Alliance for Water Stewardship

Standard-Setting System Report

April 2016

www.allianceforwaterstewardship.org

Introduction

This Standard-Setting System Report delineates the current status of the Alliance for Water Stewardship's (AWS's) standard-setting process, known as the AWS Water Roundtable (WRT). An AWS Standard Development Procedure is in draft and submitted at this stage for comment, prior to the approval of the AWS Board later this year. The AWS Comments, Complaints and Appeals Procedure is also in draft form and submitted for comment prior to AWS Board approval. This report is intended to show compliance with the ISEAL code of good practice for setting standards ("Standards Code"). This report is organized into 5 main sections and one Appendix:

This Standard-Setting System Report references several additional materials. Two key documents are referenced several times are noted below. You may wish to have them on hand when reviewing this report.

The Water Roundtable (WRT) Process Document 2011

http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

The AWS's mission is *to promote water stewardship: the use of freshwater that is socially beneficial, environmentally responsible and economically sustainable.* To achieve this mission, the AWS is developing a global water stewardship program, which will identify and reward businesses and water service providers who take effective action to reduce the impacts of their water use. Moreover, a key element of this program is the development of an International Water Stewardship Standard (IWSS or AWS Standard). AWS's global Water Roundtable (AWS WRT) is the Alliance's multi-stakeholder standard-setting process. This document outlines the overall AWS WRT process, including the standard decision-making body of the AWS WRT, which will be called the International Standard Development Committee (ISDC).

The AWS International Water Stewardship Standard (AWS Standard) v1.0

http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

This document is the final product of the WRT, the finalized AWS International Water Stewardship Standard or "AWS Standard".

When any resource is referenced in this report, a link will be provided as well as the page number on which the information can be accessed.

For any additional questions, please contact Richard Robertson, Technical Manager, Alliance for Water Stewardship (richard@allianceforwaterstewardship.org).

The body of this report was developed in 2014 by Nicole Tanner, Deputy Global Coordinator Water Roundtable (nicole@allianceforwaterstewardship.org). In 2015 minor updates were made by Richard Robertson, Technical Manager, Alliance for Water Stewardship (richard@allianceforwaterstewardship.org).

1.0 Scope

The standard addressed in this report is the **AWS International Water Stewardship Standard v1.0**.

This Standard is also referred to as the "AWS Standard" or in a few instances as "IWSS".

Rationale (Why is the standard needed? – justification)

Growing populations and economies, changing lifestyles, and global climate change are all increasing the pressure on the planet's water resources. People and nature alike are threatened by a lack of responsible water management.

The world's water users, from agriculture, energy and industry to cities and citizens, recognize the acute need to manage more sustainably the water resources on which they depend. In parts of the world, water scarcity is threatening social, environmental and economic health. By 2030, 47 per cent of the world's population will be living in areas of high water stress.[1] Decision-making processes around water-related policy are leaving millions without access to safe water and sanitation. At the same time, the viability of business operations and economic activity is threatened. Shareholders, governments and consumers are increasingly demanding that companies use natural resources in ways that are environmentally and socially sustainable. Water users also are realizing that improving water quality and reducing water consumption can result in significant savings and increased profits.

Our globalized world demands an international approach to water that can be applied consistently across regions and sectors, yet recognizes the local nature of water. To address the major water challenges in a sustainable way, collective approaches, through which water users work together to identify common goals for sustainable water management, must be developed. AWS Standard, page 4: (http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard)

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[1] United Nations (2012) World Water Development Report. Available online (April 2014): http://www.unesco.org/new/en/natural-sciences/environment/water/wwap/wwdr

The AWS decided to develop a standard because water is a resource that has is increasingly under greater pressure. While regulatory approaches are a key aspect of water management, increasingly there is the recognition that voluntary approaches to water stewardship have an important role to play in meeting local, national and international goals (e.g., Millennium Development Goals). Furthermore, many existing voluntary standards have been commodity-based and focused on the "fence line impacts" of water stewardship. What has been lacking is a risk response strategy that addresses the cumulative impacts of water use, and engages all of the various stakeholders at the relevant watershed scale. The AWS has set forth to build such an international water stewardship standard and an associated water stewardship program. WRT Process Document, pages 3, 10-16:

http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

AWS Standard Objectives (5.1.1 and 6.1.1 baseline)

The AWS Standard is intended to drive water stewardship, which is defined as *the use of water that is socially equitable, environmentally sustainable and economically beneficial, achieved through a stakeholder-inclusive process that involves site- and catchment-based actions.* Good water stewards understand their own water use, catchment context and shared concerns in terms of water governance, water balance, water quality and Important Water-Related Areas, then engage in meaningful individual and collective actions that benefit people and nature

Socially equitable water use recognizes and fulfills the human right to safe water and sanitation and helps ensure human well-being and equity;

Environmentally sustainable water use maintains or improves biodiversity and ecological and hydrological processes at the catchment level;

Economically beneficial water use contributes to long-term sustainable economic growth, development and poverty alleviation for water users, local communities and society at large

(http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard, AWS Standard, page 4)

AWS Standard Sustainability Outcomes

The AWS Standard is the cornerstone of a larger AWS System designed to primarily address sustainability of water resources as indicated by the four desired outcomes of water stewardship (good water governance, sustainable water balance, good water quality status, and healthy status of important water-related areas). Achievement of these four desired outcomes through implementation of the AWS Standard address a number of the sustainability issues ISEAL outlines in the code of good practice. In the table below we have noted if the AWS Standard addresses the issue directly or indirectly through the larger AWS system.

	Social	AWS International Water Stewardship Standard v1.0
1a	Gender Rights Access to opportunities and empowerment of girls and women, as well as the reduction of discrimination and inequalities based on gender	Indirect. Through AWS system.

1b	Cultural Rights Indigenous and minority rights and empowerment, including respect for self-determination, intellectual property, benefit sharing and religious tolerance	Direct. One of the Standard's four outcomes is the healthy status of Important Water-Related Areas ("when the specific, environmentally, socially, culturally, or economically water-related areas of a catchment, which provide important contributions to human wellbeing, are in a healthy state").The Standard also requires Stakeholder engagement at a variety of levels.
1c	Social Services Access to education, health care, clean water, food security and housing	Direct. WASH requirements in Standard (core and advanced criteria) Indirect. Through AWS system, e.g. the contribution of water supply to sustainable food systems
	Environmental	
2a	Water Marine and fresh water conservation and quality, including protection from pollution	Direct. Entire AWS Standard concerns freshwater sustainability.
2b	Soil Maintenance of organic matter and biological activity, including prevention of erosion and pollution	Indirect. While not a requirement, pilot tests have demonstrated the contribution of water stewardship to soil moisture conservation and resultant erosion prevention.
2c	Biodiversity conservation at the genetic, species and ecosystems levels	Direct. Entire AWS Standard.
2d	Energy Efficient energy use, including reduction in total use and increased use of renewable energy	Indirect.
2e	Carbon Mitigation and sequestration of greenhouse gas emissions and increased resilience and adaptation capacity of people, their livelihoods and ecosystems to climate change	Direct. Climate adaptation considerations are required in the Standard.
2f	Natural Resources Efficient management of natural resources from production to post-consumption, including integrity of ecosystem services, sustainable levels of harvesting and extraction and reduction and effective management of waste	Direct. Entire AWS Standard.
	Economic	
3a	Enterprise Resilience Assurance of self-reliance and ability to counter risk through economic diversification, access to finance and increased productivity and quality	Direct. Entire AWS Standard
3b	Value Chains Fairness and responsibility toward all actors in a value chain, including equitable trading relationships	Indirect.
	Capacity*	
4a	Build capacity to undertake implementation (can include necessary human, financial and infrastructure resources) and support necessary capacity externally.	Direct. Standard and System.
	Disclosure**	
5a	Build trust amongst internal and external stakeholders, as a key component for working together to tackle the shared challenges facing sustainability issues (may be interpreted differently and could undermine the basic objective of awareness, education, and trust)	Direct. Standard and System

denotes additional ISEAL-related sustainability issues

Terms of Reference (ToR) (5.5.1 baseline)

The AWS Standard was developed through a standard-setting process known as the AWS Water Roundtable (WRT). The WRT was guided by a multi-stakeholder developed WRT Process Document, finalized in April 2011. Within this document, the WRT Terms of Reference are

expressly written to ensure that the Standard meet the needs of the program and are endorsed by the stakeholders who are expected to be affected by and benefit from the program's uptake.

Additionally, there is a ToR for the ISDC (the decision making body of the WRT), that outlines the ISDC's role in developing and delivering the Standard.

- **WRT Process Document-WRT ToR** pages 58-62
  http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

- **AWS International Standard Development Committee ToR**
  http://www.allianceforwaterstewardship.org/assets/documents/AWS_ISDC-Terms_of_Reference.pdf

List of approved standards (5.10.1 baseline)

As per the process outline in the Water Roundtable Process Document, the AWS Board determined that the ISDC met their terms of reference in developing the AWS International Water Stewardship Standard and accepted the final version in April 2014.

- **Approved April 2014 : AWS International Water Stewardship Standard v1.0**
  http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

2.0 Stakeholder Engagement

Stakeholder engagement is a key aspect of successful water stewardship and it was an important aspect of the WRT as well. The AWS WRT was designed to engage multiple stakeholders to build consensus about which impacts to address, how to address them, and to what levels. While the ISDC will represent a range of stakeholder groups and perspectives (including businesses, water service providers, public sector agencies, and civil society organizations), the AWS wishes to make it clear that anyone can participate in the AWS WRT process. If key stakeholder groups are not well-represented in the AWS WRT, the AWS will proactively encourage participation from those groups.

