

Report 2

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..... implementation of fiscal measures

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The synergy between the water and the chemical sectors will be articulated through a shift in the paradigm through which water is perceived in the industry. This change will promote the vision of water as a valuable resource, contributing thus to water security and the safeguard of the natural environment. To consolidate this paradigm shift and enroot it in the social environment, a set of measures will be proposed in the frame of ChemWater. Among these ones, the consortium will select one or various tools from the different schemes available to assess the sustainability of the water management in the companies and based on the results. These tools will be proposed as potential instruments to be used by water authorities deciding to reward with fiscal incentives those organisations carrying out a sustainable water management. The promotion of this kind of initiatives is a requirement if the shift in the water paradigm is to be effectively attained. The materialisation of the granting of fiscal incentives will have a series of benefits for the community. This benefit could be achieved solely with the application of fiscal incentives. If the initiative is complemented with measurements to publicize the compliance of companies with the sustainability practises required to attain the incentives (e.g. through water sustainability label), the programme will turn into a marketing tool that will foster competitiveness and hence, continuous improvement with regards to sustainability. If the public eventually assimilates what the initiative represents, the increasingly higher concerns for the environment will drive customers to acquire products or services having a sustainable approach in what regards the use and consumption of water. A consequence of this would be the protection of European products and services granted with a sustainable water management label.

This deliverable summarized the activities carried out in the WP5.2. The main part involves the review of supporting tools and indicators that could be used as a reference for the implementation of fiscal incentives to companies. Available tools

are analyzed in terms of their usability for the purpose involved. Finally, the way in which the selected tools would be most adequately applied to assess a product, process or service and how the result of such assessment can be better translated into fiscal incentives.

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