



Bluewater



Pope Francis says the world 'cannot allow our seas and oceans to be littered by endless fields of floating plastic'.

Sep 02, 2018 08:04 EDT

Pope Francis Call For Ocean Plastic Clean Up Hailed by Bluewater

Stockholm, Sweden, September 2, 2018 – Stockholm-based [Bluewater](#), a world leader in water purification technology and solutions, hailed the Pope Francis [call](#) on Saturday to clear up oceans threatened by plastic waste.

Addressing a group of business leaders at the Vatican, the pontiff said the world 'cannot allow our seas and oceans to be littered by endless fields of floating plastic'.

“Pope Francis message to the estimated 1.2 billion Roman Catholics around the world is a massive call to action to stop our seas and oceans being polluted by plastic and help promote planetary and human health,” said Bluewater President and chief strategy officer Anders Jacobson.

He noted that if every single Catholic avoided using just one standard-sized 500 ml bottle a day it could save over 218 billion bottles from being used every year.

According to the Earthday organisation, humans buy one million plastic bottles per minute or 480 billion bottles year. A U.S. scientific [study](#) in 2017 concluded that almost 91 percent of all the plastic waste generated has not been recycled, ending up instead in landfill or the natural environment, such as the oceans. The United Nations estimates eight million tons of plastic such as single-use bottles are currently ending up in the ocean every year, harming marine life and entering the human food and water chains.

“Pope Francis said each one of us has to be responsible for the future of our planet, which is very much a view we share at Bluewater,” said Anders Jacobson.

“Bluewater has made it our corporate mission to innovate and bring to market water purification technologies and solutions designed to help provide people everywhere pristine drinking water from almost any source free of contaminants and generated at source rather than being transported in plastic bottles from one side of the planet to the other,” Anders Jacobson concluded.

#NoSingleUsePlastics

For more information, contact David Noble, PR & Communication Director, at david.noble@bluewatergroup.cpm 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[IG1]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694