Ultimately, AWS recognizes that the WRT is unlikely to completely fulfil every stakeholder's expectations. However, it must ensure that a broad array of perspectives contributed to the development of the Standard. In many ways, the ISDC's role is to listen and digest the feedback given by many and distil that feedback into a standard that meets the ultimate aims of water stewardship: to reduce cumulative impacts at the watershed level and ensure that water use is socially beneficial, environmentally responsible and economically sustainable.

Details for how stakeholders were to be mapped, engaged, and consulted were included in the AWS WRT Process Document pages 30-31, 50-52:
http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

Stakeholder Mapping –5.3.1 baseline, 5.3.2 improvement

AWS mapped its stakeholders in Fall 2011. We identified stakeholders across three broad groups of business and water service providers, civil society and public sector agencies:

1. **Businesses and water service providers** are anticipated to be the main implementers of the AWS Standard, and therefore are key stakeholders. Support from this group is critical since their voluntary implementation of the Standard will dictate the uptake of the program. Businesses will gain value by reducing their water-related business risks and accessing new opportunities. For all IWSS users, the Global Industry Classification Standard (GICS)[2] will be used to determine appropriate inclusion, and all for-profit entities, as well as any publicly controlled entities run as businesses (i.e., public water service providers) will be placed in this group. This stakeholder group captures business interests, along with farmers, trade associations, and other direct implementers of the IWSS.

2. Given that water is a public resource, it is critical that **public sector agencies** have a significant hand in developing the AWS Standard, which must complement regulatory approaches. The achievement of watershed level goals is critically dependent on public sector engagement, and on the enabling environment that those organizations aim to create. Of particular note are land and water managers (e.g., protected area managers) who play a key role in maintaining high quality water supplies too many towns and cities (and to industries located downstream). All government-related entities not represented in the business and water service provider stakeholder group will fall in this group, including, for

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[2] See www.mscibarra.com/products/indices/gics/.

example, intergovernmental agencies, river basin commissions, multilateral agencies, UN organizations and local authorities.

3. **Civil society organizations** have long advocated for social, cultural, health and environmental impacts, and are a critical voice to include in such a process. It is through civil society endorsement of the AWS Standard and outcomes that the system will achieve credibility with the public in relation to its social and environmental claims. To be included in this stakeholder group, an entity must be non-profit (charity) and its mission must encompass a social or environmental mandate. This stakeholder group will also include community-based groups, indigenous groups and women's rights groups.

Further, these groups were broken down into sectors noted in the AWS Stakeholder Sector Outline below. Those highlighted in blue represent high priority stakeholders with details and rationales outlined in Appendix A.

AWS Stakeholder Sector Outline

Businesses and Water Service Providers	Agriculture (including horticulture, livestock and ranching, and aquaculture)
	Mining (and metals manufacturing)
	Forestry (and paper and forest products)
	Packaged Foods and Meats
	Chemicals
	Beverage
	Oil, Gas and Consumable Fuels
	Manufacturing (other)
	IT/Tech
	Retail (grocery and apparel)
	Tourism
	Health Care
	Financial Institutions (non-public sector agencies)
	Building and Business Services
	Private and Public Water Supply and Sanitation Utilities
	Private and Public Hydropower and Energy Utilities
	Regional and Basin Water Management (private)
Public Sector Agencies	Regional and Basin Water Management (public)
	National Government Water Agencies
	Multilateral Organizations
	Government Funders
	Multilateral Banks
	Academia and Public Research Institutions
Civil Society Organizations	Social, Humanitarian, and Health (human-based) NGOs
	Environmental (nature-based) NGOs
	Indigenous Groups
	Existing Commodity Standard Social Enterprises (e.g., ISEAL members.)
	Foundations
	Certification Organizations (such as ISEAL)

☐ High priority groups

☐ Other priority groups

- Individual stakeholders in these groups are identified by one or more of the following characteristics:

  - Those with an explicit interest in water stewardship, or water resource-related issues

  - Those that may face acute business risk from either their access to or affiliation with poor-quality freshwater resources

  - Those that have been or represent those that have been historically marginalized from inclusion in water resource planning and/or management

  - Those whose primary objectives overlap with water stewardship, i.e. commodity standards, reporting initiatives, water accounting methodologies etc.

- We mapped individual stakeholders' characteristics to show their stakeholder group, geographic presence, primary type of interaction with water, potential exposure to water risk, ability to influence change internally and externally, and willingness to engage

- Once we analysed the stakeholders based on this outline, we created an internal outreach strategy and accordingly contacted stakeholders either through existing contacts or through secondary connections via email. They were invited to participate in a variety of webinars, in-person regional meetings, comment periods, and selected focus groups.

- Stakeholders were encouraged to participate in public comment periods through announcements in the AWS and partner newsletters, websites and list-serves. Simple online comment forms (survey monkey for all rounds of feedback) were created that allowed for anonymous participation and emailed responses were accepted as well. Archived calls for participation can be found in the AWS newsletters here: http://www.allianceforwaterstewardship.org/news.html

- Comments were then synthesized into thematic areas and given to the ISDC for consideration. Full comments were also provided to the ISDC.

Public summary – What information is provided to stakeholders about the standards development process (5.2.1 baseline)

Preliminary information on how stakeholders could participate in the Water Roundtable was provided to the public at the beginning of the standards setting process. As timelines became more solid, these amendments were presented to the public through the AWS newsletter, website and through concerted outreach efforts (mostly personalized emails or through event presentations).

- AWS Water Roundtable Process Document pages 30-34 and 50-52. http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

Public summary - for recent or current standards development activity (5.2.1 baseline)

AWS uses the AWS website, newsletters and list-serves to disseminate information on recent standards development activity, including how to participate and items where stakeholder feedback would be most welcome.

- Public reports of the ISDC discussions and next steps have been made public on the AWS website and a summary are sent out on our bimonthly newsletters. They are archived on our website: http://www.allianceforwaterstewardship.org/news.html

- Public summaries from the WRT public consultations (including thematic topics and ISDC responses) can be found on the AWS website: http://www.allianceforwaterstewardship.org/about-aws.html#water-roundtable

Complaints resolution mechanism (4.4.1 baseline)

All comments (including complaints) were brought to the ISDC as outlined in the WRT Process Document. Lingering complaints of the process were to be brought to the AWS Board for resolution. WRT Process Document pages 30-34, 42 http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

The AWS Comments, Complaints and Appeals Procedure is in draft form and submitted with this document for feedback from ISEAL, prior to AWS Board approval.
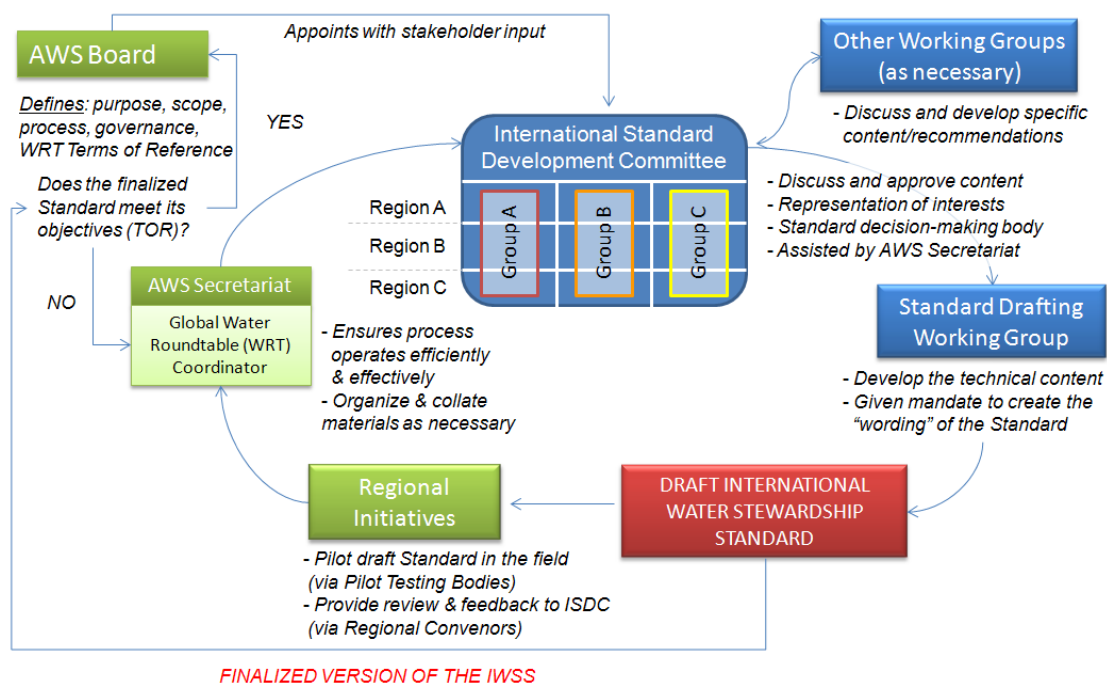
3.0 Standards Development

Standard-Setting procedures (4.2.1 baseline)

An AWS Standard Development Procedure is in draft and submitted at this stage for comment, prior to the approval of the AWS Board later this year. This document will guide all future standards development, review and revision processes.

