

# Public-Private Partnerships for Watershed Protection

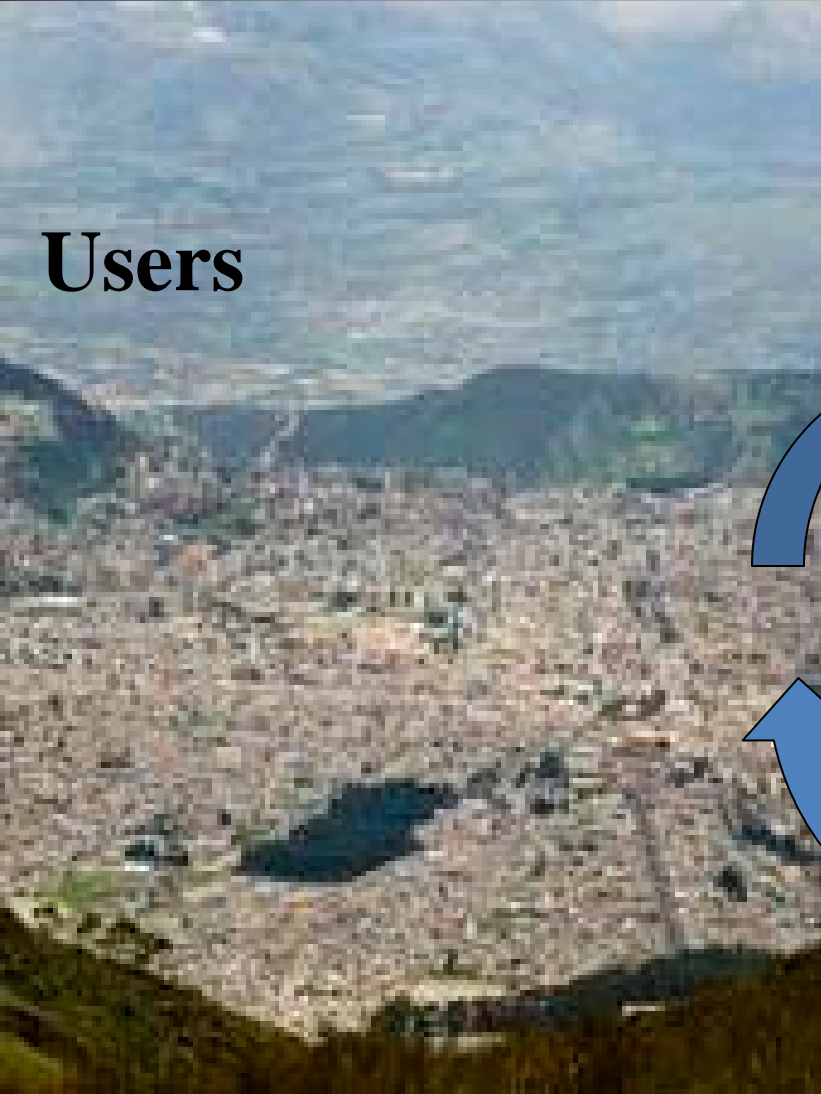
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Director, International Water Policy  
The Nature Conservancy





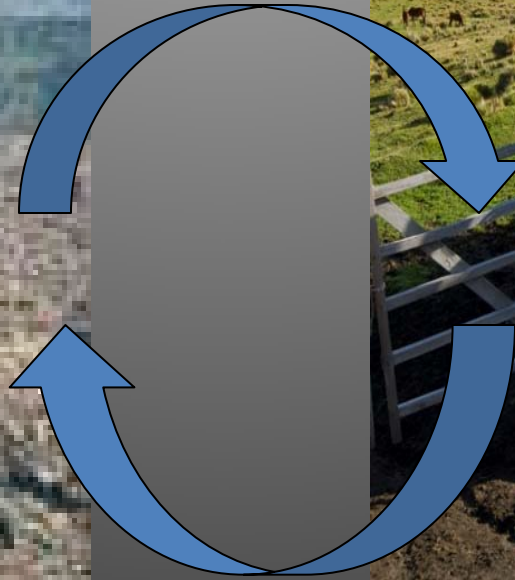
# Water fund model

**Users**



**\$**

**Providers**



**CLEAN  
WATER**

Outreach

Feasibility studies

Start Up  
Seed funding

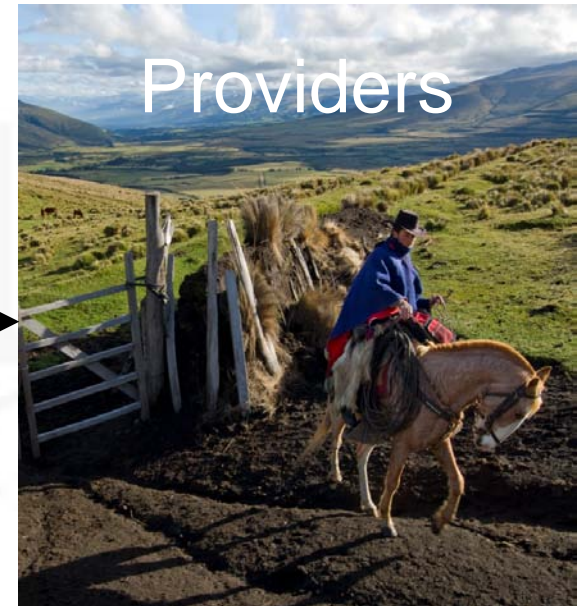
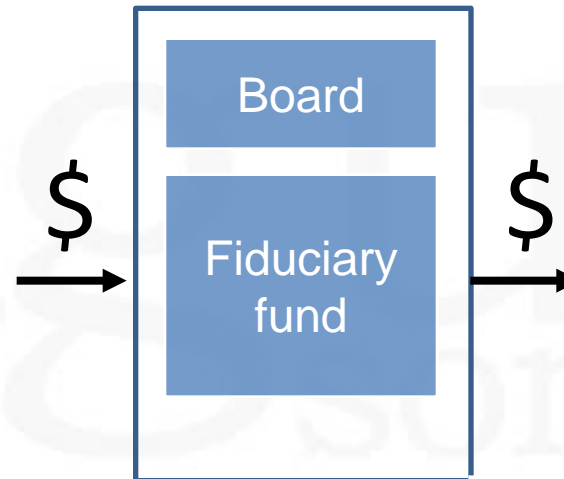
Growing  
Capitalization

