



Bluewater is serving pure, great tasting healthier water in its sustainable, cool looking bottles to the tens of thousands of delegates at the COP 28 Climate Action Innovation Zone

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## **Bluewater Named Official Hydration Partner by Climate Action at COP28, Spotlighting the Way to Ditch Single-Use Plastic Bottles**

Stockholm, Sweden, November 3, 2023 – Bluewater has proudly partnered with [Climate Action](#) at COP28, aiming to break the stranglehold of single-use plastic bottles at major events. As the Official Hydration Partner, Bluewater will offer over 6,500 delegates attending the Climate Action Innovation Zone

free, pure, and healthier water from strategically sited Bluewater dispensers in the organization's vast immersive amphitheatre, which will explore how to transform sustainability promises into tangible progress from 4 – 8 December.

By teaming up with Climate Action, Bluewater is spotlighting its purpose-driven efforts to bring about a positive and profound change in our society's relationship with drinking water. The collaboration aligns with Bluewater's core mission to deliver sustainable hydration solutions that safeguard health, protect the environment, and ensure accessibility for all.

Breaking free from the shackles of disposable plastic bottles, Bluewater's advanced water purification technology will provide delegates at COP28 with an unending and convenient supply of pristine water, straight from its advanced water dispensing solutions. This bold move will not only render obsolete the environmental impact generated by single-use plastic bottles, but also set a shining example of how innovative technologies and human ingenuity can help shape a greener low-carbon future in the here-and-now for coming generations.

Emphasizing the significance of the partnership, Bengt Rittri (photo above), Founder and CEO at Bluewater, stated, "Our collaboration with Climate Action at COP28 signals a tremendous milestone in our shared journey towards a planet free from plastic pollution. By offering delegates free access to our sustainable water solutions, we can inspire change and empower individuals to make a difference in the fight against single-use plastics."

Bluewater's pioneering event dispensing solutions will be deployed across the Madinat Jumeirah venue, connecting to local municipal water, and then applying multi-stage filtration and purification technologies to create a premium and chilled drinking water directly on site. Delegates, visitors, and guests will be able to enjoy cool and refreshing hydration without the wasteful impacts of conventional plastic bottled water. For VIPs and speakers, Bluewater is also supplying 1,000 customised stainless steel refillable bottles, which are double-walled insulated and warrantied to last a lifetime.

Attended by over 6,500 leading global business leaders, young people, climate scientists, Indigenous Peoples, journalists, and other experts and stakeholders, the Climate Action Innovation Zone is geared to demonstrate

how practical action against climate change can be undertaken on the ground, through the collaboration of cities, regions, businesses, investors, civil society with governments, in order to implement the Paris Agreement and reach its sustainability goals.

“Bluewater is hugely pleased to renew this exciting collaboration at COP for the second year in succession with Climate action, which is renowned for driving meaningful awareness and change across a wide range of sectors. Recognizing the value and potential of this core hydration partnership, Bluewater and Climate Action together will foster a platform to address the urgent need for sustainable hydration solutions at major events,” said Bluewater sustainability spokesperson Philip Russell, Managing Director of the London-based Bluewater Events and Venues organization. He added that ultimately, the collaboration will signpost the way for a transformative future in human hydration, one where single-use plastic bottles become nothing more than a remnant of the past.

Bluewater CEO, Bengt Rittri, also noted that Bluewater has already revolutionized how major events such as The Open, golf’s oldest Major Championship, the Cape Town Marathon, and the current American Magic America’s Cup team tackle the global issue of plastic water bottle waste.

“Together with innovative and forward-looking organizations like Climate Action and our many clients in the events sector around the world, we have the power to redefine water access and sustainability in action and to establish a legacy of environmental stewardship for generations to come”, Mr. Rittri said.

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Note to editors:

Bluewater sustainability spokesperson Philip Russell will be taking part in the Sustainable Innovation Forum panel discussion ***‘Business models that enrich biodiversity: How can we embed nature at the heart of business?’*** on December 5, taking place on the Global Action Stage within the Innovation Zone. Delegates can also get an up-close insight into how Bluewater is revolutionising human hydration and ending the global reliance on single-use plastic, by visiting the “Drink that Matters’ exhibition booth within the main auditorium.

Please credit the images provided to Bluewater.

## About Bluewater:

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, Bluewater is helping to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available globally to consumers, hotel and catering operations, and event and venue organizations. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and has been recognized for its sustainability efforts by numerous other publications. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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## About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit [www.bluewatergroup.com](http://www.bluewatergroup.com) and [www.drinkflowater.com](http://www.drinkflowater.com)

Follow Bluewater 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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