The AWS outlined the standard-setting procedure in the WRT Process Document and posted online here http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf. This document includes information on stakeholder identification, ISDC formulation, decision making processes, approval, and system processes.

The overall WRT procedures are illustrated in the following diagram:

WRT decision making process (5.9.1 baseline)

The AWS Standard Development Procedure is in draft and submitted at this stage for comment, prior to the approval of the AWS Board later this year.

Within the Water Roundtable process, the key decision points and those responsible are:

- AWS- develops the WRT Process Document
- AWS-develops the ToR for the WRT and for the ISDC
- AWS- determines the ISDC members through a publically vetted nomination process
- ISDC-accepts ToR for WRT and ISDC
- ISDC-develops draft standards that met the ToRs and incorporate public and field-level feedback
- AWS and ISDC- collaborate to ensure ToRs will be met
- ISDC-finalizes the AWS International Water Stewardship Standard v1.0
- AWS-determines if ISDC met the ToRs
- AWS-if ToRs met, accepts the AWS International Water Stewardship Standard v1.0

- AWS-releases the AWS International Water Stewardship Standard v1.0 for full implementation

This relationship between the AWS and ISDC is outlined in Section 3 of the WRT Process Document, page 32 http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

- Decision making within the ISDC is driven by consensus and is outlined in the ISDC ToR, page 4: http://www.allianceforwaterstewardship.org/assets/documents/AWS_ISDC-Terms_of_Reference.pdf

- Decision making within the larger WRT process is also driven by consensus (as it relates to the ISDC) with complaint mechanisms outlined in the WRT Process Document, page 42: http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

How balance of interests is maintained in consultation and in decision-making (5.5.1 baseline)

Ensuring a balance of interests in consultation and in decision-making was extremely important to AWS.

In decision making

The International Standard Development Committee was comprised of 15 individuals representing the three stakeholder groups and eight geographic regions. The division of these regions was based upon an average of three factors: population (to reflect social considerations), gross domestic product (economic considerations) and area (environmental considerations).

The 15 individuals (5 individuals from each stakeholder group, with 1-3 from each region) controlled what was accepted and rejected in the AWS Standard. The variability in number of individuals from any given region exists to allow for some flexibility in filling the positions on the ISDC.

The final, publically vetted, ISDC members of the Water Roundtable are outlined in the table below "Matrix of ISDC Members". Each ISDC member has expertise in one or more high priority stakeholder sub sectors (see Appendix A) and in one or more stakeholder groups.

If at any time an ISDC member or stakeholder indicated the WRT should have more engagement with a particular stakeholder group, a concerted effort and new engagement strategy was employed. This came in to play when stakeholders indicated their concern that WASH (water, sanitation and hygiene) issues may not be appropriately incorporated into the final Standard. After this issue was raised, the AWS organized a webinar series for WASH professionals to give input, highlighted it as a priority to record learning in Beta tests, and sought input from lead organizations in WASH.

This structure helps to ensure a balance of interests amongst the various groups involved in the creation of the IWSS.

- More information is available in the WRT Process Document, pages 35-43:
  http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

- More information on each ISDC member is available on the AWS website:
  http://www.allianceforwaterstewardship.org/about-aws.html#water-roundtable

Matrix of ISDC members:

	BWSP	CSO	PSA
Africa		**Peter Cookey** (EarthWatch Research Institute, Nigeria)	**Gerphas Opondo** (African Network for Environmental Compliance and Enforcement, Kenya)
Asia Pacific			**John Langford** (University of Melbourne, Uniwater, Australia), **Matilda Park** (National Institute for Disaster Prevention, South Korea)
Central and Western Asia		**Imane Abdel Al** (Association of the Friends of Ibrahim Abdel Al, AFIAL, Lebanon)	
Europe	**Marco Mensink** (Confederation of European Paper Industries, CEPI, Belgium); **Carlo Galli** (Nestle, Switzerland)	**Lesha Witmer** (Women for Water Partnership, Netherlands)	
Latin America and Caribbean		**Maureen Ballestero Vargas** (Global Water Partnership, Costa Rica)	**Axel Dourojeanni** (Fundacion Chile, Chile)
North America	**Ed Pinero** (Veolia Water North America, USA) **Peter Ruffier** (Clean Water Services, USA)		
Northern Asia		**Hao Xin** (Green Zhejian / Hangzhou Eco-Culture Association, China)	
South Asia	**Sanjib Bezbaroa** (ITC Corporation, India)		**Shahid Ahmad** (Pakistan Agricultural Research Council, Pakistan)

BLUE denotes female, **GREEN** denotes male

In public consultation

Steps in the public consultation process (5.6.1, 5.7.1, 5.8.1 baseline)

Steps in the public consultation process were laid out in WRT Process Document and any amendments were communicated on the AWS website and in newsletters. The table below titled "International Major Milestones" outlines the major milestones in the AWS Standard development process.

- Those that featured strong public consultation are bolded.

In addition to these milestones, AWS organized or participated in over 50 stakeholder engagement international and regional events between 2011 and 2013. Key regional public consultations are organized by region below in the table titled "Regional Stakeholder Engagement Summary". Within these interactions, a concerted effort was made to engage a variety of regions and priority sectors.

- The original process outline for public consultation in the WRT can be found in the Water Roundtable Process Document, page 33:
  http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

International major milestones:

Date	Event
June 2010	**First Roundtable meeting-Brussels, Belgium–85 international participants**
January –February 2011	**Public Consultation – 45 day- WRT Process Document**
February – April 2011	**ISDC nomination period**
April 2011	**Public Consultation -15 day- ISDC member nominees**
April 2011	ISDC members finalized
April 2011	WRT Process Document Finalized
June 2011	1st ISDC meeting, Colombo, Sri Lanka
October 2011	2nd ISDC meeting, Milwaukee, USA
January 2012	3rd ISDC meeting, Melbourne, Australia
March 2012	First Draft IWSS released
March - July 2012	**First Public Comment Period - 90 day - First Draft IWSS**
May 2012	**Stakeholder engagement webinar series**
June 2012	4th ISDC meeting, Mexico City, Mexico

August 2012	Desktop studies of First Draft IWSS in North America, LAC, North Asia and Asia Pacific
October 2012	5th ISDC meeting, Dubai, UAE
February 2013	6th ISDC meeting, Brussels, Belgium
March 2013	Beta IWSS released
March – December 2013	**Second Public Comment Period – 9 month - Beta IWSS**
March - December 2013	Beta IWSS tests - 12 sites in 4 regions
October-December 2013	**Stakeholder engagement webinar series**
February 2014	7th ISDC meeting, Paris, France
March 2014	AWS determines WRT and ISDC Terms of Reference have been met
April 2014	Final AWS Standard released for implementation

Regional stakeholder engagement summary

Africa- Stakeholder engagement in Africa was primarily a product of concerted one-to-one outreach and through the AWS Beta tests in South Africa. Events included:

- December 2011 – Presentation and stakeholder feedback, Lake Naivasha Workshop, Kenya

- November 2012 – Presentation and stakeholder feedback, South Africa

- May 2013 - Stakeholder workshop, Collective Action Conference, Dar es Salaam, Tanzania

- June 2013-February 2014 – Stakeholder engagement as part of Beta testing in South Africa. Reports forthcoming

- 2013 – Key Beta test site

Asia Pacific- Stakeholder engagement in Asia Pacific was primarily organized by a regional partner and AWS Board Organization based in Australia: Water Stewardship Australia (http://waterstewardship.org.au/about-wsa/history/ for past public consultations, tests, and desktop reviews of draft standards in Australia).

- February 2012 – Stakeholder workshop, in conjunction with WRT ISDC meeting, Melbourne, Australia

- April 2012 – Presentation and feedback from stakeholders, Jakarta, Indonesia

- 2013 – Draft Standard tested at Dairy in Murray-Darling Basin, Australia http://waterstewardship.org.au/wp-content/uploads/Tatura-Milk-Field-Trial-Final-Report.pdf

- March 2013 - Stakeholder workshop, Asia Water Week, Manila, Philippines

- September 2013 - Stakeholder workshop, International Rivers Symposium, Brisbane,

Australia

Central and Western Asia- Stakeholder engagement in Central/Western Aisa was primarily a product of concerted one-to-one outreach.

