

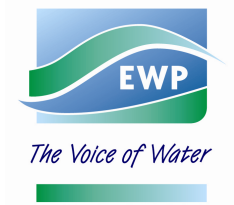
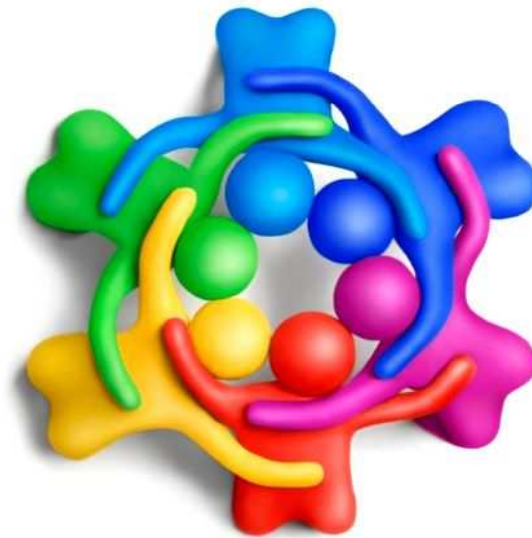
Joint Solutions for Water Stewardship in Europe

SAI, Geneva, 6th July 2010



EWP diversified cooperation

- Members
- Strategic Partners
- Module Partners
- Institutional partners





EWP diversified cooperation

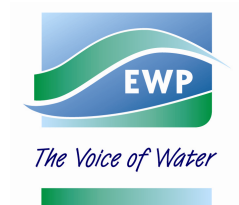
– Aquawareness Strategic Partners



– Water Stewardship Partners



Sponsored by

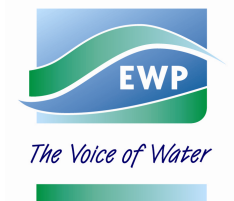


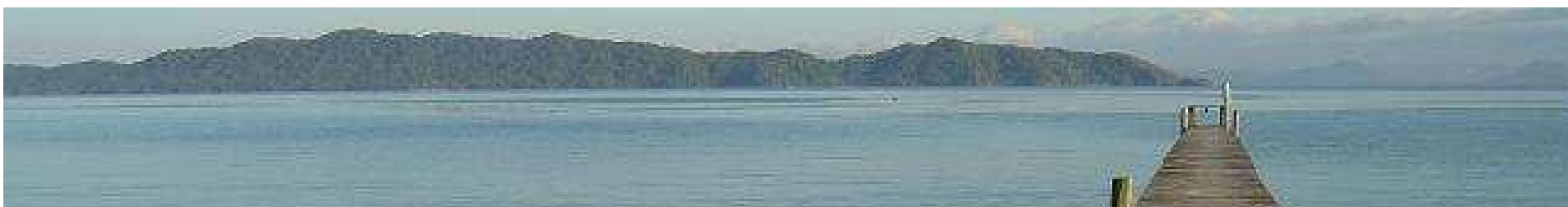


European Water Partnership

“Independent and value based non-profit organization structured as an open and inclusive member association”

**The ultimate goal of the EWP
is to elaborate strategies and implement
concrete actions to achieve
the objectives of the
Water Vision for Europe.**





Usual Approach in Water Problems

Water Accountancy (LCA, Water Footprinting, etc.)

Advantage

- Starts discussion to reflect water (use)
- Elucidates potential water risks in production and supply chain

