

GOOD STUFF INTERNATIONAL

**THE NETHERLANDS¹,
SWITZERLAND²,
COLOMBIA³,
SPAIN⁴**

COMPANY PROFILE

Februari 2022

¹Good Stuff International B.V.

²Good Stuff International Switzerland

³GSI-Latin America y Caribe S.A.S

⁴Good Stuff International Spain

ABOUT US

Good Stuff International (GSI) is a global company that supports people and organisations in driving sustainable water use and ecosystem restoration.

We provide our clients with the following services using our in house developed methodologies and tools:

1. expertise for driving sustainable water use, catchment water stewardship and ecosystem restoration through value chains
2. capacity, training, knowledge to shape water stewardship and ecosystem restoration abilities, strategies and action by value chains and catchment stakeholders
3. in depth data gathering, processing and analysis using spatial data science techniques and coding, ground truthed and complemented with local information to create actionable information for water stewardship and ecosystem restoration
4. research and development to generate practical approaches, methodologies and tools to drive sustainable water use and ecosystem restoration globally

Our approaches, methodologies are explained in detail on our website: www.goodstuffinternational.com

We have a societal mission: **“to explore and promote ways for people to live the best possible life on Earth while caring for the natural environment and other people.”**

GSI was founded in October 2007 in the Netherlands. In 2012, GSI Switzerland arose, and GSI Latin America and the Caribbean was established in 2014 in Colombia at the same time as GSI Spain. GSI has a core team of eight driven people working together towards the mission globally. GSI-ers are also working in Mexico, Germany and Chile.

Below you find an overview of our R&D outputs and track record and clients since 2007. For more information please contact us on info@goodstuffinternational.com, give us a call:

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R&D OUTPUTS 2016 - 2021

Remote sensing based catchment water use and flooding intelligence algorithm and scripts-automated identification of key areas for ecosystem restoration - 2021

Catchment stakeholder and sub sector intelligence algorithm and scripts to automatically gather catchment intelligence from the internet - 2021

Company commodity water risk assessment and prioritisation scripts to automatically create commodity water risk assessment using the WWF Water Risk Filter - 2021

Strategic Farm Water Assessment Methodology – a tool for understanding the farm water situation to drive farm level water strategies - 2020

Catchment Passport Methodology – a tool for consolidating catchment level information and stakeholder engagement to drive catchment water stewardship - 2019

Prototype low cost IoT water level and soil moisture sensors - 2019

[GSI Technical Paper 4: Setting water targets based on catchment context](#) - 2019

[GSI Technical Paper 3: Water Risks in Agricultural supply chains - Methodology for catchment prioritization to guide company action](#) - 2019

Water Canvases – a tool for building water capacity and engaging stakeholders - 2018

Blue Thumb Up webapp (www.bluethumbup.org) – 2018

[GSI Technical Paper 2: Sustainable water use in agricultural supply chains - The WaterData4Action Approach](#) - 2018

[Watershed Information System](#) - 2017

[GSI Technical Paper 1: The Water Balance as a fundamental methodology to inform sustainable water management](#) – 2017

Automation of agricultural water footprint calculation - Geographic Water Footprint Calculator (GAWFC) - 2016

TRACK RECORD - 2007-2021

Water risk and water stewardship

1. **Mars**, Catchment passports for the rice value chain in the United States, 2021-2022
2. **WWF Germany**, Support for the Project: “Consolidation of the Water Stewardship Platform in Frio and Sevilla Watersheds, Zona Bananera, Colombia” – 2016 - 2022.
3. **EDEKA**, Water Stewardship in Citrus project in Andalusia Spain, 2020-2022.
4. **WWF Water Risk Filter**, Automated identification based on remote sensing of geographic locations for Farmer Managed Natural Restoration projects in Zambia, 2021
5. **Mars**, Two Catchment Passports and strategic roadmaps for the Mars rice value chain in Spain, 2021

