



Bluewater smart tech water purification solutions deliver great tasting water cleansed of pollutants such as lead, PFAS chemicals and microplastics.

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## Bluewater Spotlights Smarter Ways to Protect Drinking Water Quality as UN Water Report Sounds Alarm

A blunt new [UN report](#) has delivered a clear message on safe drinking water, reports water and beverage company Bluewater: the world is running out of time to fix broken water systems, and the health risks are rising fast.

The *Global Update 2025*, part of the UN-Water GLAAS project led by WHO and UNICEF, shows that many countries still cannot provide safe, reliable water,

sanitation, and hygiene services, even after years of planning. The report includes data from 105 countries and territories, covering 62% of the world's population.

With less than five years left to meet Sustainable Development Goal 6, the warning is stark. Plans exist, but delivery is falling short. The report notes that fewer than 13% of countries say they have the financial and human resources needed to implement their national WASH strategies. Nearly two-thirds report overlapping responsibilities between government bodies, slowing progress and wasting scarce funds. Meanwhile, billions of people remain exposed to unsafe water every day.

The health effects are serious. In 2019, at least 1.4 million people died from preventable causes related to unsafe water and poor sanitation. In 2024, over 560,000 cholera cases were reported in 60 countries

“Millions of lives continue to be lost each year due to inadequate access to safe drinking water,” said Dr Ruediger Krech of the World Health Organization. “This demands stronger systems and greater investment.”

Bluewater, a global water purification and beverage company, says the report shows that the problem is not just with public infrastructure. It is also a growing risk for homes, workplaces, and public spaces everywhere.



“As climate pressures, ageing pipes and pollution risks increase, people are asking a simple question: can I trust the water coming out of my tap?” said Swedish ecopreneur Bengt Rittri, founder and CEO of Bluewater. “The GLAAS findings show why that trust is under strain.”

Bluewater develops market-leading water filtration solutions for consumers and businesses wanting to reduce risk exposure and take control of their tap water quality. The company’s proprietary [SuperiorOsmosis™ technology](#) goes beyond traditional reverse osmosis, delivering a powerful, clean flow while dramatically reducing water waste, extending filter life, and reducing servicing needs.

The system’s built-in IoT features allow for better monitoring and easier maintenance. Bluewater also offers an optional Liquid Rock™ electrolyte solution that replenishes essential minerals derived from ages-old mountain rock in northern Sweden.

“Safe water is essential for health, resilience, and daily life,” Rittri added. “While governments work to improve systems, people also need practical, smarter tools to protect themselves now, whether at home, at work, or

anywhere else.”

The GLAAS [report](#) was released ahead of Decembers 2026 UN Water Conference in December in Dakar, Senegal, as global leaders face more pressure to act on their promises before the costs rise even further.

For more information, contact Bluewater chief communications officer, David Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com).

## About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world’s most planet-friendly water purification and beverage company. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and a 2024 and 2025 GOOD DESIGN® Award.

<https://www.bluewatergroup.com>

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

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