

## PRESS INFORMATION

### GROHE and Team Ocean collaborate to raise water awareness

- GROHE sponsors rowing expedition of Team Ocean to champion the value of water
- Two ventures to increase “Aquawareness”: Team Ocean will row the Rhine, followed by an expedition from California to Hawaii
- Stimulating water conservation behaviors: By producing drinking water from the sea, Team Ocean promotes water self-sufficiency

**Düsseldorf, March 22, 2024** – Water scarcity looms as a pressing global challenge. Around 2.3 billion people worldwide live in water-stressed countries.<sup>1</sup> However, a recent GROHE survey in seven countries revealed that 27% of people lack sufficient knowledge on how to contribute to water conservation.<sup>2</sup> Awareness about the availability of clean and fresh water and ways to save this scarce resource are urgently needed – not only on today’s World Water Day.

That is why GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, is supporting Team Ocean, a group of four adventurers named Bela Evers, Bram Meyer, Sara Eenhoorn and Wilco van Rooijen. Together, they embrace the mission of raising “Aquawareness” – creating a consciousness for saving water by encouraging responsible water usage and sustainable practices.

“As the global water crisis intensifies, we remain steadfast in our commitment to water stewardship. However, we believe that addressing this issue requires bold and collective actions. That is why I’m proud to announce our collaboration with Team Ocean. It is more than a sponsorship; it’s a shared mission to championing the value of water and promoting responsible consumption. By harvesting minimal drinking water from the sea, Team Ocean serves as a beacon for water self-sufficiency. Together, we strive to amplify awareness of the global water challenge and inspire sustainable practices for a water-resilient future,” says Daniela Stawinoga-Carrington, Leader Communications & Impact, LIXIL EMENA.

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<sup>1</sup> <https://www.unwater.org/publications/summary-progress-update-2021-sdg-6-water-and-sanitation-all>

<sup>2</sup> GROHE x YouGov survey about water scarcity: [https://www.grohe-x.com/en/newsroom-overview/news-overview-international/sustainability\\_grohe-x-yougov-survey-about-water-scarcity](https://www.grohe-x.com/en/newsroom-overview/news-overview-international/sustainability_grohe-x-yougov-survey-about-water-scarcity)

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Wilco van Rooijen, Team Ocean, climbed the highest mountains in the world, including Mount Everest and K2, without supplemental oxygen. He also managed to reach both the geographical north and south poles under his own power. Drinking water was a challenge on all his expeditions, at times literally life-threatening: “As a mountain climber and polar explorer, I was able to survive by having water around me in the form of snow and ice. During this expedition, I will be surrounded by undrinkable water. This will be the biggest challenge, but it teaches you to value this resource. Water is not a given and not endlessly available that’s why we need to protect it in any way we can.”

### **Rowing for a good cause**

This July, GROHE Team Ocean will embark on an inaugural expedition, rowing from the Rhine’s water source in the Swiss mountains, through the Rhone towards the North Sea. The alarming loss of 10% of water volume of Swiss glaciers over two years underscores the urgency of their mission.<sup>3</sup>

In 2025, GROHE Team Ocean will row 4,500 km from California to Hawaii in shifts of 2 hours on and 2 hours off non-stop for their second expedition. During the rowing expedition to Hawaii, Team Ocean will act as a “living laboratory” to highlight the need for self-sufficiency in water use. During the 6-8-week crossing, the team will make their own drinking water from the sea and live on less than 8 liters of water per day. By comparison, the average water consumption in the Netherlands is 129 liters per person per day<sup>4</sup>.

To amplify the impact of their message, GROHE and Team Ocean will provide regular updates on the progress of the expeditions, ensuring widespread awareness of the global water crisis and the need for sustainable practices.

For further information and press material, please see the following [LINK](#).

More information about GROHE Team Ocean can be found on the website [www.teamocean.nl](http://www.teamocean.nl). Learn how GROHE is taking care of every drop of water on the [content platform GROHE X](#).

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<sup>3</sup> World Economic Forum: [Swiss glaciers lost 10% of their volume in two years](#)

<sup>4</sup> <https://longreads.cbs.nl/the-netherlands-in-numbers-2023/how-many-litres-of-water-do-we-use-per-day/>

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#### **About GROHE**

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability.

The brand offers life-enhancing product solutions as well as services with its dedicated portfolios GROHE QuickFix, GROHE Professional and its premium sub-brand GROHE SPA. All cater to the specific needs of GROHE's professional business partners and their differentiated target groups.

With water at the core of its business, the brand contributes to [LIXIL's Impact Strategy](#) with a resource-saving value chain: from CO<sub>2</sub>-neutral\* production, the removal of unnecessary plastic in the product packaging, all the way to water- and energy-saving product technologies such as GROHE Everstream, a water-recirculating shower.

Thanks to the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the [brand experience hub](#), physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to contribute to LIXIL's purpose to "make better homes a reality for everyone, everywhere".

\*includes CO<sub>2</sub> compensation projects, more on [grohe-x.com/sustainability](https://grohe-x.com/sustainability)

#### **About LIXIL**

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Approximately 55,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at [www.lixil.com](http://www.lixil.com)

#### **About Team Ocean**

Team Ocean is an expedition team consisting of four adventurers who are jointly committed to raising awareness on water. They do this by taking on challenging rowing expeditions and supporting initiatives that are committed to water conservation. Their partnership with GROHE makes them "GROHE Team Ocean".

#### **GROHE**

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