6. **WWF Water Risk Filter**, Automated Company Water Risk assessments for three commodities, 2021
7. **Nature's Pride Foundation and Dutch Enterprise Agency**, Catchment Passport and Roadmap for the Aconcagua Catchment in Chile, 2021
8. **Emmi**, Water Strategy and Action in Emmi's Almond Value Chain, 2021
9. **IDH**, Water benchmarking of 10 sustainability standards, 2021
10. **IDH and Nature's Pride Foundation**, Catchment passport and strategic Roadmap for Sustainable Water Management in Ica, Peru, 2021
11. **AZURA**, Water Stewardship in Azura's Water Strategy, 2020.
12. **WWF Water Risk Filter**, Water Risk Filter and Fourth industrial revolution technologies for conservation intelligence. 2020
13. **WWF Water Risk Filter**, Gathering, processing and production of high resolution European datasets for the water risk filter of WWF. 2020. <http://waterriskfilter.panda.org/>
14. **NATURE'S PRIDE**, Water in procurment strategy, 2020
15. **MARS**, Strategic and Technical water support, 2019-2020
16. **MARS**, Support to implement water stewardship actions in the Lower Boise catchment in Idaho, 2019.
17. **Alliance for Water Stewardship**, Assistance to the AWS training in Koeln, Germany, 2019
18. **WWF Germany**, Pilot testing of the Blue Thumb Up Web app to support improved water use in banana production in Ecuador and Colombia, 2019.
19. **MIGROS**, Water Risks and Opportunities analysis for Farms supplying Strawberries to Migros, Spain, 2019.
20. **EDEKA**, Expert support to implement water stewardship in the Zitrus Project in Spain, 2019
21. **WWF Germany**, Desktop pilot on Context Based Water Targets project for selected almond farms in Spain, 2018
22. **NATURE'S PRIDE**, Water policy phase 1, 2018.
23. **IFC**, Water Risk, Response and Opportunities for IFC in Kenya's Naivasha and Athi – Galana catchments: data collection and initial Risk Assessment, 2018
24. **MARS**, Defining Catchment Level Action for improving the sustainability of the mint supply chain catchment(s) in Idaho, USA, 2017-2018
25. **WWF Germany**, Supporting the development of Context Based Water Targets for banana producers in Zona Bananera Colombia. 2017-2018
26. **EDEKA**, Creating risk profiles for citrus producers in the EDEKA WWF Zitrus project in the Guadalquivir in the South of Spain, 2017 - 2018
27. **WWF Germany and WWF Spain**, Detailing the water risk indicators at the basin and subbasin levels for the Water Risk Filter for Spain, 2017 <http://waterriskfilter.panda.org/>

28. **WWF Germany and WWF Colombia**, Establishment and consolidation of a water stewardship platform for Water risk management in the Zona Bananera, Colombia. 2016-ongoing, [Access the watershed information system for Santa Marta here.](#)
29. **Alliance for water Stewardship**, Project management for the European and Mediterranean region focusing AWS water stewardship implementation in Southern Spain, 2016-2018
30. **Alliance for Water Stewardship**, Catchment level water stewardship indicator assessment and implementation in the South of Spain. 2016-2019 [Access the watershed information system for Rivera Huelva here.](#)
31. **WWF Colombia / Asocolflores**, Water stewardship strategy for the flower sector. 2016 – 2017.
32. **ISAGEN**, Water footprint, water scarcity and risk course for the energy sector. 2016
33. **WWF Colombia and WWF Germany**, Water risk and opportunities assessment for banana production in the Zona Bananera, Colombia. 2014 – 2015, Download the Phase 1 report [here](#)
34. **International Finance Corporation – South Asia Water Team, India**: Support the development of the Corporate Action for Water Security (CAWS) and 2030 Water Resource Group program in India. – 2013 – 2015

Ecosystem restoration and water funds:

35. **SDC and partners**, MiParamo - Mobilising investments to preserve high Andean wetlands (Paramo), 2018-2021
36. **The Nature Conservancy Colombia** – Technical design of the Bucaramanga Water Fund, 2016-2017
37. **The Nature Conservancy Colombia** – Technical design of the Santa Marta Water Fund, 2016-2017
38. **GIZ, Bavaria – Water futures, Colombia** – Design and operationalisation of the Alianza BioCuenca - a Water Fund for the Northern Region of Santander – 2014.
39. **Lake Victoria Basin Commission (LVBC)**: Developing a proposal with options for the establishment of a Lake Victoria Environmental Trust Fund and identifying sources of financing for the Lake Victoria Basin Commission – February 2011 – April 2012. Report found at: <http://195.202.82.11:8080/handle/123456789/4/browse?value=Lake+Victoria+Environmental+Trust+Fund+%28LVETF%29&type=subject>
40. **The Nature Conservancy (USA)**: Technical support to develop a water benefits quantification tool for the Nature Conservancy– 2008

