



The Bluewater 'wall of water' - one of the biggest water dispensers in the world - was a favourite hydration oasis at the 2023 AIG Women's Open

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## Bluewater helps AIG Women's Open avoid 17,706 single-use plastic bottles at 2023 championship at England's Walton Heath in August

In a world grappling with the tsunami of plastic waste, it's refreshing to witness an event that not only showcases incredible athletic prowess but also champions a healthier planet. We're talking about the prestigious AIG Women's Open 2023 championship at Walton Heath, Surrey, just outside

London, this August. And guess what? Through deploying Bluewater's innovative hydration solutions, the championship made waves in its quest to eliminate single-use plastic bottles from the tournament, a powerful example of collaboration and human ingenuity helping to create cleaner oceans one swing at a time!

The AIG Women's Open is not just about showcasing the incredible skill and determination of female golfers, but it also takes a bold stance in promoting sustainability. The event organizers, [The Royal and Ancient Golf Club of St Andrews](#), Scotland (The R&A), have firmly asserted their commitment to using sport as a force for good for driving positive behavior change and greater awareness around key environmental issues.

### Major culprit

One of the major culprits in our plastic waste crisis is the ubiquitous throwaway plastic bottle. These bottles pose an immense threat to our environment, from polluting our oceans to harming marine life and threatening human health. But at Walton Heath this August, the 2023 AIG Women's Open succeeded in bidding goodbye to 17,706 of those pesky bottles over the five days of the event with the help of innovative Bluewater water stations and the sale of the premium Bluewater steel sustainable bottle, warrantied to last a lifetime of use (photo below).

Bluewater AIG Women's Open bottle 2023

Bluewater water stations provide a sustainable alternative by offering easy access to great-tasting purified drinking water without relying on single-use plastics. So instead of players, support staff, and spectators grabbing disposable bottles throughout the event, they can simply refill their reusable ones at the designated stations.

By eliminating the need for thousands upon thousands of plastic bottles during the tournament, the [AIG Women's Open](#) 2023 sent a powerful message about their commitment to sustainability. It demonstrated that even large-scale events can make conscious choices that benefit both individuals and our planet as a whole.

'Not only did this initiative reduce plastic waste and its harmful impact on

ecosystems, but it also helped raise awareness about the importance of finding alternatives to single-use plastics in everyday life,' said [Bluewater founder and CEO Bengt Rittri](#) (photo above).

An acclaimed Swedish environmental entrepreneur who has made tackling air and water pollution his life mission, Rittri said the 2023 AIG Women's Open set an example for other sporting events and industries across the globe – showing them that positive change is possible when we prioritize sustainability.

### **Good for you, good for the planet**

When it comes to making choices that benefit both ourselves and the planet, there's no doubt that many of us want to do our part. And sometimes, those choices can be as simple as swapping out single-use plastic bottles for a more sustainable alternative.

By providing Bluewater water stations at the AIG Women's Open 2023 championship, organizers took a stand against the tsunami of plastic waste that plagues our oceans and landfills. And not only did this initiative contribute to a healthier environment, but it also benefited everyone who chose to hydrate with reusable options. Plastic bottles have been found to contain harmful contaminants such as microplastics and chemicals - not something anyone wants in their drinking water

'Making small changes like these may seem insignificant on their own, but when multiplied by thousands of people over multiple days, they add up to a significant positive impact', says Rittri. He added: 'It's about collectively working towards sustainability and creating a better future for generations to come.'

So next time you attend an event or simply go about your day-to-day activities, consider how you can make choices that are good for both you and the planet. Whether it's using refillable water bottles or opting for alternatives to single-use plastics in any aspect of your life – every action counts.

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)[IG1]

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