



**DEVELOPING GOVERNMENT
INCENTIVES TO SCALE UP PRIVATE
SECTOR ADOPTION OF CREDIBLE
WATER STEWARDSHIP**

IWRA CONGRESS | SEPTEMBER 2023

ADRIAN SYM, CEO, AWS

SESSION OVERVIEW

PANEL



Adrian Sym,
CEO, Alliance for Water
Stewardship (AWS)



Jason Lu
China Coordinator
AWS



Emilio Tenuta
Senior Vice President &
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Ecolab



Rong Cai
China National
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Standardisation
(CNIS)



**Renée Martin-
Nagle Ph.D**
Treasurer
IWRA

INTRODUCING AWS

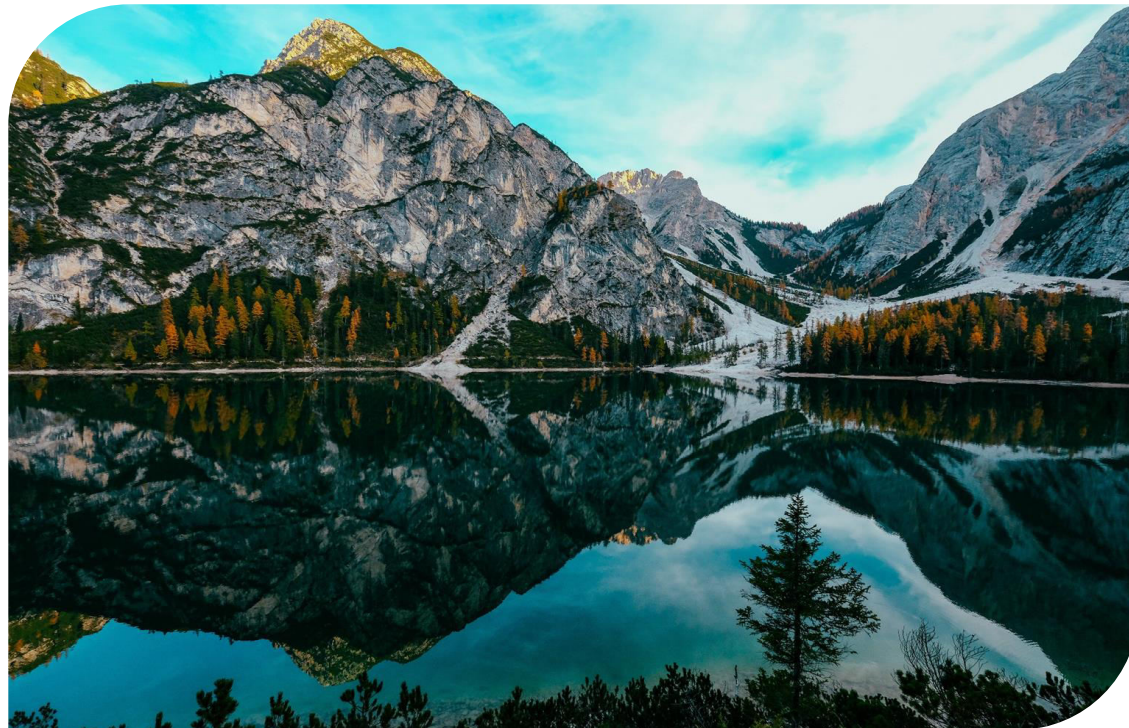


Photo credit: Pexels

OUR VISION

A water-secure world that enables people, cultures, business and nature to prosper, now and in the future.

OUR MISSION

To ignite and nurture global and local leadership in credible water stewardship that recognizes and secures the social, cultural, environmental and economic value of freshwater.

