

# INTERNATIONAL WATER STEWARDSHIP STANDARD WORLDWIDE LAUNCH

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VERSION 2.0  
22.03.19

Thank you for joining, our webinar will begin shortly

# OVERVIEW



This webinar will cover:

- An update on AWS around the world
- A description of the new AWS Standard
- Opportunities for further engagement with AWS
- Question & Answer session

Key messages we want you to take from this:

- **Impact:** consultation showed the AWS Standard works, so the new Standard is an improvement on something with an already-proven track record
- **Ease of use:** the AWS Standard has been made easier to use based on the experience of users of Version 1.0

# THE ALLIANCE FOR WATER STEWARDSHIP (AWS)



- AWS is a global membership alliance of **business, civil society** and **public sector**
- We unite behind a shared definition and a common approach to robust, independently verifiable water stewardship: the AWS Standard
- The AWS Standard is already being implemented at hundreds of sites around the world

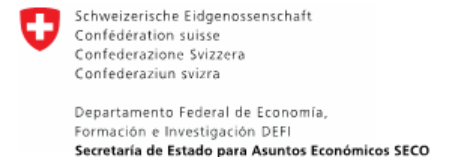
***“Water stewardship is the use of water that is socially and culturally equitable, environmentally sustainable and economically beneficial, achieved through a stakeholder inclusive process that involves site and catchment based actions”***

**AWS definition of Water Stewardship**

# AWS: A MULTI-STAKEHOLDER MEMBERSHIP ALLIANCE



- Our membership is made up of business, civil society and the public sector
- AWS is governed by our members through:
  - Member nomination to and voting on representation on the AWS Board and Technical Committee
  - Member input on the future direction of AWS
  - Opportunity to input on new topics for consideration by AWS and its members



# AWS: A GLOBAL NETWORK GROUNDED IN LOCAL EXPERTISE



AWS International acts as the Secretariat for the global system, and is the custodian of the AWS Standard and its related processes.

There are AWS Regional Partners and Regional Coordinators in:

- **Africa:** supported by Water Witness International
- **Asia Pacific:** offices in Australia, China and Indonesia
- **North America:** office in Wisconsin, USA
- **South Asia:** offices in India and Pakistan

We also have AWS Service Providers who support AWS implementation globally.

# THE AWS STANDARD

- First launched in 2014
- Is responsive to site and catchment context
- Takes users on a journey to understand site and catchment water risks, and then act
- Is supported by third party verification to enable certified sites to make credible claims

## **Since the AWS Standard 1.0 was launched:**

- Hundreds of sites around the world are implementing the Standard
- Membership was introduced in 2016, and there are now over 120 members globally
- There have been corporate commitments to the AWS Standard from:  
Coca-Cola Hellenic, EDEKA, Nestlé Waters and PMI
- The Standard is being used by stakeholders from agriculture, food and beverage production, manufacturing, microelectronics, textiles and many more sectors

# USERS TELL US THE BENEFITS OF USING THE AWS STANDARD ARE:



## Site:

- Increase efficiencies
- Enable risk mitigation
- Grow staff capacity & motivation
- Strengthen stakeholder relationships
- Build and grow community trust

## Catchment:

- Improve local water quality and availability
- Protects socially and culturally important water-related areas
- Drives local collaboration
- Supports knowledge sharing
- Strengthens multi-stakeholder governance

## Corporate:

- Understand sites' risks
- Common approach across whole business
- Credible independently verifiable claims
- Contribute to CDP & other disclosures
- Support CSR activities
- Reinforces brand credentials



# THE AWS STANDARD V2.0

THE AWS STANDARD FRAMEWORK  
IS BUILT AROUND FIVE STEPS:

1. GATHER AND UNDERSTAND
2. COMMIT AND PLAN
3. IMPLEMENT
4. EVALUATE
5. COMMUNICATE AND DISCLOSE



IMPLEMENTATION OF THE STANDARD  
IS INTENDED TO ACHIEVE FIVE MAIN  
OUTCOMES FOR THE SITE AND ITS  
DEFINED PHYSICAL SCOPE:

-  **GOOD WATER GOVERNANCE**
-  **SUSTAINABLE WATER BALANCE**
-  **GOOD WATER QUALITY STATUS**
-  **IMPORTANT WATER-RELATED AREAS**
-  **SAFE WATER, SANITATION AND HYGIENE FOR ALL (WASH)**



# WHY DID WE UPDATE THE STANDARD?



- Updating voluntary sustainability standards is vital to keep them up to date and relevant
- AWS is accredited by ISEAL, the global membership association for credible sustainability standards
- We follow ISEAL's standard setting principles and requirements, which require us to review the AWS International Water Stewardship Standard (AWS Standard) at least every five years
- A survey of implementers indicated that Version 1.0 would benefit from review and revision

# THE REVISION PROCESS

Undertaken by AWS Technical Committee, a group of experts from Civil Society, Private Sector and Public Sector, nominated and voted on by AWS Members

## **Process:**

- AWS publicly announced it intended to revise Version 1.0
- Multiple consultation cycles held between 2017 and 2018
- Comments were reviewed by the AWS Technical Committee
- Comments accepted by the Technical Committee were incorporated into subsequent drafts, which were sent out for further consultation
- Decisions on all comments received are posted on the AWS website
- The final draft was balloted with members and was overwhelmingly approved in early 2019

# KEY CHANGES TO THE AWS STANDARD

“Evolution, not revolution...”

Overall, the changes that have been made from Version 1 to Version 2 are minimal: feedback from existing implementers was that Version 1 was working well, but required some updating and refinement.