Consolidation



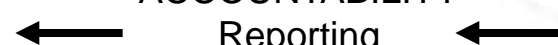
Sugar Cane Growers

WATER FUND

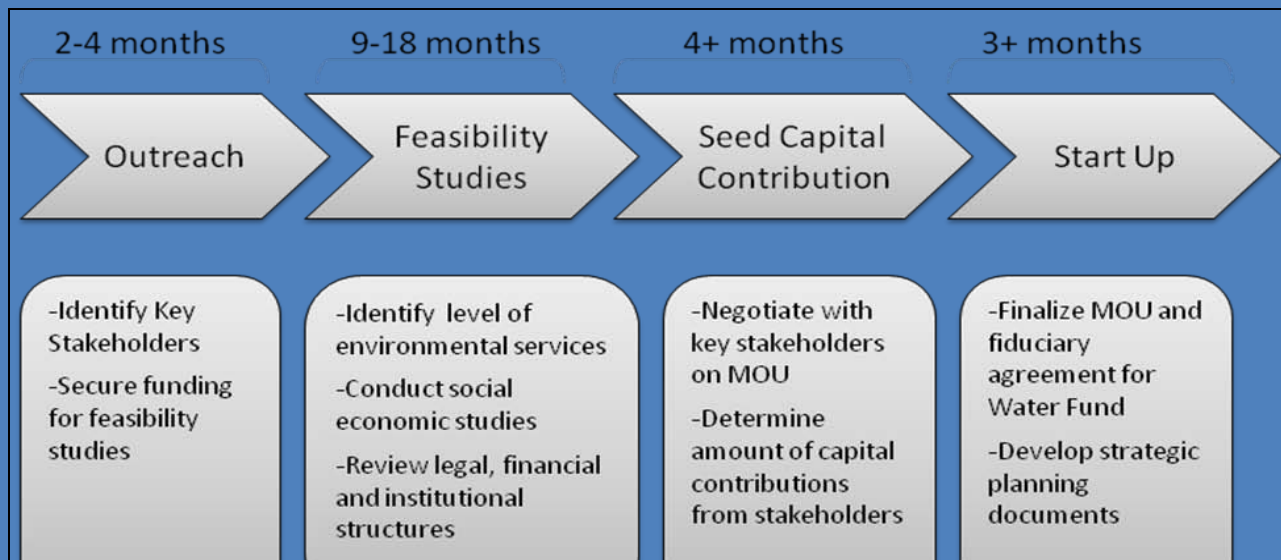
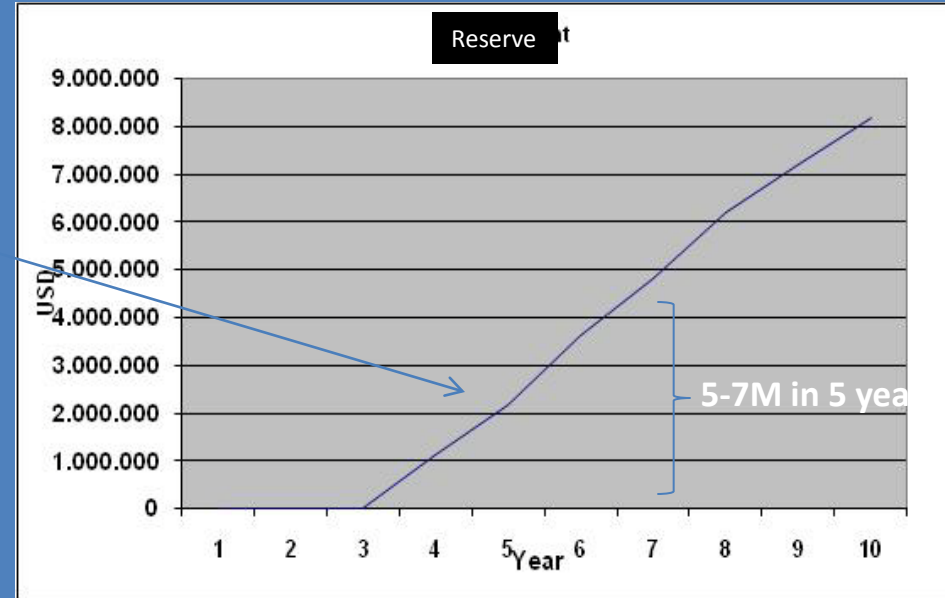
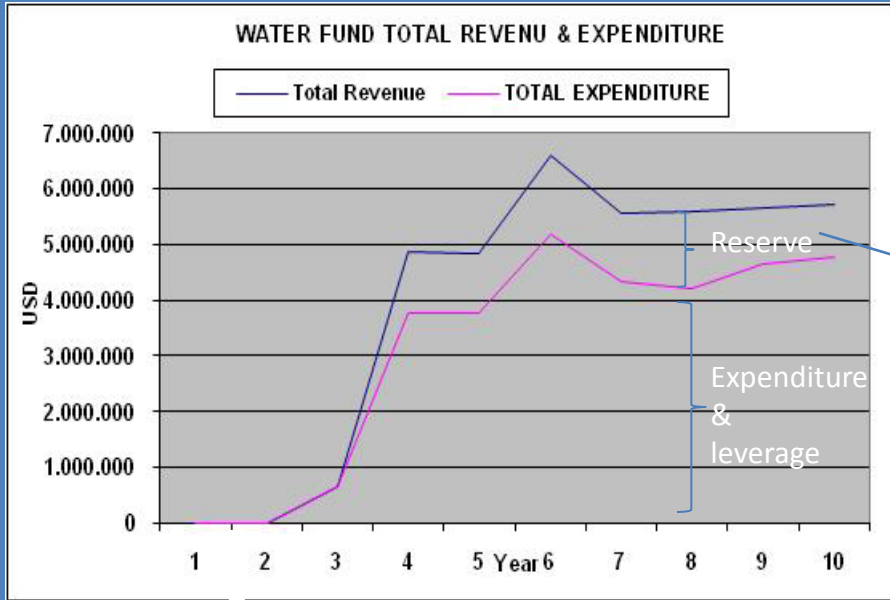


