

## **OBJECTIVE**

**Develop and to employ tools and concepts to value water, projected regionally and globally, which would be implemented by professionals in water, institutions and company initiatives: given their economic social and environmental relevance.**



The strategic lines are:

- i)** Corporate water management.
- ii)** Community of Practice of Latin America.
- iii)** Instruments of public policy strengthening on water.
- iv)** Investment means on eco-systemic services.

Next herein, the main results of the external evaluation made between January and March 2020, by LPIC International Consulting S.A.S.

*"El Agua nos Une"* of the Swiss Agency for Development and Cooperation (SDC) has managed to fulfil its objectives in the measure that they have worked on: analysing the uses of water, the efficient use and reduction of water and controlling water pollutants, as well as, preserving strategic ecosystems. Responsibilities and jurisdictions of public institutions were articulated, as well as those of research centres, private sector companies, local organizations and citizens. This has generated and transmitted broadly the know-how through innovative ways, in particular the Community of Practice. Thus, it answers to the Sustainable Development Goals (SDG) 6 & 12, as well as to the components of Global Programme Water (GPW), in particular with the Water Solutions pillar.

## I) CORPORATE WATER STEWARDSHIP

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

» Contributing to SDG 7.3: Reducing 123,115 Mwhr of power in 3 years that is equivalent to yearly power consumption of 269,990 people (38 Kwhr/person/month).

» Contributing to SDG 6.4: Reducing 1,514,250 m3 of water extracted in 3 years that is equivalent to a yearly water consumption of 27,040 people (56 m3/person a year).

» Contributing to SDG 6.5: investing in 5 residual water treatment plants.

» Implementing 10 actions in the territories, with local organizations, in preserving ecosystems, sustainable farming production, and access to potable water, among others. There was a particular emphasis given to leadership promotion among youngsters and gender equity.

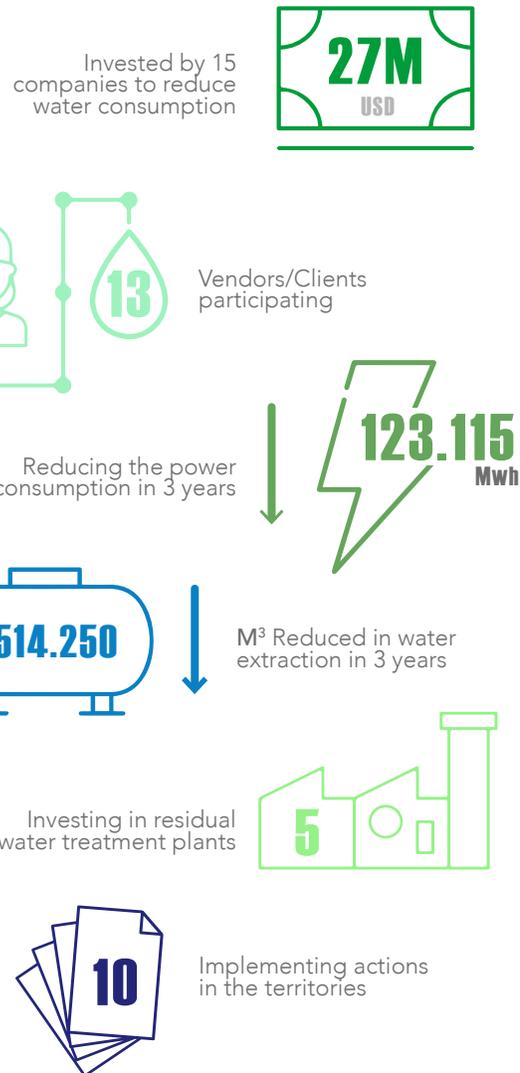
## CONCLUSIONS

The pertinence of the initiative is considered as very high by almost the totality of the players interviewed. For Colombia and the regional work for Latin America, that is performed from there, it has a direct relation with the topics that affect health, environmental and economic sustainability. It concurs with the goals SDG 6 & 12, and, in Colombia, it answers in particular to the National Policy of Integral Water Management and to the Green Growth Policy.

The project's impact has been (between 2016 – 2019):

» In the last 3 years, 79.247 billion pesos (27 million USD) were invested by 15 companies as an anchor in actions to reduce water consumption (technologies), best practices, value chains and water management in the territories.

» Commitments with the value chain: Participation of the 13 vendors/clients in reducing impacts on water.