- October 2012 – Initial stakeholder feedback in concert with the 5th ISDC meeting, Dubai, UAE

Europe - Stakeholder engagement in Europe was primarily organized by regional partner and AWS Board Organization based in Europe: European Water Partnership (http://www.ewp.eu/activities/ews/stewardship/our-journe/ for past public consultations on water stewardship in Europe)

- June 2010 - First Roundtable meeting-Brussels, Belgium
- October 2012 – Stakeholder engagement side meeting at INBO, Istanbul, Turkey

Latin America and the Caribbean- AWS had several stakeholder participation events in LAC region. They were coordinated by AWS Regional Initiative AWS-LAC and included:

- May 2011 – AWS-Regional Initiative for Latin America and the Caribbean (AWS-LAC) Stakehlder workshop, San Jose, Costa Rica
- June 2011 –AWS-LAC Stakeholder workshop, Chile
- July 2011 – AWS-LAC Stakeholder workshop, Santiago, Mexico City, Mexico
- August 2011 – AWS-LAC Stakeholder workshop, Cuenca, Ecuador
- November 2011 – AWS-LAC Stakeholder workshop, Sao Paolo, Brazil
- November 2011 - AWS-LAC, 2nd AWS-LAC Regional Forum, Monterrey, Mexico
- June 2012 – AWS-LAC, 3rd Regional Forum, Medellin, Colombia
- June 2012 - Presentation and feedback from stakeholders, Corporate Sustainability Forum, Rio+20, Brazil
- June 2012 – Stakeholder presentation and feedback in conjuntion with 4th ISDC meeting, Mexico City, Mexico
- March 2013 - Stakeholder workshop, Latin America Water Week, Vina del Mar, Chile
- 2013 –Key Beta test site

North America- AWS had several stakeholder participation events in the North American region. They were coordinated by AWS Regional Initative, AWS-NARI, and included:

- October 2011 – 1st AWS North America Public Meeting, Milwaukee, Wisconsin
- May 2012 – 2nd AWS North America Public Meeting, Washington, DC
- June 2012 – Public meeting, Toronto, Ontario
- October 2012 - AWS Partner Forum, Milwaukee, WI, USA
- 2013 – Multiple Key Beta test sites

North Asia- Stakeholder engagement in North Aisa was primarily a product of concerted one-to-one

outreach and through AWS Beta testing in China. Additional events included:

- April 2011 – Water Stewardship Dialogue, Corporate sub-forum and water stewardship roundtable at the 4th Yangtze Forum, Nanjing, China

- January 2012 - Water Stewardship Dialogue, stakeholder workshop, Beijing, China

- 2013 – Key Beta test site

South Asia – Stakeholder engagement in South Aisa was primarily a product of concerted one-to-one outreach and through AWS Beta testing in India. Events included:

- October 2012 - Stakeholder workshop, Delhi, India

- December 2013 - Stakeholder workshop, Delhi, India

- 2013 – Key Beta test site

How comments are taken into account (5.8.1 baseline)

Comments received from the First Draft IWSS and Beta IWSS public consultations were collected and consolidated for consideration by the ISDC at face to face and telephonic meetings. Comments were presented to the ISDC in their entirety (anonymized where requested) and also summarized into thematic areas. The ISDC was also able to receive direct feedback from those engaged in desk top tests and Beta tests at ISDC meetings. The ISDC's responses to the comments are apparent in the changes to each version of the AWS Standard-they were recorded by issue area and presented online.

This process is illustrated by the following diagram:
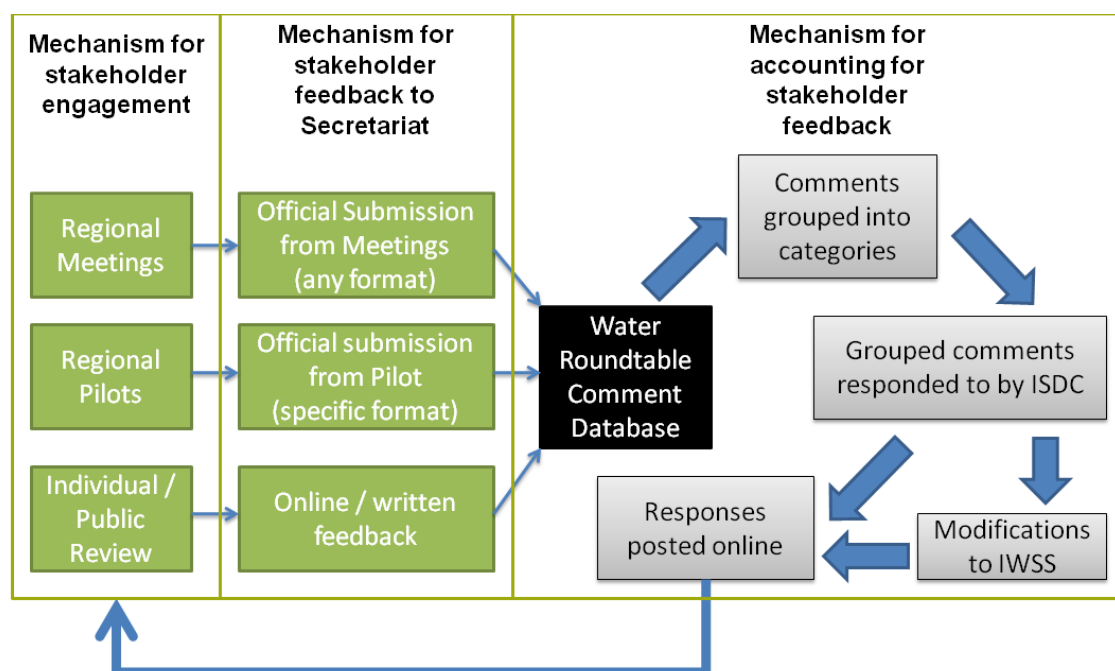
Synopsis of how comments were taken into account (5.8.2 baseline)

For each public consultation period, the ISDC has synthesized comments into thematic issues and provided responses based on those thematic issues. Below a synopsis of public consultation participation, comment thematic issues and ISDC responses have been provided for both consultation periods.

Further information regarding public consultation is available in the WRT Process Document page 51: http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

First public consultation period stakeholder breakdown-First Draft IWSS

Summary and Full versions of the First Draft IWSS is available on the AWS website: http://www.allianceforwaterstewardship.org/about-aws.html#water-roundtable

- Feedback 400 stakeholders in 26 countries (including 200 from AWS-LAC's Regional Forum participants and 130 from AWS-NA's regional stakeholder meetings)
    - 40% from the Business and Water Service Providers
    - 38% from Civil Society
    - 22% from Public Sector Agencies
- **67** unique comment submissions (details in tables below)

Sector Breakdown		Regional Breakdown	
Business/WSP	31	Africa	2
Civil Society	26	Asia Pacific	6
Public Sector	8	Central and Western Asia	1
Size of organization		EU	22
Small	25	LAC	3
Medium	14	North America	23
Large	26	North Asia	7
		South Asia	1

Grouped Sub Sectors	Submissions
NGO-Conservation, Environmental	12
Forest Products, Pulp and Paper	9
Agriculture, Horticulture, Irrigation, Food	8
Academia, Research, Consulting	5
Finance, Economics, Investors, Disclosure	5
Industry, technology, chemical, plastics	5
PSA-Environmental	5
Beverage	4
Certification, Standards, Auditors	4
NGO-Industry	4
Individual	2
Mining and Metals	2
Energy	1
PSA-Aid	1

Feedback Regarding First Draft

The stakeholder feedback gathered from March to June, 2012 indicated some general themes including the need to simplify the Standard, clarify various terms and concepts, and provide additional details. Notably there was a desire to further clarify issues such as important water areas, area of influence, promoters and implementers, and the requirements by various levels (i.e., core, gold, platinum). Most stakeholders felt meeting the Standard would be challenging, but that it did offer value, especially if supported by a strategy to incentivize and drive uptake.

ISDC Response to first public consultation comments on the First Draft IWSS

Since this feedback was discussed in June 2012, the ISDC provided six short responses to several of the key issues raised by stakeholders. The ISDC has also worked to re-shape the structure and content of the Standard into its Beta Standard format. The Standard is now based around 6 steps with fewer criteria (42 down to 33) to help simplify and streamline the logic of the Standard. The new format, which links to a plan-do-check-act cycle (and therefore can be integrated into existing environmental management systems).

Second public consultation period stakeholder breakdown:-Beta IWSS

Summary and Full versions of the Beta IWSS is available on the AWS website:
http://www.allianceforwaterstewardship.org/about-aws.html#water-roundtable

The public consultation period on the Beta Standard generated:

- 50 participants in four subject-led teleconferences (IWRAs, Stakeholder Engagement, Boundaries, WASH)
- About 200 individuals engaged in regional stakeholder workshops
- Twelve Beta test sites in 4 regions provided feedback from on-the-ground implementation.

    ○ 32% from the Business and Water Service Providers

    ○ 42% from Civil Society

    ○ 26% from Public Sector Agencies

- **33** unique comment submissions (details in tables below)

Sector Breakdown		Regional Breakdown	
Business/WSP	9	Africa	0
Civil Society	21	Asia Pacific	1
Public Sector	3	Central and Western Asia	0
Size of organization		EU	4
Small	9	LAC	5
Medium	5	North America	21
Large	17	North Asia	1
Other	2	South Asia	0

Grouped Sub Sectors	Submissions
NGO-Conservation, Environmental	5 (consolidated-multi submissions, same organization)
Forest Products, Pulp and Paper	3
Agriculture, Horticulture, Irrigation, Food	3
Academia, Research, Consulting	2
Finance, Economics, Investors, Disclosure	5
Industry, technology, chemical, plastics	2
Retail	1
Beverage	2
Water/water service provider	2
Public/private partnerships	2
Individual	1
Mining and Metals	1
Energy	1
NGO-other	1

Feedback Regarding Beta IWSS

1. VERIFICATION & IMPLEMENTATION
- Concerns about varying auditor interpretation
- Concerns around cost of certification
- Concerns around previous data gathering and provision of compliance information
- Need for streamlining to reduce burden/fatigue of reporting/standards
- Concerns around cost of implementation and improvement
- Concerns over the amount of data collection required
- Concerns about disproportionate burden for the first mover in a watershed
- Concerns that it is skewed for implementation by large corporates

2. CLARITY & INTERPRETATION
- Concerns over boundary and scope determination
- Concerns over IWRA definitions and determinations
- General need to ensure that it is clear that the Standard should encourage collaboration and not drive duplication of the role of the public sector.

