




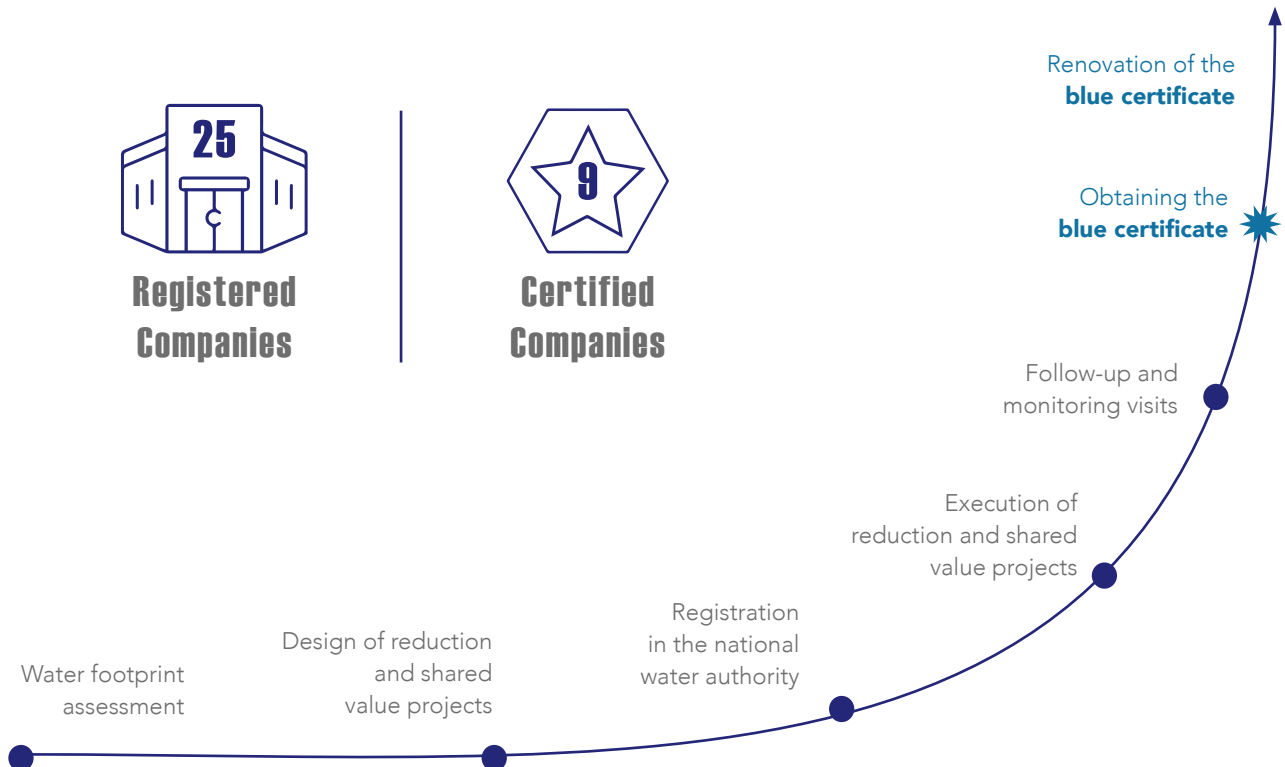


CRITERIA	GENERAL SCORE
Pertinence	 Very High
Impact	 High
Efficiency	 Very High
Effectiveness	 Very
Sustainability	 Medium

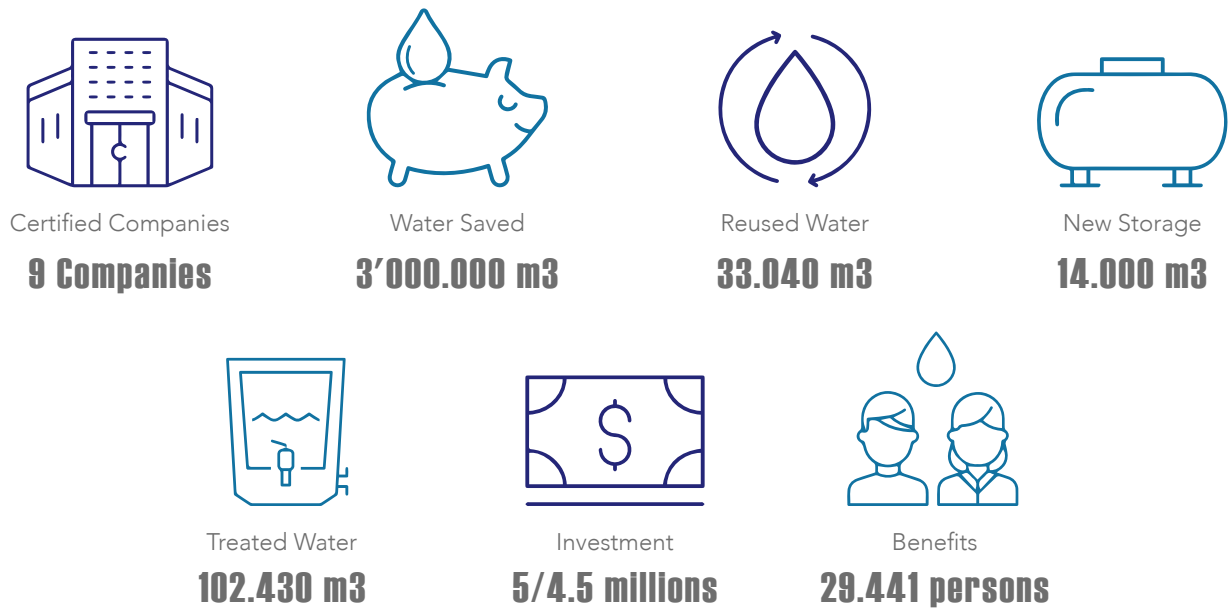
 **OBJECTIVE**

**Develop, implement and upscale the concept of Corporate Water Footprint in Peru, by strengthening the instrument of Blue Certificate (i.e. “Certificado Azul”), with an approach of evaluating the lifecycle for a better corporate water stewardship<sup>1</sup>**