Additionally, there were contributions to the transformation of the vision on water management, at large companies. A highlight was the engagement made with the ANDI (i.e. the “Asociación Nacional de Empresarios”, or the National Association of Industrialist Companies in a committed manner, who has integrated the project as an institutional programme. The project managed to implement and to adopt ISO 14046 at 28 large companies in different industry sectors. Likewise, the campaign responsible consumption, with an emphasis on working, in cooperation with “En Modo Acción” (i.e. in Action Mode); created messages with an inclusive focus and one of gender equity. For 2019, the publications managed some 9,960 interactions, in addition to 10,534 followers in social media, where 68% of the followers are women and youngsters who were reached, between the ages of 18 and 34 years of age, mainly.

The engagement of the value chain is highlighted (suppliers/company owners/clients), which has meant a great reach. The most emblematic case is coffee, which engaged from planting the seed to coffee cup.

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## LESSONS LEARNT

» The direct participation of the Swiss cooperation personnel as drivers to summon managers, establish goals and disseminate results were key in being working catalyst when generating interest at companies.

» The articulation of key strategic players (Business sectors, companies, local organizations and public institutions) permitted leveraging results and exploiting opportunities, such as enforcing the Environmental Coffee Footprint. That was combined with the high technical capabilities of the implementing partners: i.e. the National centre for cleaner production – CNPML — (i.e. “Centro Nacional de Producción más Limpia”), Quantis & INSITU, which gave robustness and quality to the processes.

» Swiss cooperation demonstrated, with success, its capacity to summon and its know-how in elevating discussions about water management, as was the case in the Pacific Alliance (AP). The direct actions that were carried out in the countries gave added va-

lue to Switzerland as an observer country. They contributed to the discussion of the work groups at the AP (i.e. the Company Council of the Pacific Alliance — CEAP —) [that is the “Consejo Empresarial de la Alianza” and the GTMACV (i.e. the “Grupo Técnico de Medio Ambiente y Crecimiento Verde”).

» Structured work with clear objectives at companies lead them to be motivated to broadening to the value chains and in the territories, maximizing the impact.

» Assertive communication has been a key point for the different players to be informed of the project’s impacts and achievements.

» Yaku is a virtual game that highlights, in a playful manner, the interaction among water, ecosystems and human activities. The game has permitted raising awareness among children and teachers at public institutions in the national territory with the Ministry of Communication and Information Technologies (MinTIC).

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## RECOMENDATIONS

**1.** Strengthening project’s strategy with large companies, which includes as a requisite its value chain with small and medium size companies (i.e. “PYMES”), focusing on sectors that work on high risk basins (shortages, pollution). Management should maintain the leadership role of the Swiss cooperation and delegate the operations to the implementing organization.

**2.** Taking the topic of measuring the Water footprint to the territories, to generate awareness and to commit the population.

**3.** Exploiting the campaign of responsible consumption.

**4.** Creating a strategy that enables transferring part of the savings generated to the companies so a refund may be created or to finance amplifying the project in the sector involved or in its value chain. This shall include having the Swiss cooperation train new personnel to guarantee the operation.

## ii) COMMUNITY OF PRACTICE LATIN AMERICA (CdP)

## LESSONS LEARNT

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

- » 16 virtual exchanges on the issue (2016 – 2020), with the participation of more than 179 professionals of 17 countries. The Participating Community (“CdP”) lead by the Swiss cooperation and CADIS.
- » 2 Face to face meetings in Bogota (2016) and Mexico City (2018).
- » 1 recommendation guide on enforcing the Water Footprint in Latin America.
- » 2 editions of the virtual course in Water Footprint (2016, 2019), with the participation of 138 professionals from 12 countries; lead by CapNET, Swiss cooperation, CNPML and Quantis.

» The alliance with the Global Pact of the United Nations and its Water Action Hub is relevant to promote exchanges among companies and Business sectors, globally. Through unified Technical sheets the territorial actions of 5 countries and technologies were published.

» Corporate water stewardship was positioned within the framework of water stewardship and within strengthening governance, in as far as the fact that it provides experiences, relations among the players and the decision-making process, based on technical information. With the CdP there have been dialogues that answer to the main objectives of GPW: i) being a Catalyst for change in policies and in the practice, and; ii) generating and transferring know-how.

» There is a clear message and a well-defined target audience to disseminate and to exchange information through the Community of Practice. It is a venue to share among 5 participating countries, that in time was broaden to 12 other countries in Latin America.

