



**AWS GLOBAL WATER
STEWARDSHIP FORUM
EDINBURGH
NOVEMBER 1-2, 2016
SUMMARY REPORT**





THE ALLIANCE FOR WATER STEWARDSHIP IS A GLOBAL MEMBERSHIP-BASED COLLABORATION.

Our members are drawn from all sectors: leading businesses, non-profits, public sector agencies and academic institutes. By connecting organizations at the forefront of collaboration on water, AWS acts as a forum to exchange learning and advance the uptake of water stewardship worldwide. This knowledge helps our members to continually refine their own stewardship practices.

The Alliance for Water Stewardship is the custodian of the AWS Standard, a globally-applicable framework for major water users to understand their water use and impacts, and to work collaboratively and transparently for sustainable water management within a catchment context.

As owners of the AWS system, our members shape the development of AWS processes, including the AWS Standard, to be responsive to the learning generated and changing nature of water challenges. By working together, we are also able to support, and draw strength from, other water initiatives and other sustainability standards pursuing compatible objectives.

AWS GLOBAL FORUM

In November 2016, we convened water stewardship practitioners and promoters in Edinburgh for the first AWS Global Water Stewardship Forum.

The Forum's Objective was to advance the integrity and coordination of water stewardship, helping to pave the way for scalable uptake and significant impact. Reflecting our current strategy the theme of the Forum was "Building Participation and Ownership; Maintaining Credibility".

Over 100 participants from more than 20 countries engaged in plenary and breakout sessions on key topics regarding water stewardship. We designed the programme in consultation with our members, with several sessions convened by AWS partners.

A full program and list of speakers is available at <http://www.awsforum2016.org/program/>.



The Forum was supported by the Scottish Government and GIZ's International Water Stewardship Program (IWaSP). AWS member Diageo kindly hosted a drinks reception for delegates at the end of Day 1.

SUMMARY OF DISCUSSIONS AND OUTCOMES FROM SESSIONS

DAY 1

The theme of the opening day of the Forum was “Understanding the role of the AWS in the global water stewardship landscape”. World leading practitioners and promoters of water stewardship discussed the evolution and impact of stewardship to date and debated the roles that stewardship actors and initiatives, including AWS, could play in advancing our shared objective of sustainable and equitable water use.

OPENING REMARKS

Welcoming participants to the Forum CEO, Adrian Sym, stressed the importance of AWS being a membership organisation comprised of partners collaborating in global and local networks, and our ambition to utilize the expertise and capacity within our membership to make AWS a powerful, global network for change.

AWS Chair, Michael Spencer, underscored progress that has been made by AWS since the launch of the first iteration of the AWS Standard in 2014 and the growing momentum behind our organisation. With water challenges increasing he emphasised that AWS needed to be able to respond by

- Provide support to scale existing stewardship collaborations
- Fostering the next generation of water stewards
- Develop the AWS organisation to achieve even greater impact

To achieve this Michael proposed three key areas for AWS to focus resources

- Improved utilisation of digital technology and knowledge sharing
- A renewed focus on communicating the benefits of stewardship
- Making the AWS Standard more accessible to small-scale farmers, producers and SMEs

IUCN-ODI: 'TAKING STOCK' OF STEWARDSHIP PRACTICE

The Forum began with a presentation from Peter Newborne of the Overseas Development Institute (ODI). In collaboration with James Dalton of IUCN, Peter has co-produced an independent assessment of the progress of stewardship titled, 'Water management and stewardship: taking stock of corporate water behaviour'. Comprised of an analysis of stewardship academic and grey literature, stewardship initiatives and platforms and 97 key informant interviews the research outlines the progress made by the stewardship community to date with recommendations on future areas of focus.

The joint IUCN and ODI report can be downloaded [here](#).

SESSIONS

Following Peter's presentation were panel and breakout sessions examining a broad range of topics including assessing the current context of water stewardship, experiences gained from implementing the AWS Standard, how to better connect local stewardship implementations with global drivers for action and how AWS and the AWS Standard can support key development processes such as the Sustainable Development Goals.

