



Properly hydrating at the Volvo China Open and also protecting the future of the planet by ending the need for single-use plastic bottles

May 05, 2024 05:04 EDT

Volvo China Open and Bluewater in ground-breaking sustainability partnership to halt single use plastic bottles

In a ground-breaking move at the 2024 Volvo China Open golf tournament, the organizers teamed up with Sweden's Bluewater for the second year in succession to redefine sustainability standards in sporting events by providing attendees, athletes, and staff with purified, mineral-enriched water

directly at the source.

A record number of fans in their hundreds of thousands joined with players and event staff to hydrate with ambient, sparkling and hot water from 21 water stations sited strategically around the stunning Shenzhen Hidden Grace Golf Club. Visitors were also able to enjoy great tasting water from a mass dispensing water wall in the spectator village as well as in catering areas, the media center, VIP lounges, player training areas, and staff working centers.



Bluewater's innovative approach involves on-site water purification systems that not only supply clean, tasty water but also significantly reduce plastic waste. By integrating these systems, the Volvo China Open is setting a new benchmark for environmental responsibility in sports.

“Our collaboration with Bluewater is a testament to our commitment to sustainability. Together, we are not just delivering a great sporting event but also high-quality hydration, promoting the sustainable development of golf in China, and protecting our planet for future generations,” said Volvo China Open event chairperson Ms. Zhao Qin. She told a news conference that the tournament was setting new standards in de-plastizing sporting events in China.

The use of Bluewater's purification technology at the Volvo China Open is a part of the organisers broader strategy to promote eco-friendly practices in all aspects of any sporting event, said Bluewater founder and CEO, Bengt Rittri. He added: "At Bluewater, we believe in a world where everyone has access to clean water without compromising our environment. Our partnership with the Volvo China Open is a powerful step towards this vision, showcasing both our advanced purification technology and our commitment to sustainability.



For Bluewater, the pioneering Volvo China Open not only enhances the experience of everyone involved but also serves as an inspiring model for other events worldwide. "By prioritizing health, sustainability, and innovation, the Volvo China Open and Bluewater are leading the way in environmental stewardship within the sports industry," said Mr. Rittri (photo above).

For more information, please contact Bluewater chief communication officer Dave Noble at david.noble@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]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694