

Mercedes-Benz South Africa supports 21 Icons project for a second season

[Tweet](#) 1

[Like](#) One person likes this. [Sign Up](#) to see what your friends like.

[g+](#) 9

31-07-2014 -

- 21 Icons multi-media project heads into season two, as extraordinary South African stories grab the attention of the world
- Mercedes-Benz South Africa (MBSA) looks to the art of storytelling as part of its corporate goal to inspire the youth of the country

Automotive titan Mercedes-Benz South Africa (MBSA) has re-affirmed its commitment to sponsor the 21 Icons multi-media initiative for a second season, following the run-away success of this definitive nation building project both locally and abroad.

In essence, 21 Icons is a unique celebration of the South African journey to transformation, paying tribute to the inspiring stories of individual citizens and their contribution to the country's recent heritage through narrative portraits and short films.

MBSA places great store by the power of dialogue to create a shared understanding and commitment to a common goal. This is a recipe for success proven many times over at the company's award winning plant in East London. "For us the 21 Icons project is an extension of this principle, using the art of storytelling to capture the tried and tested values of influential South Africans, and stimulate discussion and debate," says Mercedes-Benz South Africa (MBSA) divisional manager for Group Corporate Affairs, Mayur Bhana.

"What the world today needs most is a generation of young people who are empowered to make sound moral choices, and above all who are not afraid to stand up for a set of beliefs that will sustain cohesion in our developing society," he adds. "South Africa has an abundance of stories of ordinary people who have achieved the extraordinary, and have made a positive contribution to the social fabric of our country. Mercedes-Benz South Africa continues to support the 21 Icons initiative because we believe that this project exposes our nation to the kind of role models whose example can continue to guide us on our path to greatness. We are very excited about the dialogue that this project has already stimulated and will continue to create in season two."

The second season of 21 Icons will feature a new batch of inspirational South African thought leaders and their stories. Additionally, the emphasis on workshop sessions with learners and students will be expanded, using these inspirational stories as the fulcrum to discuss topics such as values-driven social activism, and the transformative power of individuals to make a difference.

MBSA will be linking their Corporate Social Responsibility programme with the 21 Icons sponsorship, by exposing learners from their education upliftment projects to the multi-media exhibition and interactive workshops being held at the Museum of African Design (MOAD) in Johannesburg's Maboneng precinct

Eastern Cape, MBSA, Mercedes-Benz South Africa, 21 Icons multi-media initiative, transformation, Mayur Bhana, society, moral choices, Corporate Social Responsibility,

CORPORATE PROFILE

Org: [Get News](#)

E: antoinette@mediaEQ.co.za

T: 043 748 4006

CORPORATES

[getnews](#)

RELATED STORIES

Volkswagen wins International Communication Award

07-07-2014 - Volkswagen Group South Africa accepted the "International Association of Business Communicator's (IABC) highest award for Internal Communicat...

Mercedes-Benz South Africa production plant takes Silver in Europe-Africa

24-06-2014 - The much anticipated J.D. Power Initial Quality Study (IQS) has placed the MBSA plant in East London amongst the top motor manufacturers in 2014, a...

SA is 5th most likely destination for automotive investment

23-04-2014 - According to the KPMG Global Automotive Executive Survey 2014, South Africa was rated the 5th most likely destination for automotive investment by ...

COMMENTS

AN INITIATIVE OF **media**

