



Tackling ocean plastic pollution demands a global response says Nordic Council

Apr 11, 2019 12:39 EDT

## Bluewater praises Nordic governments call for global agreement to tackle ocean plastic pollution

Stockholm, Sweden, April 11, 2019 – [Bluewater](#), a world leader in innovative water purification technology and solutions, has praised Nordic governments for jointly agreeing a call to action on reducing and preventing plastic waste and micro-plastics discharged into the sea.

The call resulted from a meeting of the environment ministers of Denmark, Finland, Iceland, Norway and Sweden at the Nordic Council in Reykjavik,

Iceland.

In a joint [declaration](#) the ministers stressed that pollution of the world's oceans is a global problem, and that more concrete measures need to be implemented globally in order to make progress on the issue.

“The initiative is a well-timed call for action coming just ahead of world Earth Day on April 22 and something we praise because no country on its own can solve the need for stricter global governance on tackling ocean plastic,” said Bluewater founder and CEO Bengt Rittri, a Swedish environmental entrepreneur.

The Nordic governments stressed that plastic pollution in our seas and oceans is a worldwide environmental problem posing a threat to life and ecosystems and affecting fisheries, maritime transport, outdoor recreation, tourism, and other areas of concern. Their statement was sent to EU governing bodies, UNEP, the G7, and the G20.

For more information, please contact David Noble, Bluewater PR and Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694.

---

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