



Business enterprises need to kickstart greater efforts to leverage human ingenuity to address the climate emergency, says Bluewater (Image: iStock)

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## Bluewater urges businesses to build a worldwide green economy to tackle climate emergency

Stockholm, Sweden, January 23, 2020 – [Bluewater](#) today called on business leaders globally to accelerate efforts to harness human ingenuity to help tackle the climate emergency.

The Swedish water company, which innovates advanced water purification technologies and solutions, praised a speech at Davos on Wednesday by the

UK's Prince Charles, who used a [keynote speech](#) at the World Economic Forum to proclaim that “global warming, climate change, the devastating loss of biodiversity are the greatest threats humanity has ever faced”.

“Bluewater endorses Prince Charles’ message about the urgent need for the private sector to use all its ingenuity and skills to lead the world out of the coming catastrophe,” said Bengt Rittri (photo below), the Swedish environmental entrepreneur who founded and serves as CEO of Bluewater.

Bluewater has developed water purification solutions using patented next-generation reverse osmosis technology to generate pristine water for use in homes, businesses and public dispensers. Committed to reducing plastics in the world’s oceans, Bluewater has also launched a unique range of planet-friendly re-useable stainless-steel bottles.

“Business and political leaders must unite in a shared mission to kickstart a whole new approach to creating sustainable markets,” Mr. Rittri said.

“We are water people at Bluewater who have made protecting the oceans a core part of our business mission. Why? Because we feel more and more people are thirsty for planet-friendly alternatives and because we want to do something about tackling the climate emergency .”

For more information, please contact David Noble, PR & Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or call +44 7785 302 694.

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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 dispensing use that harness the company’s patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, micro-plastics, chlorine and lime-scale. Please visit us at [www.bluewatergroup.com](http://www.bluewatergroup.com)

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welcome to enjoy our themed Bluewater music playlist on Spotify at [BluewaterPure Radio](#).

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694