



The Sports Positive Summit annual event brings together leading experts for two days of networking.

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## There's a massive appetite in sport to achieve more sustainability impetus, leading sports sustainability expert tells latest Planet Water! podcast

Stockholm, Sweden, March 29, 2021 – One of the world's top sustainability in sports experts says she has seen a massive surge in interest in green initiatives in the past few years among sporting event organisers and arenas.

Claire Poole, founder of the annual Sports Positive Summit (photo

below), told the latest Planet Water! Podcast that she's "definitely seen a big difference since the UN Sports Climate Action Framework was launched. And I think that's really heightened the visibility and the progress and the work in the area".

The latest edition of the monthly Planet Water! Podcast from Swedish water brand [Bluewater](#), was published today on a variety of platforms, including Acast, Spotify, Apple, and other platforms.

In the podcast, Claire Pool said corporations such as Bluewater, which has embedded sustainability at the heart of its business mission, have a barnstorming role to play in bringing sports organisations along on the sustainability journey with them. But, she adds, it's not enough for companies or sports associations to merely operate in a more sustainable way, they need to "bring the public on board as well".

The monthly Bluewater Planet Water podcast, which features top names from the world of water, sports, business, and the environment, aims to provide audiences with an informative platform around critical issues of water, hydration, health and wellness, and the environment. Claire Poole said the Sport Positive Summit exists to 'unleash the potential of sport for climate action'.

.The *Bluewater Planet Water Podcast* is available on mobile devices via apps such as Apple Podcasts and Spotify and the *Bluewater* website. You can find the latest Bluewater podcast on [Acast](#) here as well as on Spotify, Apple and Google platforms.

If you'd like to learn more, contact Dave Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or call +44 7785 302 694. More information about the Sports Positive Summits can be found [here](#).

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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](http://www.bluewatergroup.com)

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