ALLIANCE FOR WATER STEWARDSHIP

AWS International Water Stewardship Standard
Help shape the future of sustainable water use

Edwin Pinero
Chief Sustainability Officer; Veolia Water NA
ISDC Member
NARI Member

CARBON DISCLOSURE PROJECT
The CEO Water Mandate
EWP The Voice of Water
IWMI International Water Management Institute
The Nature Conservancy Protecting nature. Preserving life.
PACIFIC INSTITUTE
Water Stewardship Initiative
water witness ...because we're all downstream
Water Environment Federation the water quality people
WWF

Overview

- Water Stewardship and the AWS
- The development of the AWS Standard
- The first draft AWS Standard
- Consultation Phases: how you can make a difference

What is the Alliance for Water Stewardship?

ALLIANCE FOR WATER STEWARDSHIP

The Nature Conservancy
Protecting nature. Preserving life.™

PACIFIC INSTITUTE

WWF

water witness

Water Stewardship Australia

Water Environment Federation
the water quality people®

IWMI International Water Management Institute

The CEO Water Mandate

EWP
The Voice of Water

CARBON DISCLOSURE PROJECT

AWS: Vision and Mission

Our Vision

Water users and managers are responsible water stewards, who protect and enhance freshwater resources for people and nature.

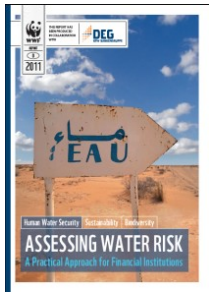
Our Mission

Promote responsible use of freshwater that is socially and economically beneficial as well as environmentally sustainable.

Why develop a Standard?

ALLIANCE FOR WATER STEWARDSHIP

Risk Assessment



- **Physical Water Risk**
  - Water quantity (scarcity / flooding) and quality (pollution)
- **Regulatory Water Risk**
  - Restrictions on water use by government (pricing, licenses, rights, etc.)
- **Reputational Water Risk**
  - Company's image and the risk it faces from customer support/rejection

ALLIANCE FOR WATER STEWARDSHIP

Risk Response (+ Opportunity)

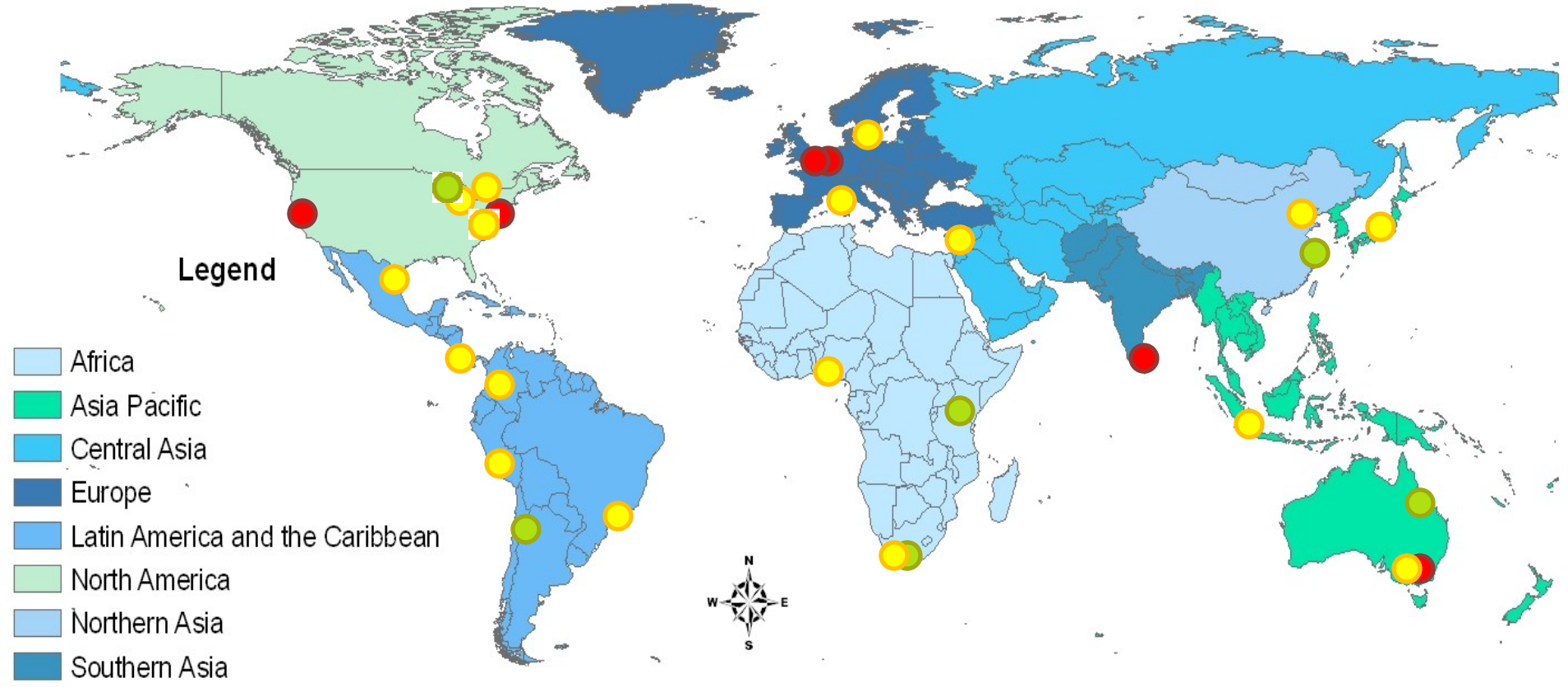
How is the Standard being developed?