» Disseminating information virtually is an innovative low-cost tool, which is fundamental to increasing the project’s impact and to make information available, beyond the countries and the resources stipulated for the direct actions in the 5 countries.

## CONCLUSIONS

This community has permitted providing for the regional need of sharing technical information and best practices pertaining to enforcing ISO 14046 and other topics of water stewardship. The participation at structured meetings, virtual meetings, and in person meetings, permitted discussing, analyzing and generating collective work tools. There have been exchanges of results and experiences in water management among institutional sectors, community sectors and company sectors.



## RECOMMENDATIONS

1. Increasing the number of events to disseminate the information among the countries involved, pursuant to exchanging lessons learnt and best practices and there may even be comparative sectorial analysis. Such events should seek calling new companies and organizations into action.

2. Continuing the virtual dissemination among the Community of Practice and increasing the number of openings for virtual courses. Open availability of content is a pillar that must be preserved, since it enables anyone to query, learn and update his or her knowledge.

3. Strengthening the ties and the dissemination among key players and colleagues of the GPW to increase the reach, to promote the working model among other continents, to add and to turn “El Agua nos Une – SuizAgua” into a world experience.

### III) THE INSTRUMENTS OF PUBLIC POLICY STRENGTHENING

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

» Contributing to drafting the National Water Study (ENA, 2018), led by the IDEAM (i.e. the “Instituto de Hidrología, Meteorología and Estudios Ambientales”).

» Constructing collectively the PIRMA (i.e. the “Programa Institucional Regional de Monitoreo de la Cantidad y Calidad del Agua”), with the CAM (i.e.

“Corporación Autónoma del Alto Magdalena”).

» Public institutions whether national or regional were articulated.

» Having Potential to replicate at other Regional Autonomous Corporations in natural resource management or “CAR”.

» 20 CARs participate in the exercises of knowledge management.

## CONCLUSIONS

The project contributes to developing what was stipulated in Decree 1076 dated 2015, which compiles regulations and defines the consolidation of a monitoring network of results from the National Policy of Integral Water Management (PNGIRH). Within that framework, the National study on water (ENA), and the PIRMA or Regional Monitoring Programme are developed. Water monitoring is considered strategic in controlling and planning processes. Water management should be evidence based. It focuses on gathering and analysing systemic information on the availability, quality, risks and pressures, due to pollution and to the uses of water, as seen from public instances, from jurisdictions and they should make such information available to users.



The technical contribution by ENA and the participative formulation by PIRMA is valued by the institutions. CAM highlights the motivation to unify, systematize and consolidate the information that is now scattered, which favours professionals at CAM coming together. Also, it favours the participation and leadership among oversight institutions: Ministry of the Environment and the IDEAM. The project has achieved institutional integration at national, regional and municipal levels which results in understanding and cooperation.

**2.** Using these experiences to nationally monitor water, figures backed by Colombia to be used at the discussions globally and to reach out to other countries.

**3.** Strengthening connections with colleagues and partner organizations on GPW, to broaden the knowledge base, the exchange among countries and to potentially replicate in other parts of the world.

### iiii) MEANS OF INVESTMENT IN ECO-SYSTEMIC SERVICES “miPáramo”

## LESSONS LEARNT

» Achieving concrete results, with structural changes in the public sector, mobilizing wills and resources. The Swiss cooperation (SDC), in alliance with IDEAM have led, with internal technical backing and that of organizations such as the “ Centro de Ciencia y Tecnología de Antioquia” and “Herencia Hídrica”.

» Incorporating concepts of the blue footprint and the green footprint permitted broadening the analysis on water usages, particularly in the life stock sector (water, rain water used for pastures), farming and hydroelectric (water consumption when there is pouring from one basin into another).

» The participative actions in building and complementing the instruments of policy, strengthening the State and its institutions. Needs were identified and progress was made in standardizing processes of national coverage.

» Generating support materials and having training gatherings have permitted the dissemination to other environmental corporations, and broadening the scope of the project.

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

» More than 440 Participating peasant farmer families.

» 2.138 Hectares of highlands (or “páramo” and high Andean wetland) under conservation with peasant families and 300 Hectares restored, between 2016 and 2019.

» Empowering the local organization called “Alianza BioCuenca”, led mainly by young women in the area.

» 8 new partners and 15 Direct donations. Leveraging 6 billion pesos (1,7 million USD) from public institutions, articulating with GIZ and the private sector (Bavaria).