COMMON PRINCIPLES OF GOOD WATER STEWARDSHIP

- Stewardship can build trust between water users on shared catchment issues
- Executed well stewardship can link bottom up catchment issues with national policy setting
- To be effective and maintain integrity stewardship must be a multi-stakeholder process
- To claim stewardship companies must look beyond the fence to catchment collaborations
- Local public sector offices have a critical role to play in setting direction and guiding action
- Civil society organisations must be active participants not just consultees
- To gain political traction water stewardship must move from a focus on influencing the Ministry of Environment to also engaging other Ministries such as Finance and Health

EXPERIENCES FROM IMPLEMENTATION OF THE AWS STANDARD

- AWS implementers see site benefits but so far only the leading practitioners are scaling up to a catchment wide focus
- Clustering of multiple AWS implementations in one geography can help scale impacts up to catchment level by driving local collaborations
- Close engagement with the public sector can help to catalyse local collaborations and build alignment between stewardship actors
- AWS Standard can drive important benefits for workers and local communities
 - SDG relevant action on WASH and Gender in African implementations
- AWS Standard has improved corporate engagement with small-holder farm suppliers
 - Important as they often account for up to 95% of abstractions in a catchment

BENEFITS

- AWS Standard offers a neutral space to address shared local challenges
- AWS Standard and AWS local networks facilitate inclusive multi-stakeholder participation
- AWS implementations have improved sites productivity and resource efficiency
- Corporates and investors increasingly recognise the environmental limits to growth. The AWS Standard offers a systematic way for both to assess and address challenges
- AWS supporting improved water productivity resonates with development sector
 - e.g. AWS element of WAPRO project with South Asian rice farmers and cotton growers is generating important evidence to influence national water policy
- AWS work with local partners and networks is driving local to global learning

GOVERNMENTS AND WATER STEWARDSHIP

- AWS, its membership, partners and local networks can offer a platform for governments to support domestic and international development policy priorities related to water
 - Roseanna Cunningham MSP, Cabinet Secretary for Environment, Climate Change and Land Reform spoke of a strong alignment between the Scottish Government's Hydro Nation agenda and AWS
 - Both are rooted in positive engagement with multiple stakeholders and are focused on maximizing the value of water to deliver social, environmental and economic benefit
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DAY 2

On Day 2 delegates focus turned to ‘Strengthening the AWS System’. Included in this were sessions on furthering the collective understanding of how AWS can help to create more coherence in the water stewardship landscape; strengthening the AWS business case, securing the finance needed to scale up the Alliance for Water Stewardship and the opportunity for AWS to build socially robust information systems.

CREATING COHERENCE: COLLABORATION BETWEEN STEWARDSHIP INITIATIVES, STANDARD SYSTEMS AND STEWARDSHIP SUPPORTING OTHER CONCEPTS

- Water stewardship initiatives should seek to collaborate in catchments where other stewardship actors and water-related development initiatives are also active
- To further such collaborations the stewardship community of practice needs to be better at communicating who is doing what where and with whom
- Funding agencies would welcome water stewardship actors making joint approaches for projects that advance coordination and alignment between initiatives
 - e.g. potential to develop a joint theory of change
- Water stewardship shares goals with other sustainability concepts
 - the protection of water catchments is intrinsic to the High Conservation Values concept
 - stewardship and Natural Capital Accounting are highly compatible. Scotland’s whisky industry is an example of where AWS and NCA could be mutually supportive.
- AWS has begun to collaborate with other standard systems to strengthen their approach to water and to learn from their experiences of building a robust standards system

COLLATING AND ENABLING ACCESS TO SOCIALLY ROBUST INFORMATION

- There is a challenge to create meaningful knowledge using plain language
- It would be useful to facilitate people telling stories re: relationship with water
- Information Technology is not the barrier, rather it is the social processes, sensibilities and protocols for sharing
- While there is a strong appetite for developing synergies between organisations around information, AWS needs to be clear on its role in collecting / sharing credible information

