



Convene and create opportunities for multi-stakeholder dialogue. Develop water stewardship awareness and leadership.

Develop and manage AWS Standard, Assurance, Claims and Training.

Design and run AWS Monitoring and Evaluation system for impact, knowledge and learning.

Create communications as tools to drive knowledge, learning and AWS Standard implementation. Grow membership and brand.

THEORY OF CHANGE

ENABLERS
Membership, Training, Capacity Building

AWS, Members, Consultants, CABs, Trainers, Professionally Credentialed Individuals, Other Standard Systems, Supply Chain owners.

AWS provides access to knowledge, learning and peer network. Membership grows. Training fosters a community of practice.

AWS collaborates and commissions impact research. Evidence base grows. Benefits of water stewardship are shared more widely.

AWS Alliance strengthens, grows and facilitates scaling up impact by implementers and influencers.

Economic, social, cultural and environmental value at system levels is created.

IMPLEMENTERS
Standard implementation, Assurance, Claims and Labelling, Supply chains

MNCs, SMEs, Micro-enterprises, Industry Associations engage in water stewardship.

Implementation and certification of AWS Standard at site level drives water stewardship practice improvements.

Implementation of AWS Standard at catchment level; contributes to successful shared water challenges.



Socially and culturally equitable; economically beneficial; environmentally sustainable use of water at site and catchment levels is created.

INFLUENCERS
Awareness Raising, Collaboration

AWS, companies and Civil Society Orgs promote water stewardship to governments and financial institutions.

Governments develop AWS policy and fiscal incentives; Financial Institutions develop AWS investment safeguards.

Supportive water stewardship policy environment grows; AWS Standard explicitly referenced in legislation and financial institution safeguard/lending policies.

Governments use AWS certification to deliver on SDGs and WASH; AWS certificate holders receive preferential access to finance.

Governments and Financial Institutions mainstream AWS certification in their policies and this facilitates scaling up impacts by implementers and enablers.

AWS MISSION
We ignite and nurture global and local leadership in credible water stewardship that recognises and secures the social, cultural, environmental and economic value of water.

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

INTERVENTIONS OUTPUTS OUTCOMES IMPACTS