The key changes are:

- Separating the document into parts
  - The Standard now sits separately from the Guidance
- Going from 6 Steps to 5 Steps
- Safe Water, Sanitation, and Hygiene (WASH) for All as a fifth outcome
- Improvements and adjustments to Criteria and Indicators
- Updating some key definitions

# SEPARATION OF PARTS



- Version 1.0 had requirements, Guidance, Glossary, and Scoring in one document
- Version 2.0 is now 3 documents:
  1. Requirements and Glossary
  2. General Guidance
  3. The Scoring Rubric
- Separating the documents this way:
  - Keeps the criteria and indicators alone in one document
  - Allows the Guidance to be updated more frequently and smoothly than would be allowed if it were part of the Standard
  - The Scoring Rubric addresses levels for Core, Gold, Platinum and thresholds can be changed in the future without needing to change Criteria or Indicators
- Makes the system more efficient, responsive to adapting to lessons learned and more impactful!

## SIX STEPS TO FIVE STEPS

- To make the Standard more streamlined and logical in terms of process, we integrated some steps
- Feedback from implementers indicated this reflects reality
- This change consolidates but does not eliminate the basic requirements from Version 1.0
- It reduces redundancy
- Improves efficiency of Criteria and Indicators
- Puts Commitment after Gather and Understand; allows more informed commitments



# ADDING WASH AS THE FIFTH OUTCOME



**SAFE WATER,  
SANITATION  
AND HYGIENE  
FOR ALL (WASH)**

- Version 1.0 predated the UN Sustainable Development Goals (launched in 2015)
- AWS wanted the new Standard to be better aligned with relevant SDGs
- WASH is a key component of good water stewardship
- Members balloted and approved WASH as an outcome
- Criteria and Indictors adapted and some added to address WASH consistently throughout
- No expectation that users must construct WASH facilities or provide WASH services for the entire catchment

# IMPROVED CRITERIA AND INDICATORS

- Introduced language around ‘necessary actions’
- Criteria are now more clearly assigned to Outcomes
  - Each criteria has symbols for the outcomes it supports
- Indicators are more consistent across Criteria
- Clearer instruction on which actions need to be taken by the site, or the site’s catchment, or the site’s catchments of origin of primary inputs
- WASH Criteria and Indicators strengthened through new fifth Outcome
  - Core obligations under WASH have not changed from Version 1.0 to Version 2.0
- Scoring for Gold and Platinum now applies to specific Indicators and not Criteria



## KEY DEFINITIONS UPDATED

- More clarity and detail added to definition of "catchment"
  - Clarified site's catchment vs primary input catchment of origin
- Better defined Best Practices
  - Allows more flexibility where a widely accepted best practice is not available
  - Allows sites to show that they are working towards best practice, then receive additional points when they achieve best practice
- Removed terms that were either not used, or where the generally used definition suffices

## NEW APPROACH TO THE GENERAL GUIDANCE

- Separate from main Standard and now structured around Indicators
- There is a six month "input period" (March to September)
- General Guidance will focus on providing information on how to conform to Criteria and Indicators
- Contains special sections on Stakeholder Engagement, Catchments, and Important Water Related Areas
- Over time will reference regional, sectoral and topical guidance developed by AWS and others, such as:
  - Sectoral: Ag, Food & Bev, Textiles, Microelectronics
  - Topical: WASH, Groundwater, Stakeholder Engagement
- Members and implementers are encouraged to propose and lead on development of guidance that supports their needs

## TRANSITION PERIOD

- March 22<sup>nd</sup> 2019: AWS Standard v2.0 officially launched
- May 2019 to 21 March 2020: sites can use v1.0 or v2.0 for audit but must undergo a gap analysis between the two versions
- From 22<sup>nd</sup> March 2020 onwards: All sites must be audited against v2.0.

Sites have the following timescales to close out non-conformities up until 22<sup>nd</sup> March 2020:

- **First certifications:** 3 months (90 days)
- **Existing certificate holders:** up to 12 months until March 2020 (3 months if recertifying against v1.0 and 12 months if certifying against v2.0)
- From 22<sup>nd</sup> March 2020, sites have 3 months to close out non-conformities against v2.0

EWS certified sites can follow the same transition arrangements as existing AWS certificate holders.

# LOOKING AHEAD



- Launch of the AWS Global Strategy 2019 to 2021:
  - Focused on strengthening the **influence** of AWS, increasing **inclusion** in water stewardship and growing our **impact**
  - Aims to grow AWS capacity in Europe, Latin America and MENA
  - Concentrating our activities within four priority sectors: **agriculture, food and beverage, microelectronics and textiles**
- Develop new partnerships and projects that build water stewardship knowledge
- Collaborate with AWS Members globally on opportunities
- Introduction of the AWS on-product claims / certification mark
- Development and rollout of AWS Professional Credentialing system in 2020
- Development and implementation of AWS Monitoring and Evaluation system

# ANY QUESTIONS FOR US?

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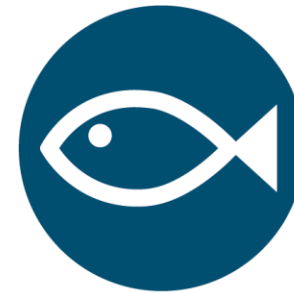
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## RECOMMENDED ACTIONS FOR YOU

### 1. Connect with our regular communications channels

- sign up for our newsletter via [a4ws.org](https://a4ws.org)
- join our LinkedIn group
- follow us on twitter

### 2. Arrange a call via [info@a4ws.org](mailto:info@a4ws.org) to discuss

- Joining AWS as a member
- Getting trained in V2.0
- Sharing information on V2.0 with your stakeholders and clients
- How partnering with AWS can support your strategic objectives