

# Global business community must do more to help drive climate change agenda, says global water tech leader Bluewater

*Sweden's Bluewater says human ingenuity can help planet avoid climate calamity, but business community must harness human ingenuity as a force for good.*

STOCKHOLM, SWEDEN, December 4, 2018 /EINPresswire.com/ -- As world leaders convene for the United Nation's climate conference in Katowice, Poland, Sweden's [Bluewater](#) says human ingenuity can help planet avoid climate calamity, but business community must work closer with governments and world bodies to harness human ingenuity as a force for good.

"The UN has warned the world is not on track to meet climate change targets and it is clear the business community must scale up and speed their efforts to help find solutions to tackle the looming environmental calamity," said Anders Jacobson, President of Bluewater, a world leader in water purification technology and solutions.

Bluewater's innovative Swedish-designed water purification technology will be on show during the Katowice conference at the Sustainable Innovation Forum, running 9 - 10 December and organised by Climate Action. The Forum is the premier meeting place for policy-makers and climate technology innovators to collaborate and exchange knowledge and will over two days unite 600+ delegates engaged with fast tracking the global green economy.

Speakers at the Sustainable Innovation Forum include California State Senator Bob Wieckowski,

Mr. H.E. Said Al Tayer, chairman of the World Green Economy Organisation, Jesper Brodin, CEO and President of Ikea Group, and Bluewater's own Anders Jacobson. He described the Forum as a crucial opportunity to drive forward the Paris Agreement framework by providing thought leadership, deep-dive discussion, capacity building and networking on the key themes of Circular Economy, Energy Transition, Sustainable Mobility and Climate Finance.

“

The UN has warned the world is not on track to meet climate change targets and it is clear the business community must scale up and speed their efforts to help find solutions..."

*Anders Jacobson*

Bluewater will showcase how its compact [Bluewater water purifiers](#) use state-of-the-art technology to deliver pure



Anders Jacobson, President and Chief Strategy Officer, Bluewater

water from practically any non-potable source.

Designed to be used in homes, business and public spaces, Bluewater provides peace-of-mind in a world where water quality can no longer be taken for granted by removing unhealthy contaminants like toxic metals, chemicals, pharmaceutical and medical residues, and micro-plastics.

Using its own unique, patented reverse osmosis technology called SuperiorOsmos, Bluewater water purifiers deliver unmatched purification efficiency, reduction in water wastage, operating capacity and service life, and low energy use.

Founded by Swedish environmental entrepreneur Bengt Rittri in 2013, Bluewater has embedded removing the need for single-use plastic bottles and their transportation as a core part of its business mission.

Anders Jacobson notes Bluewater has proven how it is possible to use human ingenuity to provide tech solutions that are able to dramatically cut back on the use of throwaway plastic bottles at sporting events like the Volvo Ocean Race, where the company helped avoid the need for around 400,000 plastics bottles.

“We’ve also provided alternatives to plastic bottles at running marathons, football matches and rock music events in Cape Town, for example, using non-potable borehole water, and on Swedish Baltic islands suffering water scarcity, where we generated pristine drinking water direct from the sea this past summer, avoiding the use of nearly one million plastic bottles,” said Anders Jacobson.

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

David Noble  
Bluewater Group  
+44 7785 302694

[email us here](#)

Visit us on social media:

[Twitter](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.