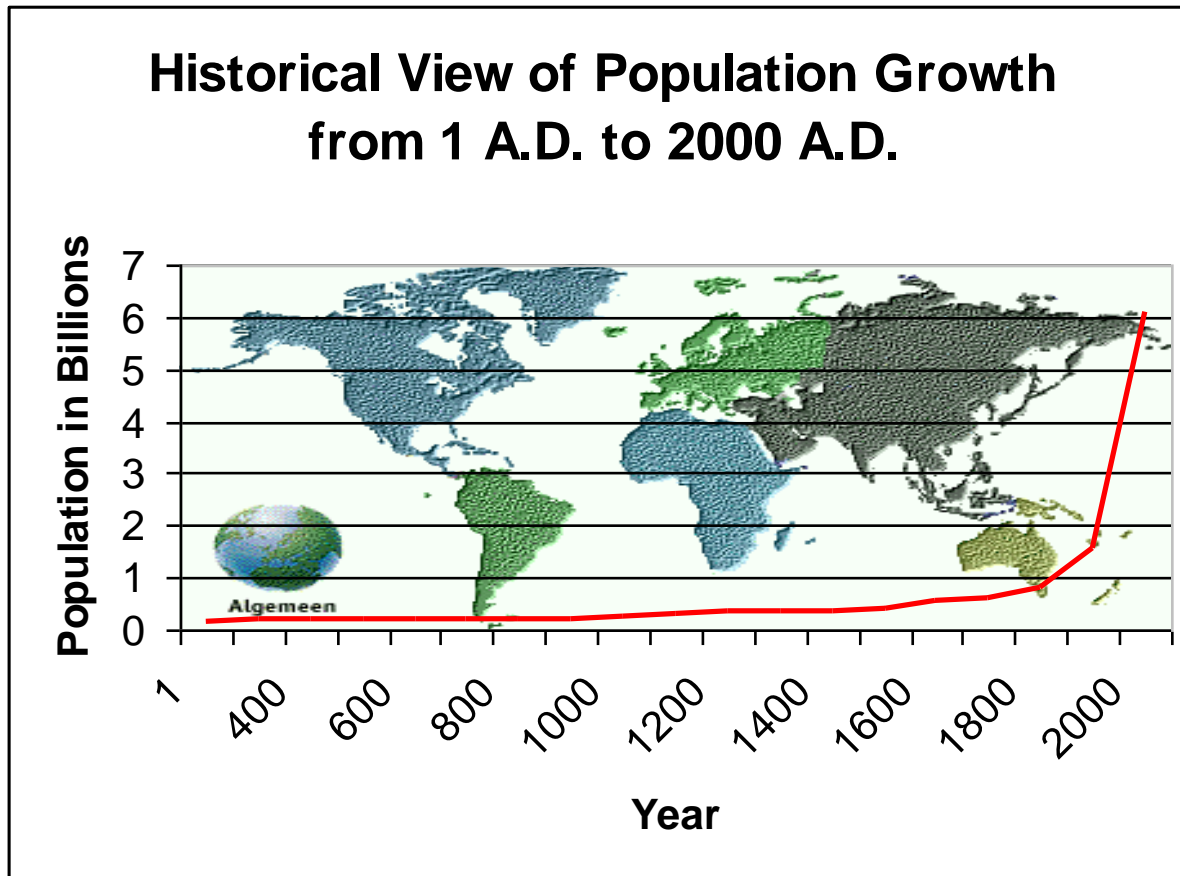


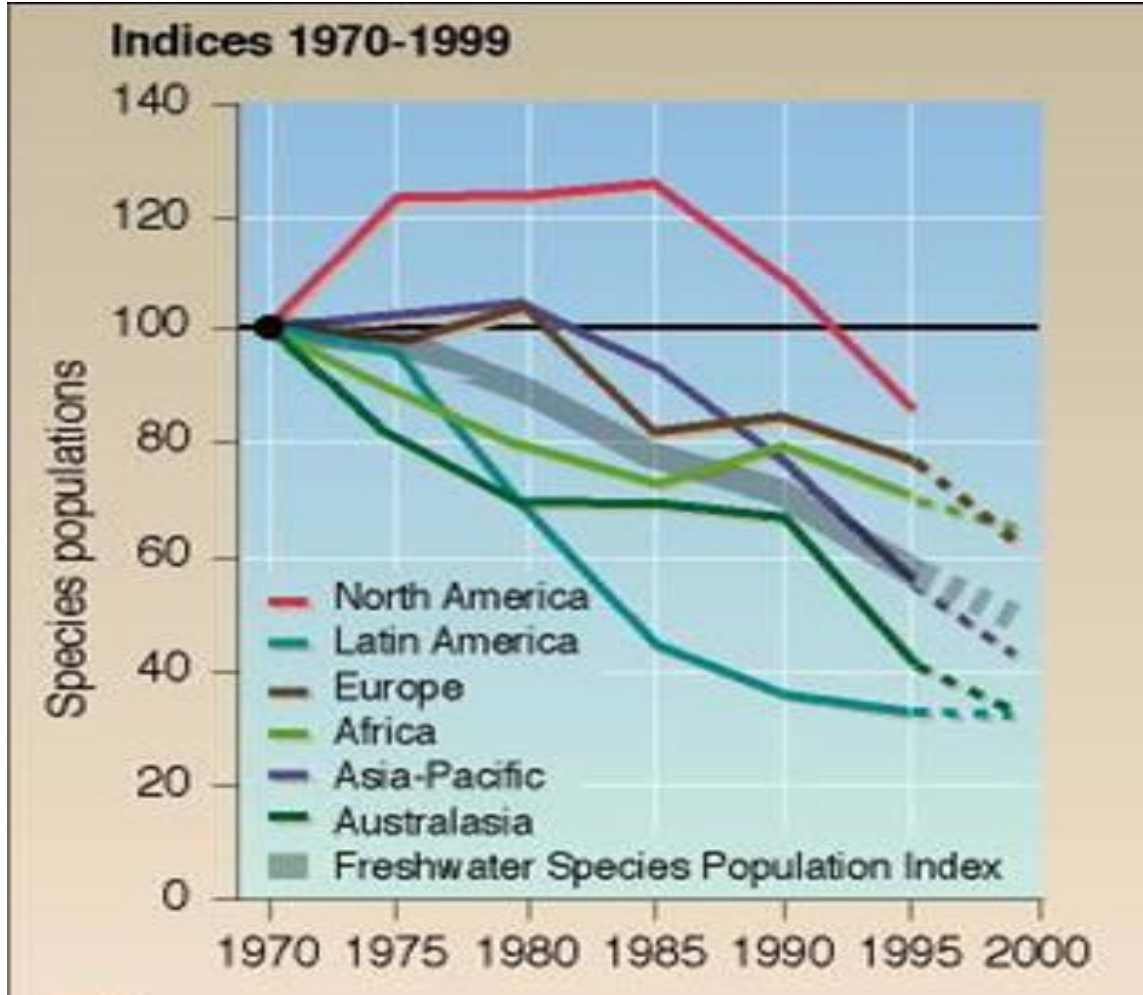
Water Stewardship: Critical for the Future of Water



