



Bluewater Hydration station has been a regular sight hydrating golf fans at The Open golf tournament since the event banned sales of single use plastic bottles in 2019

Oct 20, 2022 05:00 EDT

## Bluewater events division honored with Green Guardian 2022 accolade for bringing sustainable hydration solutions to events and festivals, slashing need for single-use plastic bottles

Stockholm, Sweden, October 20, 2022 – [IO Magazine](#), one of Europe’s leading publications for the festival industry, has honoured [Bluewater](#) with a Green Guardian award for the company’s 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.

A world leader in innovative water purification technologies for home, work and play, Bluewater was picked out by IQ Magazine's judging panel of sustainability experts as an organisation that deserves to be recognised for 'the hard work it is doing to try to improve sustainability in the live entertainment sector'.

"We are hugely honoured to have been chosen as a Green Guardian sustainability award because of our efforts to help green the events industry. Live events have a powerful opportunity to change public opinion and champion the cause of protecting the planet," said Dave Noble (image below), who heads the Bluewater international events division.

Noble noted how Bluewater has played a pioneering role in helping major events like the British Open golf tournament, the Cape Town marathon, the Ohana music festival and countless others turn the tide on the use of single-use plastic bottles.

Bluewater empowers event, festival and venue organisers to harness a planet-friendly ecosystem combining bottles, an eye-catching messaging platform and digital signage options.

"Bluewater helps large-scale operations make a high-visibility statement about tackling single-use plastic bottles. Our hydration stations provide an ideal platform for attracting and holding the attention of people in public areas, while adding a TV screen provides a powerful communication tool for any company wanting to promote its products or brand messages in high footfall public spaces including museums, sporting arenas, academic buildings, retail stores, conference centres, and even factories," said David Noble

The 2022 summer season saw the return of outdoor sporting and musical festivals and events after the Covid pandemic and proved an extremely busy period 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.

“Bluewater has developed a unique eco system that enables organisations in the live events sustainability space to help solve the climate emergency by removing the need to sell single use plastic bottles without losing what has for many been a strong source of income,” said David Noble. He added that with a Bluewater hydration solution an event becomes part of the solution to solve Microplastics pollution and contamination.

For more information, contact Dave Noble at +44 7785 302 694 or [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

---

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)<sup>[IG1]</sup>

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694