ALLIANCE FOR WATER STEWARDSHIP

- **Stakeholder input and stakeholder-based decision-making**
- 15-member International Standard Development Committee (ISDC)
- Regions & sectors
- ISEAL compliant

Regions and the AWS

ALLIANCE FOR WATER STEWARDSHIP

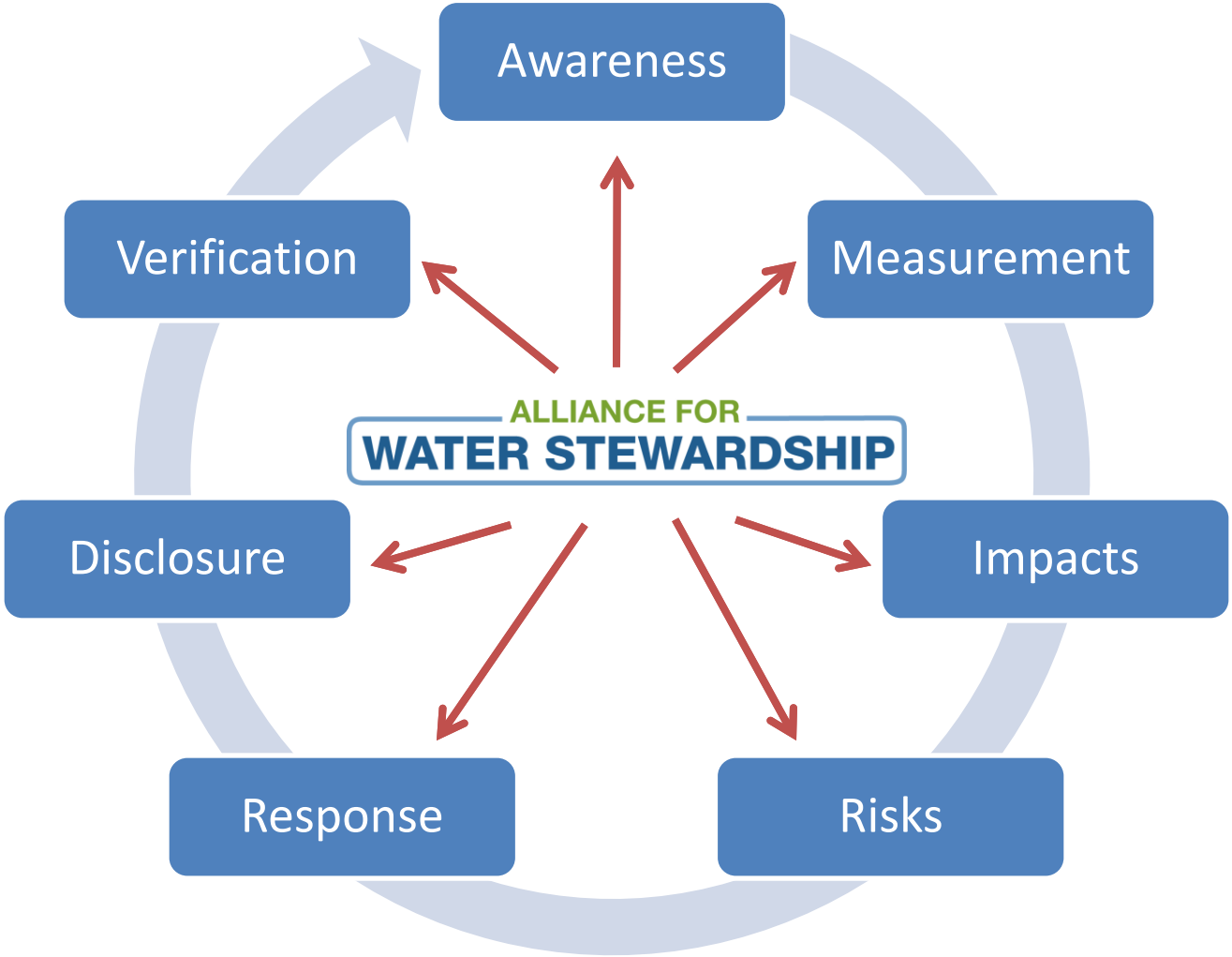


- AWS Board Organization
- Regional Outreach Events (completed or planned)
- Pilots (completed or planned)

AWS Standard: Creating Coherence

- Designed for global application in all relevant sectors
- Builds upon other tools and efforts (e.g., CEO WM, CDP) and links with other standards (e.g., FSC)
- Complements regulatory approach by strengthening institutional capacity

AWS Standard: Creating Coherence



AWS Standard: Why use it?

Business benefits: water risk mitigation

- Identify and respond to physical water risks
- Remain in legal compliance
- Enhance community standing and brand value

Business benefits: strategic opportunities

- Improved access to finance
- Potential for strategic partnerships and alliances
- Improved access to socially and environmentally responsible markets

Business benefits: operational improvements

- Drive innovation and new skill/technology development
- Engage and motivate staff

First Draft of AWS Standard

The AWS International Water Stewardship Standard

FIRST DRAFT FOR STAKEHOLDER INPUT

Version 03.13.2012

Draft Publication Date: March 13, 2012

Draft Version: v_03_13_2012

International Standard Development Committee (ISDC): Imane Abdel Al, Maureen Ballestero, Sanjib Bezbaroa, Peter Cookey, Carlo Galli, Ma Jun, Chaudry Riaz Khan, John Langford, Marco Mensink, Gerphas Opondo, Jiseon Matikla Park, Ed Pinero, Peter Ruffier, Lesha Witmer.