Las Herosas NP  
&  
Farmers in watersheds

ACCOUNTABILITY  
Reporting

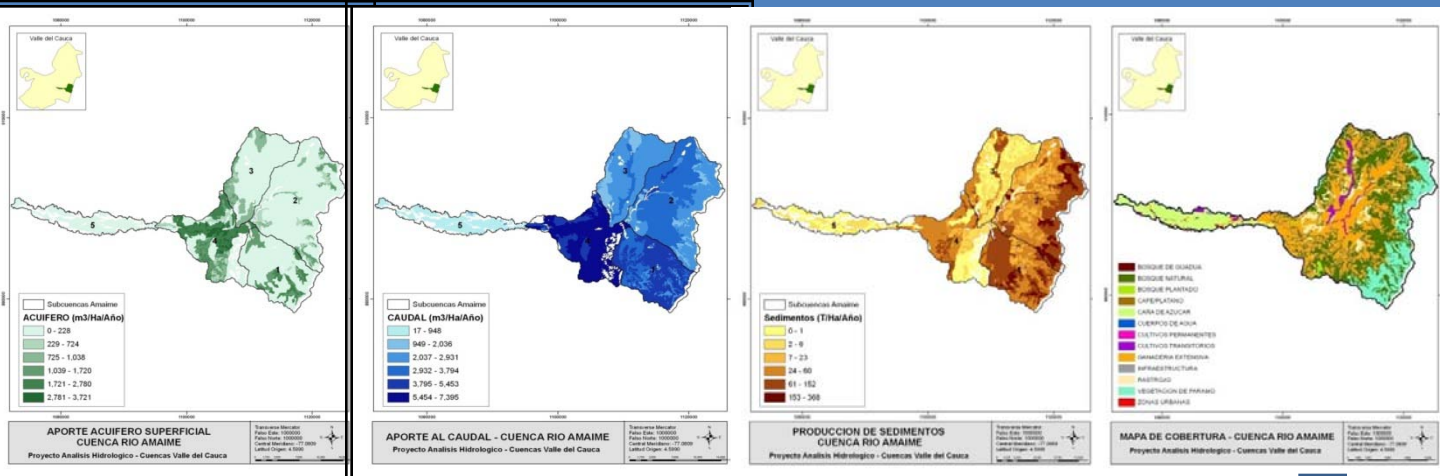


# Phases to Develop a Water Fund

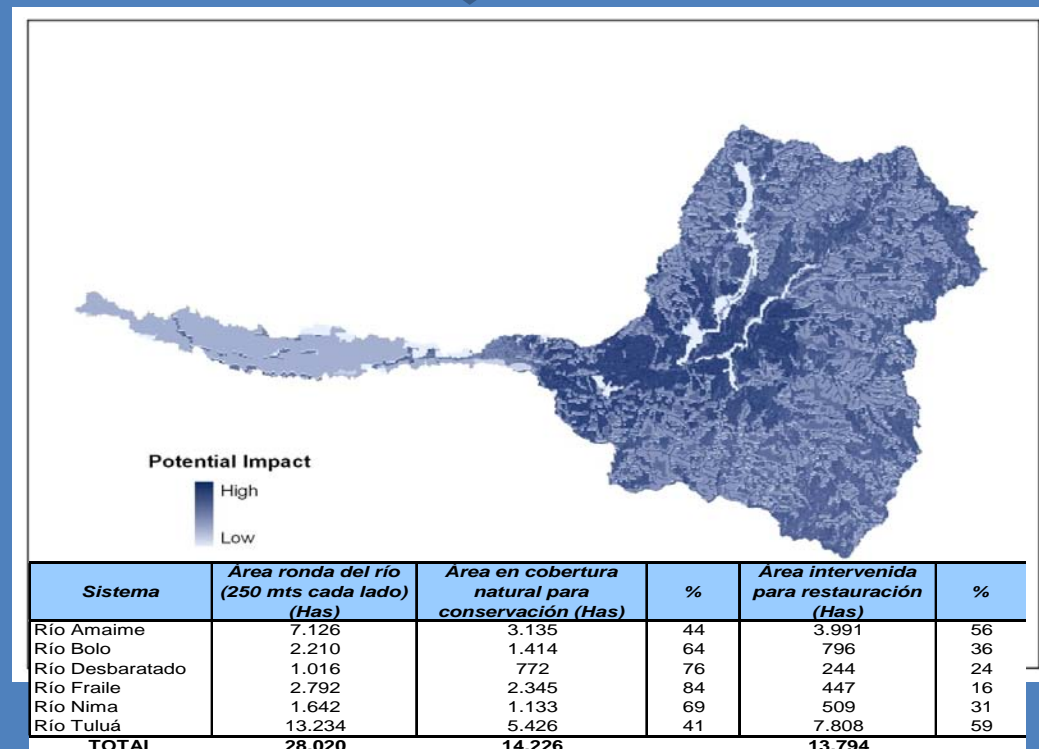
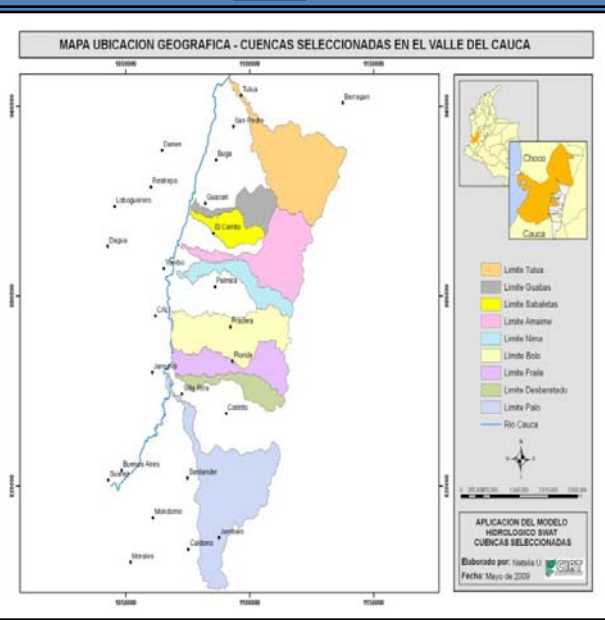
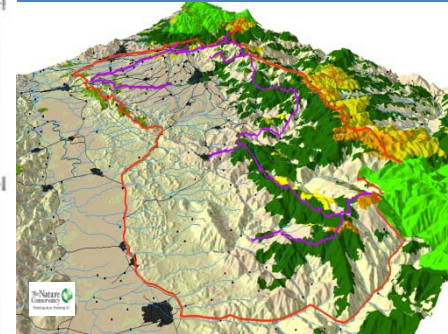