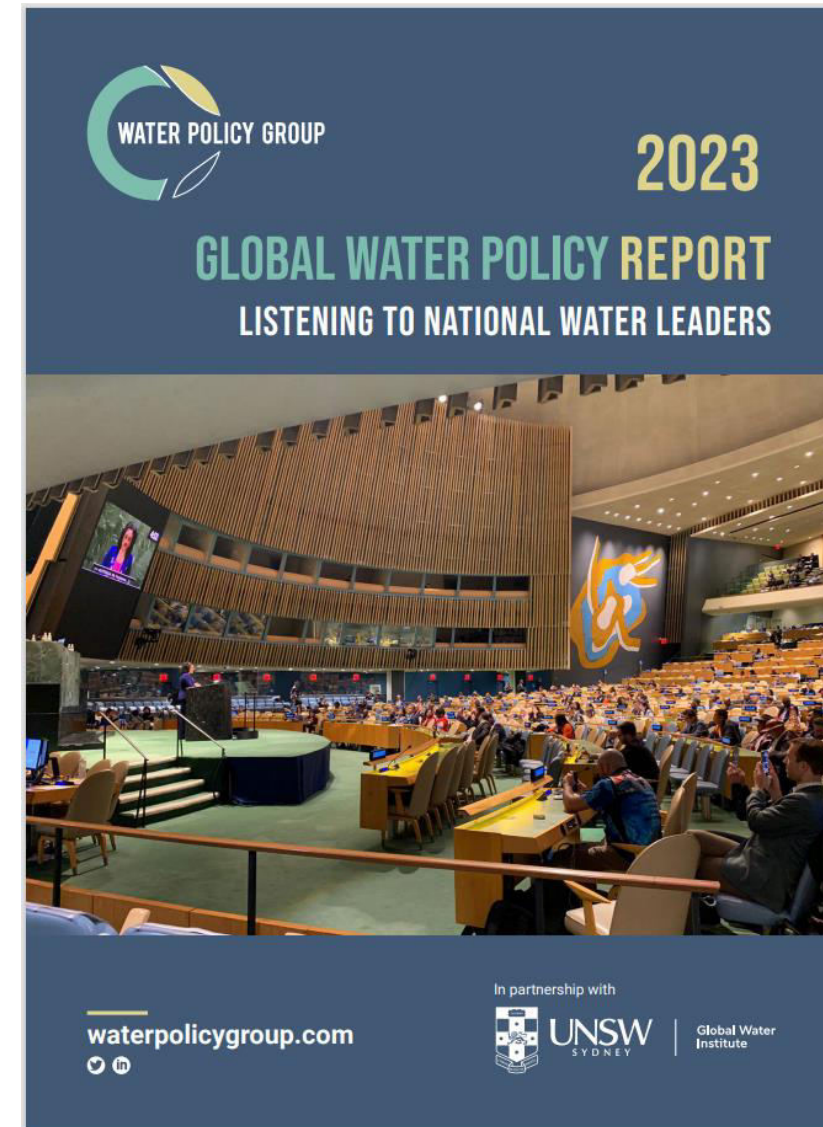
WATER POLICY GROUP

Greatest risks:

- Climate change, climate-related disasters and increased demand for water are the greatest 'risks' to maintaining good water outcomes.

Greatest challenges:

- Inadequate infrastructure and data, along with fragmented institutions are their greatest challenges.



ORIGINS OF WATER STEWARDSHIP



“Bureaucrats sometimes do not have the correct information while citizens and users of resources do.”

Elinor Ostrom, Winner of Nobel Prize in Economics, 2009

THE ALLIANCE FOR WATER STEWARDSHIP

A MARKET-BASED STANDARD SYSTEM



As a standard setting body, AWS has three primary roles:

1

TO CONVENE
DIFFERENT INTEREST
GROUPS, SHARE
KNOWLEDGE, BUILD
CAPACITY

2

TO DEFINE
GOOD WATER
STEWARDSHIP IN THE
AWS STANDARD

3

TO RECOGNISE
BEST PRACTICE AND
ENABLE CREDIBLE
CLAIMS

CONVENING WATER STEWARDSHIP

AWS AS AN 'ALLIANCE'

170+ AWS Members

- Businesses
- NGOs
- Public Sector
- Standards Systems
- + other types

NGOs	BUSINESS	PUBLIC SECTOR	STANDARDS
			



SAVE THE DATE

**AWS GLOBAL WATER
STEWARDSHIP FORUM**
5-6 JUNE 2024
EDINBURGH UK



ALLIANCE FOR
WATER STEWARDSHIP

DEFINING WATER STEWARDSHIP?