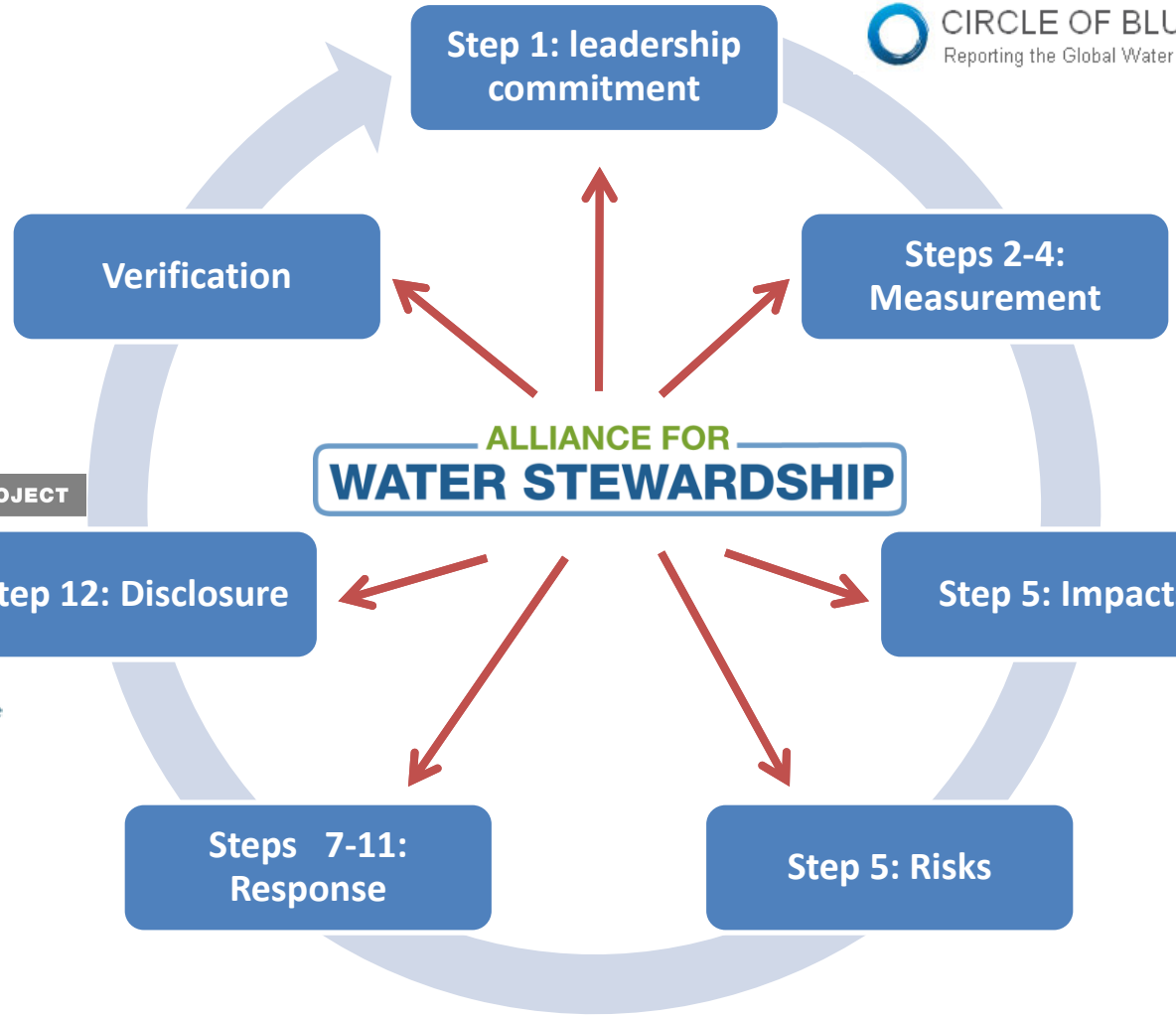
The Draft AWS Standard: Principles

Principle 1	Water Governance
Principle 2	Water Balance
Principle 3	Water Quality
Principle 4	Important Water Areas

The Draft AWS Standard: Principles, Criteria & Indicators

Principles	Criteria	Indicators
Principle 1	12 Criteria	45 Indicators
Principle 2	12 Criteria	27 Indicators
Principle 3	12 Criteria	22 Indicators
Principle 4	12 Criteria	17 Indicators

