



TARIJA REGION



Improved farming techniques were designed to reduce erosion and use of chemicals around the San Jacinto reservoir.

**CROSS-SECTORAL DIALOGUE FOR SUSTAINABLE
 WATER RESOURCES MANAGEMENT**

The Water and Development Alliance (WADA) supported the local water stakeholder forum PROAGUA to promote improved watershed and water resources management in and around the city of Tarija, Bolivia. This rapidly growing municipality of 150,000 residents generally has adequate water quality and quantity to meet local human needs. However, increased stress from a variety of different water users have raised concerns about long-term sustainability of water resources. In addition to domestic consumers, small and large scale farmers, hydroelectric facilities, and several industrial users also depend on reliable and renewable supplies of clean water for productive activity that are increasingly at risk.

PROAGUA, a local forum of involved stakeholders, was formed in 2005 to raise awareness about water issues, strengthen participatory governance and decision-making around water resources, and promote better practices by all water users. WADA supported PROAGUA through its local NGO partner PROMETA to strengthen dialogue and engagement on water management alternatives.

CPTS, a Bolivian NGO promoting clean production, worked with three industries in Tarija to encourage water use efficiency and pollution prevention. The local Coca-Cola bottler EMBOL implemented recommendations made by CPTS that resulted in savings of water, electric power and natural gas. EMBOL also developed a Water Resource Management Program for its own operations, and shared resulting hydrologic and hydrogeological data and analyses for the overall Tarija area with PROMETA and other stakeholders. This information will help inform sound, participatory decision-making about sustainable water resources management going forward.

It is hoped that the innovative approach promoted in the Tarija region will serve as a replicable model of community watershed management that engages the private sector and can be implemented throughout Latin America in partnership with local Coca-Cola bottlers.

COUNTRY:

Bolivia

DATES:

April 2006 – September 2008

FUNDING:

\$531,000 - WADA

KEY PARTNERS:

- EMBOL – local Coca-Cola bottler
- USAID/Bolivia
- PROMETA – local NGO
- CPTS – local NGO

ACTIVITIES SUMMARY:

- Establishment of PROAGUA as a strong local citizen forum to facilitate multi-sector decision-making about water resources
- Empowerment of the public and private sectors to participate in local decision-making
- Development of the EMBOL Water Resource Management Program to facilitate sound sustainable management in the bottling industry

BENEFICIARIES:

- 150,000 residents of the City of Tarija and local industries benefited from improved groundwater management and watershed protection

ALLIANCE RESULTS:

- *Watershed Management*
 - Increased private industry participation in improving land use and providing ongoing investments in watershed protection
 - Launched public awareness campaigns to inform urban populations about their water sources and encourage water saving practices
 - Trained PROAGUA members, decision-makers, and PROMETA in Integrated Water Resources Management (IWRM)
 - Facilitated industry participation in inter-institutional water resources management activities and events
- *Productive Use of Water*
 - Informed industrial stakeholders about protecting and managing source water and minimizing water use, and promoted adoption of cleaner production measures in three industries
 - Implemented community-based sustainable agriculture activities that generate income



Gregoria Parraga's garden in Pino Sud grew a new, higher-value crop of raspberries and strawberries.