Water and Agriculture:

41. **WAPRO**, Joyanwala command area water balance study for different Crop Rotation Scenarios, 2020-2021
42. **MARS**, Strategic water passports for almonds and validation of water indicators, 2019-2020.
43. **CTA/UPRA/IDEAM/COSUDE**, Strengthening of the criteria associated with the use and pollution of water by agriculture to inform policy in Colombia, 2016-2017

44. **COLEACP-PIP**, Development of two training manuals on water management and irrigation for the horticulture sector in ACP countries – May 2015 December 2015
45. **Provincial government of Noord Brabant – The Netherlands** via Conceptenbouwers Foundation – Advisory to and research for the Stadse Boeren Urban Farming Community in three towns in the South of the Netherlands. 2014 -2015 – www.stadseboeren.nl
46. **National Irrigation Board, Kenya**: Feasibility study, detailed design and preparation of tender documents for Lumi Irrigation Scheme, Taita Taveta County, Kenya – 2013 2015
47. **National Irrigation Board, Kenya**: Developing an irrigation master plan for Daua River in Kenya – 2013 - 2014
48. **World Wild Fund for Nature**: Report on sustainability of New Green Revolution in Africa for the World Wild Fund for Nature – 2008-2009

Water Footprint and water balance:

49. **GIZ, Water footprint and carbon footprint of bananas in Uruba, Colombia, 2021-2022**
50. **Good Stuff International BV** – Development of the Geographic Agricultural Water Footprint Calculator tool in the cloud (GAWFC in the cloud) to make automated agri water footprint calculations accessible to all, 2019.
51. **WWF Germany**, Quick assessment the water footprint of almond cultivation in Ebro basin (GAWFC application). 2018
52. **IDEAM**, Water footprint and its sustainability in the 316 watersheds in Colombia for inclusion in the National Water Accounts Study 2018, in close collaboration with the CTA – 2018
53. **MARS**, Water footprint calculations of 11 mint producers in Idaho (GAWFC application), USA, 2017-2018
54. **Mild Coffee Company** – Water Footprint assessment of coffee production in Colombia, 2017
55. **WWF Germany**, Water footprint assessment of 12 banana farms in Zona Bananera (GAWFC application), Colombia
56. **MARS**, Water Footprint Assessment for benchmarking of water use in tomato production in Mars´ supply chain in four countries (GAWFC application), 2017
57. **Aquasis**, Water Footprint assessment of maize and herbs production by small holder farmers in Morocco (GAWFC application), 2017
58. **Alliance for Water Stewardship, WWF and EDEKA**, Water Footprint assessment of a citrus farm in South of Spain as part of the AWS implementation - 2017
59. **Inter-american Institute for Cooperation on agricultura (IICA), Costa Rica**, Water Footprint assessment for river basins guide, online introductory and extended courses, four river basin water footprint assessment case studies, 2016 – 2017
60. **Good Stuff International BV** – Development of the Geographic Agricultural Water Footprint Calculator tool V2.3 (GAWFC) to automate agri water footprint calculations, **2016 - 2017**
61. **Dominica Compite** – Calculation of the green and blue Water Footprint of the entire banana sector in the Dominican Republic, 2016-2017.