Gaps

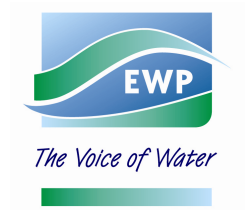
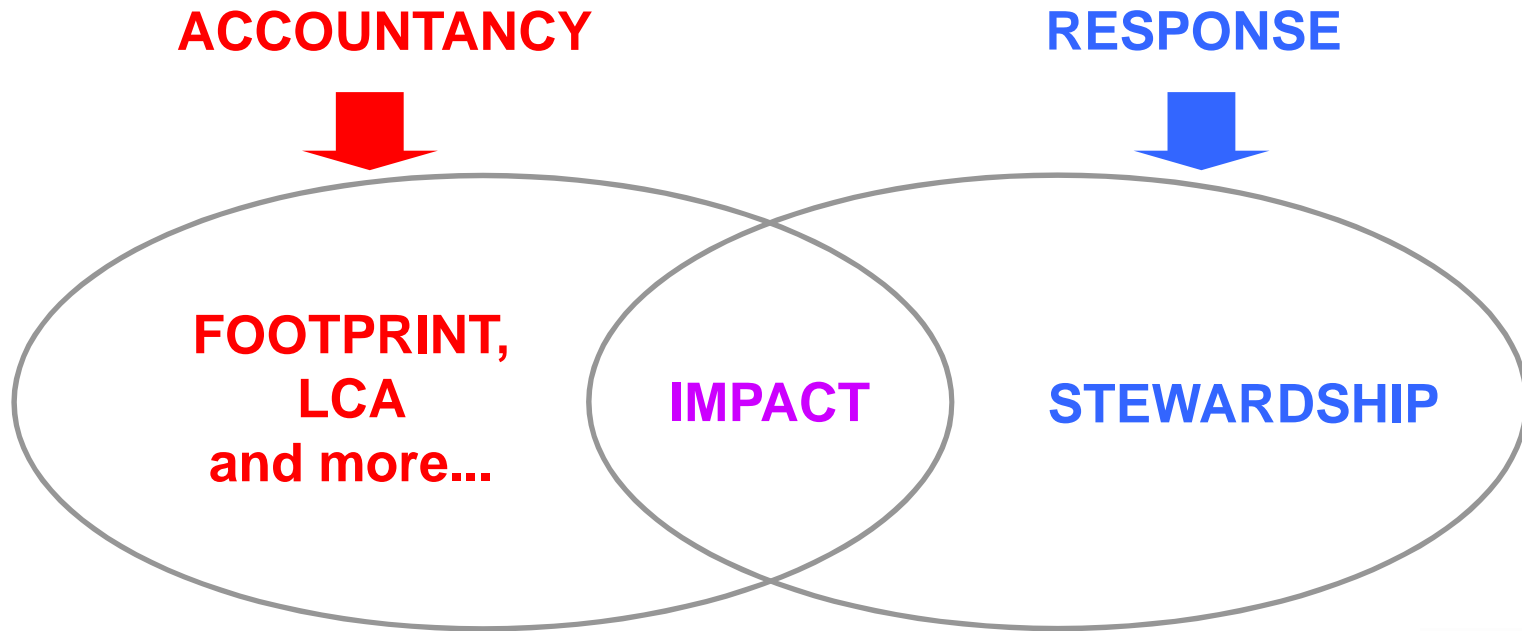
- Volume is not appropriate to judge water use impacts
- Weak methodology for water quality/ water pollution

Potential Danger

- Water benchmarking of products
- Wrong conclusions for products from “green-water systems” e.g. from rain-fed farming
- Masking the real problem: pollution e.g. by pesticides



EWP Stewardship Approach





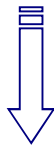
What is necessary to achieve Sustainable Water Use?

We need to tackle Water Management one step further

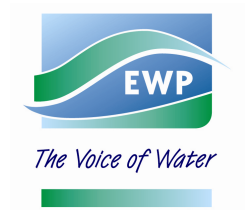
Volume  Impact  **RESPONSE**

RESPONSE throughout:

- Guidance
- Positive Incentives
- Fines / Penalties (regulations / pricing / law)



Together in the same direction





Challenges towards the Sustainable Water Use

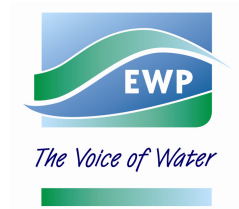
- Geographical Impact
- Simplify the Communication
- Harmonization of Sectors



