Abstract

This article analyzes the development of the Programa de Cultura del Agua [Water Culture Program] (PCA) applied in four cities in Northeastern Mexico (Acuña, Coahuila; Nuevo Laredo and Reynosa, Tamaulipas; and Monterrey, Nuevo León). The program is hardly effective or efficient in most of the above cities. Nuevo León's utility is the most outstanding, since it is based more on the experience and continuity of the people in charge, rather than on quantifiable results. Therefore, it is important to consider this program as a useful tool of Mexican water policy to propagate a water culture which includes measurable indicators to assess the impact and effectiveness on the population in the short, medium and long term, in order to achieve sustainable use, management and conservation of water resources in this and other regions of Mexico.

Keywords

Water culture, utility, northeast, sustainable.