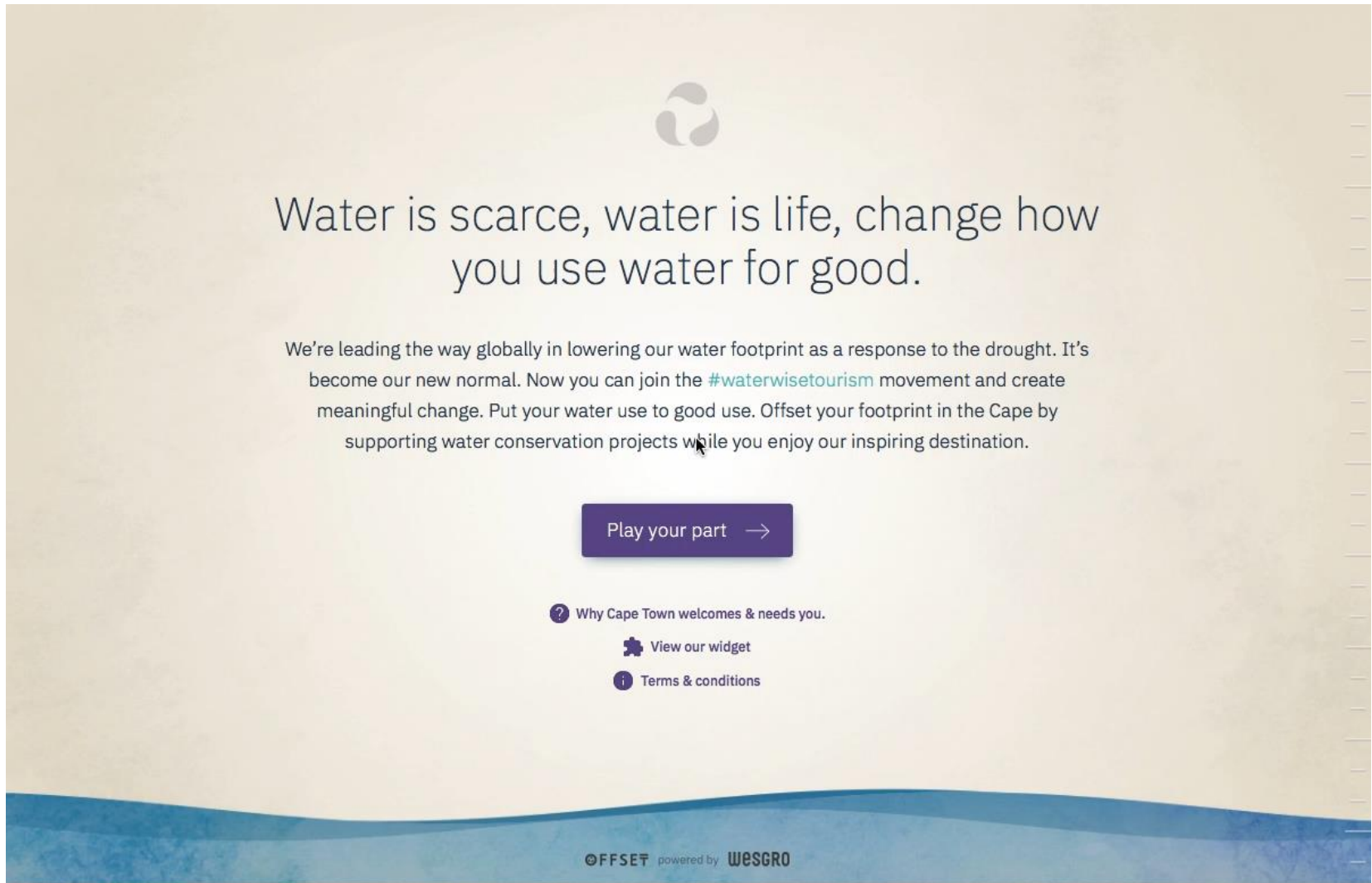
7 Mar 2018 | 50 days later, Day Zero was cancelled for 2018

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Design for the future



Incorporating digital technology into the visitor experience (www.mywaterfootprint.capetown)



The screenshot shows a website with a light beige background and a blue wavy footer. At the top center is a circular logo with three interlocking shapes. Below it is the main heading: "Water is scarce, water is life, change how you use water for good." This is followed by a paragraph: "We're leading the way globally in lowering our water footprint as a response to the drought. It's become our new normal. Now you can join the #waterwisetourism movement and create meaningful change. Put your water use to good use. Offset your footprint in the Cape by supporting water conservation projects while you enjoy our inspiring destination." Below the text is a dark purple button with the text "Play your part" and a right-pointing arrow. Underneath the button are three links: a question mark icon followed by "Why Cape Town welcomes & needs you.", a puzzle piece icon followed by "View our widget", and an information icon followed by "Terms & conditions". At the bottom center of the footer, it says "OFFSET powered by wesGRO".

Water is scarce, water is life, change how you use water for good.

We're leading the way globally in lowering our water footprint as a response to the drought. It's become our new normal. Now you can join the #waterwisetourism movement and create meaningful change. Put your water use to good use. Offset your footprint in the Cape by supporting water conservation projects while you enjoy our inspiring destination.

Play your part →

? Why Cape Town welcomes & needs you.

View our widget

i Terms & conditions

OFFSET powered by wesGRO

Collaborate to create joint value

#EveryDropCounts: Solar-powered water plant a first

NEWS / 22 MAY 2018, 3:06PM / JOSEPH BOOYSEN



RENEWABLE: Hessequa Municipality in Witsand will welcome a solar-desalination plant, a first in the country, which will be co-funded by the Western Cape government. File Picture: Nicholas Rama

Preserve and extend what already exists



- Natural lighting
- Cold Atlantic seawater
- IT server
- Greywater system
- Public transport
- No air leakages
- Green materials



Thank you

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