



Bluewater



Bluewater encouraged schoolkids at a Cape Town primary school to think about using refillable bottles instead of plastic bottles at an Earth Day event on Thursday

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Bluewater staff step up for Earth Day with unique initiatives to help restore the planet

Stockholm, Sweden, 22 April, 2021 – World Earth Day is one of the most important days in the world and Bluewater is commemorated the event designed to ‘restore the planet’ with three days of positive action – doubling its plastic waste collection per bottle sold, offering discounts on its eco-friendly water bottles, and donating clean drinking water to schoolchildren in Cape Town.

“We were hoping for a normal Earth Day celebration when our offices in Europe, Africa, China and the USA would implement their own clean-up activities, but Covid-19 has put paid to those plans,” said Bluewater founder and CEO Bengt Rittri, a Swedish environmental entrepreneur. He said Bluewater co-workers and distribution partners would instead implemented a number of individual planet friendly initiatives, while staying safe by social distancing and wearing masks..

Bluewater co-workers around the world were asked to consider doing planet friendly actions, and most rose to the challenge:

- In South Africa, the Cape Town office took a Bluewater mobile water trailer to a primary school early Thursday morning. Parents and children were asked not to use single use plastic bottles and instead bring a refillable containers that they could use throughout the day to hydrate with. The teachers explained how important it was to dump single use plastic and instead focus on caring about the planet by using refillable bottles.
- In Stockholm, the Swedish sales team headed out into the suburbs for a two hour long plastic waste collection session in snow, sleet and rain. They said they'd been surprised by just how much plastic they collected.
- Bluewater's London-based co-worker carried out a single use plastic home audit. And was taken aback at the amount of plastic packaging he found in the fridge and bathroom despite a strong anti-plastic stance.
- One team member in Stockholm listed a long list of initiatives including an Earth Day 'Clean out' that involved removing all chemicals out of her house and ensuring all we properly and safely recycled! The family has made it their mission to swap out all household cleaning supplies for sustainable environmental friendly version and instead use old school vinegar and bicarbonate to clean with.

Bluewater has put sustainability and removing the need for single use plastic bottles at the very heart of its businesses mission. The company works to implement its mission by manufacturing and marketing leading-edge water purification solutions for homes, businesses and public dispensing as well as offering reusable water bottles made of stainless steel and glass for folks on the move.

“Earth Day is a global call to world leaders, innovators, industry and investment leaders to take action and find solutions to restore our planet. But the actions we take as individuals and private companies can reconnect us as humans to the Earth and our place on the planet and duty to protect it,” said Bengt Rittri.

For more information, please contact Dave Noble, Bluewater PR & Communications Director, at david.noble@bluewatergroup.com or +447785302694

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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