AWS Standard: Implementation Steps



The Draft AWS Standard: 3 Levels of Recognition

ALLIANCE FOR WATER STEWARDSHIP

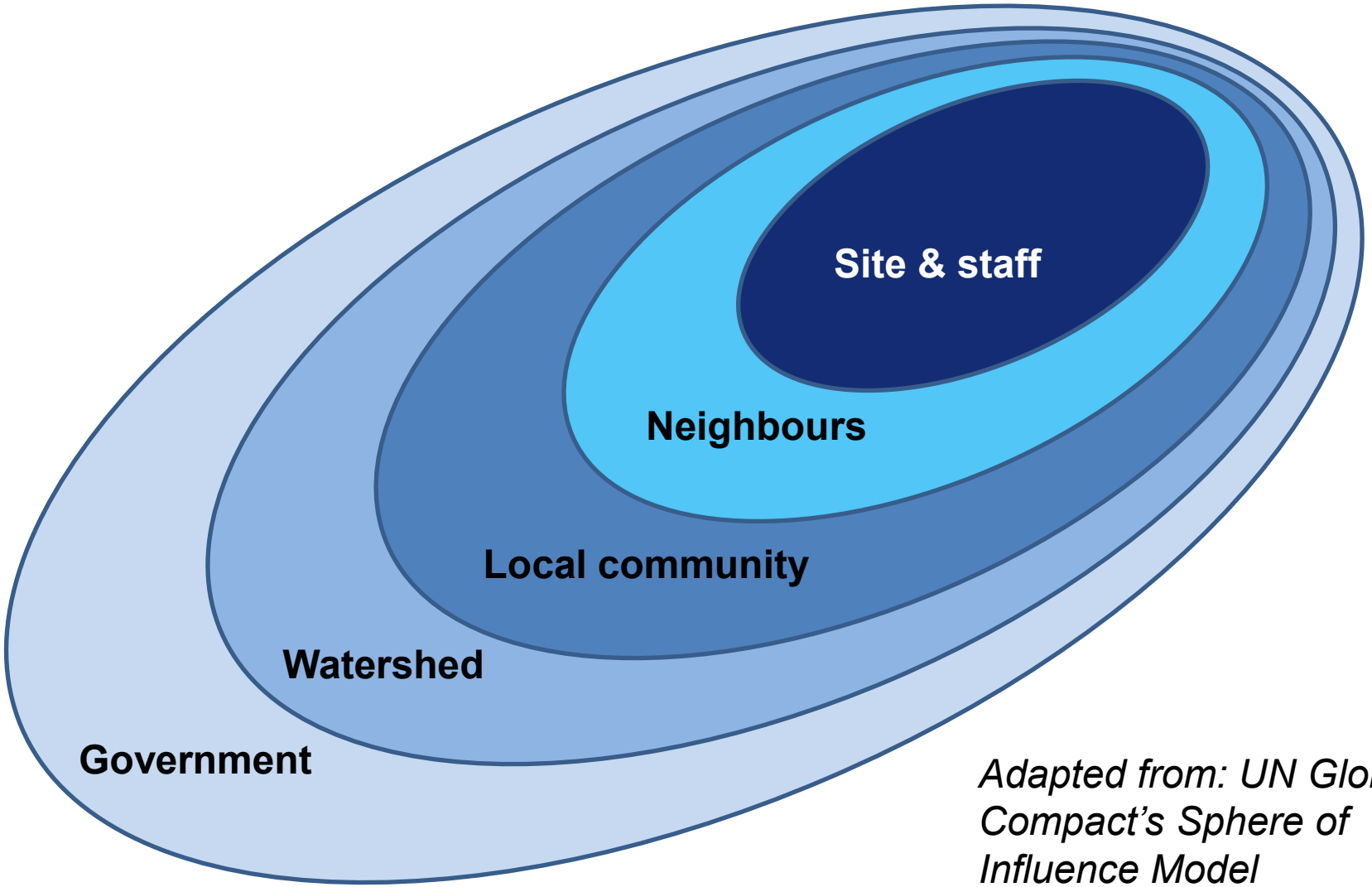
Level	Degree of Effort		
	Site	Watershed	Supply Chain
Platinum Certified	X	X	X
Gold Certified	X	X	X
Certified	X	X	x