Jonathan Kaledin
The Nature Conservancy

Global Population Growth





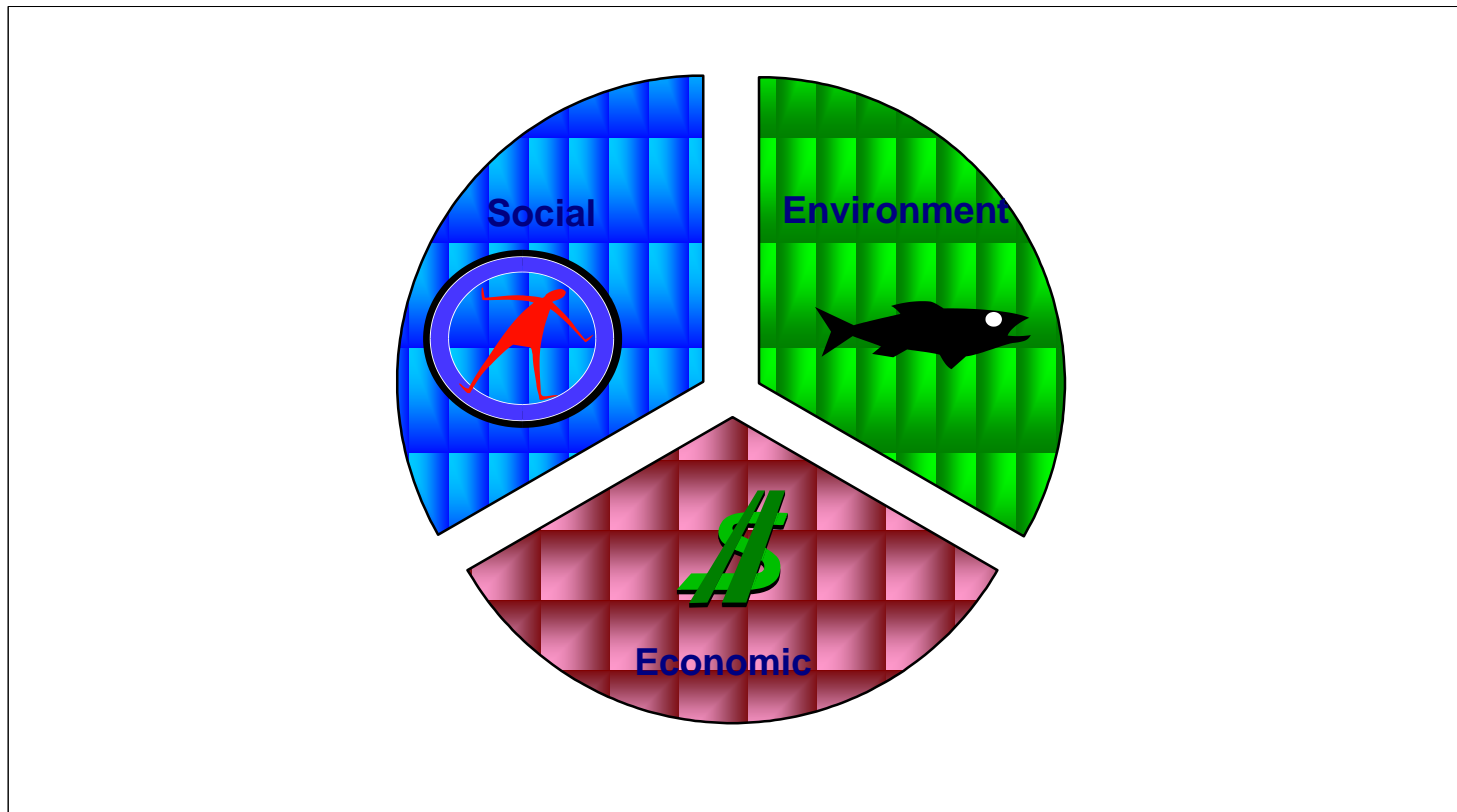




Economic Aspects of Water



Triple bottom line



Many voices calling for action

- ▶ “At a time when companies are looking to secure long-term growth strategies, we have to develop approaches that are sustainable in both business and societal terms.”

Michael Treschow, Chairman of Unilever.

- ▶ “There is a water crisis today. But the crisis is not about having too little water to satisfy our needs. It is a crisis of managing water so badly that billions of people - and the environment - suffer badly.”

World Water Vision Report

Water Stewardship

- ▶ Responsible use of fresh water that is both socially beneficial and environmentally sustainable
 - ▷ Water use that is environmentally sustainable maintains or improves biodiversity and ecological processes at the watershed level
 - ▷ Water use that is socially beneficial recognizes basic human needs and ensures long-term benefits (including economic benefits) for local people and society at large
 - ▷ Water use that is economically sustainable minimizes corporate risk while ensuring that water is available for a multitude of economic benefits and uses over the long-term

Why a global standards, management, and governance framework?

- ▶ The scope of water stewardship is global: the issues, the concept, the objectives
- ▶ Business is global
 - ▶ Supply chains are global
 - ▶ Brands are global
 - ▶ Markets are global
 - ▶ Financing is global
- ▶ A 'water stewardship brand' should be global
- ▶ Global standards are the most conducive to free and fair trade
- ▶ THE key lesson learned from organics, fair trade, forestry and other standards programs: you have to harmonize sooner or later, and it is *much* easier to do it sooner

Why AWS?

- ▶ Specifically focused on water
- ▶ Organizers/Facilitators (EWP, WWF, WWI, PI, WEF, WSI, TNC) that understand both water and certification processes
- ▶ Multi-regional, cross-sectoral, comprehensive, and harmonized
- ▶ Watershed level impacts and resolution
- ▶ Has been and will always be an open, transparent multi-stakeholder process
- ▶ “We start where others stop...”

The critical “organizing, facilitating, and planning” work of the AWS:

- ▶ global water roundtable
- ▶ regional water stewardship initiatives
- ▶ sector-specific work

The Problem:



Unsustainable practices
Unacceptable impacts

ALLIANCE FOR
WATER STEWARDSHIP

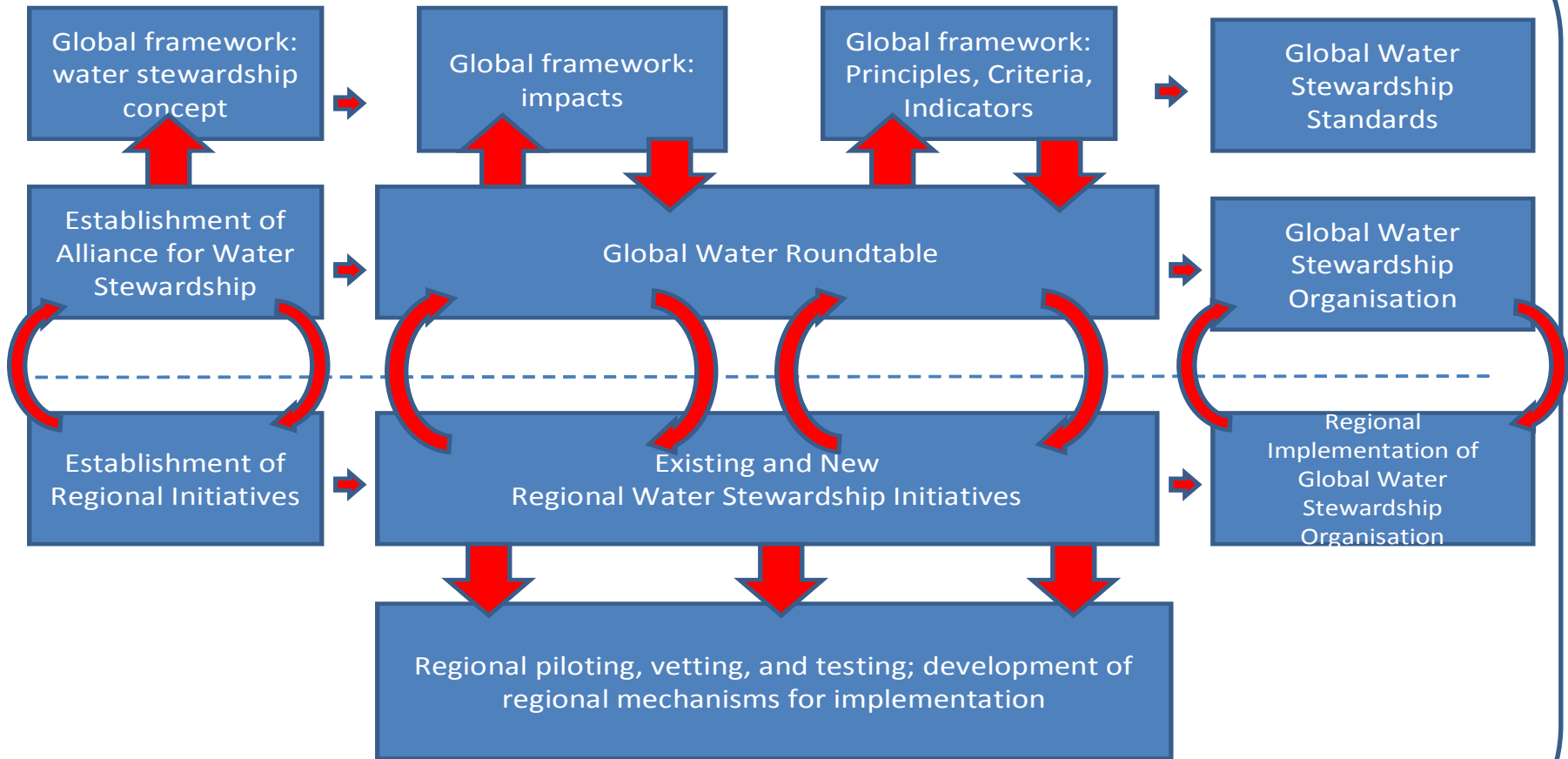
A step towards a solution:



Diverse stakeholder
roundtables agree on
impacts, understand
global performance,
and draft voluntary
standards

	Definition	Personal example	Water example
<i>Impact</i>	The problem we want to address	Overweight	Water pollution
<i>Principle</i>	The guiding principle for addressing the impact	Maintain a healthy weight	Conserve and protect water resources
<i>Criteria</i>	The factor on which to focus to address the impact	Consumption of food	Effluents
<i>Indicator</i>	What to measure in order to determine the extent of the impact	Calories	Nitrogen concentration in effluent
<i>Standard</i>	The number and/or performance level that must be reached in order to determine that the impacts are being addressed	Less than 10 calories per pound of body weight per day	4 mg/L total nitrogen in effluent

Building a Global Water Stewardship Organization: Coordinated & Integrated Global and Regional Processes



The key to the AWS's future success--

- ▶ full, continuous outreach to stakeholders
- ▶ full, continuous participation by stakeholders in all aspects of putting together a long-term global water stewardship program
 - ▷ pilot testing
 - ▷ standards
 - ▷ governance
 - ▷ verification of performance
 - ▷ branding/labelling
 - ▷ financial modelling

Join us!

www.allianceforwaterstewardship.org