Avoid oversimplification but achieve pragmatic implementable approach

EWP Water Stewardship Process

- Involve Social and Economic aspects
- Global system based on regional / local assessment





Role of Water Stewardship

Provide a tool to change behavior towards Sustainable Water Management

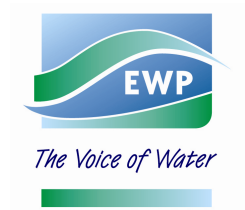
- Sustain legal processes
- Initiate private actions by providing guidance and positive incentives

Voluntary scheme for water users

- Definition of Sustainable Water Management (SWM)
- Objective scheme to assess the sustainability
- Communicate the achievements on SWM

Application levels

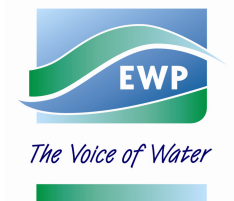
- Across Sectors
- Global / Regional (Europe)





Benefits of Water Stewardship

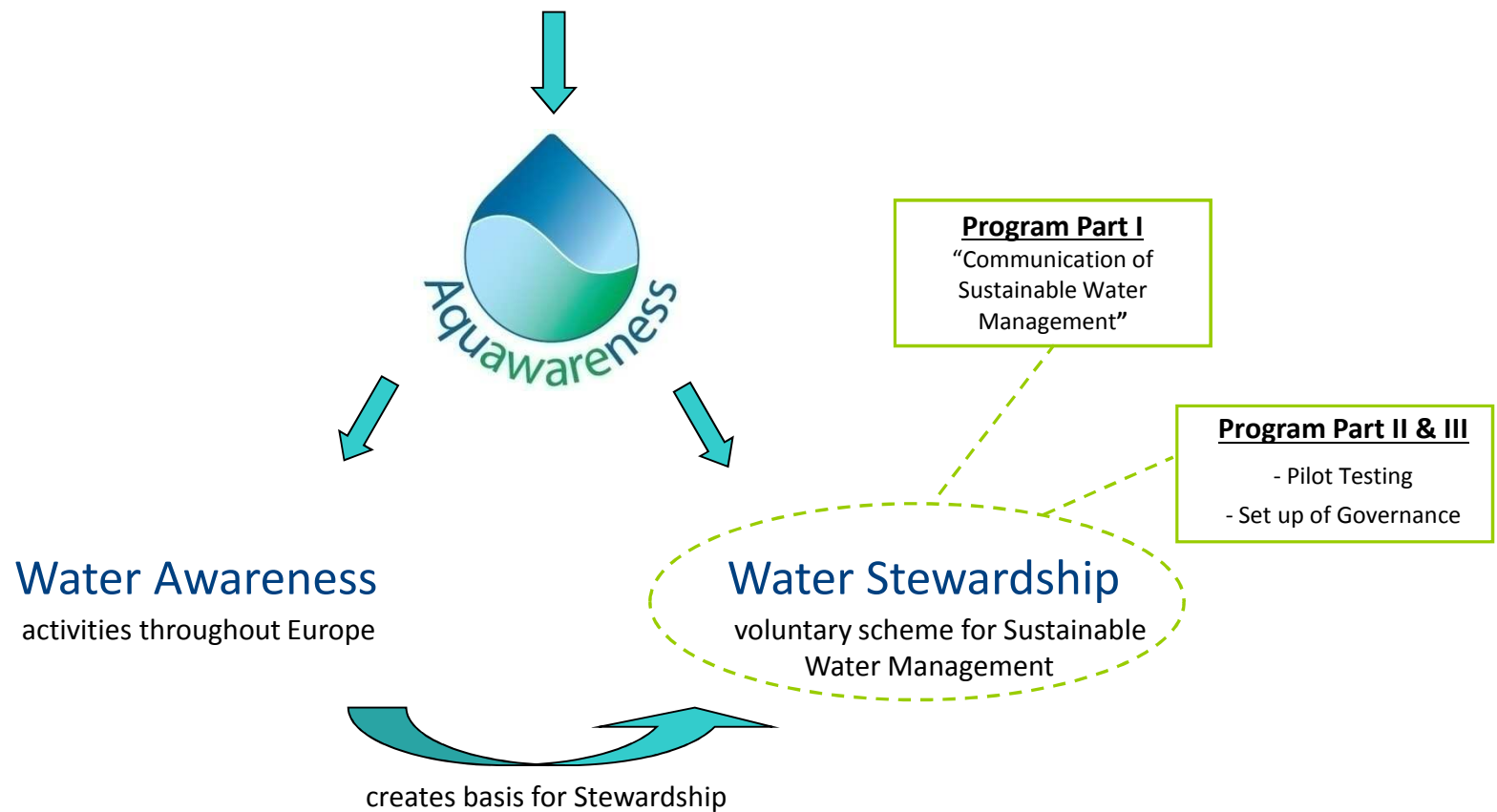
- **Secure the natural resource** and long-term availability of water
- **Provide guidance** to manage and **respond to operational water risks**
- **Raise the efficiency of water use** and the **economic benefit**
- **Generate public acceptance** of production sites and business sectors
- **Create competitive advantage** for practical leaders of SWM
- **Assist communication** towards investors, for application subsidies, customers and within supply chain
- **Give positive incentives** for other operators in the sector