3. GAPS
- Concerns on the limited WASH and Human Right to Water inclusion
- Concerns on the amount and rigor of stakeholder engagement, more guidance is needed on appropriate forms of engagement and expectations.
- Would like more examples and guidance in general; build-out of guidance
- Handling of infrastructure
- Need for more explicit benefits (e.g., financial) or risk mitigation evidence to motivate uptake

4. LINKAGES TO OTHER INITIATIVES
- How will other, related, efforts to be included/rewarded within the Standard?
- Concerns about interoperability /overlap with other standards and public sector water efforts

5. STRUCTURE
- Like the streamlined version (structure)

ISDC Response to second public consultation comments on the Beta Standard

Most substantive changes:

- Changes were not as big as the version 1 to beta. Revising a standard that has strong acceptance already.

- Stakeholder engagement was emphasized throughout the Standard

- Importance of supporting (and not duplicating the role of) public sector agencies, policies and goals was emphasized throughout the Standard

- Step 1 was modified regarding who signs commitment and contents of commitment

- Step 2 was re-worked in light of stakeholders concerns with greater emphasis on benefits and a more robust handling of risks and shared water challenges

- Indirect water use was extended to include outsourcing of water use

- Criterion 3.2 was modified to more explicitly connect it with other criteria in the Standard

- An on-site Water, Sanitation and Hygiene (WASH) criterion was added to the core requirements

- Clarification around several areas and terms including: performance, sphere of influence, catchment, important water related areas, indirect water use, disclosure, stakeholder engagement

- Additional attention to health, sanitation, infrastructure is in and risk management

- The ISDC recognizes the Standard could be streamlined in the future, but the group has consensus on this version which will be released in April.

- Several changes to advanced-level criteria (additions, deletions, modifications) to create greater consistency and reflect stakeholder input/suggestions.
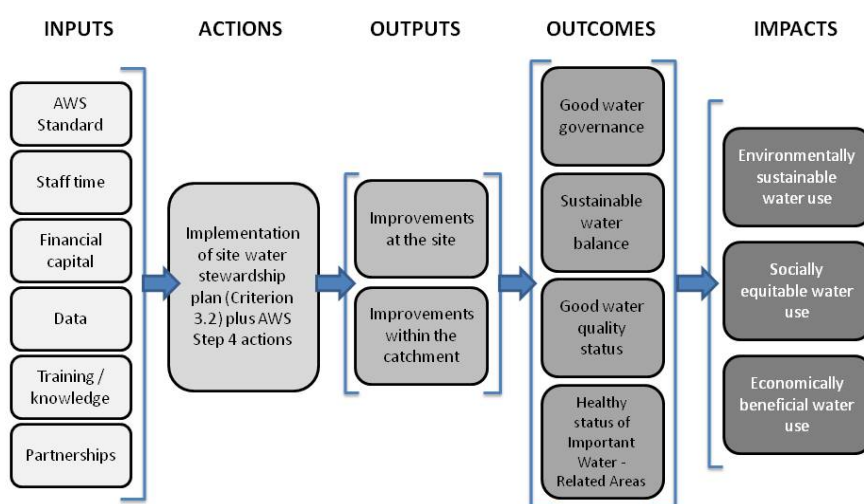
4.0 Structure of the AWS Standard

This section outlines the key components of the approved AWS International Water Stewardship Standard v1.0.

- Information in section 4 of this report can be found in AWS Standard v 1.0 pages 6-12.
  http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

Theory of Change Underlying the Standard

The Standard is based upon a logical sequence of how water stewardship can be driven from site-level actions to result in catchment-level impacts. This so-called Theory of Change (ToC) is illustrated below:

The AWS Standard Theory of Change

This ToC shows a sub-sect of a larger ToC that applies to the larger AWS System. The higher level AWS ToC is currently being refined as part of AWS's Monitoring and Evaluation System for Impact.

Structure of the Standard and Performance Level

The Standard is organized around six steps, each of which contains a set of criteria written to contribute to the ultimate set of water stewardship outcomes. Each criterion also has corresponding indicators that help verify that the site is adequately fulfilling each criterion. The six steps are also supported by two key appendices:

1) *Appendix A – Glossary of Terms*: A glossary of key terms intended to clarify terminology as used by and understood in the Standard.
2) *Appendix B – AWS Standard Guidance:* Organized by step and criterion, **the guidance is an integral part of the Standard** and is intended to provide greater clarification and detail about how the criteria should be interpreted and implemented and the intent of the step. The guidance is also helpful for providing recommended sources of information and examples of practices.

The Standard is intended to encourage continual improvement and does not need to be implemented beginning at Step 1 and proceeding through Step 6. Rather, it should be

implemented as suitable for the site's purposes and may indeed require adaptive, iterative and non-sequential use of the steps and criteria.

The Standard's structure allows for increasing levels of performance in water stewardship, which are recognized by Core, Gold and Platinum levels. At the Core level, all criteria are required. At the advanced levels, criteria have points attached to them, which reflect both the degree of effort required and the anticipated impact. The aggregation of points results in Gold- or Platinum-level performance. It is important to note that higher levels will also require compliance with all core criteria plus a select number of points from the optional criteria (see figure below). More details may be found in the forthcoming AWS Verification System.

The AWS Standard's steps and continual improvement
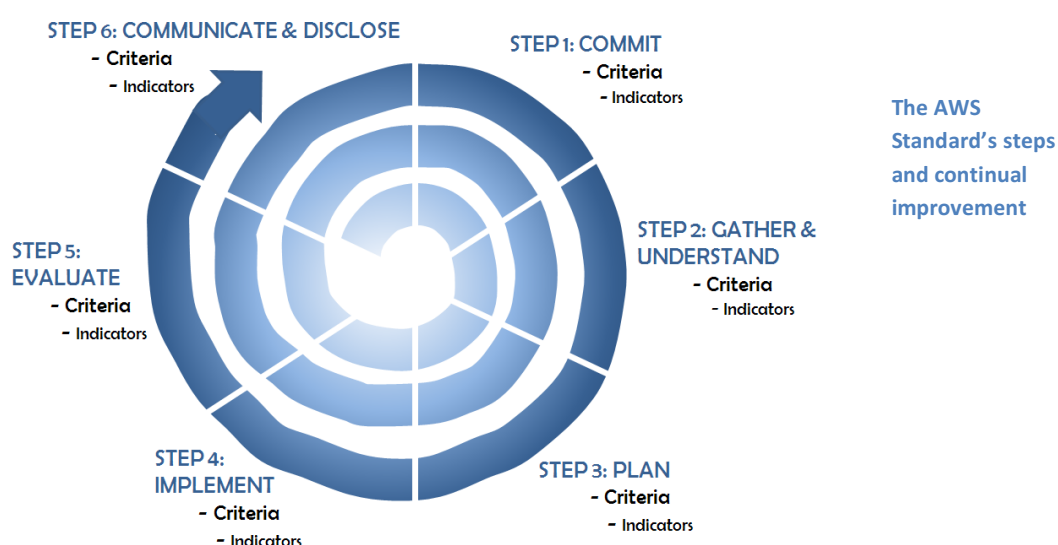
Points and Levels within the AWS Standard

As noted earlier, the Standard has three achievement levels: Core, Gold and Platinum. The Core AWS level is achieved by conforming with all of the core criteria and up to 40 points, while AWS Gold requires 40-79 points and AWS Platinum requires 80+ points. There are a total of 155 points available throughout the entire AWS Standard.

Level	Conformity with Core Criteria	Cumulative Advanced-Level Criteria Points
AWS Core	Required	0-39
AWS Gold	Required	40-79
AWS Platinum	Required	80+

Criteria, Indicators and Certification

The Standard is rooted in criteria and indicators. The various criteria reflect actions that a site must undertake if it is to be recognized as a responsible water steward under the AWS Standard system. The indicators, in turn, provide evidence of conformance against any given criterion. Ultimately, conformance with the criteria and indicators provides the basis for certification. For full details on the AWS Certification Scheme, please visit the AWS website: www.allianceforwaterstewardship.org.

Sustainability Outcomes of Water Stewardship

The Standard provides a consistent global framework for sites to undertake responsible water stewardship in a manner that is transparent and stakeholder-inclusive. Specifically, the Standard is designed to achieve four water stewardship outcomes: (1) good water governance, (2) sustainable water balance, (3) good water quality status and (4) healthy status of Important Water-Related Areas. Across these outcomes, higher levels of performance (AWS Gold and AWS Platinum) show that the site is achieving best practice results and demonstrating leadership within its industry and catchment.

It is important to note that these four outcomes are most sustainable **when achieved collectively**. The site is expected to contribute to these outcomes via a combination of on-site management and collective action with others.

Outcomes are not intended to be auditable per se; rather, they are broad, basic and fundamental principles of water stewardship.

1) *Good water governance*
The state when the political, social, economic and administrative systems that are in place, which directly or indirectly affect the use, development and management of water resources and the delivery of water services at all levels of society, promote stakeholder participation, transparency, accountability, rule of law, and equity in a manner that is effective, efficient and enduring, and leads to the desired state of the water resource(s).

This outcome addresses both site and catchment aspects of water governance. Site water governance relates to the procedures and rules established when implementing the Standard, respecting local customary rights and complying with the applicable regulatory frameworks. The applicable regulatory frameworks may include international agreements, laws, regulations, permits, licenses, plans and policies that determine how water is governed and must be managed by the site and may include policy instruments at various levels, from local to global, as appropriate. Catchment governance relates to the formal and/or informal mechanisms in place to ensure that water is managed equitably as a resource for all users within the catchment. All these elements can be referred to collectively, in the context of the Standard, as the "good water governance requirements." This outcome also encourages engagement and collaboration with authorities to strengthen and streamline applicable regulatory frameworks and to facilitate adequate enforcement. Lastly, governance also links to engaging others on the subjects of access to safe drinking water, sanitation and hygiene (WASH), reasonable use, and doing "no harm". Good water governance helps sites to mitigate their water risks and plays an important role in addressing shared water challenges through collective action and inclusive stakeholder involvement.

