

The project

The Life Svolta Blu project is developing a blue credit system to encourage businesses and citizens to save, restore, and preserve water resources. Inspired by carbon credit markets, it promotes sustainable behaviour and mobilises resources to protect water and ecosystems, contributing to the ecological transition.



Discover
the project!



2024 - 2028



2.025.510 Euro



6 partners



Financed by the LIFE Climate Governance and Information programme

The partners



Viacqua - leader



Fondazione Palazzo Festari
IPA Alto Vicentino



CSQA



ANBI Veneto



Consorzio di Bonifica Alta
Pianura Veneta



Università degli Studi di
Padova

Contacts



@Life Svolta Blu



@Life Svolta Blu



sostenibilità@viacqua.it

Funded by the European Union. Views and opinions expressed are solely those of the authors and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.



Life Svolta Blu

Sistema volontario di crediti per
promuovere il risparmio e la
conservazione dell'acqua

(Voluntary credit system to promote
water saving and conservation)



Co-funded by
the European Union

101157983 — LIFE23-GIC-IT-LIFESVOLTABLU



The objective

Life Svolta Blu aims to raise awareness among citizens and businesses about sustainable water management by developing alternative markets where users— industrial, agricultural, and domestic—can voluntarily contribute to water-saving, restoration, and conservation initiatives. Inspired by carbon credits, the project introduces a "blue credit" system which, through the use of the water footprint tool, encourages investment in protection measures while promoting equity and transparency.

The pilot area

Activities are focused in the Vicenza lowlands (pianura Vicentina), a key area for the water supply of Vicenza and Padua. Agricultural enterprises, industries, public authorities, and individual citizens are taking part in a pilot phase aimed at saving and replenishing over 120,000 cubic metres of water each year. The goal is not only to reduce water impact, but also to create a replicable model for other regions in Italy and across Europe.

The challenge

Ensuring sustainable access to water for all is a global challenge, made more urgent by climate change, which is intensifying floods, droughts, and water scarcity. There is an urgent need to restore water reserves, wetlands, and biodiversity, bringing together expertise, technology, communities, and financial resources to achieve shared goals.