62. **CTA/UPME** – Approximation of a Water footprint assessment of the mining sector in Colombia. 2016
63. **IDEAM – Colombia** – Calculation of the Water footprint and its sustainability for the 316 watersheds in Colombia for inclusion in the National Water Accounts Study 2014, in close collaboration with the CTA (Centro de tecnología de Antiochia) – 2014-2015 [Access the report here](#)
64. **US Forest Service** - Technical advisory on the application of the Water Footprint Assessment to the Tenmile River Basin, Montana, USA, 2013 - 2015
65. **National Irrigation Board, Kenya** - Water Footprint assessment of cropping patters in the master plan for Daua River in Kenya – 2013 - 2014
66. **VECO- Eastern Africa, Tanzania** – Water Footprint assessment of rice production in the Lower Moshi Irrigation scheme, Tanzania. 2013-2014.
67. **Universidad de Pedagógica y Tecnológica de Colombia (UPTC), Tunja, Colombia**, Water Footprint Workshop, 2013
68. **Patrimonio Natural Colombia**: Water Footprint of the World Games in Cali, 2013, <http://youtu.be/XO4nv9ycqFc>
69. **Agrofair / Taste**: Water Footprint assessment of fair trade bananas – 2012- 2013 <http://goodstuffinternational.com/index.php/resources-29/67-water-footprint/127-water-footprint-assessment-supports-development-strategies-for-small-banana-producers-in-ecuador-and-peru>
70. **Centro de Tecnología de Antiochia, Medellin, Colombia**: Supporting the application of the Water footprint in the Porce Basin, Colombia. - 2012-2013
71. **Ogilvie Group Brussels**: Technical support on water footprint for the Generation Awake campaign. March 2012
72. **Water Footprint Network (WFN)**: Representation of WFN in meetings in Peru and organisation of technical webinars January 2012 – April 2012.
73. **Water Footprint Network**: Interim executive directorship and fundraising for the Water Footprint Network – institutional development, interim management business planning and marketing and fund raising - www.waterfootprint.org – October 2008 – February 2011.
74. **World Wide Fund for Nature**: Leading the Water Footprint Working Group, an informal multistakeholder initiative on the application of the water footprint in a corporate setting financed by the World Wild Fund for Nature, 2007-2008

Project management

75. **Water Services Trust Fund, Kenya**, Impact Assessment of Rural and water resources investment programme, 2015
76. **National Environmental Trust Fund, Kenya**, Development of Monitoring and Evaluation framework, manuals and training, 2015.
77. **World Wide Fund for Nature**: Mid-term review of the Market Transformation Initiative - 2012
78. **National Environment Trust Fund Kenya**: Developing a portfolio of Flagship projects, 2012

79. **Ewaso Ng'iro North Development Authority, Government of Kenya**, Mid-Term review of the AfDB funded Ewaso Ng'iro North Natural Resources Conservation Project (ENNNRCP), – 2011.
80. **Lake Victoria Basin Commission (LVBC)**: Peer review and editing of consultancy report on Mara River Basin Natural Resourced Management Institutional Capacity Needs Assessment, Lake Victoria Basin Commission, 2010.
81. **The National Environment Trust Fund in Kenya**: Production of Project Cycle Management, Monitoring Manuals and capacity building workshops for The National Environment Trust Fund in Kenya – 2009-2010.
82. **World Wide Fund for Nature Eastern Africa Programme**: Interim management for an international NGO in Eastern Africa – 2008-2009
83. **World Wide Fund for Nature Southern Africa Regional Programme**: Review programme “Promoting an Ecosystems Based Approach to Sustainable Development in The Zambezi River Basin” for an the World Wide Fund of Nature in Southern Africa with a proposed budget of 3,5 MIO Euro per year for four years - 2008
84. **World Wide Fund for Nature International, Switzerland**. Analysis and advice on strategic direction for the World Wild Fund for Nature – 2008
85. **World Wide Fund for Nature**: Strategic research to identify opportunities to scale up a Europe wide market based conservation programme for the World Wild Fund for Nature - 2008
86. **World Wide Fund for Nature Guyanas**: Evaluation and adaptation of freshwater conservation and development programme for the World Wild Fund for Nature in Guyana and Suriname with a total budget of 2 Mio Euro per year for five years – 2007
87. **National Aids Control Council Kenya**: Consolidating HIV/AIDS capacity building materials in Kenya for the National Aids Control Council – 2008

Water capacity building:

88. **Rio Bravo River Basin Board**, Expert support to use Water Canvases in the Rio Bravo basin vision and strategy workshop, Mexico, 2019
89. **Water board Aa and Maas** (via Conceptenbouwers foundation) – The Netherlands, technical and facilitation support to a multistakeholder workshop for a portfolio of urban water management projects in the city of 's-Hertogenbosch, The Netherlands - 2015.
90. **Centro de Tecnología de Atiochia-GSI-LAC, Water Footprint Network (WFN)**, Execution of the WFN certified Global Water Footprint Standard Training Course in Medellin, Colombia, 20-23 May 2015
91. **University of Cadiz, Spain**, Lecture on water and water footprint in light of World Water Day– March 2015
92. **School for industrial organisation (Escuela de organización industrial) – Cadiz, Spain** – Lecture on Water Footprint – 2015.

93. **Accenture:** Development of an on-line introductory and advanced course on water and water management for Accenture – 2008