2) *Sustainable water balance*
The state when the amount and timing of water use, including whether the volumes withdrawn, consumed, diverted and returned at the site and in the catchment are sustainable relative to renewable water supplies and are maintaining environmental flow regimes and renewable aquifer levels.

This outcome helps ensure that water uses are compatible with naturally occurring volumes through the mitigation of physical water risk and adverse impacts on water availability. Of particular note with sustainable water balance is that both the timing of the flows and volumes of the flows are balanced in terms of incoming and outgoing waters. Sustainability is determined by the long-term ability of the system to meet the all of the water needs of users in the catchment, including ecosystems, bearing in mind climatic shifts.

3) *Good water quality status*
The state when the physical, chemical and biological properties of water, including whether water quality at the site and within the catchment(s) meets local (and, where applicable, international) regulatory requirements and is fit for the requirements of the range of biotic species present and for any human need or purpose.

This outcome helps ensure that water quality is sufficient to support all uses through the mitigation of physical water risk and reduction of adverse impacts of poor water quality in terms of the impact on the economic, environmental and social benefits derived from the use of water. Assessment of quality (i.e., 'good') is typically based on the extent of deviation from reference conditions. 'Good status' means 'slight' deviation, 'moderate status' means 'moderate' deviation, and so on.

4) *Healthy status of Important Water-Related Areas*

The state when the specific, environmentally, socially, culturally, or economically water-related areas of a catchment, which contribute disproportionately to human wellbeing, are in a healthy state.

This outcome addresses the specific water-related areas of a catchment that, if impaired or lost, would adversely impact the environmental, social, cultural or economic benefits derived from the catchment in a significant or disproportionate manner and whether those areas are in a state of good health. These areas, which typically provide important attributes to water quantity, quality and uses, at the site and within the catchment(s) can include the water body as well as the adjacent land features tied to the water, such as floodplains, delta/wetland areas, and aquifer recharge or discharge zones. Also included are areas of importance for religious, spiritual, social or cultural purposes, sources of drinking water and areas that provide other important ecosystem services. Achieving this outcome restores or protects these Important Water-Related Areas and addresses all aspects of water risk and the adverse impacts on areas with cultural and ecological importance. Assessment of the health of such an area (i.e., 'healthy') is typically based on the extent of deviation from reference conditions. 'Good status' means 'slight' deviation, 'moderate status' means 'moderate' deviation, and so on.

AWS Standard at the local level - (6.5.1 baseline) (6.4.1 improvement)

- While the AWS Standard is globally applicable, it is designed to be implemented at the site level.

- The working assumption is that the Standard can be implemented by all entities in all sectors (public and private) anywhere in the world.

- This Standard applies to any site that interacts with water (i.e., uses, consumes, withdraws, sources, treats, supplies, diverts or discharges water into water bodies). The Standard is intended to apply to all types of water. This includes the following: fresh water, effluent (contaminated) water, recycled water, salt water affected by fresh water (including brackish water and desalination), drinking water, groundwater (including renewable aquifers, water in the vadose and hyporheic zones, and deeper, so-called fossil water), water in the atmosphere (including precipitation), and solid forms of water (snow, ice, glaciers, etc.).

- The site-level focus is intended to keep efforts manageable. It allows for impacts to be traced back to actions. However, water stewardship is centred on the recognition that water is a shared resource and requires collaborative solutions. Therefore, the Standard requires the site to work *beyond* its boundaries through engagement with stakeholders and within the catchment (Figure below).
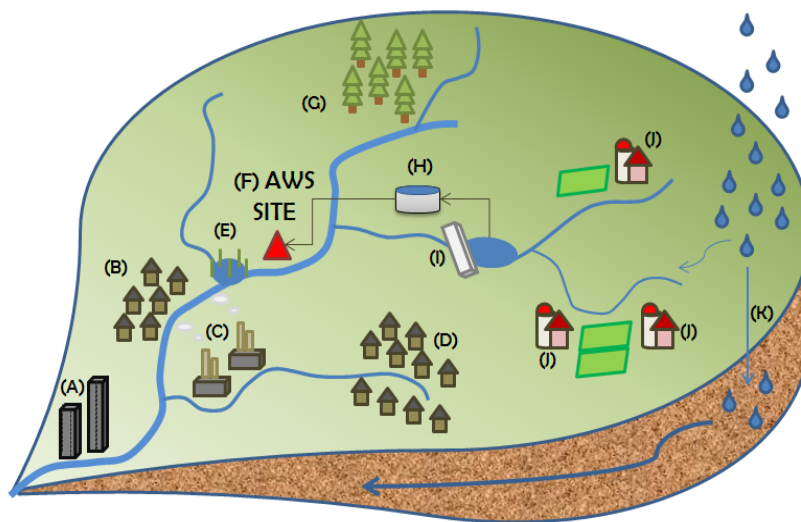

Figure: Scope – the site and its catchment

The site (F) may be drawing from service provider (H), who is drawing from a reservoir (I); returning flow to a nearby stream, thereby affecting downstream water quality and quantity for (B) and (A); and relying on a wetland purification services (E) (= an Important Water-Related Area). The upstream forest's (G) erosion control may be important to the catchment management agency (i.e., water governance). The site needs to take actions within the site and act upon prioritized shared water challenges within the catchment (e.g., pollution from J) to mitigate its water risks and create shared value.

- It is important to stress that *water stewardship is intended to support and contribute to catchment management, not replace such efforts*. For a site, answering the question, "How far does my stewardship responsibility reach?" is critical and is influenced by a number of factors, including where a site draws its water from, how large the site is (both in terms of water use and other resources) and its catchment context (e.g., the number of stakeholders, catchment size, surrounding socio-economic characteristics).

Diagram of structure of standard(s) (6.2.1 baseline)

This diagram shows the 6 steps and corresponding criteria (both core and advanced) of the AWS Standard. Full AWS Standard v1.0 available for download:
http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

	AWS Core Criteria	AWS Advanced-Level Criteria
STEP 1	1.1 Establish a leadership commitment 1.2 Develop a water stewardship policy	1.3 Commit to other water-related initiatives
STEP 2	2.1 Define the physical scope 2.2 Define the socio-economic scope 2.3 Understand legal and regulatory requirements 2.4 Determine the site's and catchment's water balance 2.5 Determine site's and sources' water quality status 2.6 Identify the site's and catchment's IWRAs and describe their status 2.7 Begin to understand your indirect water use 2.8 Identify catchment plan 2.9 Analyze data to understand impacts and risks	2.10 Identify catchment-wide issues leading to impaired water stewardship outcomes 2.11 Gather advanced data for criteria 2.1-2.8 2.12 Conduct advanced indirect water use evaluation 2.13 Measure additional context indicators 2.14 Determine your ability to contribute to e-flows 2.14 Determine your ability to contribute to e-flows 2.16 Gather information on future scenarios
STEP 3	3.1 Ensure a system for legal compliance 3.2 Create a site water stewardship plan 3.3 Notify catchment authority of your plans	3.4 Set ecologically-driven targets 3.5 Set stakeholder-driven targets 3.6 Plan for adaptation and resilience
STEP 4	4.1 Comply with legal and regulatory requirements 4.2 Maintain or improve site water balance 4.3 Maintain or improve site water quality 4.4 Maintain or improve the status of IWRAs located at the site 4.5 Participate in catchment governance 4.6 Drive improved indirect water use within your catchment	4.7 Achieve strong results on site water balance 4.8 Achieve strong performance on site water quality 4.9 Restore lost IWRAs at your site 4.10 Support strengthened water stewardship governance and capacity 4.11 Contribute to industry water-related benchmarking 4.12 Re-allocate saved water 4.13 Engage in collective action 4.14 Drive reduced indirect water use throughout your supply chain 4.15 Support water stewardship actions within your sphere of influence 4.16 Protect IWRAs in your catchment
STEP 5	5.1 Evaluate performance and context in light of water stewardship plan 5.2 Evaluate emergency incidents 5.3 Consult stakeholders on performance 5.4 Update water stewardship plan	5.5 Conduct board level review of water stewardship efforts 5.6 Evaluate stakeholder performance
STEP 6	6.1 Disclose water-related internal governance 6.2 Disclose annual water stewardship plan 6.3 Disclose water-related opportunities, risks and mitigation efforts 6.4 Disclose compliance 6.5 Increase awareness of water issues within your site	6.6 Contribute to recognized disclosure frameworks 6.7 Implement a program for water education

Process for local adaptation or interpretation of the standard (6.5.1 baseline)

The AWS Standard was designed to be applied in all locations without modification to the Standard's steps, criteria or indicators. The guidance, however, is intended to provide more nuanced information to facilitate implementation at both the site (within a specific catchment) and sector levels. Guidance in the AWS Standard can be found on pages 41-167: http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

- Local adaptation of the formal AWS Standard's steps, criteria and indicators is not anticipated.
- If local adaptation or interpretation is determined necessary, the process to do so will be determined by the General Assembly and Board of AWS in the coming years.
- AWS's operational model prioritizes regional partners as points of engagement. The regional partners will oversee development of local guidance material and ensuring AWS support services (e.g. training) are context-relevant.
- AWS anticipates localized or regionalized implementation and audit guidance to supplement what is already provided.
- Similar to, but distinct from, adaptation is our efforts in equivalency. In Europe, AWS is working with its European Partner (European Water Partnership) to finalize an equivalency arrangement between the AWS Standard and the Europe-specific EWS Standard (http://www.ewp.eu/activities/ews/certification/). The EWS Standard was developed a year prior to the finalization of the AWS Standard and closely follows the European Water Framework Directive-the largest regulatory framework for water management in Europe.
    - This process will noted and posted, with public consultation if necessary.
    - This process may be replicated as necessary if similar situations arise in the future.