WATER WITNESS INTERNATIONAL PRESENTATION: SOCIAL ACCOUNTABILITY MONITORING

During the lunchbreak of Day 2 AWS Board Member, Dr Nick Hepworth, Executive Director of international NGO Water Witness International, presented on the work they have been doing to advance the effectiveness of African public sector water institutions through social accountability monitoring (SAM). Sharing many of the same goals as water stewardship SAM uses citizen monitoring and civil-society advocacy as a means of improving sector performance, service delivery and governance. **Details on the work and approach can be found [here](#).**

STRENGTHENING THE AWS BUSINESS CASE

- Improved communications on the impacts of AWS implementations for catchments, communities, implementers and donors are important for future uptake and investment
- AWS must show funders how AWS Standard implementations support the SDGs
 - improving water security contributing to poverty reduction
 - driving uptake of WASH in operations, supply chains and communities
 - supporting action on food security and livelihoods
 - enabling climate resilience
- Messaging to corporates need to show Standard implementation has benefited businesses
 - speak in terms of productivity, costs, security, reputation
 - show AWS giving clarity and confidence where water is a major operational risk
- AWS water stewardship can be a business opportunity as well as a risk mitigation exercise
 - market growth in developing countries through WASH and improved water management
 - corporates developing datasets to show investors their standout performance on water
 - stewardship a cost effective and more impactful solution than hard engineering
- AWS secretariat should research whether introducing on-product labelling would increase consumer awareness of stewardship and demand for AWS certified goods

SUMMARY

Closing the event AWS CEO Adrian Sym recapped on the progress made to date by stewardship practitioners and by AWS. Michael Spencer, AWS Chair, was awarded the inaugural AWS Water Stewardship Prize in recognition of the ten years he has spent guiding the organisation from conception, through standard development to the end of our first era bookended by the launch of AWS Standard v1.0 in 2014 and the AWS Global Forum in 2016. Subsequent prizes will be decided through a nominations process voted on by AWS members. Recapping progress made and the lively discussions from the Forum Adrian summarised the key lessons as being:

- The water stewardship community has made great progress in 10 years
 - The AWS Forum has been a milestone event in bringing stewardship community together
 - AWS Standard is now widely recognised as a credible framework for site to catchment stewardship
 - AWS secretariat, partners and members have a central role to play in advancing the global stewardship debates, particularly in relation to water-related SDGs
 - AWS partners should continue to develop local networks that connect to a vibrant international network of AWS members sharing knowledge and best practice
 - AWS and its member water stewardship practitioners should seek to deepen engagement with the public sector at different levels, especially local government
 - The AWS Standard review process should seek to make the Standard and system more accessible to smallholder farmers and SMEs
 - AWS needs to invest in knowledge sharing platform so that information generated by AWS implementations can be adopted by other stewards, standards systems and sustainability sector actors
 - Investment in communications and the AWS brand is needed to better explain how AWS stewardship
 - supports poverty reduction and the SDGs
 - drives benefits and opportunities for corporate sites and supply chains
 - provides a neutral space for shared water challenges to be addressed by civil society, business and governments
 - The AWS Forum should be an annual event
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ANNEX: PARTICIPANT LIST