The use of water that is:-

- socially equitable
- environmentally sustainable
- economically beneficial

achieved through a

- stakeholder-inclusive process

that involves

- site and catchment-based actions



Photo credit: Pexels

DEFINING WATER STEWARDSHIP

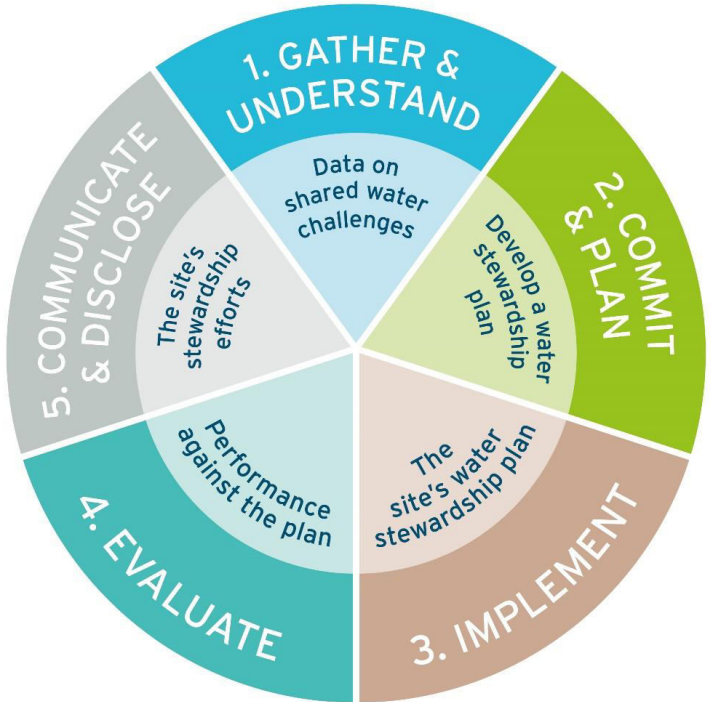
