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## What is Water Stewardship?

Water Stewardship is a practical way for high volume water users around the globe to accept both responsibility and credit for responsible water management across their water usage cycle.

At the core of Water Stewardship will be a branded certification program based on widely applicable and endorsed water usage standards.

These will apply to organisations across the spectrum of water usage:

agriculture	horticulture	aquaculture
forestry	manufacture	retailing
construction	infrastructure	major events
government	water distribution	water retail

## Multi-Stakeholder Principles & Criteria

Responsible water usage standards will be derived from principles and criteria established by means of widespread international consultation across the full spectrum of water stakeholders.

Water stakeholders include high volume water users, policy makers, regulators, catchment authorities, local communities, traditional landowners, environmentalists, and social justice groups.

## Global Water Stewardship Brand

A global Water Stewardship brand will identify responsible water users through their actions, products and services. It will signify social responsibility and provide responsible water users with opportunities to create competitive advantages in local markets.

While brand credibility will always depend on multi-stakeholder endorsed standards, brand effectiveness will be ensured through effective marketing and licensing arrangements.

## Why Stewardship?

The Stewardship approach has emerged over the past decade as an effective way to recognise our shared responsibility for the management of natural resources, to reduce harmful outcomes from social behaviour and to enhance the quality of life by defining, enabling and rewarding actions that improve natural resource management.

Stewardship looks beyond the interests of any single nation or industry sector to consider the interests of ecosystems and human society as a whole, right around the world.

The concept of Stewardship has been successfully applied in other resource contexts such as forests, fisheries and in parts of agriculture. The WSI team believes that Water Stewardship represents the best way to achieve rapid, lasting and on-going improvements to the water management practices of the large organisations who are the major waters users.

## Global Water Stewardship



### WS TEAM

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## The WSI Mission

WSI aims to facilitate development of an international Water Stewardship scheme to encourage and enable major water users to adopt more sustainable water management practices.

WSI will seek to deliver environmental, economic and social benefits from improved water management practices by developing a practical, global scheme that will ...

- forge alliances between water authorities, landholders, industry and communities
- establish and apply international standards through a credible certification programme
- verify compliance and rewarding 'best practice' through a recognised brand

The primary goal is a set of basic principles and a set of practical and measurable criteria that can be cost effectively verified and recognised through a formal certification process.

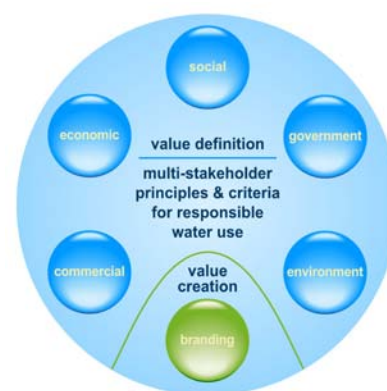
## Multi-stakeholder approach

Water Stewardship is a collaborative, multi-stakeholder approach.

The challenge is to reconcile the different perspectives of users, regulators and suppliers along with environmental groups and community interest groups to develop principles for responsible water use and to translate these into a practical verification process and governance structure.

WSI believes this is the only approach that can establish standards which will be accepted and endorsed by all stakeholders.

The development, licensing and protection of the brand must be designed to meet the needs and practices of commercial users. While independence and credibility are vital, the Water Stewardship brand must also be designed to complement and enhance the brand management practices of compliant organisations so that they can create and leverage brand value.



## Three phases of Water Stewardship development

### 1. Pre-establishment Phase

Bring together a forum of all interested stakeholders to develop basic principles and a consensual framework for further development;

### 2. Establishment Phase

Develop basic standards, verification processes and governance arrangements to establish the program; accredit certification bodies, manage brand licensing and marketing;

### 3. Operational Phase

Implement the institutional framework, launch the brand and undertake on-going program management including standards development, accreditation and marketing functions.

## 2<sup>nd</sup> Water Stewardship Forum

The WS team held the pre-establishment phase 2<sup>nd</sup> Water Stewardship Forum in June 2007. Outcomes from the Water Stewardship Forum were ...

- consensus on need for broad principles for responsible water usage, and
- agreement to support development and review of viable options for ...
  - water stewardship standards and principles
  - a water stewardship governance structure,
  - a water stewardship verification system and
  - a water stewardship brand development and marketing program



## Water Stewardship - Why now? Who wants it? What will it do?

Increasing community and consumer awareness of water management issues fuelled by concern over global warming and climate change has created a desire by major water users to demonstrate best practice. At the same time, growing interest in water management has created the platform on which we can construct the principles of responsible water use.

