

## **BigWater Launches IRL7 Membership with Exclusive Limited-Edition Messi Cleat in Collaboration with Join the Planet**

The first 10,000 IRL7 Founding Members will receive a limited-edition Lionel Messi collectible made from recycled river plastic



**Dubai, United Arab Emirates Jul 11, 2026 ([IssueWire.com](https://www.IssueWire.com))** - [BigWater](#), a technology-driven sustainability platform, today launched IRL7, a global membership community built around real-world environmental impact and experiences. The Founding Member campaign opens as anticipation builds for the FIFA World Cup 2026, hosted across the United States, Mexico and Canada.

The first 10,000 approved Members will receive an exclusive limited-edition collectible cleat, created in partnership with the Join the Planet Foundation and crafted from plastic recovered from the Parana River near Rosario, Argentina — the hometown of football icon Lionel Messi. BigWater says the initiative is designed to turn environmental waste into a symbol of sustainability while marking one of the largest sustainability-linked membership launches tied to a global sporting figure.

“IRL7 is a conscious community of digital nomads and tech professionals who want to make a positive impact in the real world,” said Dr. Parag Agarwal, Founder, BigWater. “Partnering with Join the Planet Foundation lets us give our early members something meaningful to own while building toward a larger sustainability mission.”

Early Members will also gain access to a global network of experiences, sustainability-linked rewards, and early access to future digital collectibles and community benefits.

BigWater’s sustainability model builds on more than a decade of on-ground work through its anchor partner JanaJal, a clean-water technology company operating across seven Indian states. JanaJal’s decentralised water delivery infrastructure has reportedly delivered over 220 million litres of clean water, benefited more than 30 million people, and helped eliminate over 50 million single-use plastic containers — giving the Messi-linked launch a tangible link to Indian communities and water-conservation efforts.

Part of the proceeds from IRL7 memberships will support Join the Planet Foundation’s environmental restoration projects, including conservation initiatives across South America besides distribution of 1000 litres of Clean Water on behalf of every member for which a verified NFT would be issued to the member as a Water Credit.

BigWater says the Founding Member campaign has already generated early interest among tech professionals and sports fans across North America, Europe, South America, Asia, Africa and the Middle East.

### About BigWater

BigWater is building one of the world's first technology based sustainable ecosystems that incentivizes and rewards people for delivering Impact. By combining AI, blockchain technology, tokenized real-world assets (RWAs), and verified data, BigWater verifies everyday actions and leverages them into real-world environmental outcomes. Its ecosystem is designed to incentivize healthier lifestyles and build a greener planet while supporting initiatives such as Clean Air, Clean Water and Ecosystem restoration through individual and collective sustainable actions.

At the heart of IRL7 is the \$BIGW rewards ecosystem, which enables members to earn value through

verified sustainable actions while creating transparent, on-chain records of environmental impact. Every verified action contributes to BigWater's mission of making sustainability measurable, rewarding, and accessible for people around the world. Sustainability Scores are redeemable for \$BIGW tokens that have a highly dynamic and accretive value.

BigWater builds upon more than a decade of real-world environmental impact through its anchor partner, JanaJal, Asia's leading tech enabled water services company whose decentralised, sustainable and equitable clean water delivery model controlled by JJSUITE; its patented tech platform has delivered over 220 million liters of clean water, benefited over 30 million people, reduced over 50 million single-use plastic containers while generating over 1 billion data points over the past 13 years across 7 States in India.

### About IRL7

IRL7 is BigWater's flagship project that aims to build a next-generation global membership community of conscious individuals that are incentivized for their good conduct through a gamification process that ultimately rewards them for living sustainably.

Built around seven pillars of sustainability, IRL7 connects members In Real Life with exclusive experiences, global access to premium luxury venues, rewards, networking opportunities, laced with innovative technology designed to encourage positive action in the real world.

By combining community, blockchain technology, environmental impact, and premium membership experiences, IRL7 is redefining what it means to belong to a purpose-driven global movement.

### About Join the Planet Foundation

Join the Planet is a 501(c)(3) global environmental foundation connecting athletes, innovators, brands and communities to support conservation through technology, education and sustainable products.

Its collaboration with Lionel Messi demonstrates how sport can inspire positive environmental action while creating meaningful collectible experiences for supporters worldwide.

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