ORGANISATION	FIRST NAME	LAST NAME	POSITION/JOB TITLE
2030WRG/IFC	Anders	Berntell	Executive Director
Antea Group	Bertrand	Lemaitre	Projet director / Hydrogeologist
Aquaculture Stewardship Council (ASC)	Bas	Geerts	Standards Director
Archroma	James	Carnahan	Global Sustainability Manager
AWS	Mark	Dent	Regional Manager Southern Africa
AWS	Adrian	Sym	CEO
AWS	Richard	Robertson	Technical Manager
AWS North America	Matt	Howard	Director
Azao	Mickael	Clement	General manager
BASF SE	Brigitte	Dittrich-Kraemer	Sustainability Strategy
Bayer AG	Kianga	Schmuck	Project Manager
Better Cotton Initiative (BCI)	Damien	Sanfilippo	Director Standards and Assurance
CARE USA / AWS	Kemi	Seesink	Global Policy and Advocacy Director
CDP	Morgan	Gillespy	Head of Water
Central Solutions	Ken	Stockil	Director
Change Agency / AWS	Barry	Clarke	Director
Chevron	Pawel	Konzal	Special Advisor
Council of Great Lakes Industries	Dale	Phenicie	Projects and Technical Director
CREW/The James Hutton Institute	Nikki	Dodd	CREW Project Manager
CREW/The James Hutton Institute	Emily	Hastings	CREW Project Manager
CREW/The James Hutton Institute	Richard	Allan	CREW Manager
DEG	Jens	Hoenerhoff	Senior Specialist
Deloitte Sustainability	Sarah	Lockwood	Consultant Sustainability
DFID	Jane	Petty	Water Resource Adviser
DHI	Jørn	Rasmussen	VP Industry
Diageo	Michael	Alexander	Head of Water, Environment & Agriculture
Dryden Aqua	Howard	Dryden	Chairman
Easton Consult SPRL	Peter	Easton	Director / consultant
Ecolab	Geoff	Townsend	Industry Fellow
Ecometrica	Bertil	Abbing	Head of UK Sustainability Analysts
Edeka	Andre	Boeckler	Project Supervisor Sustainable Sourcing
EWP	Sergiy	Moroz	Policy Director
Exova BM TRADA	Alasdair	McGregor	Technical Manager
First Climate Markets AG	Fabian	Bamberg	Senior Portfolio Manager
FMO	Mikkel	Kallesoe	Senior Sustainability Advisor

ANNEX: PARTICIPANT LIST - CONTINUED

ORGANISATION	FIRST NAME	LAST NAME	POSITION/JOB TITLE
GIZ International Water Stewardship Programme	Philip	Beetlestone	Water Stewardship and Governance Advisor
GIZ International Water Stewardship Programme	Andre	Lammerding	Head of IWaSP
GIZ International Water Stewardship Programme	Jan	Verweyen	Private Sector Liaison Officer
Glasgow University	Susan	Foster	Student
GlaxoSmithKline	Rebecca	de Leeuwe	Sustainability Manager
Global Water Partnership (GWP)	Nicolas	Delaunay	Resource Mobilisation and Partnership Manager
Golf Environment Organization	Jonathan	Smith	CEO
Good Stuff International / AWS	Derk	Kuiper	Managing Director
Good Stuff International / AWS	Erika	Zarate Torres	Regional Director
Good Stuff International / AWS	Alex	Fernandez Poulussen	Associate
HELVETAS Swiss Intercooperation	Sophie	Nguyen Khoa	Senior Advisor Water for Food
HELVETAS Swiss Intercooperation	Stefanie	Kaegi	Advisor Sustainable Agriculture and Value Chains
Highlands and Islands Enterprise	Diane	Duncan	Head of Low Carbon and Water Technologies
IDH	Joost	Oorthuizen	CEO
Independent Consultant	Amy	Herod	Water Resources Expert
IPIECA	Ruth	Romer	Senior Manager Environment
ISEAL Alliance	Helen	Ireland	Senior Innovations Manager
ITC Ltd	Sanjib	Bezbaroa	Executive Vice President
James Hutton Institute	Derek	Stewart	Enhancing Crop Productivity & Utilisation Research Theme Leader
Kesko Corporation	Minna	Saari	Environmental Specialist
Mars	Jos	van Oostrum	Global Senior Sustainable Sourcing Manager
MARS	Ian	Knight	Sustainability Manager
Martin Currie Investment Management Ltd	David	Sheasby	Head of Governance and Sustainability
Nestlé	Carlo	Galli	Technical Manager Water Resources
Nestle Waters	Francois	Negro	Water resources and environment manager
Nestlé Waters Management & Technology	Cedric	Egger	Corp. Water Resources Manager
Netherlands Enterprise Agency RVO	Thirza	Bronner	Sr Programme Advisor Public Private Partnerships

