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Bluewater supports World Oceans Day

The planet celebrates World Oceans Day every year on June 8 and here at [Bluewater](#) we're strong supporters. We love the aim of inspiring everyone to get involved, however they can, in helping to conserve this amazing resource we all depend on.

Ban Ki-moon, the former U.N. Secretary General, said that we must ensure that oceans continue to meet our needs without compromising those of future generations. "They regulate the planet's climate and are a significant source of nutrition. Their surface provides essential passage for global trade, while their depths hold current and future solutions to humanity's energy needs," he said.

Bringing about a a healthier ocean and a better future is no easy task. But World Oceans Day is a positive call to action coordinated by The Ocean Project, a US-based non-profit organization that advances ocean conservation in partnership with aquariums, zoos, museums, and other visitor-serving and educational organizations around the world.

Plastic pollution, says [The Ocean Project](#), poses a threat to human health, kills and harms marine life, damages and alters habitats, and can have substantial negative impacts on local economies. It also notes that over 80% of marine litter comes from land-based sources. But the organisation also insists that fighting the tide of plastics-based pollution is something we can address, at both an individual level and as a concerned business.

At Bluewater, we want to do our bit to halt the growing use of throwaway plastic bottles.

The United Nations estimates that by 2050, at the rate we are dumping items such as plastic bottles, bags and cups after a single use, the oceans will carry more plastic than fish and an estimated 99 per cent of seabirds will have ingested plastic. And that is why we are developing business models and the technologies that will contribute to ending the scourge of single-use plastic bottles once and for all.

Already now you will find our beta water purifying hydration ideas being applied in Flint, Michigan, to deliver purer water to a town that suffered appalling lead contamination of its municipal water supplies. A catastrophe that has threatened the health of thousands of people.

In Bermuda, an Atlantic island largely dependent on harvesting rain water, other Bluewater solutions are delivering the children, women and men complementary still and chilled sparking water they can trust from a number of public hydration stations.

Huge pollution challenges face the world's seas, and the billions of humans, plants, and animals that depend on them every day. At Bluewater we intend to use our business and technology ingenuity to do all we can to help protect all living things on our blue planet. We are part of the community. And we want to work together with all to help contribute to a better future.

[#stopstupidplastics](#), [#nosingleuseplastics](#)

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^[IG1]

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