5.0 Standards Review and Revision

An AWS Standard Development Procedure is in draft and submitted at this stage for comment, prior to the approval of the AWS Board later this year. This includes provision for the Review and revision of the Standard and related documents.

Launched in April 2014, the AWS Standard will be revised on a three-year basis to ensure that it continues to reflect stakeholder perspectives and the best global thinking and practices in water stewardship. AWS Standard page 5: http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

How the standard is made available (5.10.1 baseline)

- The Standard is available in English and Spanish (additional languages forthcoming), in full or abbreviated and summarized styles, all for download at http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard.

- Hard copies made available upon request.

How stakeholders can provide ongoing input on the standard (5.11.1 baseline)

- Stakeholder input is always accepted and is encouraged. Contact information is provided here: http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

- AWS is currently in transition to a new governance and membership structure.

  - The process for review of the Standards and contact information for the new process are expected in early 2016.

- The revision process details will be developed and made public in 2016 on the AWS Water website: http://www.allianceforwaterstewardship.org/

Extent of engagement with overlapping standards systems to improve consistency of standards (6.6.1 baseline)

- Given the nature of water, the AWS Standard overlaps with many other standards systems. We've done several studies, one of which was included in the WRT Process Document Appendix C, page 53: http://www.allianceforwaterstewardship.org/assets/documents/AWS-WRT_Process.pdf

- AWS has since completed more in-depth analysis of the overlaps and have very good relationships with other standards systems. Now that the AWS Water Roundtable has completed the AWS Standard v1.0, attention can be spent on improving the consistency with other standards.

- Before the completion of the AWS Standard, AWS worked to improve consistency by actively engaging in other's public comment periods, multi-stakeholder initiatives (like ISEAL) and has kick-started the next phase by signing MOUs with other systems (i.e. EWS discussed on page 28) to explore equivalency or other consistency efforts.

- The AWS Standard also overlaps with non-standards-setting initiatives. The Standard overlaps with both the CDP and GRI reporting initiatives. Details are given in Appendix C of the AWS Standard, pages 168-184: http://www.allianceforwaterstewardship.org/become-a-water-steward.html#aws-standard

Appendix A: Stakeholder Sub-Group Mapping

High Priority Stakeholder Groups			
		Group description	Rationale
Civil Society Organizations	Standards groups	Our "standards groups" stakeholder group refers to standards organizations, standards bodies, standards developing organizations or standards setting organizations whose primary activity is to develop, coordinate, promulgate, revise, amend, reissue, interpret, or otherwise produce technical standards that are intended to address the needs of some relatively wide base of affected adopters-in this case, both direct and indirect water users. In this case they are voluntary standards organizations.	While existing standards may have a water component, they are almost exclusively focused on commodity production or at the site/facility level only. AWS believes that water stewardship should be addressed at the basin level and addressing cumulative negative impacts should be integrated into any water component to standards. Because many standards include water, it is wise to strengthen their water components or work towards mutual recognition.
	Indigenous groups	Indigenous groups refer to organized groups representing indigenous peoples (politically referred to as those ethnic groups that have historical ties to groups that existed in a territory prior to the formation of a nation state and which normally preserve a degree of cultural and political separation from the mainstream culture and political system of the nation state within the border of which the indigenous group is located.)	Indigenous groups are in our first tier of stakeholder groups as we recognize the fact that cultural values or claims on freshwater are often overlooked when setting standards and engagement early on may lead to some innovative ideas and will help ensure that cultural needs are met and that their rights are not infringed upon.
	Social humanitarian NGOs	A social NGO is a legally constituted organization that operates independently from any government and focuses on issues pertaining to human society, or the welfare of human beings as members of society. For example, families, health, sanitation, political issues, education, humanitarian	Social and Humanitarian NGOs will provide a critically missing point of view in the development of the Standard. They will also be key to gaining access to data for indicators BWSPs may not have access to. Lastly, they will help ensure the IWSS's will produce the positive social impacts the AWS hopes for.

		issues etc.	
	Environmental NGOs	An environmental NGO is a legally constituted organization that operates independently from any government and focuses on issues pertaining to the environment. For example, conservation, species, biodiversity, sustainability, etc.	Engagement with environmental NGOs will help ensure the IWSS's base in environmental science will produce the positive environmental impacts the AWS hopes for.
	Global associations	Global associations are organizations with members located internationally with global reach. They can include global business associations (like WBCSD) or global NGO associations (like the HCV network)	Global associations offer a good return on investment where feedback will filter through the association instead of requiring individual outreach to members.
Businesses and Water Service Providers	**Agriculture**		
		Agriculture accounts for roughly 70% of all water consumed globally. To narrow our focus within row crops, we're focusing on the largest water users as identified through the WFN. See below for more information.	Row crop stakeholder mapping-if we use WFN calculations-wheat (15%), Rice paddy (13%), maize (10%) and fodder crops (9%) account for 47% of global row crop footprint. Immediately following these four groups is soybean (5%), Sugarcane (4%), Seed Cotton (3%), Barley (3%), Sorghum (2%), oil palm (2%), Coconuts (2%), Millet (2%), Coffee green (2%) account for an additional 25% of global row crop footprint. The majority of this second group corresponds to existing production standards and the remainder are not traded globally but may be important to caloric intake or local economies. (See figure 1 of Report 47-Water Footprint Crops – Volume 1 from the Water Footprint Network).

	Wheat	Wheat is heavily subsidized in many parts of the world. Key ingredient in bread, cereals and pasta products. By products used as a thickener in most dried goods.	AWS believes engaging the wheat sector will be most fruitful through the end of the supply chain-through brands. There isn't a standard for wheat production that has adequate water stewardship aspects. AWS Partner organization have already been approached by large internationals to focus on wheat-specifically in terms of water risk. Water Footprint: 1087 Gm3/yr (70% green, 19% blue, 11% grey)
	Rice, Paddy	Rice grown in paddies is a cereal grain and is an integral staple food in globally, but particularly in Asia and the Middle East. Third-highest worldwide production accounting for 13% of the global water footprint for row crops. However, only about 7% of rice harvested is traded internationally.	The AWS believes engaging with the Rice stakeholder group will be primarily within a national and international aid contexts and in accordance to its importance to the Millennium Development Goals, Climate Adaptation, Food Security, water borne diseases. Rice Water Footprint: 1673 Gm3/yr (1146 green, 341 blue, 187 grey)
	Maize	Maize (often referred to as Corn) is a staple food in many areas of the world and is a common source for biofuel. Maize accounts for 10% of the global water footprint for row crops. It is traded widely in a variety of forms.	AWS believes engaging the maize supply chain will be most effective through food aid organizations and biofuel companies (i.e. World Food Program, ConocoPhillips). Perhaps with livestock and feed sectors. Water Footprint: 1222 Gm3/yr (947 green, 81 blue, 194 grey)
	Soybeans	Soybean under agricultural row crop group includes the whole supply chain from production through processing, traders and retailers.	Connected to established standards systems-RTRS and RBS, primary feed crop for livestock, popular within organic movement. Water Footprint: 2145 Gm3/yr (2037 green, 70 blue, 37 grey)
	Sugar Cane	Important raw material for biofuel, sweetener, beverages, and foods.	Connected to established standards systems-Bonsucro, RBS. Primary crop for beverage sector. Water Footprint: 210 Gm3/yr (139 green, 57 blue, 13 grey)
	Seed Cotton	Seed cotton for textile production is highly traded internationally with close ties to well-recognized brands. Cotton material also uses a great deal of water in throughout its life cycle in washing.	Connected to established standards systems - Better Cotton Initiative (BCI), organic. Primary raw material for apparel. Water Footprint: 4029 Gm3/yr (2282 green, 1306 blue, 440 grey)

		Key ingredient in beverages, as a staple crop and in feed.	Primary crop for alcoholic beverages. Water Footprint: 1423 Gm3/yr (1213 green, 79 blue, 131 grey)
	Barley		
	Sorghum	Sorghum is the 5th most important cereal crop in the world and is drought/heat tolerant. Used as an additive to food, beverages and as a source of fodder/biofuel. It is produced in the US, Mexico, El Salvador, Columbia, Venezuela, Bolivia, Brazil, Argentina, France, Italy, Egypt, Sudan, Ethiopia, Kenya, Tanzania, Mozambique, South Africa, Rwanda, Burundi, Uganda, Cameroon, Nigeria, Togo, Benin, Ghana, Niger, Burkina Faso, Mali, Senegal, Yemen, Saudi Arabia, Pakistan, India, Thailand, China and Australia.	Water Footprint: 3048 Gm3/yr (103 green, 87 blue, 2857 grey)
	Coconuts	Coconuts heavily rely on irrigation. The 61 million tonnes produced a year are processed for food, milk, oil, as fiber, crafts and as fodder/activated carbon. The top 10 producers are the Philippines, Indonesia, India, Brazil, Sri Lanka, Thailand, Mexico, Vietnam, Papua New Guinea, Malaysia, Tanzania	Priority for amount of water needed but does not have a lot of traction within the international market. Water Footprint: 2687 Gm3/yr (2669 green, 2 blue, 16 grey)
	Millet	Millet is an important cereal crop/grain. It is used in food and as fodder. It is extremely important source of calories/ food security and for those with gluten allergies. The top 10 producers are India, Nigeria, China, Burkina Faso, Mali, Sudan, Uganda, Chad, and Ethiopia.	Because millet is so widely produced but not for the international market, this crop does not get a lot of attention. It is a priority for humanitarian organizations, governments and those working towards meeting the Millennium Development Goals. Water Footprint: 4478 Gm3/yr (4306 green, 57 blue, 115 grey)