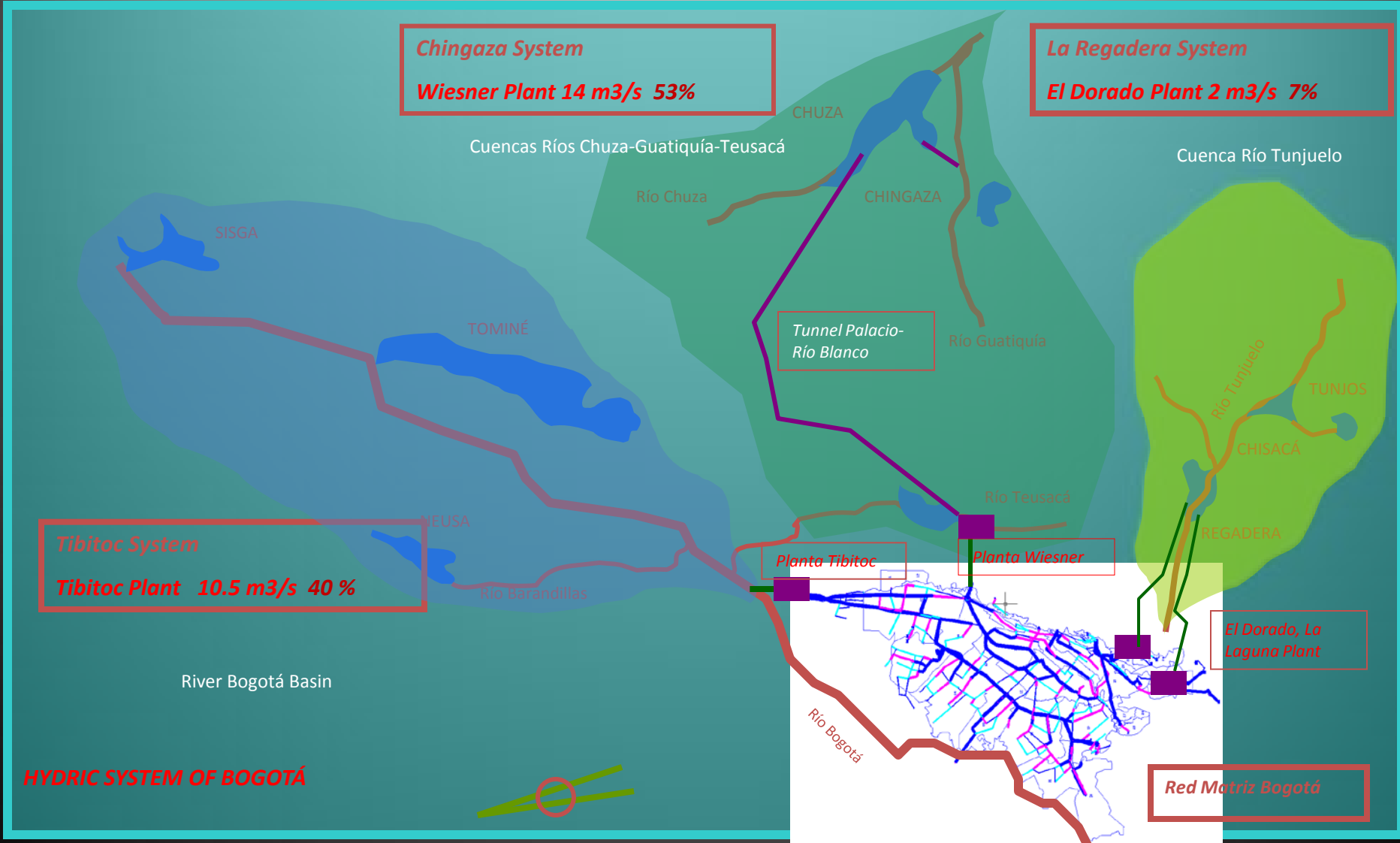
# Highest Return on Investment



Biodiversity connectivity



# METROPOLITAN AREAS'S WATER PROVIDING SOURCES





# NATIONAL NATURE RESERVES OF CHINGAZA AND SUMAPAZ

**Location of Chingaza:**  
Eastern Cordillera  
near Metropolitan  
Area.

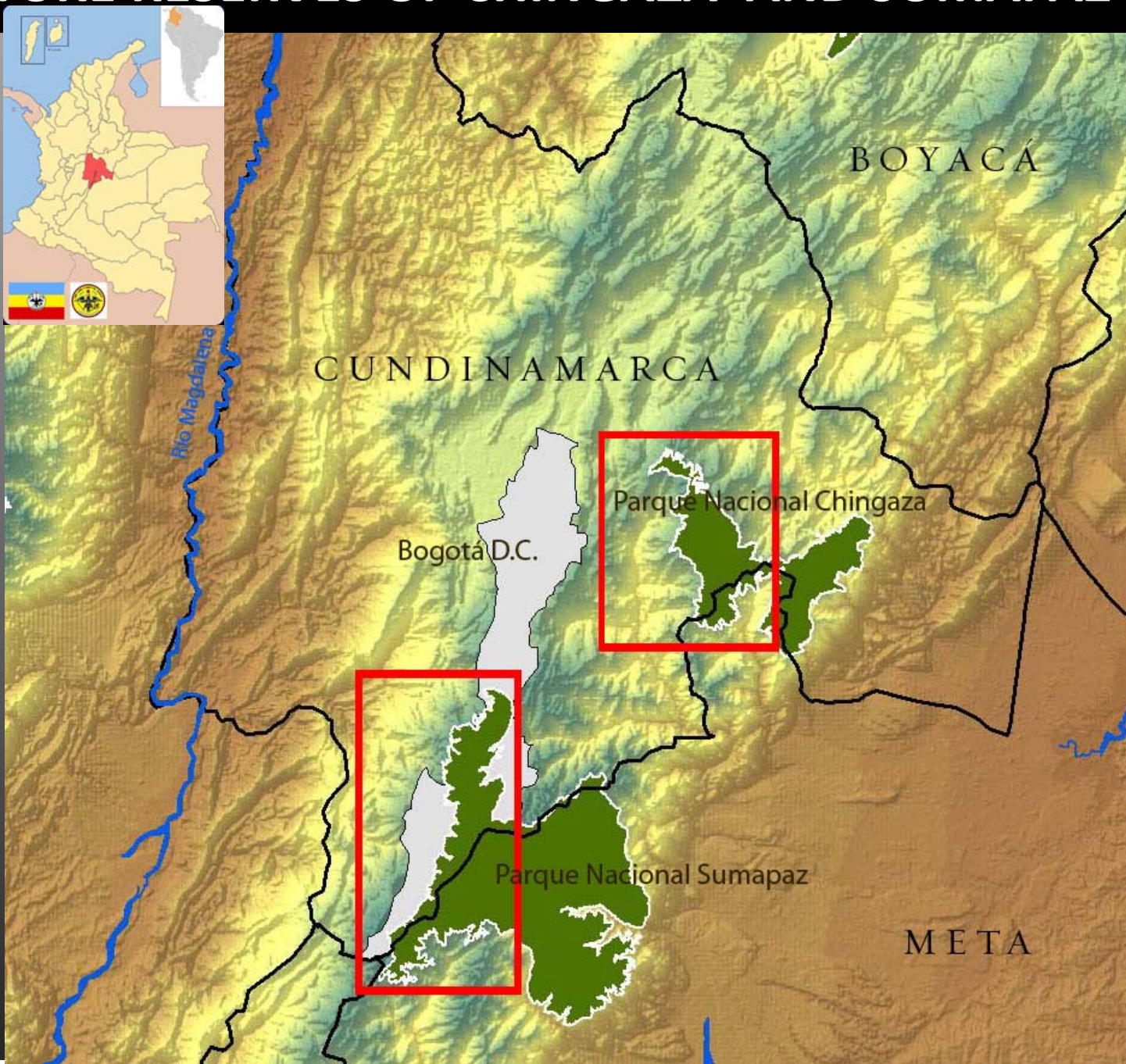
**Extension:** 76.600 ha.

