

## EXPECTED BENEFITS:

- Adaptation to climate policies
- Standardization of good practices on water management and use;
- Stimulation of medium / long term planning;
- Investment's orientation towards production sustainability;
- Improvement and modernization of irrigated agriculture;
- Support for the transition to agriculture 4.0;
- Possibility of internal and district benchmarking;
- Creation of data sets and information hubs;
- Support for water policies.



## EXPECTED OPPORTUNITIES:

- Possible access to CAP Eco schemas;
- Support for Training and Capacity Building actions;
- Communication and marketing;
- Easier national and international market access;
- Potential to fulfill parts of other standards;
- Problem Oriented Mapping Capability;
- Prioritization of corporate and territorial actions;
- Bring out positive externalities in view of their payment.



## STANDARD AND CERTIFICATION OF SUSTAINABLE USE AND MANAGEMENT OF WATER





# GOCCIA VERDE



GOCCIAVERDE is a voluntary private standard and certification of a qualitative and quantitative sustainable use of water and of water resources protection.

GOCCIAVERDE is a tool for improving territorial and individual water sustainability and an essential support to increase the competitiveness of products on the national and international market.



GOCCIAVERDE proposes concrete actions and behaviors aimed at a sustainable use of water in agriculture, with an essentially preventive logic.

GOCCIAVERDE requires compliance with specific requirements and the implementation of virtuous actions that generate verifiable and measurable process' indicators (ranked as critical, sensitive and minor), certified by an independent third party.

Who is the GOCCIAVERDE certification aimed at:

- to Producers' Organizations (POs);
- to Individual Farm Owners;
- to Agricultural Water Management bodies (land reclamation and irrigation consortia and land improvement consortia).



## GOCCIAVERDE PROVIDES:

The use of a standard for assessing the sustainability of management and production processes, based on indicators in line with the main international standards and rules.

Communication to the final consumer, by a specific label and a QR code that allows to check the actual sustainability of the processes applied by the certified bodies, companies, POs.



GOCCIAVERDE certifies the sustainability of the water related upstream operations of a given production process, integrating and completing other public or private standards.

The GOCCIAVERDE certificate will give access to the public to information regarding the production process by means of the label that, using a specific QR code, refers to a dedicated web page reporting an in-depth description of the water management processes, numerical values and graphics.



## SUSTAINABILITY KEY INDICATORS

The sustainable use of water and the qualitative protection of the water resource are evaluated against nine criteria:

1. general sustainability of uses;
2. actions for the optimization of water uses;
3. actions for the control and improvement of water quality;
4. actions for saving and reducing energy impact;
5. actions for the control of legality;
6. role of "facilitator" or "pilot" for new technologies;
7. actions aiming at education, training and capacity buildings;
8. actions for increasing / restoring ecosystem services;
9. socio-economic sustainability.