TBD in 2nd Draft based on feedback

1st Draft

The Draft AWS Standard: A Site's Area of Influence

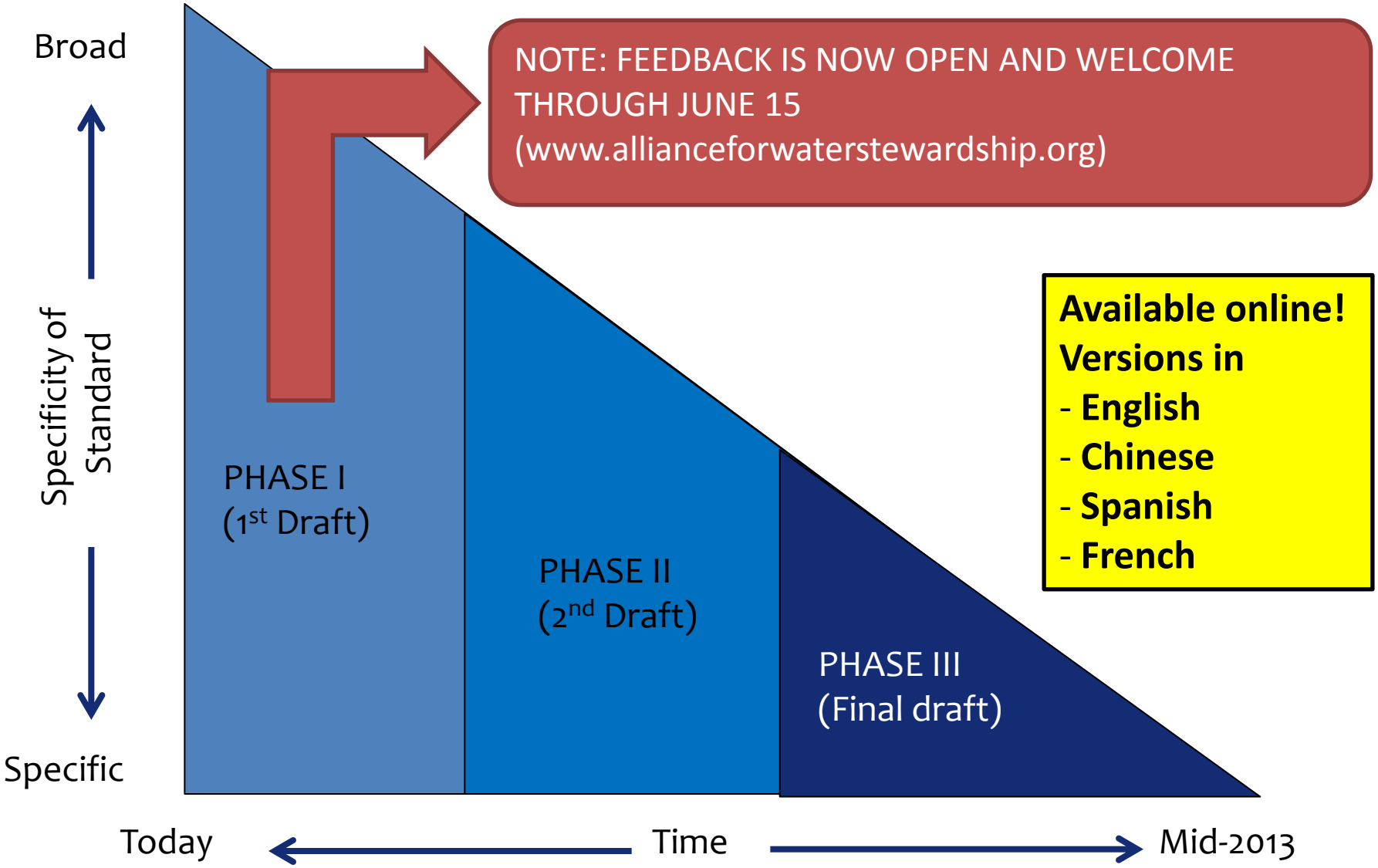
ALLIANCE FOR WATER STEWARDSHIP



Adapted from: UN Global Compact's Sphere of Influence Model

Consultation: Timeline and Phases

ALLIANCE FOR WATER STEWARDSHIP

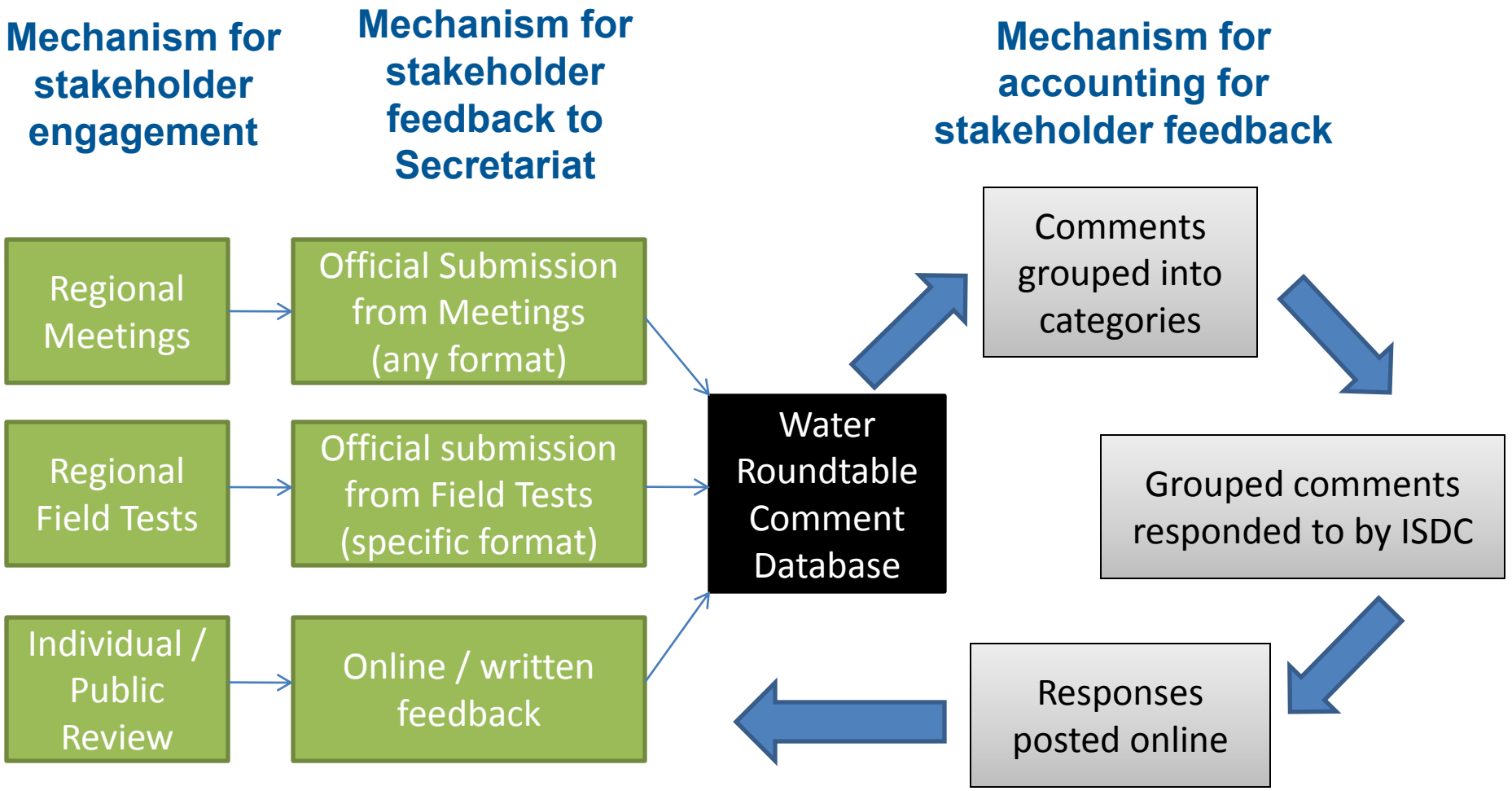


Consultation: Process

- Online feedback facility on AWS's website
- Targeted email outreach
- Regional and international meetings
- Webinars

- Testing the draft AWS Standard at sites
- In-depth field tests involving multiple stakeholders (Phase II)

Consultation: Mechanisms



AWS Standard: Consultation Phases

How you can make a difference

- Provide feedback through the AWS's website
- Participate in regional and international meetings
- Log on to webinars
- Test the draft Standard at a single facility
- Organize and/or participate In-depth field tests involving multiple stakeholders
