



**TARIJA REGION: BOLIVIA**



*Improved farming techniques are 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) supports 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 has generally had adequate water quality and quantity to meet local human needs. However, increasing stress from a variety of different water users has raised concern 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.

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 is supporting PROAGUA through its local NGO partner PROMETA to strengthen dialogue and engagement on water management alternatives.

CPTS, a Bolivian NGO promoting clean production, is working with three industries in Tarija to encourage water use efficiency and pollution prevention. The local Coca-Cola bottler EMBOL is developing a Water Resource Management Program that will offer hydrologic and hydrogeological analysis and information generation that will help inform sound decision-making about sustainable water resources management going forward.

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

**COUNTRY:** Bolivia

**START DATE:** April 2006

**FUNDING:** \$379,000 - WADA

**KEY PARTNERS:**

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

**ACTIVITIES SUMMARY:**

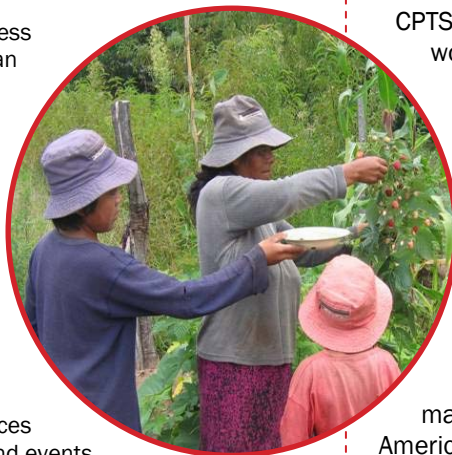
- Establishing PROAGUA as a strong forum that facilitates multi-sector decision-making about water resources and empowers the public and private sectors to participate in local decision-making

**BENEFICIARIES:**

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

**ALLIANCE OBJECTIVES:**

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



*Gregoria Parraga's garden in Pino Sud is growing a new, higher-value crop of raspberries and strawberries*