



Swedish ecopreneur saddened by failure of plastic treaty talks in Geneva, says Bluewater will continue its mission to end the single-use plastic bottle plague

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Bluewater CEO Speaks Out After Plastic Treaty Talks Collapse in Geneva

Stockholm, Sweden, 16 August 2025 – Bluewater CEO and founder Bengt Rittri has spoken out with frustration and sadness after world leaders in Geneva failed to reach an agreement on a global plastics treaty. Talks collapsed under pressure from petro-states, leaving billions of people facing the consequences.

“Think about it: over 600 billion single-use plastic bottles are made every

year, and less than ten percent ever get recycled,” Rittri said. “That means the rest end up in landfills, rivers, oceans – or in the air we breathe and the food we eat. We’re leaving a toxic inheritance for the planet and our kids and grandchildren.”

The breakdown of the treaty means the tide of plastic pollution will continue to rise. Scientists are finding tiny plastic fragments in rainwater, in the stomachs of fish, and even in human blood. Chemicals like PFAS – so-called ‘forever chemicals’ – are now detected in almost everyone on Earth. Rittri, a Swedish ecopreneur who founded indoor air purification pioneer Blueair, which he eventually sold to Unilever, warned that without urgent action, “we’re building a future where our bodies become dumping grounds.”

Bluewater says it won’t give up. The company, which designs and builds high-performance water purifiers for home, work, and play, has pledged to continue pushing forward with technology that removes both microplastics and harmful chemicals.

“But technology alone isn’t enough,” Rittri added. “Each of us has choices. Do I grab another plastic bottle, or refill a reusable one? Do I accept business as usual, or do I demand better? Those small daily decisions really do add up to change.”

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world’s most planet-friendly water purification and beverage company by offering disruptive hydration solutions for home, work, and play. Honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN® Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more about how Bluewater empowers businesses and consumers to superpower their hydration [here](#).

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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[IG1]

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