




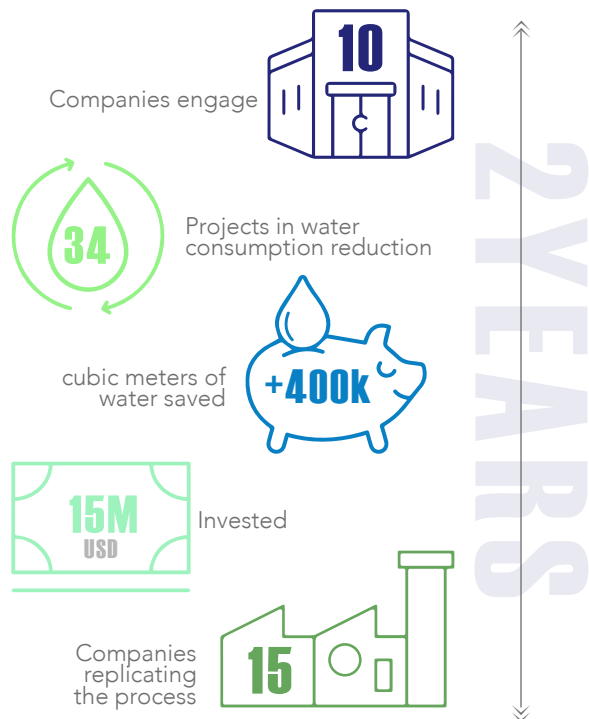


CRITERIA	GENERAL SCORE
Pertinence	 Very High
Impact	 Very High
Efficiency	 High
Effectiveness	 High
Sustainability	 High

 **OBJECTIVE**

To improve awareness of the impacts on water in producing goods and services that facilitate implementing actions in the private sector, among public institutions and civil society, to improve corporate water stewardship, mainly in the farming export sector.



The project "El Agua Nos Une – SuizAgua Chile" aligns itself with the actions of the Sustainable Development Goals 6 & 12, seeking to guarantee water availability, sustainable management and clean water and sanitation for all, as well as promoting clean and responsible production by companies. Likewise, the project articulates with SDC Global Programme Water in promoting sustainable water management models, with active participation of youngsters and strengthening water governance in the country.

During two years, the programme managed to engage 10 companies directly; it managed to measure the water footprint at each of them; it executed 34 projects in water consumption reduction; there were savings of more than 400,000 cubic meters of water and there were investments for USD \$15,635,734. Currently, 15 more companies of the Chilean associations of food (i.e. "Chilealimentos") are replicating the process.

CONCLUSIONS

The programme answers to a heartfelt need of the country due to the fact that in the past few years it faced significant water deficits as a consequence of mega droughts. This has facilitated raising awareness, mobilizing companies and players, adding efforts and investments, as well as achieving changes, both at operational productive levels in the farming industry and, among student behaviours, who have become more sensitive to the issue.

Participating at events like Water Congress 2019 permitted positioning the issue nationwide, raising awareness of experiences on similar issues, generating alliances and connecting with new networks. Communicating and disseminating was also key, so that through local media it was possible to raise awareness of the progress of "SuizAgua". The campaign Change behaviours in water use should be highlighted, with which awareness was raised among 250 students in 12 schools in the central region of the country.

The project showed that even though it is not easy to initially engage companies to the process: once the first results are shown and the respective improvement changes are made, benefits quickly become evident. Especially so, to the primary provider and the farmers.



RECOMMENDATIONS

1. The programme in Chile is in its closing stage and in the following months developments will be prioritized and the Blue Certificate will be formalized, (i.e. the "Certificado Azul". It is important to accompany this process and

to provide impact management support that is needed to assure that this process materializes.

2. Among the programme's objectives for the next months are broadening the radius of action in the territories, municipalities and communities. It will be of great importance to bring up the issue of Measuring the Water Footprint. The recommendation is to engage the behavioural change campaigns in water use to this process.

3. The platform and the learning community are not perceived as instruments of large impact. The recommendation is to analyse the component pursuant to having each country find the greatest use of these spaces.

4. Strengthening the ties between SuizAgua, the Chilean foundation "Escenarios Hídricos 2030" and the programme of basins to assure sustainability and continuity of actions.

5. Continuing to innovate in generating action models to tackle water deficit problems, exploiting the experiences of SuizAgua.

6. Without resources from the Swiss co-operation it is not so clear to see the continuity of the actions in respect of the behavioural change campaigns in water use. In this sense, the recommendation is to review the means to articulate this process with other institutional dynamics that are pursued in the country (It could be through the Ministry of Education or through others).

LESSONS LEARNT

The model "SuizAgua" is successful based on the articulation of strategic players where there are implementing partners with the technical capacity and high management capacity, to summon business sectors stakeholder companies, leading public institutions on sustainability or on water management and Swiss cooperation as the articulator with the capacity to have an impact.

Incorporating the grounds and the main actions of SuizAgua in instruments of public policy such as Clean Production Agreements and the "Certificado Azul" contribute to generating sustainability processes.

Although the work with the value chain, the community and the territory are not easy, SuizAgua has demonstrated that structured work with clear goals at companies may lead them to be motivated to broadening their field of action and thus maximizing their impact.

External evaluation carried out by:

