

TIMELINE

MEASURING IMPACT OF THE AWS STANDARD SYSTEM



2019	2020	2021	2022	2023					
ISEAL Impacts Code compliance awarded – March 2019	Knowledge Management System launched, data collection and upload to Salesforce Database started	Work with researchers and universities on research projects begins	Work with researchers and universities on AWS research projects continues	First Annual Performance Monitoring Report published – May 2021	2021 Annual Performance Monitoring Report published – March 2022	Aligning AWS M&E System and Assurance Pilot Project launched – September 2022	AWS Research Agenda published – March 2023	2022 Annual Performance Monitoring Report published – May 2023	Impact Evaluation Research Project on AWS Standard System to be commissioned – Q3 2023

WHAT DO WE MEAN BY IMPACT?

The Alliance for Water Stewardship (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 (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.

AWS is careful about communicating data and information and aims to do it in a simple and clear way. AWS ensures that claims made in reports or statements that it issues about any outcomes and/or impacts of the AWS Standard System are accurate, and linked to data and conclusions from performance monitoring or outcome and impact evaluations.

WHAT IS OUR M&E SYSTEM?

Our 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. The M&E System is underpinned by the ISEAL Credibility principles of sustainability, improvement, rigour, transparency and truthfulness.

Development of the AWS M&E System began in 2018, following years of AWS Standard System development. Since 2019, AWS has collected M&E indicator data at the Standard System Level, Site Level and Catchment Level (see our M&E Indicator Framework Summary for more information).

WHY DEVELOP A M&E SYSTEM?

AWS developed its M&E System to track performance against its mission and to begin to understand the effect it is having on the world. The M&E System is intended to help AWS evaluate and improve its effectiveness, including with regard to the structure and functioning of the standard system. It also enables AWS to be accountable to its stakeholders and ensure credibility via the provision of clear and verifiable information.

We publish annual Performance Monitoring Reports to provide indications of the extent to which outputs and outcomes are being achieved. Outcome and impact evaluations will also be carried out to identify short-, medium- and long-term effects of the implementation of the AWS Standard System. As part of the M&E System, AWS employs mechanisms to ensure the quality of performance monitoring data and of outcome and impact evaluations. We update our website regularly and keep stakeholders informed of this growing body of data and learnings.

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