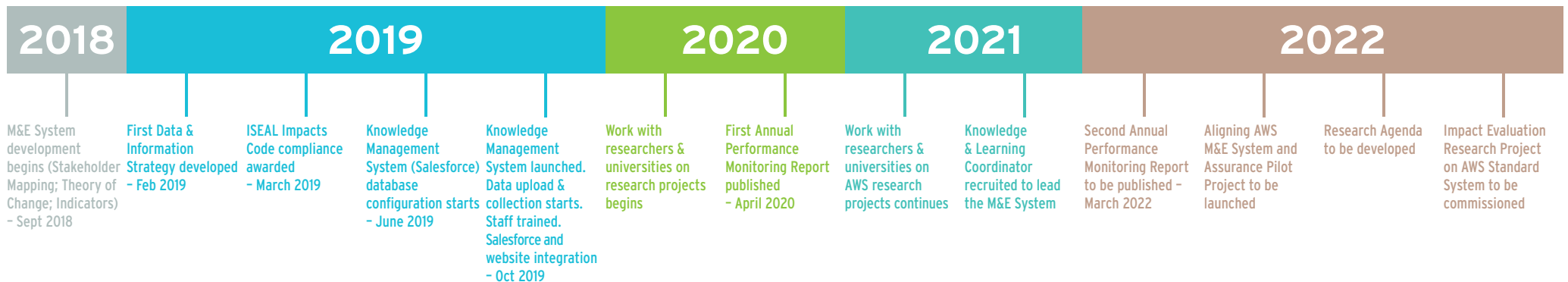


TIMELINE

MEASURING IMPACT OF THE AWS STANDARD SYSTEM



WHAT DO WE MEAN BY IMPACT?

AWS is ISEAL Code Compliant. Our system has been independently evaluated against ISEAL's Codes of Good Practice – a globally recognised framework for effective, credible sustainability systems (More information available at isealalliance.org). As such, AWS defines impact very specifically as positive and negative long-term effects resulting from the implementation of a standards system, either directly or indirectly, intended or unintended.

WHAT IS A M&E SYSTEM?

A Monitoring and Evaluation (M&E) system is an ongoing process through which AWS draws conclusions about its contribution to its five intended outcomes and impacts. It consists of a set of interconnected functions, processes, and activities, including systematic collection of monitoring data on specified indicators and the implementation of outcome and impact evaluations.

WHY DEVELOP A M&E SYSTEM?

AWS developed its M&E System to track performance against its mission and to begin to understand and learn about the impacts it is having in the world. The M&E System is intended to help AWS improve its effectiveness, build capacity, inform strategy, be accountable to its stakeholders and ensure credibility.

AWS is careful about communicating data and aims to do it in a simple and clear way. AWS ensures that claims made in reports or statements that it issues about the outcomes and impacts of the standard system are accurate and linked to actual findings and conclusions from performance monitoring or outcome and impact evaluations.

Development of the AWS M&E System began in 2018, following years of AWS Standard System development. With the release of the AWS Standard V2.0 in March 2019 and launch of the new Knowledge Management Salesforce System in October 2019, AWS started to collect M&E indicator data at the Standard System Level, Site Level and Catchment Level to show how good water stewardship practices can drive change.

As we collect an increasing amount of data year-on-year, we will publish annual Performance Monitoring Reports and evaluation studies will be carried out to identify impacts. AWS will update the website regularly and keep stakeholders informed of this growing body of progress and learnings.

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