THE AWS STANDARD



5 STEPS



5 OUTCOMES



GOOD WATER GOVERNANCE



SUSTAINABLE WATER BALANCE



GOOD WATER QUALITY STATUS



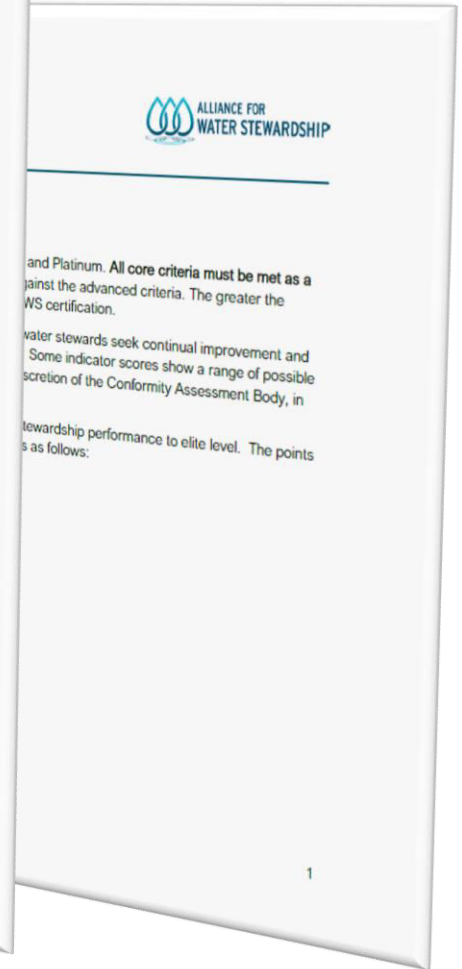
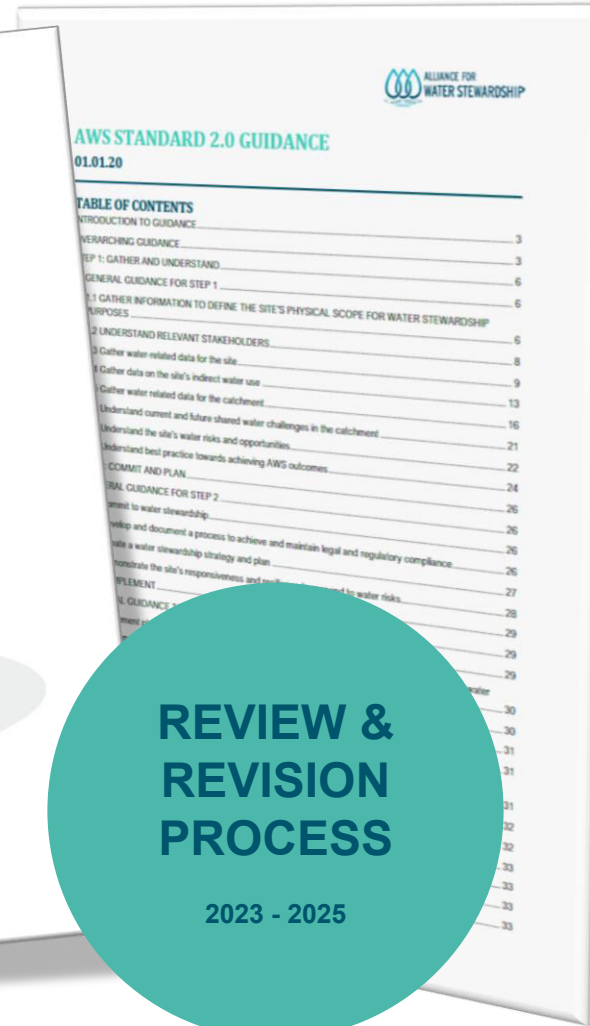
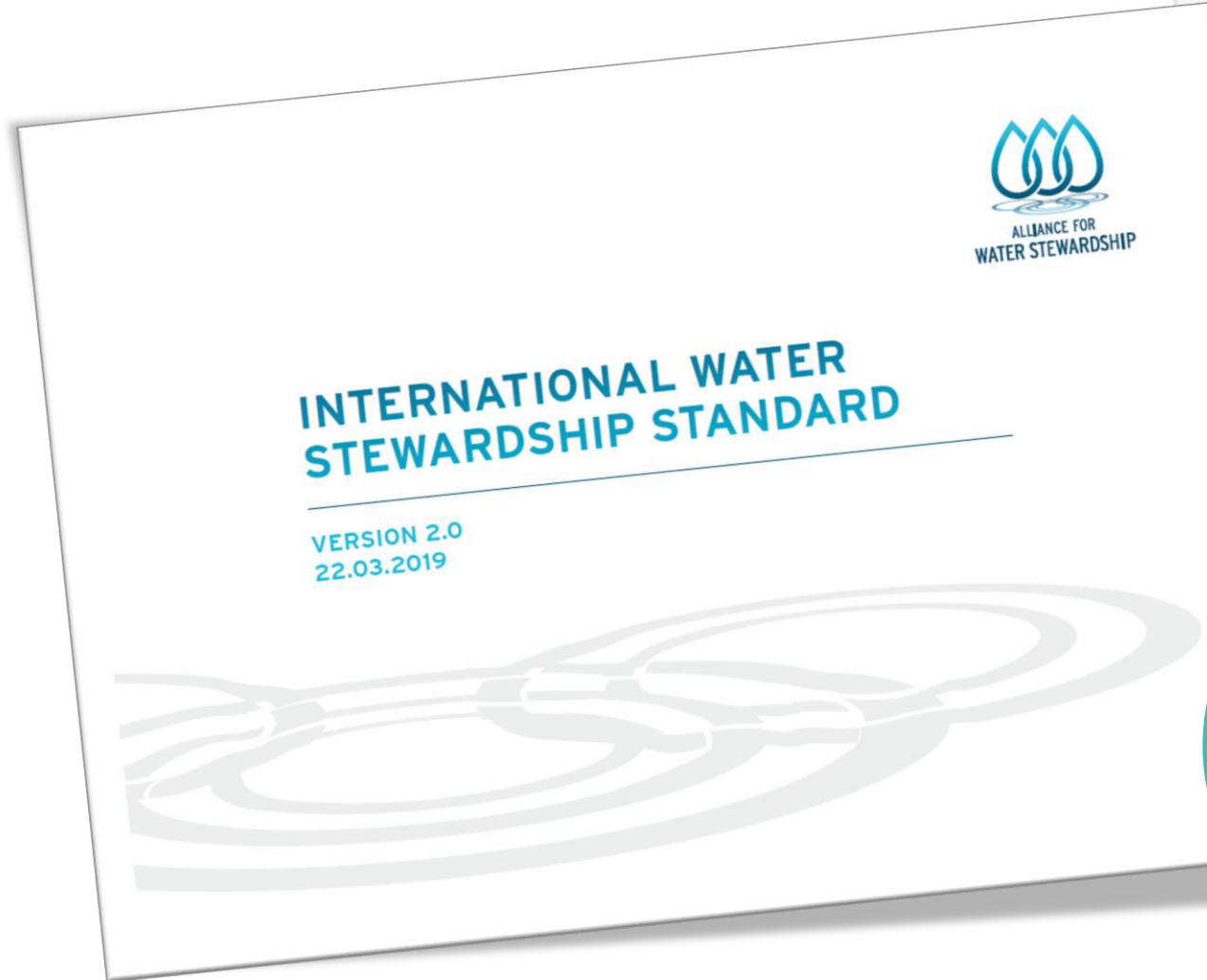
IMPORTANT WATER-RELATED AREAS