	Coffee, Green	Coffee stakeholder group covers production through retail. Coffee uses green and blue water for cultivation, blue water in processing (rinsing, decaffeination, steaming, roasting). Top 10 producers by volume are Brazil, Vietnam, Colombia, Indonesia, Ethiopia, India, Mexico, Guatemala, Peru, Honduras, Cote d'Ivoire, Uganda, Costa Rica, Philippines, El Salvador, Nicaragua, Papua New Guinea, Venezuela, Madagascar, Thailand	Coffee has received plenty of international attention for production and labor practices and is connected to established standards systems (Rainforest Alliance, UTZ, 4C etc.). The water aspect of the standards needs to be strengthened in order to be meaningful. As labels (fair trade, etc.) are prevalent in the coffee industry, efforts to improve the water aspects have a higher chance of being recognized and rewarded by consumers. Water Footprint: 15897 Gm3/yr (15249 green, 116 blue, 532 grey)
	Oil Palm Fruit	Palm oil is used as cooking fuel, as an additives for packaged food and consumer goods, biofuel/biodiesel, bio plastics, soap and beauty products, detergents, processed foods. Cultivated palm oil requires an uninterrupted supply of clean water, particularly pre-nursery seedlings. Top 2 producers are Malaysia and Indonesia, also prevalent in Western Africa. Environmental issues include encroachment into protected areas, riparian strips, POME.	Palm has received plenty of international attention for negative effects of inappropriate production practices and is connected to established standards systems (RSPO). The water aspect of the standards needs to be strengthened in order to be meaningful at the basin level. As Palm Oil is a hot topic in the media right now (Greenpeace campaigns, RSPO product on shelves), there may be more willingness to adapt their practices to include good water stewardship. Water Footprint: 1098 Gm3/yr (1057 green, 0 blue, 40 grey)
	Livestock	The livestock sector includes all animal protein (beef, chicken, pork, and goat) for consumption, dairy by-products and hides.	The livestock sector lacks social and environmental standards but there are several groups looking to develop them. Pressure from governments, local communities and standards that apply to animal feed are all added incentives for this sector.

	Mining	The mining stakeholder group covers both majors as well as junior mining companies. It does not include exploration and development firms, but will include major associations such as the International Council for Mining and Metals. Particular attention will be paid to those metal and mineral commodities that have emergent standards efforts (aluminum, gold, and diamonds) as well as those that are water intensive and those in priority watersheds for piloting.	The mining sector lacks social and environmental standards as a whole and is a major influencer of water issues at the local level (employment, water quality issues, to use of hydroelectric power, community sanitation projects, etc.). Mining and metal commodities can be highly water intensive (see Mudd, 2007) and therefore is considerable water risk exposure to this sector thus making it suitable to third party certification programs.
	Paper-forests	The pulp, paper and forest products stakeholder group covers the supply chain from loggers to pulp and paper factories. It does not cover the downstream retail of paper/timber products. Particular attention will be paid to larger companies and regional industry associations that have engaged in existing certification schemes, as well as those in priority watersheds for piloting.	Not only are forest a major form of land use in many watersheds around the planet (especially upper watersheds) and therefore affect hydrological dynamics of a basin, but pulp and paper processing is a large water user (with potential impacts on both quantity/timing and quality). In all, this stakeholder group is a major influencer of water issues (employment, water quality issues, to use of hydroelectric power, community sanitation projects, etc.). Some tree species can be highly water intensive (see WFN data) and therefore is considerable water risk exposure to this sector thus making it suitable to third party certification programs.
	Beverage	The beverage sector covers all forms of beverage (water, non-alcoholic and alcoholic) and also includes bottling companies as well. It does not (generally) include retailers but may do in select circumstances (e.g., direct sales from Coke or Pepsi). Particular attention will be paid to those beverage companies who have heavily engaged in water issues, AWS efforts, and certification schemes to date, as well as those with operations within priority watersheds	The beverage sector as a whole is amongst the leaders in the water stewardship space and is likely to provide a source of champions and best practices. While not necessarily a large user per se within a watershed context, they are often targeted due to their branding and direct association with water consumption. Overall, it faces considerable stakeholder/reputational risks, as well as potential physical and regulatory risks and therefore is highly suitable to third party certification programs.

	Food companies	Food companies include processors, distributors and (in select cases) retailers. It does not include farmers except in the cases where operations are vertically integrated to this level.	Food companies, like those in the beverage sector, also face considerable risks from water. They have exhibited early interest in the Standard itself and have been key market drivers for many other Standards. Both WWF and TNC have well-established relationships with many food companies thus allowing AWS to leverage the trust and relationships that have been established to date. Food companies are also key supply chain players able to promote efforts like standards throughout their supply chain.
	Financial Institutions (FI's)	Financial institutions are those entities that provide financing to companies that have water related risks and opportunities. They include both banks and investment funds/companies (e.g., pension funds) and could include private equity firms, but do not include individuals as investors.	Financial institutions have much to gain and lose by good/poor water risk mitigation efforts. Accordingly, it is in their best interest to not only have good practices in place, but be assured of good practices (via third party certification). In turn, providing (or not providing) equity is a powerful market driver for companies to respond to water stewardship issues and thus they represent a key stakeholder group to AWS.
	Investors	Investors are those entities that provide funds for water projects and/or those whose financial support can be affected by water risk.	Investors have potentially more leverage than financial institutions in terms of getting companies to use the Standard.
	All Water Service Providers	Water service providers are those entities that control water services including water filtration/purification, domestic and commercial water, and the associated infrastructure (pumping stations, waste water treatment plants, etc.). The category includes both private and public WSPs for the purposes of this stakeholder mapping exercise.	Water service providers are major water users within virtually all watersheds on a global level and are key providers of clean water. Their direct involvement in water stewardship (as part of their mandate) makes them primary stakeholder to the AWS effort, whether private or public. In many cases, they have direct control over water quantity, quality and even aspects of water governance as well.

	Certification Bodies	Certification bodies are the entities that actually assess (audit) performance against a standard and issue the verification/certification. The certification bodies (or CBs) that AWS is interested in will be third-party accredited (meaning they have an independent party performing quality control on their certifications).	Certification bodies are key parts of the standards and certification ecosystem. All too often they have not been a key stakeholder in the development of standards, but have to deal with the consequences of poorly developed standards. To ensure that the AWS Standard is well-thought out and straight forward to implement (and verify) on the ground, including CBs in the Standard development process is key.
	Hydro	The hydropower sector includes companies involved in operating hydropower facilities. While the design of facilities could be linked to the AWS Standard, operators are the primary target in this group during Standard development period. It includes both private and public (state-run) hydropower companies.	Hydropower operators significantly affect watershed function, including both quality and quantity. They have a major say in governance issues, and are often heavily linked to watershed management as a whole. Because of their disproportionately large influence on water stewardship issues, they are a key stakeholder and key target for the Standard.
	Major retailers	Retailers are those companies that are consumer-facing sellers of goods (and to a lesser extent services). The group is focused on large (>$1B) retailers, rather than small-to-medium sized retail enterprises.	Major retailers have been, perhaps bar consumers themselves, one of the key factors in the uptake of social and environmental standard systems (e.g., Walmart). They continue to play a major role in promoting standards and have a strong interest in ensuring good social and environmental practices both within their facilities as well as within their supply chains.
Public Sector Agencies	**Regional managers**	Regional managers as a stakeholder group under public sector agencies are those state agencies that are mandated to manage a river basin or water shed for the government or its citizens OR an organization that manages river basin or watershed without direct ties to the state-can be multilateral/multiple states. For example, the Murray-Darling Basin Authority,	The IWSS seeks change at the basin level and regional managers are those with the data on the health of the basin and those producing within the boundaries. However, we acknowledge that some basins are too large and cross too many state borders-therefore multiple regional managers may be approached on one basin.

	Government Aid Agencies (GAA's)	This Government Aid Agency (GAA) stakeholder group refers to state organized agencies focused on foreign aid, development projects and funding related to the both.	Government aid is the largest source of foreign investment outside of the private sector and therefore a great opportunity to influence how the products they aid are produced but how their aid dollars are spent in freshwater related projects.
	Government ministries (non-aid)	Government ministries/agencies as a stakeholder group refers both to state organized (non aid) entities that focus on water use directly or indirectly. For example the US's department of Agriculture or Egypt's ministry of irrigation (or Ministries of water, irrigation, agriculture, etc.)	These agencies/ministries have a closer tie to water management and have greater incentive to improve stewardship. They are ideal partners for piloting as they generally have state support and access to producers.