



“Bluewater digital media enabled refill stations and customised refillable water bottles at St Andrews Links, the Home of Golf. From left to right: Sandy Reid (Director of Greenkeeping - St Andrews Links Trust), Philip Russell (Chief Purpose Officer

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Driving Golf Sustainability: Bluewater & GEO Foundation Collaborate to Promote Plastic-Free Hydration for Golf

Stockholm, Sweden & North Berwick, Scotland, 25 February 2025: Bluewater, a global leader in sustainable hydration solutions, has partnered with the international non-profit GEO Sustainable Golf Foundation to advance sustainability in and through golf worldwide. The collaboration aims to tackle single-use plastic pollution while promoting trust in clean drinking water and healthy hydration, aligning with both organizations' vision of protecting the

environment and enhancing human well-being.

Through this innovative partnership, a portion of every Bluewater refillable bottle sold at golf events and venues worldwide will fund sustainability initiatives in golf. Each purchase helps golfers cut plastic waste while driving real change in the sport played by over 60 million people globally.

Driving change for people and planet



Bengt Rittri, Bluewater Founder & CEO, stated: “Golf connects millions with nature, making it a prime platform to address global sustainability challenges, including drinking water quality and plastic waste. Through this purpose-driven partnership, we will engage the golf industry more deeply, helping venues, tournaments, and associations reduce their impacts while also educating and empowering players and fans.”

Growing water concerns

Globally there is growing concern over the safety and security of water. In

recent reports the United Nations cites a raft of risks including lack of or aging water infrastructures; increased prevalence of PFAS 'forever chemicals' in water supplies; increasing risks of bacterial and heavy metal contamination; and the environmental pollution from over 600 billion single-use plastic water bottles per year.

Bluewater's advanced purification systems remove over 99% of contaminants from locally available water supplies and then remineralize, chill, and carbonate water on-site, delivering high-quality hydration without plastic waste. Their stylish, reusable and lifetime guaranteed bottles offer a practical refill solution at clubhouses, locker rooms, and spectator areas.

A sustainable golfing future

Jonathan Smith, Founder & Executive Director of GEO Sustainable Golf Foundation, welcomed the partnership: "For two decades, we've supported golf with widespread awareness raising and accessible programs, and always eager to promote innovation that helps the sport play better. As golf continues to grow around the world it is important that real solutions, like Bluewater's, are taken up.

"We are delighted that in addition, a proportion of Bluewater's golf-sector sales will go on to incrementally support practical sustainability initiatives for golf – globally and locally - through proceeds from every dispenser purchased or hired, and every bottle sold. The collaboration will also lead to the launch of the Bluewater Innovation Awards which will recognize leadership in plastic waste reduction and water stewardship within golf.



The first global venue to offer the purpose-driven new Bluewater bottles for retail sale is St Andrews Links. At the forefront of golf and sustainability, and retaining the GEO Certified® label for sustainable golf facility management for almost 15 years, St Andrews Links, the Home of Golf, has fully embraced Bluewater solutions to eliminate single-use plastics while providing premium refills year-round. James Ralley, Commercial Director at St Andrews Links Trust, said: “Our relationship with Bluewater is helping us to eliminate single-use plastic from water bottles across our site through our refill stations as part of our commitment to sustainable practices in golf. Furthermore, we are excited that this new partnership between Bluewater and GEO Foundation will mean that a percentage of proceeds from each Bluewater water bottle sold at St Andrews Links will contribute to wider sustainable initiatives. Sustainability is at our core and as the Home of Golf we have a duty to be leaders in this space and to offer our support for this tremendous initiative.”

Since The R&A first utilized Bluewater solutions in 2019 to eliminate single-use plastic water bottles at The Open, adoption across golf has accelerated. Other leaders in sustainable golf to use Bluewater on-course solutions include DP World Tour events, LIV Golf, the Asian Tour, and prestigious destinations such as Royal Portrush, Pebble Beach, and St Andrews Links.

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating disruptive hydration solutions for home, work, and play. Honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN® Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions.

Discover more about Bluewater customized solutions for golf facilities, associations and tournaments at:

<http://bluewatergroup.com/en-gb/sustainablegolf>

Contact: golf@bluewatergroup.com

About GEO Sustainable Golf Foundation

The GEO Sustainable Golf Foundation is an international non-profit entirely dedicated to helping advance sustainability in and through golf. The Foundation collaborates closely with golf associations, facilities, developers, tournaments and tours worldwide to inspire, support, and credibly recognize sustainability progress for the industry. Now celebrating its 20th year, and as an early pioneer in the movement in sustainable sport, the Foundation has partnerships and program participants in over 70 countries. For more information, visit sustainable.golf. To find out more about the new collaboration with Bluewater, visit sustainable.golf/bluewater

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