



Bluewater events senior manager Philip Russell delivers powerful call to action at Sports Positive meeting in London

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Bluewater presents global decision-makers in sport and sustainability with market-ready solutions to end reliance on single-use plastic water bottles.

LONDON, OCTOBER 4, 2023 – Bluewater, a global leader in water purification and beverage solutions, today showcased market-ready innovations to permanently end the sports sector’s reliance on single-use plastic water bottles. Speaking at the Sport Positive Summit at London’s iconic Kia Oval stadium, [Bluewater](#) issued a powerful call to action for event

organizers, associations, and sponsors to take proactive steps to tackle one of the most pressing environmental challenges of our time.

Up to 1 million plastic bottles are still purchased worldwide every minute, with a majority not being recycled and ending up in landfills or the natural environment. Bluewater's state-of-the-art purification solutions and ultra-premium reusable vessels allow purified water to be produced and refilled locally when and where required to hydrate fans, athletes, staff, officials, and VIPs.

Amid growing awareness of the detrimental impacts of single-use plastics on the natural environment and human health, Bluewater Events Managing Director Philip Russell told delegates that the company is already revolutionizing how major events worldwide cater to their attendees' hydration needs.

Bluewater solutions (photo above) have been deployed at numerous events, including The Open, World Beach Soccer, and other properties across tennis, sailing, marathons, and electric motor racing. Bluewater solutions allow organizers to offer on-site purified water refills while avoiding the carbon footprint associated with the production and transportation of plastic bottled water.

During the [Sport Positive Summit](#), Bluewater demonstrated its pioneering water stations, which utilize advanced water purification technology to deliver clean and refreshing drinking water from locally available sources. The solutions offer a more environmentally friendly option than single-use bottles, ensuring a greener future for major sporting events and festivals. Delegates and Speakers at the Summit were also presented with customized Bluewater stainless steel refillable bottles.

“Bluewater is proud to contribute to the global shift away from single-use plastics,” said Philip Russell, who has an extensive background in sustainable event planning and delivery. “Our innovative solutions provide event organizers with an environmentally responsible alternative, without compromising on the quality and convenience of accessible drinking water,”

Russell added that by adopting Bluewater systems, event organizers can visibly demonstrate their commitment to a greener future and enhance their

brand reputation with sponsors, fans, media, and influencers.

The Sport Positive Summit, a forum dedicated to driving sustainability in the global sports industry, offered a perfect platform for Bluewater to unveil its game-changing solutions. The event gathered over 400 industry leaders, athletes, and influencers who are passionate about making a positive impact on the environment.

For media inquiries, please contact: Dave Noble, Bluewater Chief Communications Officer, at David.noble@bluewatergroup.com or +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 drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and has been recognized for its sustainability efforts by numerous other publications. <https://www.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[IG1]

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