



Plastic, plastic everywhere, not acceptable says EU lawmakers (iStock photo)

Mar 29, 2019 15:33 CET

Blue applauds European lawmakers calling time on single use plastic

Stockholm, Sweden, March 29, 2019 – With the world celebrating Earth Hour on Saturday, Swedish impact-focused investment company [Blue](#) today applauded the decision this week by European lawmakers to ban single use plastic products ranging from straws to cutlery, plates, stirrers and balloon sticks.

Blue co-founder and CEO Anders Jacobson also praised the EU Parliament for starting to tackle the single-use plastic bottle plague by voting that the

content of plastic bottles should comprise 25 percent recycled materials by 2025.

“With all the focus on the way our oceans and sea life is under dire threat from micro-plastics, it is often overlooked just how much air pollution and traffic congestion is worsened by the transportation of billions of bottles every year around the planet,” said Mr. Jacobson.

He said he agreed with European Commission vice president Frans Timmermans who described the European plastics ban as an ‘important step to reduce littering and plastic pollution in our oceans’.

The Blue investment portfolio includes a number of companies that are making a solid contribution to planetary health.

Blue investment companies include Bluewater, which markets innovative water purifiers and solutions globally to generate purified water free of contaminants ranging from toxic metals to chemicals and micro-plastic particles, as well as Climeon, a clean-tech equipment vendor and world leader in converting low temperature heat into electricity by harnessing geothermal heat.

“The EU initiative is a tangible consequence of the success of sustainability-driven enterprises like ourselves and initiatives like Earth Hour, which is one of the world’s largest grassroots movements for the environment, inspiring millions of people to take action for clean air and water to improve and protect planet health and biodiversity.” Mr Jacobson said.

About Earth Hour

In an annual global call to action, [Earth Hour](#) asks people at 8.30PM local time to celebrate the planet by turning off their lights for 60 minutes. The aim is to unite millions of people around the world by taking part in sparking mass awareness on why nature is important and tackle climate change.

For more information, please contact David Noble, Blue PR & Communications Director, at dn@blueab.se or +44 7785 302 694.

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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