



Philip Russell, Chief Purpose Officer at Bluewater Group, tells delegates to the ANOC General Assembly that access to clean and sustainable drinking water is fundamentally intertwined with the international sporting community.

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Bluewater and Association of National Olympic Committees launch four-year sustainable drinking water partnership

Sweden's water purification company [Bluewater](#), a Blue ethical fund portfolio business, has partnered with the [Association of National Olympic Committees](#) (ANOC) to deliver sustainable drinking water solutions globally. And addressing the recent ANOC 2024 General Assembly in Cascais, Portugal, the water purification innovator issued a powerful call to action urging the Olympic Community to adopt transformative hydration solutions for tackling

declining tap water quality and the ongoing damage caused by single-use plastic pollution.

“Access to clean and sustainable drinking water is fundamentally intertwined with the international sporting community”, said Philip Russell, Chief Purpose Officer at Bluewater Group, which markets its solutions in international markets from Europe to Asia, Africa, and North America..

He added that “athletes can’t train and compete effectively without proper hydration, and now with the worrying trend of contaminants appearing in municipal tap water supplies and the growing concerns related to the health impacts of micro-plastic pollution, there is an urgent need to evolve our approach by which we provide drinking water for athletes, teams, staff and volunteers.”

The four-year partnership between ANOC and Bluewater, is built on a shared commitment to champion advanced technology solutions for water purification to create sustainable, accessible, and health-focused drinking water delivery for sport globally.

Bluewater has innovated and pioneered industry-leading water purification systems for over a decade that remove over 99% of contaminants from locally available water supplies, thereby eliminating the need to ship in pre-bottled water from remote locations.

Heavy metals, parasites, viruses, micro-plastics, and toxic chemicals like PFAS are effectively removed by Bluewater’s unique proprietary reverse osmosis technology, before the locally purified water is then remineralised and chilled to create a balanced and delicious water refill solution. Bluewater refillable bottles, constructed from premium stainless steel and warrantied to last a lifetime, then offer the perfect accessory to enjoy high-quality and sustainable drinking water while ending the reliance on polluting single-use plastics.

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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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