<sup>1</sup>- AguaLimpia, 2019. Escalamiento del Proyecto de Huella de Agua Fase 2 en Peru. Operational Report fifth Semester –Year 3 (January-19 – June -19).



The following is a summary of the main indicators on the current status of the "Blue Certificate" instrument in Peru:



**The water saving is equivalent to the annual water consumption of the districts of Barranco or Surco (Lima)**

**This water saving would allow to supply 6 districts of Lima for one year: San Bartolo, Punta Hermosa, Punta Negra, Cieneguilla, Chaclacayo and Mi Perú**

## CONCLUSIONS

For all the actors interviewed, the project evidenced having a very high pertinence, since It promoted improving corporate water stewardship and it is aligned with SDG 6 & 12 and furthermore, with the national policies on water. As a result, there has been a greater visibility on water handling and management, among several corporate leaders.

The support and leadership of the Swiss cooperation (SDC) have been fundamental to achieve the objectives, by providing a neutral image of professionalism and technical expertise, which helped to attract new actors and partners. In general, the mechanism "Certificado Azul" has been innovative and it has attracted large firms, while promoting ties and alliances between the private and public sector.

The project has managed to impact private and social sectors, permeating government institutions and as a result, it has become public policy, which can be reflected in the issuance of Resolution 023 dated 2020. During the implementation, important

resources have been able to be mobilized from private companies to the sustainable water sector, and as a result, the companies with ties to the initiative have perceived reputational changes in their social environment (i.e. Communities and collaborators).

Generally speaking, the initial objectives were achieved and surpassed (in terms of the companies that were certified), and they managed to transcend to other countries, thanks to the efforts of the Pacific Alliance (i.e. the "Alianza del Pacífico"), where they managed to have the initiative included in the declaration of the Alliance dated July 2019 (point 24).

In spite of the aforementioned, and even though the project has managed to attract new players and key partners, there is still a perception of having a very high dependence on COSUDE's guidelines, due to the different players' perception that there is lack of leadership and of empowerment among the local partners, in order to have project continuity once COSUDE decides to withdraw. However, one can highlight the articulation with ANA and that "Certificado Azul" became an instrument of public policy in the country.

## RECOMMENDATIONS

**1.** Seeking the creation of tangible benefits for companies that join the Programme, for example: (1) A fast-track to request permits. (2) A Partners' Programme with benefits or preferences when requesting administrative formalities (i.e. "trámites").

**2.** Establishing strategies to achieve stability and consistency in respect of administrative changes of the members or public institutions (case in point ANA).

**3.** Engaging the SDG and the Agenda 2030, with the results and the impact generated through the implementation of the Programme.

**4.** Implementing an exit strategy (for COSUDE) is recommended so as to guarantee the long-term sustainability and the articulation of key partners.

**5.** Considering a new phase of implementation that is focused on small and medium size companies (which are the majority of companies in the country).

**6.** Improving the communication and coordination of private companies with the partners in the public sector.

**7.** Intensifying the promotional and name-recognition campaigns of the Programme, and also, of the investments that the companies have been making, both in infrastructure as well as in shared value.

**8.** Considering the training of multiplying agents for the initiative in the regions, such as the boards, commissions and committees of users in other watersheds.

**9.** Evaluating and considering the use of internal resources of partners, for example in the area of communications at ANA, to optimize project costs and to leverage empowerment.

**10.** Evaluating the terms and the requirements to renew the Certificate. Currently it expires after one year and it requires companies having to present a new project for there to be continuity.

**11.** Improving the level of governance, through the incorporation of players that are related with public policy; for example, the Ministry of the Environment.

## LESSONS LEARNT

» The Blue Certificate (i.e. "El Certificado Azul") has shown to be an effective instrument to recognize companies' best practices, who strive for better corporate water stewardship.

» With the implementation of the instrument, it was evidenced that it was possible to generate positive disruptive changes in society, among the public and private sectors, when there is will, resources, coordination and technical as well as financial backing.

» The fact that obtaining the "Certificado Azul" is voluntary, reduces the possibility that there is co-ruption in the certification process.

» There is a cost and resource reduction potential for certain activities that may be performed by those same partners (instead of having to out-hire third parties).

» It is fundamental to draft and to disseminate a clear and decisive message in respect of the benefits of joining the initiative. The end goal would be to achieve a sustainable corporate water stewardship and not just to obtain the certificate.

» There must be public relations' strengthening and encouragement, as well as dissemination of the project, in pursuit of attracting new actors and of encouraging further those who are already engaged.



External evaluation carried out by:

