

Actions

Sao Paulo dehydrates; the city/state suffers because of a water crisis. Which actions are planned?

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.

On October 8th, BetterWorldSolutions summarized a few topics and proposed actions. Let's see:

BetterWorldSolutions **Universities and an international challenge with students**

Tanja One of the biggest influencers world wide is XPRIZE Founder and CEO, **Peter Diamandis** or <http://www.xprize.org>. The Xprize contests are famous with a lot of 'sponsors' and international contacts all over the world. If they are not interested, maybe other organizations like Delft's University, Milano, or even a Brazilian NGO/University are.

Xprize initiates and facilitates big challenges mainly for students and startups. They also have their own university who stimulates multiscience solutions for big international issues. I can try to involve them. Besides that – because [BetterWorldSolution](#) is situated in The Netherlands, we can try to involve the **University of Delft**, specialized in water technology science also. They are used to cooperate with different universities and integrated science.

BetterWorldSolutions Because there is a lot of experience world wide, it must be possible to make a list of best practices from all over the world. From smaller cities to the

Tanja large ones like Sao Paulo. Maybe I have a contact person who can help us making this list including the best practices from London of course.

Result: a group of Dutch experts in watermanagement is making a list of 'Best Practices'

BetterWorldSolutions Business Case

- Tanja** Furthermore I agree with the integrated up approach from Sergio and Aleks. And the business case from Sergio: Let me copy your suggestion: “But, in for this to happen, we need to come to
- a highly focused set of actions
 - within a clearly defined framework
 - with indisputable set of milestones and outcomes

From the eventually successful pilot action which by default should be interdisciplinary it would be a lot "easier" to jump to the next scale level, whet is a small action within a mega city or a big action within a much smaller urban context...

We need some serious scaling down, problem definition, action plan + design methodology, and seed funding for this venture.”

BetterWorldSolutions Contacts with Brazil

- Tanja** Till now the Brazilian [National Water Agency](#) (ANA) nor the governments wanted to react in this discussion.

BetterWorldSolution actions

- Contact XPrize and Delft University asking them if they are interested
- Involve the team of Dutch Water Managers asking them to create a list of best practices in similar areas like the big and smaller cities in Brazil

Is there someone amongst us who can take the lead in starting a business case?

Sergio

Asks Instituto Terra to involve