



Bluewater

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## World Water Week Kicks Off In Stockholm

World Water Week kicks off this week in Stockholm, Sweden, the home of Bluewater.

World Water Week has been organised by the Stockholm International Water Institute (SIWI) as an annual focal point for the globe's water issues since 1991.

Key focus in 2014 is energy and water in the face of the expected dramatic rise in demand for food and energy over the next 30 years.

"One of the major challenges that our world faces today is providing modern energy services and water for billions without both," Dr. Kandeh K. Yumkella, United Nations Under-Secretary-General and Special Representative of the Secretary-General for Sustainable Energy for All.

World Water Week is the main global annual forum for water and water-related issues, ministers and high-level government officials who will be joined this year by CEOs, scientists, heads of UN bodies and participants from over 270 convening organisations and more than 130 countries.

At Bluewater, we applaud the awarding of the prestigious Stockholm Water Prize to Prof. John Briscoe of South Africa, for what was described as 'his unparalleled contributions to global and local water management, inspired by an unwavering commitment to improving the lives of people on the ground'.

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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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