

# Strategic partnerships for water management

## SuizAgua / El Agua Nos Une

### Colombia and Latin America



#### Region

Latin America

#### Partners

**Colombia:** National Institute of Environmental Studies (IDEAM), Ministry of Environment, National Business Association (ANDI), companies, National Cleaner Production Center (CNPML), Insitu. Alianza BioCuenca.

**Mexico:** National Water Commission (CONAGUA), CADIS

**International:** Quantis; Global Compact, Good Stuff International (GSI), CapNET, GIZ.

#### Background information

Valuing water and managing water related risks is in our path for a viable future. It requires a joint effort, assuming each sector's responsibility.

#### Project objectives

- To facilitate a public private partnership providing showcases of corporate water stewardship (CWS).
- Scaling up in Latin America and within the Pacific Alliance.
- Contribution to institutional water monitoring.
- Preserving natural infrastructure

#### Beneficiaries

Public institutions, communities, business associations, companies.

#### Costs

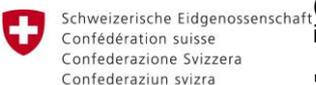
Total: CHF 3,790,000  
SDC: CHF 2,090,000

#### Duration

01.2016 - 08.2021

#### Contact

SDC Global Programme Water  
[diana.rojas@eda.admin.ch](mailto:diana.rojas@eda.admin.ch)



Swiss Agency for Development  
and Cooperation SDC

**This initiative aims at scaling corporate water stewardship in Latin America; contributing to the Colombian water quality and quantity monitoring program; developing an ecosystem services investment model and facilitating a Community of Practice on water management in Latin America.**

#### Context

Evidence-based decisions and better collaboration among sectors are the axis of assuming present and future challenges. The Water Objective (SDG 6) of the 2030 Agenda, calls for action to face the global water crisis. Besides, the private sector is increasingly aware of water related risks. Latin America is affected by water stress, a growing water demand with low efficiency rates, water pollution and pressure on the remaining ecosystems. On average, in the region, less than 50% of the wastewater is treated. Moreover, conflicts related to water continue to escalate and murders of social and environmental leaders are alarming (mostly in Colombia and Brazil).

#### Key results / insight from previous phases

- The water footprint went from being a little-known concept to a tool used by the private sector, public institutions, academia and research centers.
- A productive Public Private Partnership experience with 11 multinational companies from diverse productive sectors
- The partner companies invested about 2.5 Mio USD in the reduction and monitoring of the water footprint and in actions at the water basin.
- The water footprint was included, for the first time, in the National Water Study of (ENA), as IDEAM's renowned public policy instrument.
- Knowledge management and communication was achieved, supporting international visibility and scaling up in Latin America.



#### Objectives and intervention lines 2016-2021

- Scaling business cases of corporate water stewardship in Colombia with at least 30 partner companies, along with ANDI. It comprehends: water footprint assessment (ISO 14046) and reduction, value chain engagement and implementation of collective actions at the water basin level.
- Knowledge development and 5 business cases in Mexico, in coordination with CONAGUA.
- Invigorate the Community of Practice, reaching professionals from more than 17 countries. Direct link to the Pacific Alliance.
- Contribution to the Colombian National Water Study 2018, providing information on water demand, availability, hydrological risks and trends.
- Contribution to the design and implementation of a regional Water Monitoring Program (quantity and quality).
- Development of stronger criteria for agricultural planning based on crop requirements and water availability.
- Development of the ecosystem services investment model in Norte de Santander, Colombia: "miPáramo". Preserving a high mountain ecosystem with local communities.
- Strengthen a responsible consumption campaign facilitated by young people. Support of the movement En Modo Acción.

Further information: [www.elaguanosune.org](http://www.elaguanosune.org)