LIFE Svolta Blu Project

101157983 — LIFE23-GIC-IT-LIFESVOLTABLU

Aim of the project

Increase the interest and awareness of businesses and citizens regarding water resource management

The project aims to design and implement a blue credit trading system, in which those who invest in water-saving actions generate and offer credits (supply), which can be requested and purchased by those who use water and wish to reduce their water footprint (demand). The exchange is governed by principles of equity, transparency, and cost-effectiveness. Achieving this goal depends on extensive training and active engagement of the local community.

- Training of over 40 organisations, including companies, primary sector operators, and municipalities
- Training and awareness-raising for the entire local community
- Promotion of water footprint measurement
- Technical support for identifying water efficiency measures and sharing best practices
- Dialogue among the various stakeholders involved in the use of shared water resources

The involvement of the artisanal and industrial sectors

Artisanal and industrial enterprises that use significant amounts of water in their production processes can play an active role in maintaining the hydrogeological balance of the area by improving efficiency and/or using alternative water sources instead of potable water.

Companies will be offered free training, support in calculating and verifying their water footprint, assistance in identifying the most suitable water footprint reduction measures for their specific context, and the opportunity to participate in the pilot phase of the blue credit trading system

Co-funded by the European Union

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Role and opportunities for the artisanal and industrial sectors

Through training activities and technical support, the project aims to encourage solutions to:

- Improve water efficiency in production processes
- Promote the use of alternative water sources, where possible, instead of potable or groundwater
- Highlight water efficiency in corporate and product communication
- Offset residual water footprint—where further reduction is not feasible—through the purchase of blue credits

The possibilities offered by the project

- Participation in interviews aimed at identifying the main barriers and challenges to more sustainable water use in business processes, as well as specific training and information needs
- Training sessions on water management—both in terms of quantity and quality—reduction of water consumption, water footprint calculation, corporate sustainability strategy, and non-financial reporting
- A step-by-step process, supported by project partners, for quantifying and verifying the water footprint
- Technical support to identify the most appropriate improvement actions for each business context (e.g. efficiency measures, rainwater harvesting, use of reclaimed water, compensation, etc.)
- If improvement actions are implemented, the project will verify the reduction in water footprint and the resulting generation of blue credits
- Once the water credit trading system is activated, if a buyer acquires blue credits generated by a company, these may become a source of funding for implemented or planned improvement measures
- If the company chooses to offset its water footprint through compensation, it may—upon activation of the credit trading system—purchase blue credits and have its compensated water footprint verified