



8TH JUNE

PROMOTING CARE, PROTECTION AND CONSERVATION

OCEANS DAY

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Not one more drop of plastic should enter our oceans

Around 2.2 million species are said to exist in the Earth's oceans, yet more than eighty percent of our ocean environments are unmapped, unobserved, and unexplored, say scientists.

What we do know is that the threat to the health of many ocean ecosystems, with [rising extinction rates](#), is mounting due to the contamination of marine environments around the planet by the tsunami of single-use plastic bottles and microplastics and the toxic chemicals found in them, such as BPA and PFAS, which have been linked to increased cardiovascular disease, diabetes,

reproductive abnormalities, early puberty, and childhood obesity.

According to a report presented at the 2017 United Nations Marine Conference, as many as 51 trillion microplastic particles, 500 times more than the stars in our galaxy, litter our oceans and seas, seriously threatening marine wildlife. Yet to survive and thrive, we all need a healthy ocean.

Blue AB's Bluewater is propelling its efforts to find alternatives to single-use plastic and its production, transportation, and disposal, from developing micro bottling systems to helping significant sports, music, and other events sustainably hydrate hundreds of thousands of fans without a plastic bottle in sight. For those concerned about the quality of their drinking water, our water purifier solutions utilize unique Bluewater SuperiorOsmosis™ technology to remove pollutants like microplastics, PFAS chemicals, and lead in homes and HORECA environments.

We welcome you to visit the Bluewater [website](#) to discover more about Bluewater's initiatives for positive environmental change on World Oceans Day, an annual celebration on 8 June. The United Nations has officially recognized World Ocean Day, which sees tens of thousands of activities, engaging millions of people in over 150 countries at events hosted by schools, universities, youth organizations, aquariums, zoos, museums, dive clubs, marinas, and many more from all sectors.

About Blue

Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue's mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health. www.blueab.se

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