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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)

101157983 — LIFE23-GIC-IT-LIFESVOLTABLU

LIFE Svolta Blu



Financed by the LIFE - Climate
Governance and Information programme
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DURATION

40 Months from 1/10/2024 to 1/01/2028



BUDGET

2.025.510 Euro



EU CONTRIBUTION

60%



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Beneficiaries



VIACQUA
Leader



FONDAZIONE PALAZZO FESTARI
IPA ALTO VICENTINO



CSQA



ANBI VENETO



CONSORZIO DI BONIFICA
ALTA PIANURA VENETA



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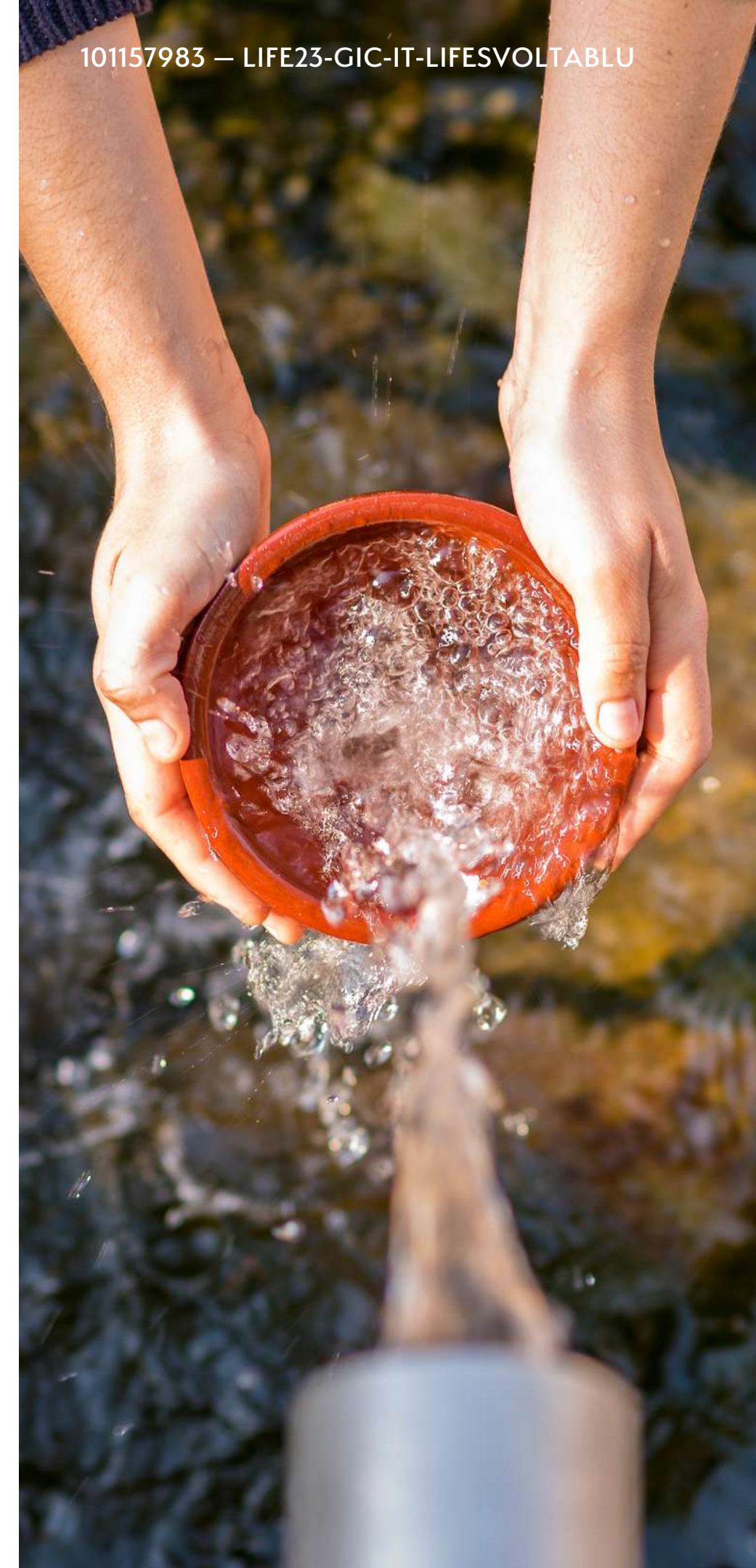
THE CHALLENGE

Ensuring sustainable access to safe drinking water—essential for public health, economic activities, and nature—is a critical challenge at both European and global levels. Climate change is intensifying extreme events such as floods, droughts, and water scarcity, making it increasingly urgent to restore water reserves and wetlands to enable sustainable use while preserving biodiversity and ecosystem services. Tackling these challenges requires a synergy of advanced expertise, technological solutions, social engagement, and both public and private financial resources.

THE AIM

LIFE SVOLTA BLU aims to develop and test an innovative approach to raise awareness among businesses and citizens about sustainable water management, while directing resources toward effective water-saving, restoration, and conservation interventions.

The project seeks to foster the creation of alternative and complementary markets to those that are regulated, where water users—whether industrial, agricultural, or domestic—can voluntarily contribute to the efficient management of water resources. Inspired by the carbon credit model, the project intends to implement a “blue credit” system, in which those who reduce their water footprint can collaborate with those who invest in water-saving and protection measures. This system will be guided by principles of equity, transparency, and cost-effectiveness.





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Specific Objectives

Development of a blue credit model inspired by existing environmental management systems, with a pilot phase lasting at least 15 months.

Active involvement of at least 40 public and private entities, with water footprint certification for 20 of them, including annual audits and improvement plans.