Between the States of  
**Cundinamarca** and  
**Meta**.

Inside **La Calera**,  
**Fómeque**, **Guasca**  
and **San Juanito** 's  
jurisdiction.

**Lagoons:** Siecha and  
Chingaza.

**Rivers:** Guatiquia and  
Frio





For the conservation of water sources that  
supply Metropolitan Area

WHAT IS IT?



Por la conservación de las fuentes  
hídricas que surten a la Región Capital



- Partnership between public and private sector



- Financial instrument for the conservation of ecosystems that generate water for the Metropolitan Area.



- Cooperation Agreement No. 9-07-24300-0689-2009

# WHEN DID IT START?

2007

- Awareness about the funding needs for watershed conservation

2009

- Agreement between Water utility, Bavaria, TNC, Parques y Patrimonio.

2008

- Municipality and Bavaria joined

2010.

- May: Launch of first Terms of Reference



con el apoyo de







**For the conservation of water sources that supply Metropolitan Area**



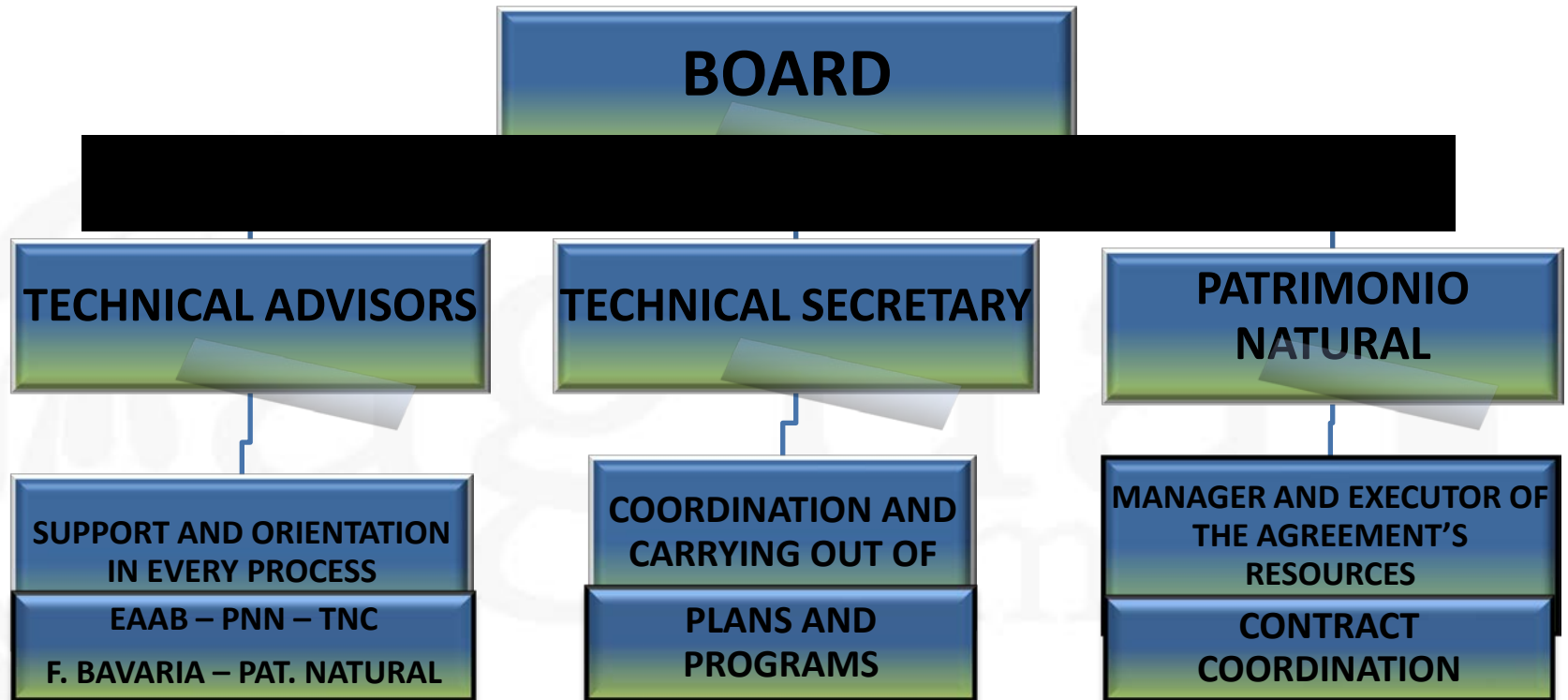
Por la conservación de las fuentes hídricas que surten a la Región Capital

**HOW IT WORKS**



# ORGANIZATION

## COOPERATION AGREEMENT 9





## Private and communal lands

1. Direct payments
2. Best agricultural and cattle ranching practices (silvopastoril systems)
3. Riparian forests.
4. Reforestation & restoration
5. Other projects.

## Public areas

1. Park guards
2. Implementation of management plan





**For the conservation of water sources that supply Metropolitan Area**



Por la conservación de las fuentes hídricas que surten a la Región Capital

# OBJECTIVES AND SCOPE PRINCIPLES





# PRESERVATION OF WATER SOURCES THAT SUPPLY METROPOLITAN AREA

Conservation

Management and sustainable use of ecosystems

Protection

Education



# ACCOUNTABILITY AND TRANSPARENCY



QUALIFIED EXTERNAL AUDIT



# SPECIFIC OBJECTIVES

- Maintaining the functionality and structure of the paramo ecosystems as water regulators for Andean forests, responsible for water production.
- Find additional resources for environmental management programs and projects of with and institutional constraints.
- Reducing the costs of treatment plant for drinking water.
- Strengthen the institutional and regulatory framework and promote coordinated policies that allow the sustainability of the water resource conservation initiatives.

