



Bluewater

COP 27



Global climate catastrophe in the spotlight in Sharm El-Sheik, Egypt, with Bluewater hydration station solutions on hand to provide safer, cleaner drinking water to delegates (Photo: iStock)

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Bluewater Water Refill Stations and Sustainable Bottles Bring Dynamic Hydration Solution to COP27

Stockholm, Sweden, 07 November 2022 – Climate leaders gathered for COP27 in Sharm El-Sheikh, Egypt, will be able to get a taste of a dynamic new hydration solution from Swedish water and beverage innovator [Bluewater](#).

The company's leading-edge purified water refill stations and sustainable

reusable bottles will allow delegates to stay healthily hydrated in the [Climate Action Innovation Zone](#), where Bluewater has been appointed as the Official Hydration Partner.

"We are deeply honoured that Climate Action chose Bluewater to provide free water refills to all participants at the COP27 Innovation Zone, throughout the entire event from 7 to 18 November, said Bluewater Founder and CEO, Bengt Rittri (photo below), one of Sweden's leading environmental entrepreneurs.

"The deployment of our solutions at Sharm El-Sheikh will ensure delegates and speakers can drink water as pure as nature intended, without incurring the damaging impacts – both environmentally and from a human health perspective – of single-use plastic bottles. Pairing our advanced water purification stations with our premium stainless steel refillable bottles creates the ultimate ecosystem for planet-friendly hydration."

Running parallel to COP27, and located just 300 metres from the Blue Zone, the Climate Action Innovation Zone provides a global platform where dynamic solutions come to life, new ideas are born, climate leaders step up, and cross-sector partnerships begin.

Bluewater will have three of its high-performance hydration stations installed at strategic locations around the Innovation Zone, dispensing free purified chilled water on demand. Each station utilises Bluewater's unique and patented SuperiorOsmosis™ technology that can deliver up to 7,000 litres of purified water on demand per day, while removing chemicals, toxic metals, bacteria, viruses, and other contaminants such as micro-plastics. Bluewater stainless steel bottles are also available to attendees.

Founded in 2013, [Bluewater](#) was built on a vision to provide sustainable and inclusive access to clean safe water for people around the globe, while ending the reliance on single-use plastic bottles and their associated detrimental impacts of marine pollution and carbon-intensive manufacturing and shipping. The Swedish company continues to deliver on its mission to bring clean water to people at home, work, and play, by harnessing human ingenuity to develop and bring to market state-of-the art water purification technologies.

“We believe the best water is sourced and purified in local communities at point of consumption, not bottled in plastic and transported from faraway places,” said Bengt Rittri, who emphasised that his passionate aim behind founding Bluewater has been to protect the world’s oceans and deliver healthy water to people around the world.

COP27 is a two-week summit of world leaders, politicians and environmental experts designed to encourage discussions on the climate crisis and ways to mitigate the potential consequences, while building greater resilience, at a global level.

“We need to now urgently move from words and ideas to concrete action and implementation,” said Mr. Rittri. “The climate emergency is making water pollution and scarcity one of the major challenges of our time. We must come together globally to work ever harder to protect our beautiful planet. We believe our solutions can play an important role in establishing greater resilience, and we are very proud to be showcasing our technologies in Sharm El-Sheikh this year.”

For more information, please contact Dave Noble, Bluewater PR, Communications and Events Director, at david.noble@bluewatergroup.com or +44 7785 302 694.

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 health-enhancing hydration solutions which are generated and distributed at point of use, combined with reusable stainless steel and glass bottles, allows Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event, festival and venue organisations with a thirst for life in Europe, the USA, the UK, China, South-East Asia, the Middle East and Africa. Bluewater endorses the UN Environment Clean Seas initiative to turn the tide on plastics, and has been honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognised for its sustainability efforts by numerous other publications. In 2022 Bluewater merged with US clean water company FloWater to fast-track efforts to innovate hydration solutions for eliminating single-use plastic

water bottles and provide access to safer great-tasting purified drinking water for everyone, at home, work, and play. www.bluewatergroup.com.

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 and 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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