» Participating in the development of Decrees 870 dated 2017 and 1007 dated 2018 issued by the Ministry of the Environment pertaining to payment for environmental services, as well as, feedback on the protocol to monitor water in the Highlands (IAvH, 2018).

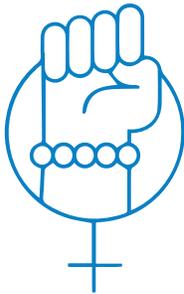
## RECOMMENDATIONS

**1.** Consolidating PIRMA, as a model to facilitate standardizing protocols and qualifications at the CARs, strengthening coherence of the national level, identifying and facilitating the discussion on the gaps in policy to assure the efficient use, reuse and treatment of residual waters.



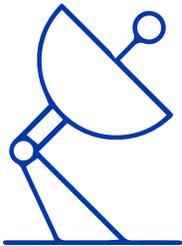
Farmer families participating

Highlands (Páramo and high Andean wetland) under conservation



Alianza BioCuenca lead mainly by young women in the area.

8 new partners and 15 direct donations.



Participating in the development of Decrees 870 dated 2017 and 1007 dated 2018 issued by the Ministry of the Environment



“miPáramo” works on assessing and preserving as well as making the public recognize a strategic ecosystem for Colombia, taking into account this ecosystem in a combination with the highland wetland in the Andes. They regulate and provide water for more than 25 million people and nearly 70% of the fresh water of the country comes from the highland mountains. In this sense, “miPáramo” also answers to the National Policy on Managing Integally Water Resources (PNGIRH).

Objectives have been surpassed and sustainability has been strengthened by involving the decision-makers and key players in the province of Norte de Santander, among them: the community, the CAR of the north eastern border that is CORPONOR (i.e. “Corporación autónoma regional de la Frontera Nororiental”), the mayor’s office of Cucuta and 6 other municipalities, the university of Pamplona and the business sector. Trust was built with the community, in a region of high vulnerability given the poverty indexes, the armed conflict, the weak institutions, the uncontrolled migration and droughts, among others. Also there is a venue for innovative opportunities, starting from the preservation agreements with peasant farmer families, as well as: 1) kitchens for “miPáramo” focusing on marketing farming products and in using gourmet cooking restaurants like Galileo, Spezia in Cucuta; 2) Fashion for “miPáramo” focusing on garments and accessories as well as clothing inspired in the biodiversity of the Highlands. In turn, Bavaria, launched in 2019 a water bottle brand, from which a percentage of profits goes to financing “miPáramo” during at least five years.

The aforementioned stand out as valuable actions in pursuit of sustainability. Also, it focuses on generating local employment, on having youngsters participate and on strengthening leadership among women.

» Seeing this as a success case by implementing actions that understand the territory and that adapt strategies to respond effectively under the principles of Actions Without Harm. At “miPáramo”, time and energy is spent in understanding and in cultivating step-by-step trust so as to achieve the preservation goal, with people and pursuing the SDG 6.6.

» Starting with the principle of having a regional vision, an identity and understanding the project as a means to strengthen territorial governance, as was assumed by local players, those were all some of the key factors in the success of implementing “miPáramo”.

» Field interventions are generating economic benefits for peasant farmer families, while seeking greater productivity along with more sustainable agriculture, preserving water reservoirs and simultaneously fencing off the preservation area and doing reforestation.

» Generating complementary initiatives that are innovative for “miPáramo”: Fashion for “miPáramo” and Cooking for “miPáramo” have begun to generate actual revenues for the community.

**1.** Strengthening the investment model in Eco-systemic Services to guarantee sustainability. The suggestion is to broaden the number of partners, maintaining the quality of the actions, the transparency and the accountability with the participation and responsibility of the community. Gathering more funds and strengthening the sustainable productive activities for preservation to become a considerable asset for the families involved.

**2.** Continuing with entrepreneurial commitments of strengthening through the model of collective work and even with communities.

**3.** Extending the experience of “miPáramo” to the entire high land region of Santurbán (Santander and Norte de Santander provinces). Strengthening the enforcement of water diplomacy among the different two provinces and potentially as a bi-national basin. If possible, to replicate the investment model in environmental services in 1 additional Highland region.

**4.** Identifying experiences in countries of Latin America and other parts of the world in respect of investments on natural infrastructure, to exchange knowledge and even to broaden coverage.