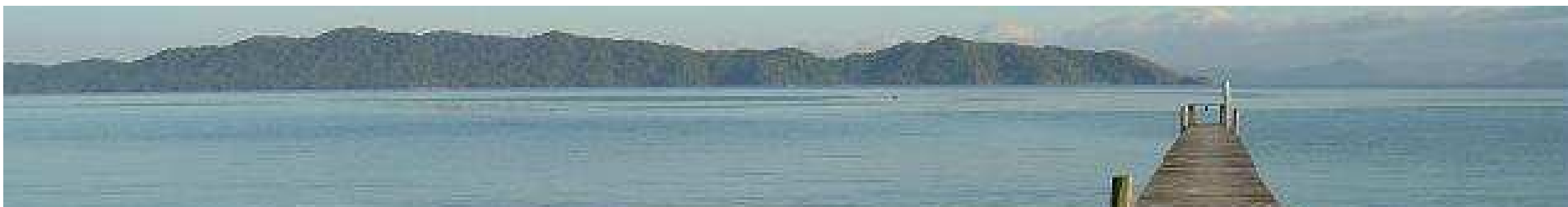




Water Vision for Europe

guidance to joint actions and project setting





Deliverables of the Stewardship Program

Phase I – Development of a guidance / standard document

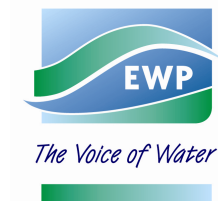
- Set of Principles / Criteria / Indicators to define and assess SWM
- Evaluating appropriate assessment and communication tools

Phase II – Validation of the guidance / standard in pilot studies

- Technical approval of the draft standard
- On-site evaluation of referring assessment schemes
- Outlining suitable branding of SWM

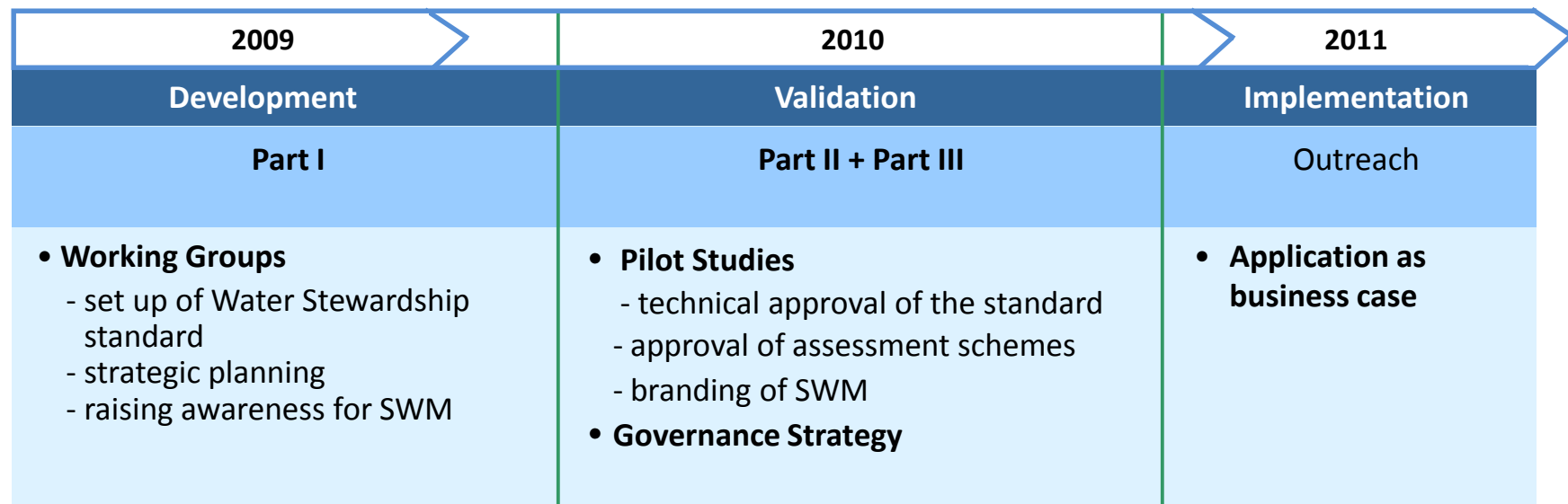
Phase III – Implementation of the voluntary system

- Implementation as voluntary, publically available assessment system in agriculture, industry, tourism and urban areas





EWP Water Stewardship program



May

November

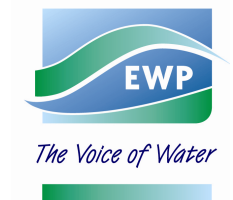
Stewardship Event
 -> Presentation of:

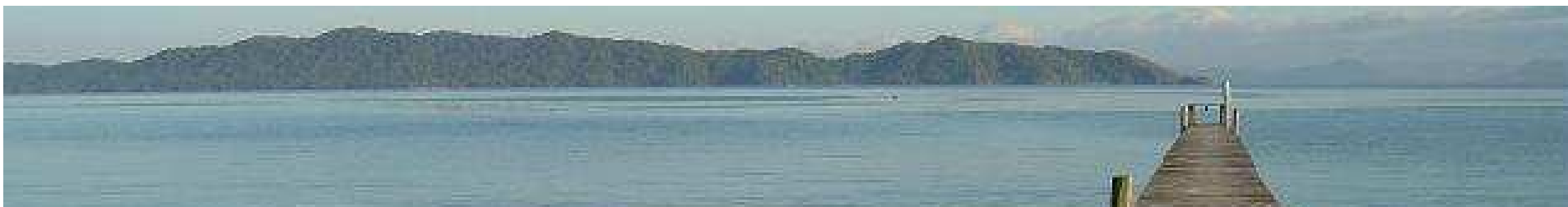
- Standard and Guideline
- Assessment tools
- Communication proposals

-> Introduction of pilots

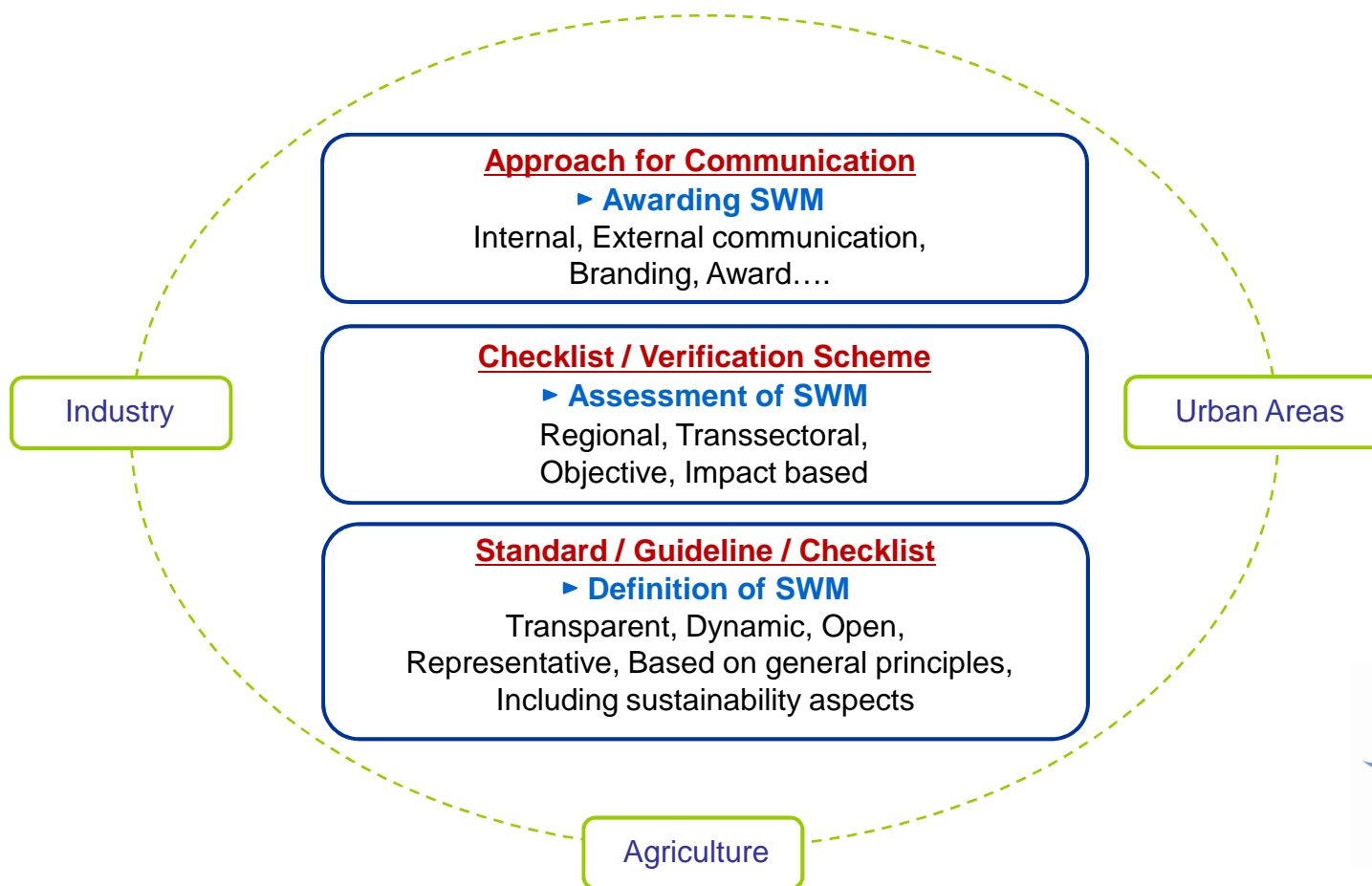
EWP Conference
 -> Launch of Standard /Guidance document

- Ready-to-implement Water Stewardship standard / guideline for water use



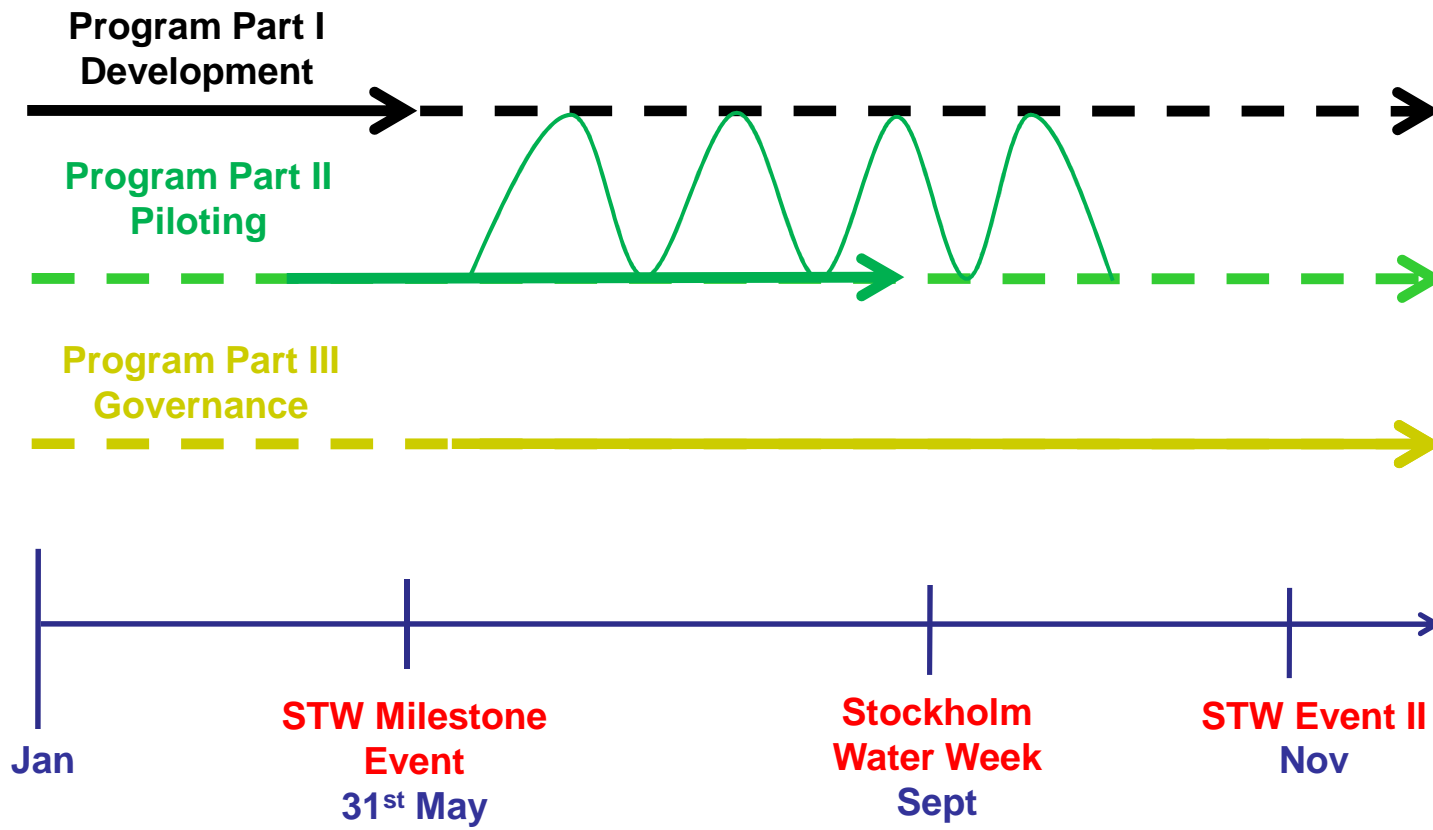


Project Part I Deliverables





Activity lines in 2010





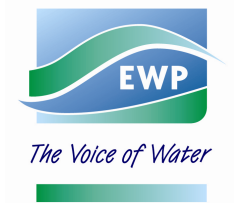
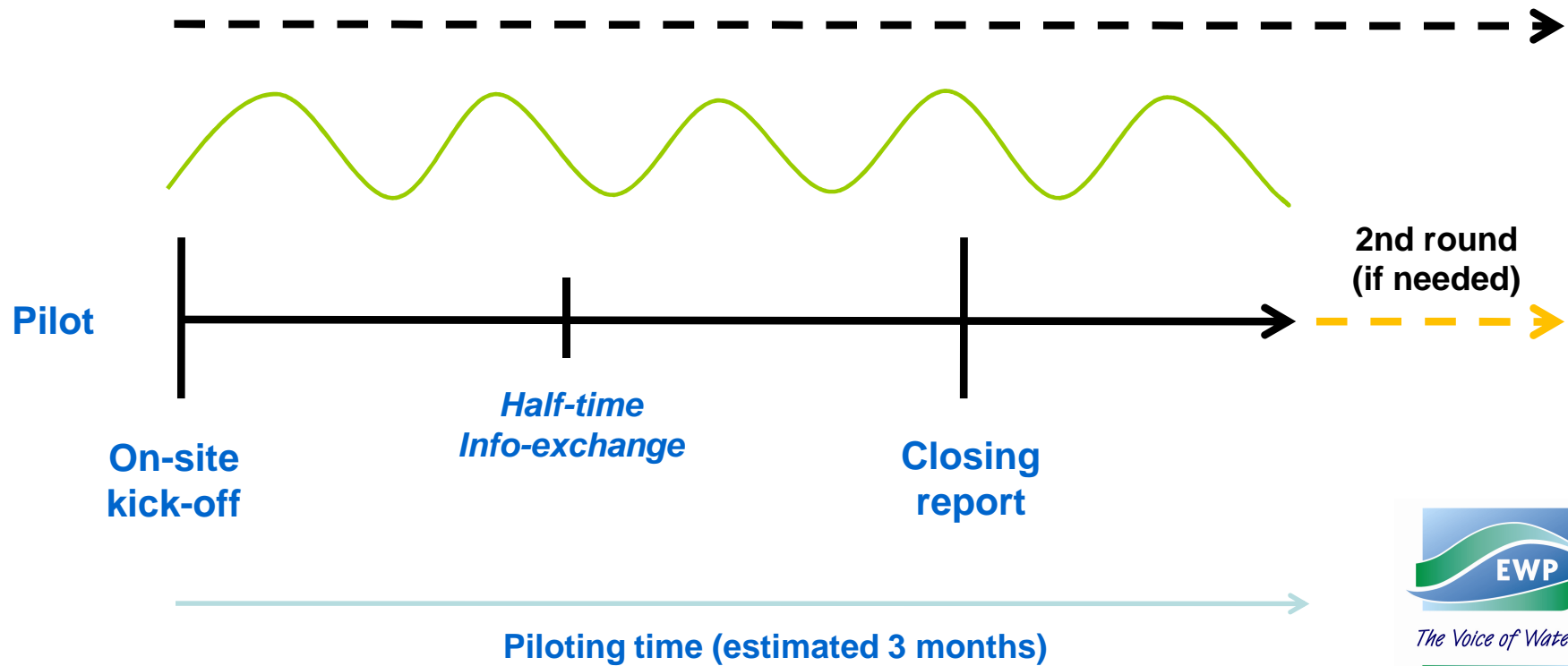
Aims of Pilot Studies

- Gain better **understanding of the practical impacts of draft standards** at an early stage of development
- **Encourage active involvement of water managers**, organizations, certification bodies
- **Test the comprehension and applicability** of the standard including the referring guideline
- **Receive feedback** from future standard-users on the proposed assessment schemes and communication tools



Strategy of Piloting Process

Standard Development





Thank you for your attention!

