



Golf fans at the 2019 British Open at Portrush, Northern Ireland, were treated to water as pure as nature intended by organisers The R&A in order to halt the sale of single use plastic bottles

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Sports world urged to place climate action at the forefront of their efforts to recover from the Covid-19 pandemic

Stockholm, Sweden, September 16, 2020 – As the world faces a perfect storm of industrial and plastic pollution, climate change, and threatened ecosystems such as coral reefs and wildlife, there has never been a more relevant time than the present for sport to leverage its power to create change towards a sustainable future, says Sweden's international water purification technology company [Bluewater](#).

Announcing its participation as a keynote panelist at the virtual [Sports Positive Summit](#) in London, October 1 -2, 2020, Bluewater said sporting organisations have a major role to play in driving change to tackle the climate crisis, by increasing public awareness and inspiring people attending events.

Bluewater founder and CEO Bengt Rittri called on the sporting world to come together during the Sports Positive Summit to place climate action at the forefront of their efforts to recover from the Covid-19 pandemic.

“We know that a positive show of support from the global sports community has the power to send a powerful sustainability message to businesses, organizations, and a huge swathe of the general public who want to stay happy, healthy and hydrated while enjoying their favorite sport,” said Mr. Rittri (photo below).

The Sport Positive Summit 2020 aims to unite the global sports community and suppliers around a common theme: ‘how we can unlock the potential of sport to have a positive impact on climate, people and planet, future-proof the sport business, and connect with and inspire fans’.

“Sporting and event organisations have the ability to help create a groundswell of positive public opinion by demonstrating creative solutions to halt pollution of our planet and its habitats and oceans,” said David Noble (photo below), Bluewater communications director and panelist at the Sports Positive Summit.

Noble added that the Bluewater mission is to create water purification products and solutions that are green, clean, and healthy – and empower people, businesses and organizations to help change the world by reducing their environmental impact.

Bluewater’s unique water delivery solutions for major sporting events have already proven a success at events such as the 148th Open Golf Tournament, the Volvo Ocean Race and Cape Town Marathon.

As an example, the [R&A](#), organizers of The Open Championship, leveraged

Bluewater's drinking water technologies and bottle solutions to enable a ban on all sales of single-use plastic water bottles while providing tens of thousands of visitors, players, staff and officials on-demand fresh water from 19 water stations located around the course. The Bluewater system harnesses the company's highly advanced direct-flow [PRO 600](#) model to purify water, removing all traces of bacteria, viruses, chemicals, and microplastics.

Sport Positive Summit Founder, Claire Poole (photo below), commented: 'We are delighted to have Bluewater as a key contributor at our Summit, they are a trusted partner of our stakeholders; driving positive change through the reduction of single use plastic, water provision and supporting a more sustainable future.'

For more information, keep an eye on <https://www.sportpositivesummit.com/>

for updates regarding the event. Alternatively, directly contact Dave Noble, Bluewater PR & Communications Director, at david.noble@bluewatergroup.com or +447785302694 for information about Bluewater's best practice sustainability initiatives to create a world where everyone has access to safe drinking water.

Bluewater is a world leading, Swedish water purification company with regional sales offices in the USA, China, South Africa and Europe. 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, microplastics, and lime-scale. www.bluewatergroup.com

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