






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

 **OBJECTIVE**

Develop and to strengthen the regional community of practice on Water Footprint and its standardization, promoting the participation of Brazilian companies in calculating actions and in reducing their Water Footprint (ISO 14046).

- * **3 Large companies involved in measuring the Water Footprint (CBA, Votorantim Cimentos & Klabin).**
- * **The project is in the initial stage; there are no results yet.**

CONCLUSIONS 

The project “El Agua Nos Une”, comes at a moment when Brazil is going through a water crisis that added to the unequal access to water, have raised awareness among companies that they need to be sustainable to avoid rationing water and energy in certain parts of the country. Thus, they measure the Water Footprint scores as very highly pertinent, because it seeks to reduce water consumption in the value chain of participating companies.

Likewise, the level of impact that the people interviewed gave to the project was on average High, given that at the moment only the diagnosis of critical points has been made and no corrective measures have been implemented yet. Furthermore, in efficiency it also scores Very High because in the project’s progress, compliance has surpassed initial expectations of the beneficiaries. In turn, the effectiveness of the project is considered High, given that the development stage at which the project is does not allow having events to disseminate the results obtained.

Finally, in terms of sustainability the average score has been High. The perceptions stated by those interviewed evidence that the project may be able to continue progressing towards topics associated with managing residue that pollutes water and, also it may encompass the exercise of measuring the Water Footprint of other companies in the country.

RECOMMENDATIONS

1. Establishing directly an alliance with the companies that are the owners of the metering software of the Water Footprint, to facilitate the adaptation and training of the companies in their handling and to speed up the diagnostic process.

2. Having events in the future that disseminate among the participating countries involved in this project the lessons learnt, best practice and even to carry out a comparative analysis of the companies of the same sector.

3. Providing more information on past initiatives so as to know better the studies that have already been executed and so as to follow their orientations.

4. Helping companies understand this type of project in a strategic manner, involving decision makers in public policies and, experts as well as, well recognized people in the community on these issues.

BEST PRACTICES

Continue to keep an Excel worksheet that contains not only the data obtained in measuring the Water Footprint through the software, but also to orient the companies so that they understand and analyse, what would be the company management guideline as of the calculations, to reduce the Water Footprint.

Establishing alliances with other institutions so as to establish dissemination venues of the project's results and engaging more companies in the country, in the process of training on and measuring the Water Footprint.



External evaluation carried out by:

