

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!

The partners



Viacqua - leader



Fondazione Palazzo Festari
IPA Alto Vicentino



CSQA



ANBI Veneto



Consorzio di Bonifica Alta
Pianura Veneta



Università degli Studi di
Padova



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)



2024 - 2028



2.025.510 Euro



6 partners



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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.