# SCOPE AND STRATEGIC PLAN

## 1. Legal, financial and administrative feasibility study.

This study analyzed potential funding sources, associated with the most effective means of obtaining resources (donations, contributions, memberships, etc.), their implementation and their financial regulation. Also includes an analysis of the regime and tax benefits.



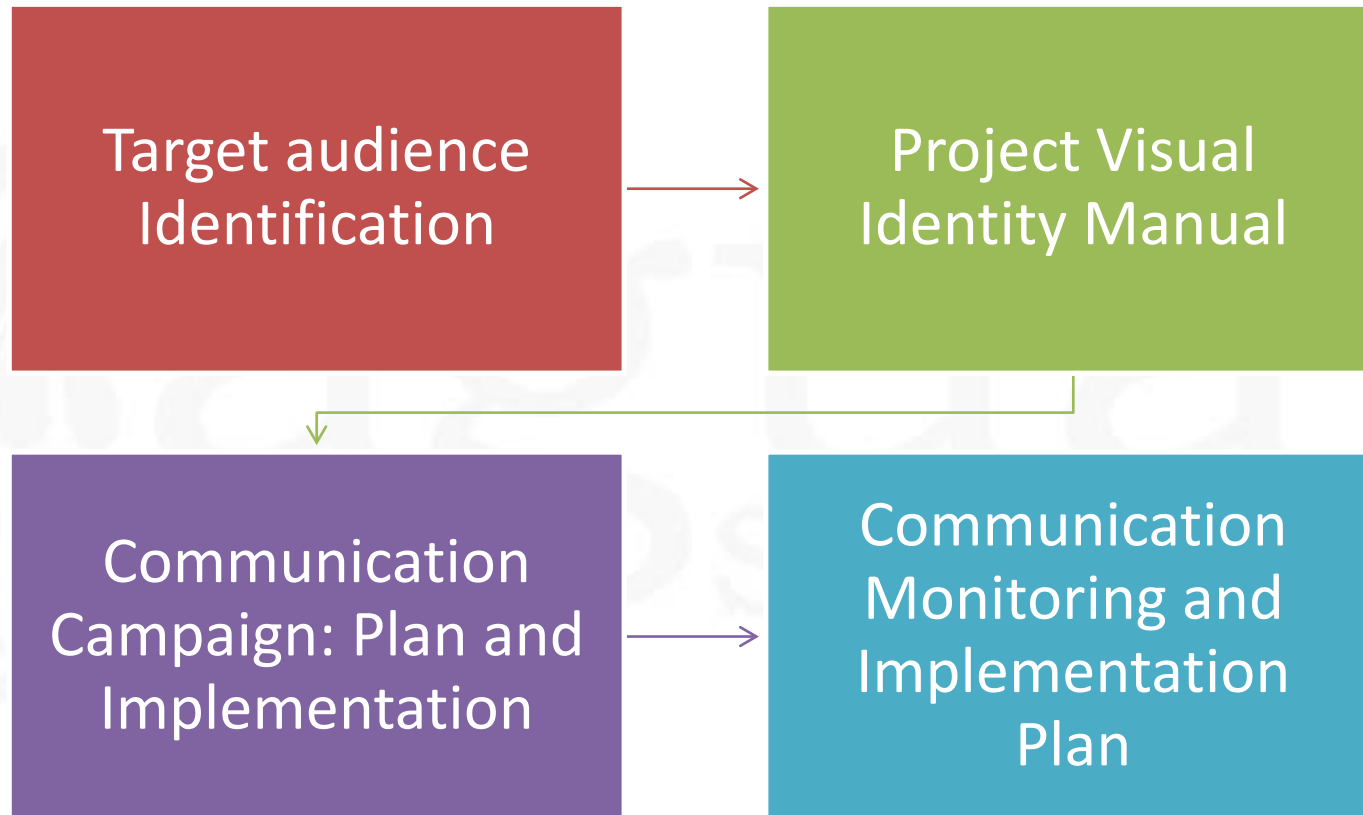
## 2. Campaigns to increase awareness and fund raising.

The target audience is the users, private companies, the related institutions and international ONG's.

The aim is to motivate and encourage the target audience, to voluntary contributions for projects and programs to protection and conservation of the water resource that supply the Metropolitan Area , generating sense of ownership and environmental responsibility.

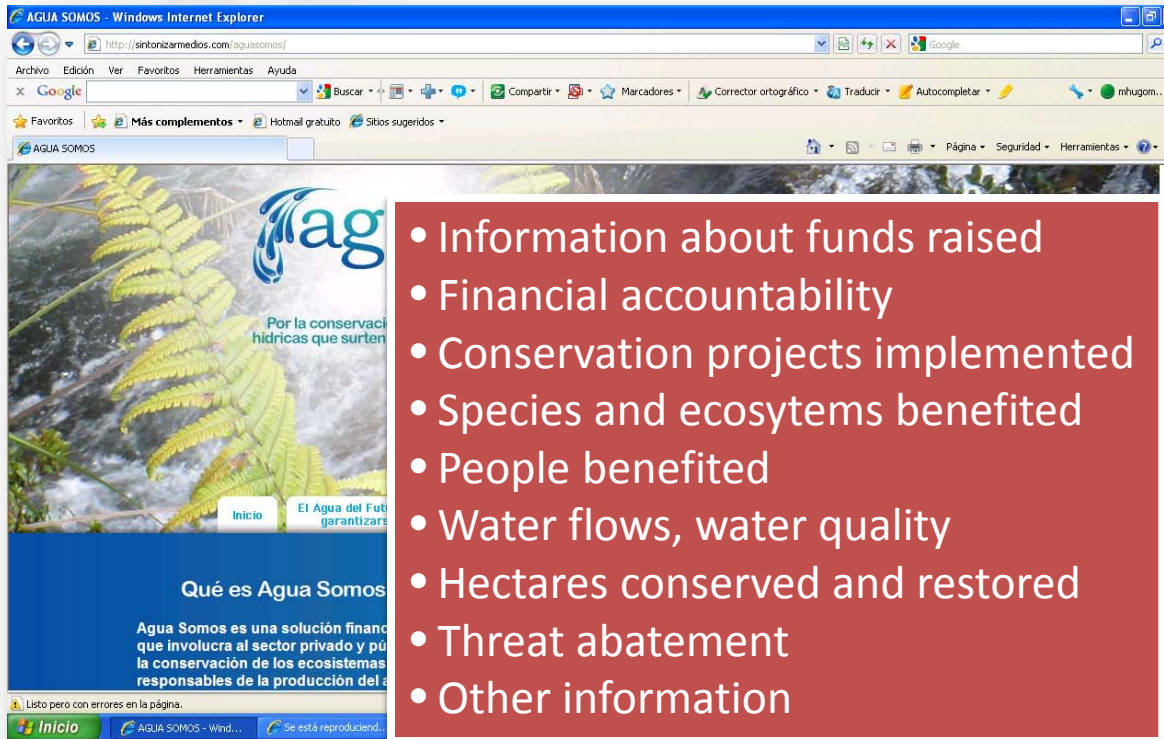


# Communication and Marketing Strategy Activities



# Communication Monitoring and Implementation Plan

## WEBSITE [aguasomos.org](http://aguasomos.org)



- Information about funds raised
- Financial accountability
- Conservation projects implemented
- Species and ecosystems benefited
- People benefited
- Water flows, water quality
- Hectares conserved and restored
- Threat abatement
- Other information






