GWP South America linking strategy with the private sector
Global Water Partnership | Strategy 2020 - 2025

Aligned to the strategy | The initiative for efficient water use is launched at the private sector level
GWP South America linking strategy with the private sector

Goals

Contribute to the adaptation, resilience and reduction of climate risk in the industry, developing capacities in the private sector to integrate strategies for the efficient use of water in their production processes.
GWP South America linking strategy with the private sector

The process 2021 – 2023

First stage
- 2021
  - PILOT PROJECT
    - Uruguay

Second stage
- 2022
  - TO SCALE UP
    - From Uruguay to South America

Third stage
- 2023
  - MAIN CHALLENGES
    - South America
Pilot result 2021-22 | Uruguay

New service (Blue Good Practices) offered by the Uruguayan Chamber of Industries (CIU), based on the methodological transfer carried out by GWP South America.

https://www.impulsaindustria.com.uy/buenas-practicas-azules-medicion-de-huella-de-agua/
Pilot result 2021-22 | Uruguay

Water Footprint Measurement in SMEs Companies in Uruguay (ISO 14046:2014)
To scale up results 2022-23 | Uruguay & South America

External verification of Water Footprint Measurement in SMEs Companies

- Development of a third part Water Footprint Verification Program with LSQA, a private organization resulting from the association of the Technological Laboratory of Uruguay (LATU) and Quality Austria, which provides certification services for products, processes and integration of management systems to various sectors of activity.

- Voluntary process of three progressive and consecutive levels to advance the efficient and sustainable management of water resources.
To scale up results 2022-23 | Uruguay & South America

Launch of Water Footprint Program with LSQA | Water Footprint Assessment and Verification Program according to ISO 14046

June 22, 2023

Se presentó el programa Huella de Agua y entregó reconocimiento a empresas industriales

June 22, 2023
To scale up results 2022-23 | Uruguay & South America

Launch of Water Footprint Program with LSQA | Recognition of 6 SMEs Companies in Uruguay

June 22, 2023
Regional Articulation | Draft Framework Cooperation Agreement on efficient water management in the productive sector

The Agreement between the Business Chambers aims to:

- Promote reciprocal cooperation between institutions in South America
- Promotion of projects, programs and/or activities of dissemination, training, consultancy and any other type of collaboration and exchange in the area of efficient water management in the business sphere.

It is expected to contribute:

- To the adaptation, resilience and reduction of climate risk in industry and agribusiness,
- To developing capacities in the Chambers of commerce and industry.
Main challenges 2023

Regional Articulation | Possibility of jointly designing an initiative

EFFICIENT WATER MANAGEMENT IN THE PRODUCTIVE SECTOR

New combination of actors as an innovative initiative in the efficient use of water at a productive level to accelerate the contribution to the SDGs.
Main challenges 2023

Regional Articulation | Volunteer commitment UN Water Conference 2023 NY 22-25 March

Regional agreement for the promotion of the efficient use of water in the private sector of South America.

Global Water Partnership South America (Non-governmental organization (NGO))
#SDGAction50324

Region
- Latin America and the Caribbean

Other beneficiaries
- Private sector companies in South America, especially small and medium-sized enterprises in the region.

Partners
- Chambers of Commerce and Industry from Argentina, Bolivia, Colombia, Ecuador, Uruguay, among others to incorporate.

Main challenges 2023 | Discussion session

Efficient use of water in the private sector South America

Since 2021, GWP South America has been encouraging an initiative among Chambers of Commerce and Industry in the region to promote the participation of the private sector in the challenges of efficient water management. This session is expected to increase the interest of potential stakeholders, grow networks and create partnerships.

Efficient use of water in the private sector South America | Online Showcase (worldwaterweek.org)
Discussion session

Second part | With allies from South America

Invitamos para la segunda parte de la sesión a:

- **Alejandro Conza Salas** | Socio y Gerente de Operaciones de HÍDRIKA, Perú / Consultora internacional en agua.

- **Carola Saavedra** | Directora de Comunicación y Proyectos de la Cámara de Industrias del Uruguay (CIU)

- **Julio Silva** | Gerente de Cooperación, Sostenibilidad e Innovación / Cámara de Industria Comercio Servicios y Turismo de Santa Cruz, Bolivia (CAINCO).
Discussion session

Third part | Open discussion

Para la tercera parte de la sesión:

Invitamos a los participantes a dejar en el chat la siguiente información:

- Nombre
- Correo electrónico de contacto
- Tipo de institución que representa (Cámara Empresarial, Universidad, Organización de apoyo, Centro tecnológico, entre otras posibles)

Invitamos a los participantes que gusten a comentar impresiones a partir de las siguientes inquietudes:

- Comentar alguna iniciativa (en ejecución o planificada) relacionada con el sector privado en el contexto del uso eficiente del agua.
- Comentar experiencias internacionales que puedan ayudar a las empresas de Sudamérica en esta línea de trabajo.
- Otras inquietudes
Discussion session

Promovemos un Ecosistema interinstitucional para el uso eficiente del agua en Sudamérica.

Es una mirada sistemática para los desafíos en la gestión eficiente del agua por parte del sector privado, fomentando la INNOVACIÓN en ORGANIZACIÓN, en PROCESOS, en PRODUCTOS y en COMERCIALIZACIÓN:

• Cuantificación de Huella de Agua
• Cuantificación de Huella Hídrica
• Circularidad del Agua (Economía Circular del agua)
• Reúso del agua
• Producción + limpia en base al agua
• Soluciones basadas en la naturaleza en agua
• Entre otras
Thank you

www.gwpsudamerica.org

@GWP_SAm
GWP_SAm

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