WSI has come together in response to demand from major water users and financial institutions for a common definition of sustainable practices and a practical system for verification and labelling similar to the systems that had been adopted in industries such as forests and fisheries.

This model is intended to enable individuals and organisations of all types to play their part in achieving sustainable management of our limited and precious water resources:

- Landowners and primary producers will be provided with clear guidelines and market-driven rewards for adopting more sustainable water management practices
- Multinational and local manufacturers will be able to develop new products and processes that will be widely recognised as complying with 'best practice' in terms of water usage;
- Retailers and financiers will be able to select compliant partners and products to meet the demands of their customers and investors
- Environmental, economic and social organisations will be gain the on-going opportunity to collaborate in the definition of responsible water usage and encourage best practice

### Managing consensus around 'best practice' standards

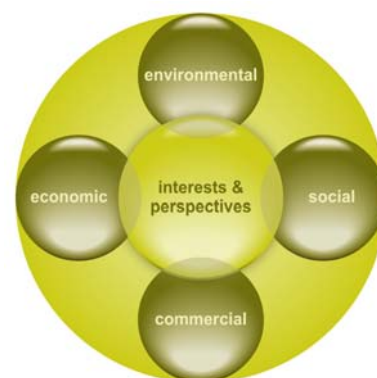
WSI with its global partners brings together world experts in the areas of stewardship governance, standards development, verification and branding. The team is united by personal determination to make it work.

Our aim is to act as catalysts help produce an effective stewardship model that answers both private and public sector perspectives.

The Water Stewardship team has considerable experience with stewardship models and the complimentary skills needed to ensure that diverse stakeholders can be reconciled within a stewardship framework.

In establishing and promoting these standards, governments, corporations, environmental groups, community groups, landholders and water authorities must be recognised as equal stakeholders within the system.

Water Stewardship will thus create the opportunity for close collaboration between governments, the private sector, social and environmental interest groups within a politically neutral, globally effective framework.



### Global standards and brand

WSI has already engaged with international stakeholders including the Pacific Institute and The Nature Conservancy, who are pursuing a similar concept for Public Water Utilities in the USA.

We have agreed to partner in the process of global standards definition, and to take a joint lead in developing a commercially viable brand model with input from corporate stakeholders.

The longer term vision is to engage stakeholders around the world to develop a set of standards and a credible brand that is truly global.

## Conceptual Operating Model

WSI proposes to test, evolve and refine the optimum corporate structure and business model for a global Water Stewardship program through stakeholder consultation.

This process will draw from experience to combine the best aspects of existing stewardship schemes, and will be overseen through a governance structure which builds credibility through transparency and equitable access for all stakeholders.

The model outlined here is offered as a starting point for further discussion and refinement.

### Water Stewardship Council

At the 'top' of the structure might stand a Council and Board comprised of members drawn from issue-specific chambers. This entity would oversee the organization and management of operational units charged with undertaking specialist functions.

### Water Stewardship Standards Entity

The development of standards might be overseen by an entity comprised of stakeholder representatives, while most of the work would be undertaken by specialists collaborating in Technical Working Groups.

### Water Stewardship Verification Entity

Verification might be delivered by independently accredited Certification Bodies providing third party, independent verification. WSI would oversee an accreditation system for these bodies.

### Water Stewardship Brand Marketing Entity

Brand development, licensing, promotion and other aspects of marketing management might be operated by a brand marketing entity. This entity would have the primary responsibility for generating fees from certified users, some of which would flow back to standards definition entity as the ultimate owner of the Certification trademark.



## WSI Directors

The four Directors of WSI bring together a complementary set of skills to help drive the formation of an effective global Water Stewardship scheme.

### Michael Spencer

As a leader in communication and reputation management Michael brings the WSI project together and links it with the strategic aims of corporate social responsibility (CSR).

### Matthew Wenban-Smith

As an environmental standards expert Matthew brings wide international experience in the development and implementation of multi-stakeholder standards and verification systems.

### Sam Ponder

As the former manager of leading Australian certification programmes Sam brings practical knowledge of what it will take for the verification process to succeed.

### Angus Kinnaird

As a global brand and communication strategist Angus brings knowledge of the practical long term challenges to create, launch, build and leverage equity in a global 'power' brand.