### 3. Pilot restoration projects

for riparian vegetation, restoration of native vegetation and workshops for community participation in restoration and conservation projects.







**At the end of this stage it will move to the growing phase allowing projects of hydric preservation to be developed in the metropolitan area, along with the entities and organizations focused upon preservation.**

**«Agua Somos», will guarantee the water production and conservation of biological diversity of mountain, one of the most affected by deforestation in the country.**



**For the conservation of water sources that supply Metropolitan Area**



Por la conservación de las fuentes hídricas que surten a la Región Capital

**WHO BENEFITS?**





**METROPOLITAN  
AREA**

More than eight million people in the Metropolitan Area

**SINAP**

National System of Protected Areas and environmental authorities.

**RURALS**

Rural communities in the metropolitan area.

**NATIONAL PARKS**

National Park Chingaza  
National Park Sumapaz

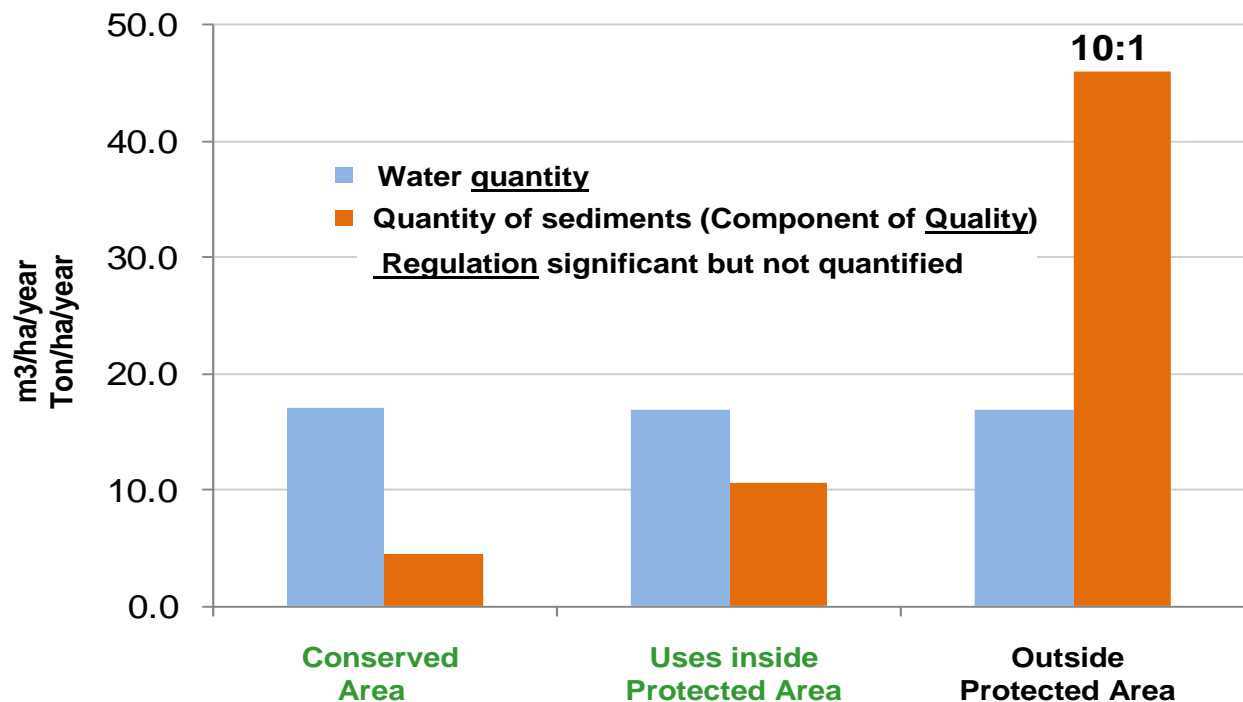


# The rationale

Healthy ecosystems = better water provision

2 M tons of sediments avoided

US 3.5 M saved



Source: Ciat, 2007 (TNC), Bogota Water Fund



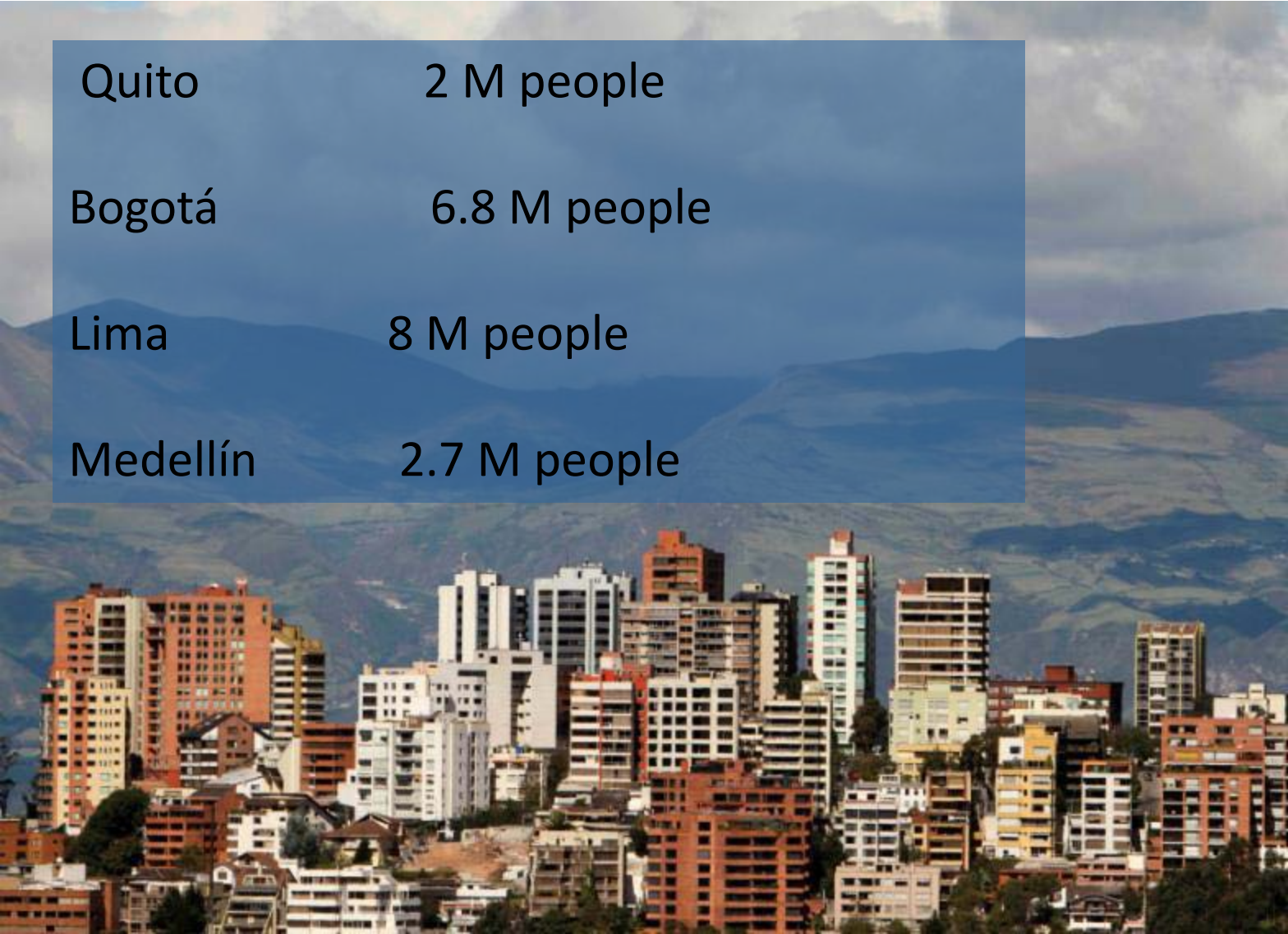
# Benefits for water users

Quito 2 M people

Bogotá 6.8 M people

Lima 8 M people

Medellín 2.7 M people

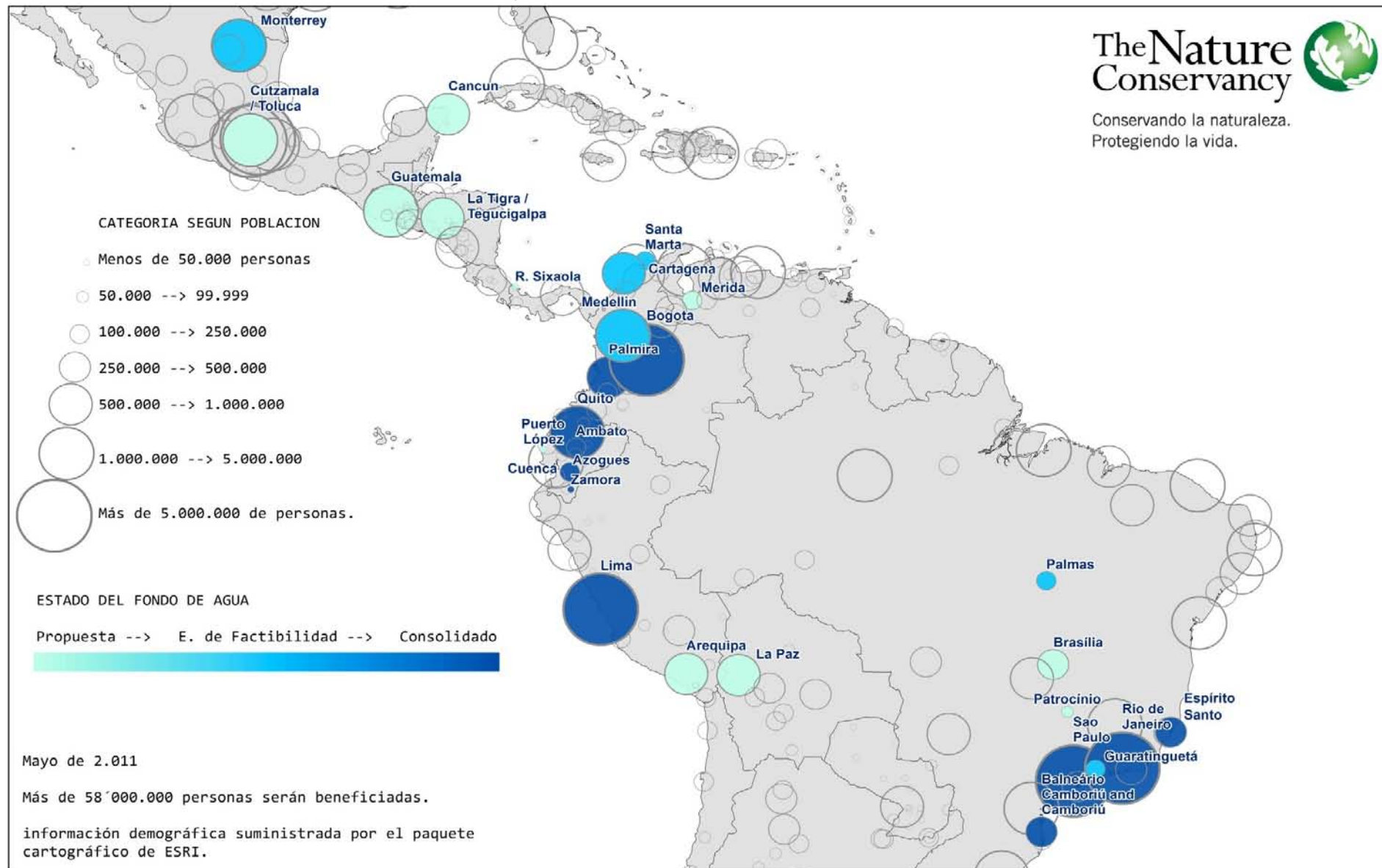




# 2015 Goals – Latin America

- 32 self sustaining water funds.
- Invest 27 million
- Leverage \$143 million from public & private sectors.
- Protect 9 million acres in Latin America.
- Benefit 50 million people.







# Some Lessons Learned

- **A good example of payment for environmental services**
- **Green Economy in place: using green infrastructure to secure water, generating jobs and income, and conserving/restoring biodiversity**
- **Combination of private and public funds**
- **Paths for scaling up work**
- **Pragmatic business approach**