






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

OBJECTIVE

Promote a conjugation of wills among government sectors and among industry to define the roadmap in enforcing a standardized water footprint as per ISO14046, with regional coherence in Latin America.

CONCLUSIONS

Herein, the main results of the external assessment 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) works in fulfilling the objectives and goals proposed and in the following chart one highlights the very high pertinence and the high impact as well as efficiency of this initiative in Mexico, based on the qualitative and quantitative results, and on the perception interviews of the players involved. In terms of effectiveness and sustainability the score was medium and it refers to the recent implementation of the project that started in 2018. One highlights the added value that has been provided by partners in Mexico to leverage the Community of Practice of Latin America, since 2016.

“El Agua nos Une” in Mexico, contributes to complying with the Sustainable Development Goals (SDG), specifically with SDG 6: clean water and sanitation and SDG 12: Responsible consumption and production. As a result, the reduction of impacts on water, its consumption reduction and contamination reduction are promoted in productive processes of 5 large companies from different sectors: Bio Pappel, Herdez, Mabe, Orbia & Smurfit Kappa. Standard methodologies were applied (ISO 14046) to create and to share practical cases that enabled wanting to upscale the best practices in corporate water stewardship. That is how through unified technical sheets, Best practices and technologies were published in 5 countries.

The initiative is very pertinent to work directly on issues that affect health and environmental as well as economical sustainability of the country. Water shortages and deficiencies in treating residual waters are a real concern for society.

The credibility and trust worthiness of the Swiss corporation, combined with an institution that has a proven technical trajectory as is the case of the CADIS (i.e. the “Centro de Análisis de Ciclo de Vida y Diseño Sustentable”) [or Analysis Center for Life Cycles and Sustainable Design]; constitute an added value that companies and institutions recognize in respect of the efforts in sustainability. The potential impact is high, and key players of the public sector are invited to strengthen the ties as is the case of the Secretary of the environment and natural resources – SEMARNAT, the National commission on water – CONAGUA, the company Council on foreign trade - COMCE and the sectorial chambers as well as citizens. Partners value the management tools of the project through periodic follow-up sessions and instruments (logical framework financial and technical reports); they allow adaptability to changing contexts and to the risk mitigation. Also, the project promotes voluntary agreement among stakeholders that enable important leveraging of additional resources from the private, public and academic sectors.

The processes are still very recent to have evidence that backs sustainability. One highlights the lifecycle approach that places demands on the efforts of suppliers and customers, which is fundamental for investments to have greater impact and for them to be sustainable. This is an important challenge: to manage to bring on board and to commit suppliers and customers. One still has to approach the participation of the private sector, in territorial actions that strengthen governance and in better water management.



» Pertinence is framed within the national reality and it is a concrete and quantifiable contribution to fulfilling the SDG.

» The technical quality of the implementer is key. CADIS has facilitated know how and dialogue among stakeholders (players).

» The exchanges with or the Company Council of the Pacific Alliance (CEAP) and with the technical group on environment and green growth of the Pacific Alliance (GTMACV), with the leadership of Colombia and Peru have permitted the positioning of the issue within this commercial alliance.

» Companies that compete in the same market and who have sensitive information for their business may make information exchange difficult.

RECOMMENDATIONS

1. Guaranteeing Swiss Cooperation establishes closer ties in Mexico with public institutions, (CONAGUA & SEMARNAT) and with the company managers to ensure sustainability and upscaling.

2. Starting with clear concepts and benefits, based on practical cases, when enforcing the measuring of the water footprint, facilitates company involvement. Also, it facilitates the dialogue between policy requirements and company development.

3. Generating current company commitment to contribute to upscaling is suggested, establishing closer ties with the sectorial chambers and company associations. They could give an added value to their partners in terms of environmental sustainability.

4. Promoting a dialogue and an exchange among countries on their constraints and legal taxing and reputational incentives, to upscale massively corporate water stewardship.

5. Going more in depth with the work at their anchor companies with their value chain, as well as, the participation in territorial actions.

6. Broadening the sectors and the participants in Mexico’s Community of Practice on water management, facilitated by Swiss corporation and by CADIS. Trend towards having a greater degree of dissemination of the products developed, because it is recognized that they are publications with high impact and good follow up.