

# Focus points & Business case

**Sao Paulo dehydrates; the city/state suffers because of a water crisis. What can we do?**

**Objective**

Members of the LinkedIn discussion group '**Sao Paulo is running out of water**', come from all over the world. They all have large networks and want specialized people in their network to get involved in order to get more knowledge, power and world wide support and tackle this world issue of increasing dehydration.

**Aleks Blumentals**

**Project management**

We/my team are working on a **water-impact-catalyst approach**. I believe we have a viable way to jump start change at multiple levels and create a sustainable way for it to become "autocatalytic" - involving people, technology, environment and business. I would be glad to share and explore how this may work in SP fully knowing the immense social complexity but with great admiration of the collaboration know-how that exists in Brazilian society ready to be tapped [aleks@growthpartners.eu](mailto:aleks@growthpartners.eu) In our case it is about creating fiduciary spaces for sufficient time to emerge the new patterns of investment and behavior. We have done it for systems with billions of dollars of impact value successfully.

**Julie ann Fatcher**

**Focus group**

At this stage I was thinking more of a focus type group, one that could correlate the various authorities, bodies and interest groups that are concerned with SP water cycle... one that is more specific to Sao Paulo rather than sitting under a more general umbrella... though this could be coordinated through [BetterWorldSolutions](#) (BWS), or a subgroup of BWS. maybe BWS-SP.

**Aleks Blumentals**

**Integrated approach**

I agree with Sergio that alone a bottoms up approach would perhaps be insufficient to catalyze the necessary scale of change. In my book we would run a 3 day event to scan what a group can do and design/finance that work right there and then.

**Sergio Correa de Jesus**  
**MFA**

**Elevator pitch**

We need a clear definition of goals and objectives, the "elevator pitch" of the project! Without this it will be hard to decide on

subsequent steps and the crafting of a 7-10 page max. PROJECT BRIEFING...

**Questions to be answered for the business case**

Hundreds of similar discussions such as this one are likely taking place right now.

- Why is ours better informed?
- Why is ours more relevant?
- Why is ours actionable?
- Why is ours feasible?
- Why can ours obtain private and public support?
- For how long?
- How do we define our problem space?
- What is our strategic advantage?
- Why is our vision more holistic and hence better?
- How do we define the real problem?
- Is it an urban problem which calls for an urban solution?
- Is it a bio-urbanism problem?
- Is it a purely environmental problem that affects an urban environment?
- Can a set of systemic "small actions" be the solution?
- Finally, can we even agree on some of the questions I am raising?
- If we define (or title) the actions under a problem definition: "water scarcity within the natural & urban environments and its life-quality impact" is it acceptable?

**Other city?**

São Paulo just happens to be the current catalyst for the intense dialogue and I would truly enjoy helping my megacity overcome its current challenge, but the path to solving São Paulo's big problem might be elsewhere, in another city, hidden in plain sight.

Or it might be hidden in São Paulo but at a realistic and manageable scale. We need some serious scaling down, problem definition, action plan + design methodology, and seed funding for this venture.

**Jit Kumar Gupta**

**Public program**

The area/institutions/individuals/sector which consume maximum proportion of the water need to be focused first. Involve people/communities/NGOs/ Govt agencies/ providers/consumers to become partners in this hour of crisis. Make it a public program not an Government program