

Strengthening corporate water management for more sustainable and competitive business

Scaling-up the Water Footprint Project in Peru, Chile and Brazil

Region

Peru, Chile, Brazil / Latin America

Partners

Peru: National Water Authority (ANA), National Association of Industries, National and private Universities.
Chile: Agency for Climate Change and Sustainability, General Directorate of Water, University of Chile
Brazil: Federation of industries of Sao Paulo, Global Compact, National Water Agency (ANA)

Background information

Water risks and the competition for water as a key productive resource are increasing. The environmental authorities and leader companies are eager to understand the link and reduce the effects between human consumption and impacts on freshwater systems. Some of them are now engaged in the process.

Project objectives

- Contribute to the implementation of the Blue Certificate (Peru), standardize the integration of WF in the indicators of Clean Production Agreements (Chile), and position the WF concept (Brazil).
- Launch an innovative information campaign to impulse behavioural change towards a sustainable water culture.
- Promote institutional leadership from partners to contribute to a regional community of practice.

Beneficiaries

Environmental authorities, research institutions, leader companies, business associations.

Costs

Total: CHF 3,790,000
SDC: CHF 2,090,000

Duration

10.2016 - 08.2021

Contact

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The project together with relevant stakeholders aims at developing and implementing the Water Footprint (WF) concept with a life Cycle Assessment approach in order to improve water management. These activities will be implemented in Peru, Chile and Brazil, focussing on 1) an operational system (WF) combined with an online information system; 2) agreements with watershed initiatives, applying WF and Corporate Water Stewardship principles; 3) an information campaign designed to increase water responsibility; and 4) knowledge exchanges and capacity building on WF to key partners.

Context

In September 2015, countries adopted the Sustainable Development Goals (SDG) to protect the planet, end poverty, and ensure prosperity for all as part of a new sustainable development agenda 2030. The water goal (SDG 6) emphasizes the urgency of addressing the global water crises and highlights the key role of the private sector in realizing a sustainable future for humanity.

In that sense, knowing that in Peru and Chile, countries where the competition for water as a key productive resource is increasing and conflicts over water are intensifying, the Swiss Cooperation in alliance with leading companies, research institutions and public institutions implemented the "SuizAgua Andina" project (2012 to 2015) in order to contribute to a better water resource management through the application of the WF concept at national and local level. Additionally, the companies participated in knowledge exchanges and the dissemination of project achievements.

Key results / insight from previous phases

- Positioning of the WF concept in the private sector, public institutions and academia in Chile and Peru.
- Successful implementation of the WF concept in 10 multinational companies (5 in Peru, 5 in Chile).
- Investments by companies of 10 Mio USD (2013-2016) in WF reduction and watershed actions.
- Launch of a Blue Certificate by the Peruvian Water Authority.

The project, between 2016 and 2021, seeks to build upon the previous results and scale up (as in Brazil) by enhancing the use of the corporate water stewardship focus to raise awareness and reduce impacts of water from water uses in the production of goods and services.



Water footprint of food.

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Objectives and intervention lines 2016-2021

- In Peru, Chile and Brazil, an operational corporate WF framework enhances responsible and sustainable water use.
- Members of communities with vulnerable socio-economic conditions take part in collective watershed actions, developed with the private sector.
- Through innovative behavioural change campaigns, urban citizens adopt a more sustainable water culture in Santiago de Chile and Lima, scaled up to Bogotá.
- Participation of the 03 countries in the community of practice assures robust results and further outreach, strengthening the Latin American network of water footprint practices.

Additional information:

Swiss Agency for Development and Cooperation
SDC

Environmental Development Cooperation and
Disaster Risk Reduction
www.cooperationsuiza.pe/cosude

<https://www.waterunitesus.org/>