- Partner with us and invest in building the international water stewardship system

North America Regional Initiative Supporters

- A.O. Smith
- Badger Meter
- Bucyrus International
- Constellation Energy
- Diversey
- MillerCoors
- Milwaukee Water Council
- The Nature Conservancy
- Quad/Graphics
- Spirit of Milwaukee Foundation
- Veolia Water North America
- Wisconsin Economic Development Corporation

NARI Coordinating Committee

- Mary Ann Dickinson, Alliance for Water Efficiency
- Paul Jones, A.O. Smith
- Bob Fledderman, MeadWestvaco
- Claus Dunkelberg, Milwaukee Water Council
- Michael Reuter, The Nature Conservancy
- Paul von Paumgartten, Productive Environments
- Todd Ambs, River Network
- Rebecca West, Spartanburg Water
- Prof. Marty Matlock, University of Arkansas
- Edwin Pinero, Veolia Water North America
- Eric Mysak, WWF-Canada

North America Timeline

- **Fall 2010:** The Nature Conservancy, Milwaukee Water Council commit to launching North America Regional Initiative
- **Winter 2011:** NARI launches, Lisa Downes hired
- **Spring 2011:** NARI Coordinating Committee formed
- **October 2011:** North America hosts International Standard Development Committee, first North America public meeting held

Next Steps

ALLIANCE FOR WATER STEWARDSHIP

- **Winter 2012:** First draft international water stewardship standard released for public review and comment
- **Spring 2012:** North America events to review and provide feedback on the draft standard
- **2012 Ongoing:** North America draft standard test pilots

Conclusions

- The AWS Standard will support water users in taking appropriate actions to evaluate and improve their impacts on watersheds.
- The AWS Water Stewardship System is being developed to support the Standard
- We invite you to help develop the 2nd draft by providing input today and in writing before June 15th, 2012.

www.allianceforwaterstewardship.org