SAFE WATER, SANITATION AND HYGIENE FOR ALL (WASH)

DEFINING WATER STEWARDSHIP

THE AWS STANDARD



REVIEW & REVISION PROCESS

2023 - 2025

RECOGNISING GOOD WATER STEWARDSHIP

504 SITES WORLDWIDE



270 CERTIFIED
234 REGISTERED

NORTH AMERICA

69 SITES -
40 CERTIFIED
29 REGISTERED

EUROPE

113 SITES -
76 CERTIFIED
37 REGISTERED

SOUTH ASIA

61 SITES -
19 CERTIFIED
42 REGISTERED

AFRICA

35 SITES -
11 CERTIFIED
24 REGISTERED

LATIN AMERICA & THE CARIBBEAN

102 SITES -
56 CERTIFIED
46 REGISTERED

ASIA PACIFIC

94 SITES -
57 CERTIFIED
37 REGISTERED

**PLUS 17 SITES IN OTHER
REGIONS OF THE WORLD
(11 CERTIFIED, 19 REGISTERED)**

RECOGNISING GOOD WATER STEWARDSHIP



WSAS | WATER
STEWARDSHIP
ASSURANCE
SERVICES

The new mission-driven
assurance provider for the
Alliance for Water Stewardship System

► watersas.org

ICT SOURCING CLUSTERS, CHINA

Setting an example for ICT Sector:

- Supporting ICT brands to address water risks in supply chains
- Aligned with local business incentives
- “Collective action ready”



FOOD & BEVERAGES CLUSTER, SCOTLAND

Group certification in whisky

- 12 distilleries in largest production catchment
- Whisky accounts for 80% of F&B sector's exports
- Working with regulators and local catchment and biodiversity protection groups



TEXTILE SOURCING CLUSTER, BANGLADESH

AWS Impact Accelerator

- Working with 30 suppliers to two global textile and apparel brands
- Maximising investment
- Accelerating uptake
- Driving industry alignment
- Strengthening other sustainability efforts



FRESH PRODUCE SOURCING CLUSTER, PERU



A growing water stewardship movement:

- 10 major farms certified
- Working with farmers in the upper catchment to increase resilience
- Irrigation technology and soil moisture preservation techniques
- Installation of ecological wastewater treatment plant
- Inspiring leadership in catchment

AWS STANDARD: A VEHICLE OF LEADERSHIP



SUSTAINABLE WATER BALANCE



GOOD WATER QUALITY STATUS



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