



PRESS RELEASE
For immediate release

Be Water Positive Sailing Wins 2025 WaterReuse Award

Tampa, March 18, 2025 – H₂O Innovation Inc. (“H₂O Innovation” or the “Corporation”) is proud to announce that the Be Water Positive sailing campaign, led by Canada Ocean Racing, in partnership with H2O Innovation and the International Desalination and Reuse Association (IDRA), has been awarded the 2025 WaterReuse Award for Excellence in the Outreach and Education category.

The Be Water Positive sailing campaign is a global initiative, raising awareness of crucial water-related topics, including water scarcity, sustainable desalination, responsible water management, and ocean protection, on an international stage. As the team competes in a worldwide race cycle, they bring these conversations to audiences across continents, highlighting the shared challenges and solutions. The team employs innovative outreach methods by sharing live updates and experiences from the ocean, showcasing eco-friendly practices in high-performance sailing, and using their IMOCA vessel as a platform for sustainable technologies. By combining the excitement of ocean racing with important water conservation messages, the Be Water Positive sailing campaign has created a unique and impactful outreach and education program that truly deserves this recognition.

"This award is a powerful recognition of our commitment to Be Water Positive," said **Scott Shawyer, President and Skipper of Canada Ocean Racing**. "For us, this journey is about more than just racing. It's about inspiring action, showing how every choice we make impacts our global waters, and proving that pushing limits - on the water and in sustainability - can lead to real change. Through our collaborations, water industry partnerships, and engaging storytelling, we're making water positivity something everyone can be part of."

As an example, during the Liberty Race, also known as the Vendée Liberty, held on May 24, 2024, in Manhattan Bay, New York, the team promoted Be Water Positive in various ways. They supported the message by providing a unique way of showcasing water reuse in the offering of the Revival Beer. Offered to all the public attending the race, the team provided a beer made from 100% purified recycled water which creates a unique setting to discuss the possibility and criticality of water reuse. The name "Revival" symbolizes the second life given to the water used as its main ingredient, emphasizing the importance of sustainable water use. Revival Beer thus serves not only as a refreshing beverage but also as a tangible example of how advanced water recycling technology can contribute to sustainability in brewing and water management. It was also possible for many to meet the team and discuss challenges around sailing and the importance of fighting water scarcity by implementing water-positive solutions.



"The concept of becoming Water Positive means proactively replenishing and restoring our water resources beyond what we consume, and we can do this through scaling water reuse to meet global demand," said **Shannon McCarthy, Secretary General of IDRA**. "Our Be Water Positive campaign began in June 2022, and our knowledge partner agreement with the Canada Ocean Racing Be Water Positive Sailing team, signed in 2023 and supported by H₂O Innovation, demonstrates the power of creative, human-centered engagement in promoting water reuse and desalination solutions globally to actively contribute to the sustainable management and restoration of water resources for current and future generations."

"Our association with Be Water Positive aligns with our mission to promote water reuse, desalination, and ocean protection" said **Frederic Dugré, President and CEO of H₂O Innovation**. "The sailing campaign acts as a vehicle for change through which we aspire to shift the population's mentality about protection, consumption, and water recycling. By innovative actions, we are able to expand the global outreach and attraction of interests around Be Water Positive."

About H₂O Innovation

Innovation is in our name, and it is what drives the organization. H₂O Innovation is a water solutions company focused on providing best-in-class technologies and services to its customers. The Corporation's activities rely on five pillars: (i) Water Technologies & Services (WTS) applies membrane technologies and engineering expertise to deliver equipment and services to municipal and industrial water, wastewater, and water reuse customers, (ii) Specialty Products (SP) is a set of businesses that manufacture and supply a complete line of specialty chemicals, consumables, and engineered products for the global water treatment industry, (iii) Operation & Maintenance (O&M) provides contract operations and associated services for water and wastewater treatment systems; (iv) Water Infrastructure Development (WID) is developing WaterHubs, through performance financing, our turn-key projects can be designed, built and operated at no upfront capital expense to our clients, and (v) Maple and Agri-food, offering a complete line of equipment dedicated to maple syrup production and the agri-food industry. For more information, visit [H₂O Innovation](#).

About Canada Ocean Racing

Canada Ocean Racing is on a mission to push boundaries in offshore sailing while championing a more sustainable future for global water resources. Founded by entrepreneur and skipper Scott Shawyer, the team is driven by the ambitious goal of making Scott the first Canadian to complete the legendary Vendée Globe - considered one of the toughest sporting challenges on the planet. More than just a racing campaign, Canada Ocean Racing is using its platform to raise awareness of water scarcity through the Be Water Positive initiative, working alongside industry leaders like H₂O Innovation and the International Desalination and Reuse Association (IDRA) to spotlight real solutions. The team's global race cycle spans many of the world's major waterways, creating a unique opportunity to highlight water challenges and solutions in different regions. At the same



time, through world-class competition, the team is inspiring the next generation of Canadian offshore sailors with its Pathway Program, creating opportunities for talent to thrive on the global stage. From taking on extreme challenges at sea to tackling one of the world's most pressing environmental issues, Canada Ocean Racing is proving that ambition, resilience, and collaboration can drive meaningful change. For more information, visit www.canadaoceanracing.com

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