Implementation of 20 concrete interventions to reduce water consumption, reuse water, and recharge aquifers, aiming to save up to 120,000 m³/year during the project and up to 2,000,000 m³/year in the post-project phase.

Mobilisation of €500,000 in financial resources, with projected growth of up to €5 million over the following three years.

Training of at least 150 stakeholders, including agricultural businesses, industrial operators, and public authorities, on water management and sustainable finance, along with awareness-raising activities reaching 500,000 people, including the engagement of at least 4,000 students through educational initiatives.

Replication and development plans to expand the blue credit system to new territories and ensure its long-term operation.

The project's pilot implementation area

The activities will be concentrated in a specific area of the Venezia lowlands (pianura vicentina), managed by VIACQUA for the integrated water system, due to the territorial relevance of water management choices and their impacts.

The Venezia lowlands (pianura vicentina), with their waterways and underground aquifers, are essential for the water supply of Venezia and Padua. However, in recent decades, a decline in water reserves and pollution incidents—such as the PFAS contamination—have compromised both the quality and quantity of water resources. Measures such as the development of new water intakes and the installation of treatment and filtration systems have been initiated. Yet, sustainable water management calls for innovative solutions to address challenges related to the shared use of water resources and the impacts of climate change.



METHODOLOGY

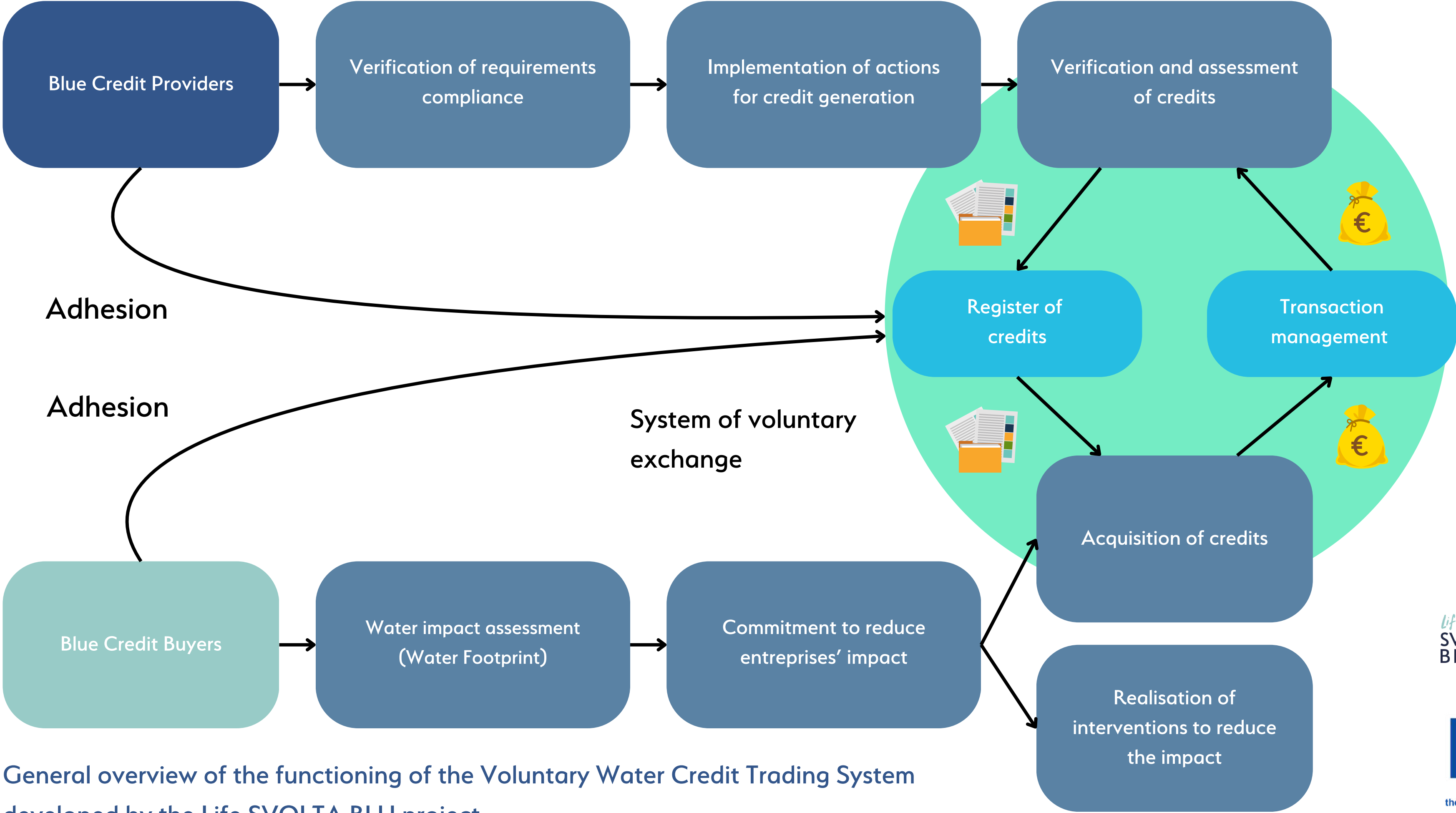
The Life SVOLTA BLU project aims to create and validate a water credit trading system. This system connects those who are unable to further reduce their water consumption—but wish to offset their water footprint by funding useful interventions—with those who are committed to saving, reusing, or regenerating water, generating tangible benefits for the entire territory.

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General overview of the functioning of the Voluntary Water Credit Trading System developed by the Life SVOLTA BLU project.





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Thank you!

Our contacts:

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[LIFE Svolta Blu Project](#)

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