



Boyd Mulder, Bluewater Vice President, Products & Marketing, shared Bluewater insights and experiences on deploying water innovation at Aquatech Shanghai 2018

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## Bluewater says human ingenuity and technology can already help alleviate global urban water scarcity problems

Shanghai, China, June 1, 2018 – [Bluewater](#), a world leader in drinking water technologies, told leading Chinese investors, innovators and business leaders at the Shanghai 2018 Aquatech Trade Show that urban drinking water scarcity challenges can be alleviated already now by better harnessing human ingenuity and technology. Speaking at a Smart Water Hub conference at Aquatech 2018, Boyd Mulder, Bluewater Vice President, Products &

Marketing, shared Bluewater insights and experiences on deploying water innovation.

“We need to fast-track turning words into action by harnessing human ingenuity together with existing and emerging technology to solve the challenge of delivering sustainable drinking water to people and businesses in heavily populated urban environments,” said Mr. Mulder.

He noted Bluewater water purifier products already remove virtually all pollutants from residential, commercial and public drinking water using patented second-generation reverse osmosis technology. But, he added, Bluewater has committed to spur tomorrow’s urban drinking water solutions through initiatives like its recently launched one-million-dollar global innovation challenge for urban drinking water scarcity.

“We want to unleash water entrepreneurship and innovation to help city authorities and citizens in mega-cities around the world successfully manage water resources in an age of growing scarcity,” Boyd Mulder said.

With the United Nations predicting a 40% shortfall in global water supply by 2030, Bluewater joined forces with 11th Hour Racing, a US organization that establishes strategic partnerships to promote collaborative, systemic change benefitting the health of our ocean, to launch the [Imagine H2O 2018 Urban Drinking Water Scarcity Challenge](#).

The Challenge initiative is run together with Imagine H2O, the water innovation accelerator, and 11th Hour Racing, which promote collaborative, systemic change benefitting the health of the planet’s oceans. The Challenge is designed to create direct and scalable impact for water-scarce cities and at-risk communities, inspire community awareness and public action, promote the role of innovation and entrepreneurship, and facilitate the deployment of real solutions to a real problem.

Eligible startups with scalable drinking water solutions are invited to submit complete applications by July 2, 2018 [here](#). The Challenge’s Founding Partners, [11th Hour Racing](#) and Bluewater, have collectively committed up to \$1,000,000 in cash awards and investment to three overall winners.

The three winning start-ups will be honored at a special event held during Stockholm World Water Week on August 26-31, 2018.

Anders Jacobson, Bluewater President, said: “Bluewater is driving the Imagine H2O Urban Drinking Water Challenge because we believe human ingenuity can evolve, refine and develop technologies that create sustainable solutions to urban water scarcity issues.”

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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](http://www.bluewatergroup.com)<sup>[IG1]</sup>

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