ANNEX: PARTICIPANT LIST - CONTINUED

ORGANISATION	FIRST NAME	LAST NAME	POSITION/JOB TITLE
Olam	Chris	Brown	VP - Corporate Responsibility & Sustainability
Overseas Development Institute-ODI	Peter	Newborne	Research Associate
Pacific Institute / CEO Water Mandate	Jason	Morrison	President
Partnerships in Practice	Ken	Caplan	Director
Philip Morris International	Claudia	Berardi	Manager Agricultural Programs
Philip Morris International	Andrew	Harrop	Lead for Environmental Sustainability
Quantis	Jean-Baptiste	Bayart	Analyst
Scotch Whisky Association	Morag	Garden	Head of Sustainability and Innovation
Scottish Forum on Natural Capital	Jonathan	Hughes	Chair
Scottish Forum on Natural Capital	Mike	Elm	Project Officer
Scottish Government	Roseanna	Cunningham MSP	Cabinet Secretary for Environment, Climate Change and Land Reform
Scottish Government	Jon	Rathjen	Team Leader - Water Industry
Scottish Government	Penny	George	Development Manager
Scottish Water	Mark	Williams	Head of Environmental Science & Regulation
SGS	Francesca	Cerchia	Global Product Manager
South Pole Group	Tilmann	Silber	Practice Leader Sustainability Action & Water
Standard Life Investments	Andrew	Mason	Analyst
Swiss Agency for Development and Cooperation	Johan	Gély	Chef Division Global Programme Water
The Nature Conservancy	Lisa	Kushner	Corporate Engagement Advisor, Water
The Pinero Group LLC	Edwin	Pinero	President
The Water Council	Dean	Amhaus	CEO & President
Trucost PLC	Beth	Burks	Research Analyst
TU Berlin	Markus	Berger	Senior Researcher
University of Cambridge	Therese	Rudebeck	Student
University of Exeter	Max	Hubbard	PhD Student
University of Oxford	Dustin	Garrick	Lecturer & Research
University of St Andrews	Shona	Russell	Lecturer
Volunteer	Nancy	Chawawa	Volunteer
Volunteer	Jannette	MacDonald	Volunteer
Water Footprint Network	Ruth	Mathews	Executive Director
Water Stewardship Australia / AWS	Michael	Spencer	AWS Chair

ANNEX: PARTICIPANT LIST - CONTINUED

ORGANISATION	FIRST NAME	LAST NAME	POSITION/JOB TITLE
Water Stewardship Australia / AWS	Zhenzhen	Xu	Asia Pacific Programme Manager
Water Witness International	Robbie	Sage	International Programme Assistant
Water Witness International	Tyler	Farrow	International Programme Officer
Water Witness International / AWS	Nick	Hepworth	Executive Director
Water Witness International / AWS	Scott	McCready	Chief Strategy Officer
WaterAid	Stephanie	Lyons	Policy Analyst
WaterAid	Lisa	Greenlee	Director of Strategic Partnerships
WaterAid Scotland	Helen	Anderson	Country Representative
WaterStewardship Australia	Jason	Alexandra	Director
WBCSD	Tatiana	Fedotova	Head of Water
Women for Water Partnership	Leshia	Witmer	Consultant / Steering Committee Member
Woolworths	Kirsten	Sims	Good Business Journey Analyst
WWF	Stuart	Orr	Practice Lead, Water
WWF Germany	Philipp	Wagnitz	Officer Freshwater Resources
WWF Germany	Johannes	Schmiester	Project Manager
WWF International / AWS	Alexis	Morgan	Water Stewardship Specialist
WWF-UK	Brigitte	Alarcon	Senior Corporate Partnership Manager
WWF-UK	Sarah	Wade	Water Stewardship Officer
WWF-UK	Lucy	Lee	Water Stewardship Manager
WWF-US	Nicole	Tanner	Sr. Specialist, Water Stewardship