



Bluewater is working to leave a cleaner planet with access to clean drinking water for everyone by encouraging water entrepreneurship and innovation.

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## Bluewater attends Innovate4Water Forum in Nairobi, Kenya, steps up Africa expansion

Nairobi, Kenya, April 26, 2018 – [Bluewater](#), a world leading drinking water technologies innovator, will be joining over 350 water sector movers and shakers at the [Innovate4Water Forum](#) in the Kenyan capital Nairobi to discuss urban drinking water issues. The gathering provides an ideal opportunity for Bluewater to drive its newly-launched one-million-dollar urban drinking water challenge to entrepreneurs across Africa.

“The Imagine H2O urban drinking water scarcity challenge is geared to identify and deploy entrepreneurial solutions to tackle clean drinking water issues in mega-cities across the planet, including Africa,” said Anders Jacobson, President of Bluewater. He said the initiative, announced early April together with Bluewater partners 11th Hour Racing and Imagine H2O, will address urban drinking water shortages in a world where the UN predicts some 5.7 billion people will be living in urban areas running short of drinking water by 2050.

“The Innovate4Water Forum is a matchmaking forum for sustainable development across the African continent and we look forward to engaging with many of Africa’s leading water sector stakeholders,” said Mr. Jacobson. The two-day Nairobi Innovate4Water Forum brings together entrepreneurs, investors, large and small companies, non-governmental organizations, UN agencies, and incubators from 40 African countries who are contributing to achieving the [United Nations Sustainable Development Goal number 6](#).

Mr. Jacobson noted how the spectre of a collapse in urban water supply came close to becoming a reality in Cape Town earlier this year as the South African city faced extreme rationing and the closing of household taps. Cape Town is not alone. According to a 2014 [study](#) reported in Global Environmental Change journal, one in four cities of 200 studied around the world are already in a situation of ‘water stress’.

“The Imagine H2O Urban Drinking Water Scarcity Challenge is directed at unleashing the power of water entrepreneurship and innovation to find solutions to the urban drinking water scarcity nightmare scenario flagged by the United Nations,” said Bluewater President Anders Jacobson, also co-founder and CEO of Bluewater’s holding company, Blue.

The Global Innovation Challenge will be opened to applications in early May 2018, more information is available [here](#).

Editors notes

**Imagine H2O** is a non-profit organization dedicated to empowering people to deploy and develop innovation to solve water challenges globally. The organization’s water innovation accelerator provides entrepreneurs with the resources, insight and visibility to launch and scale water solutions. By partnering with industry and policy experts and a global network of

customers and investors, Imagine H2O has become a proven path to market for emerging water technology businesses. Since 2009, organization's program alumni have collectively raised more than 1 in every 10 dollars of venture capital in the water industry. [www.ImagineH2O.org](http://www.ImagineH2O.org)

**11th Hour Racing** establishes strategic partnerships within the sailing and maritime communities to promote collaborative, systemic change benefitting the health of our ocean. Since 2010, 11th Hour Racing has been harnessing the power of sport with an innovative and comprehensive approach through three primary areas of engagement: grantees, partners, and ambassadors. Please visit us at [www.11thhourracing.org](http://www.11thhourracing.org)

**Bluewater** is a world leader innovating, manufacturing, and commercializing water purification technologies and solutions for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from water, including lead, bacteria, pesticides, medical residues, chlorine, micro plastic fibres and lime-scale. Please visit us at <http://www.bluewatergroup.com>.

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Bluewater and 11th Hour Racing are signatories to the United Nations #CleanSeas Pledge.

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Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at [www.bluewatergroup.com](http://www.bluewatergroup.com)

Follow us for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

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