



The world's largest water dispenser from Bluewater in action at the 2022 British Open golf tournament

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Bluewater calls on South American sports organisations to carry the sustainability baton faster, stresses solutions exist to replace single-use plastic bottles

Stockholm, Sweden, November 18, 2022 -- South American sports organizers attending November's ACTING GREEN FORUM 2022 in Bogota, Colombia, were told that new hydration technologies and solutions already exist that empower them to help the planet's oceans and seas under threat from single-use plastic bottles.

Speaking at the sustainability event via video link, Bluewater spokesperson David Noble said the blight of single-use plastic bottles can be halted using tried and proven hydration solutions from [Bluewater](#) that have helped major events in Europe, such as the British Open golf tournament, increase the momentum towards a sustainable, equitable, and net zero global economy. In 2022, Bluewater hydration stations helped the British Open save 153,738 single-use plastic bottles from landfill and oceans over the week-long event.

“Bluewater provides planet-friendly solutions helping large-scale events and festivals hydrate hundreds of thousands of fans with its unique hydration systems that end the need for polluting single-use plastic bottles,” David (photo above) told attendees across South America at the [Acting Green Forum](#).

He noted how Bluewater’s [pioneering water purification technology](#) and bottles solutions have helped major events like the British Open golf tournament, the Cape Town Marathon, the Ohana music festival, and countless others turn the tide on using single-use plastic bottles. Bluewater has developed a planet-friendly ecosystem combining bottles, an eye-catching messaging platform, and digital signage options that helps event organizers replace lost revenue from banning plastic bottle sales.

David added: “The 2022 summer season in the United Kingdom saw the return of outdoor sporting and music festivals and events after the Covid pandemic. The season was hectic for Bluewater, which delivered its water solutions to multiple golf events, from [The Open at St Andrew’s](#) with over 290,000 visitors to the 2022 BMW PGA Championship at the Wentworth Club, just outside London. Both events featured Bluewater’s unique ‘Wall of Water’ dispensing stations, stretching up to 16 meters in length with multiple water dispensing points and 55-inch digital signage TV screens broadcasting corporate messages and event information.”

As a mark of its sustainability contributions, Bluewater was honored this year by [IQ Magazine](#), one of Europe’s leading publications for the festival industry, with a 2022 Green Guardian award for its unique hydration solutions. IQ Magazine’s judging panel of sustainability experts said Bluewater deserves to be recognized for ‘the hard work it is doing to improve sustainability in the live entertainment sector.

“The time has come for South America and its vigorous sporting, music, and

other events industry to pick up the sustainability baton and help end the use of throwaway plastic bottles that are threatening the health of the planet and all who live on it with toxic chemicals and microplastic that are now in the food we eat, the air we breathe and the water we drink,” David Noble concluded.

For more information, contact David Noble at david.noble@bluewatergroup.com or call +44 7785 302 694

About Bluewater

Bluewater has set its sights on being the world’s most planet-friendly beverage company by innovating disruptive water purification technologies for home, work and play. Providing health-enhancing hydration solutions which are generated and distributed at point of use, combined with reusable stainless steel and glass bottles, allows Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event, festival and venue organizations in Europe, the USA, the UK, China, South-East Asia, the Middle East and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and recognized for its sustainability efforts by numerous other publications.

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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