

European Water Stewardship Program Milestone Event

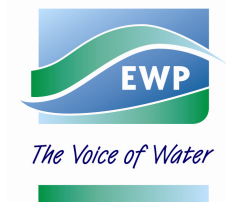
Brussels, 31st May 2010

Fritz Barth, Sabine von Wirén-Lehr



Milestone Event

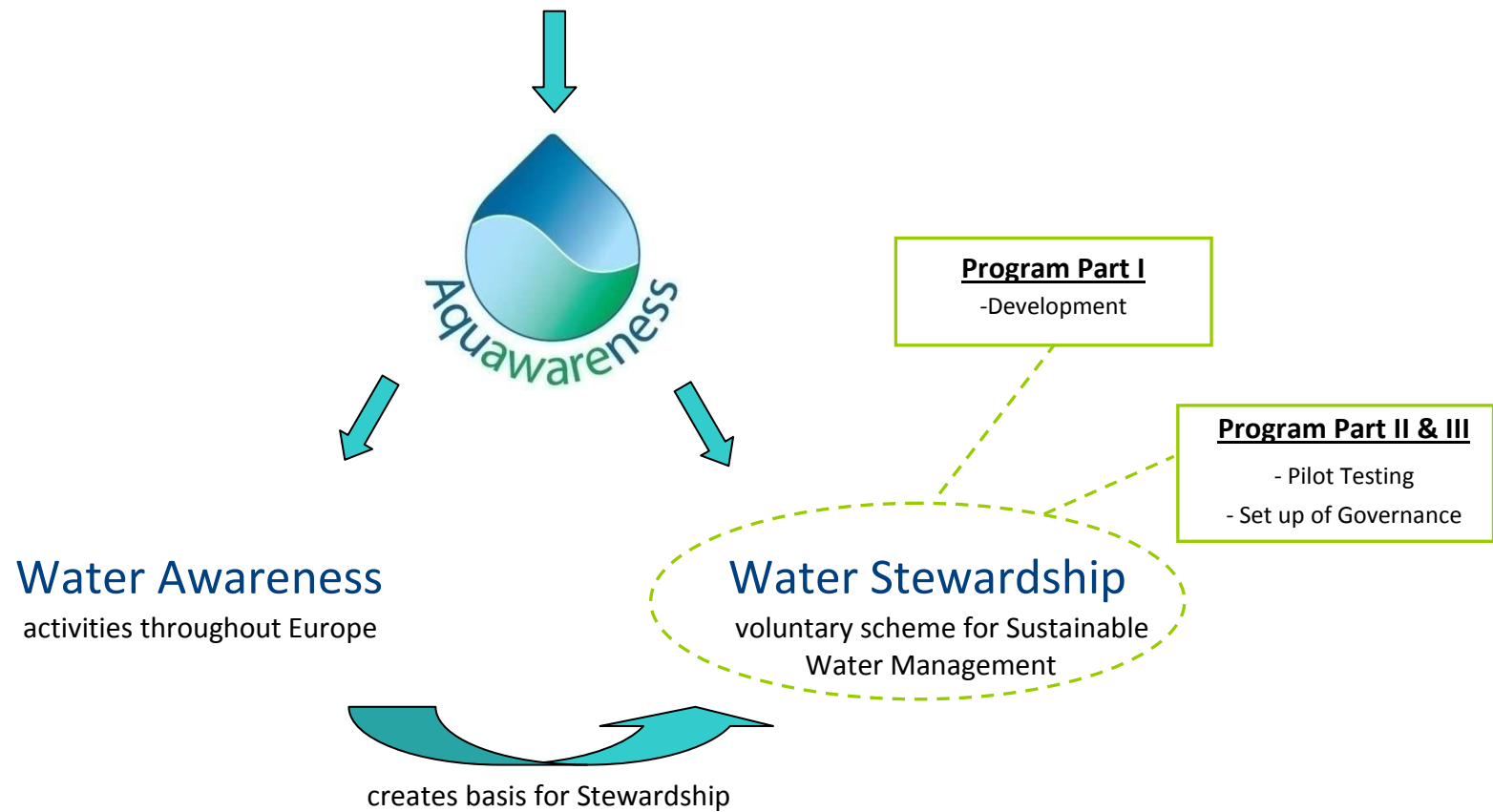
- **Presentation of the Outcomes of WG's**
- **Open Discussion**
- **Pilot Presentation**
- **Brainstroming “The Way Ahead”**
- **Stage win!**





Water Vision for Europe

guidance to joint actions and project setting





Role of Water Stewardship

Provide a tool to change behavior towards Sustainable Water Management (SWM)

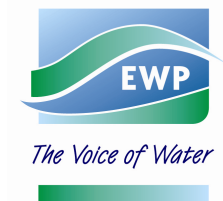
- Support legal processes
- Initiate private actions via guidance and positive incentives

Create voluntary scheme for water users

- Guidance and management of water-linked risks
- Objective assessment of the sustainability of water use
- Communicate the achievements on SWM

Application levels

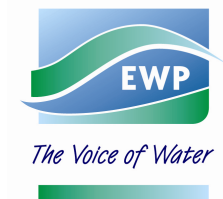
- Across Sectors
- Global / Regional (Europe)





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



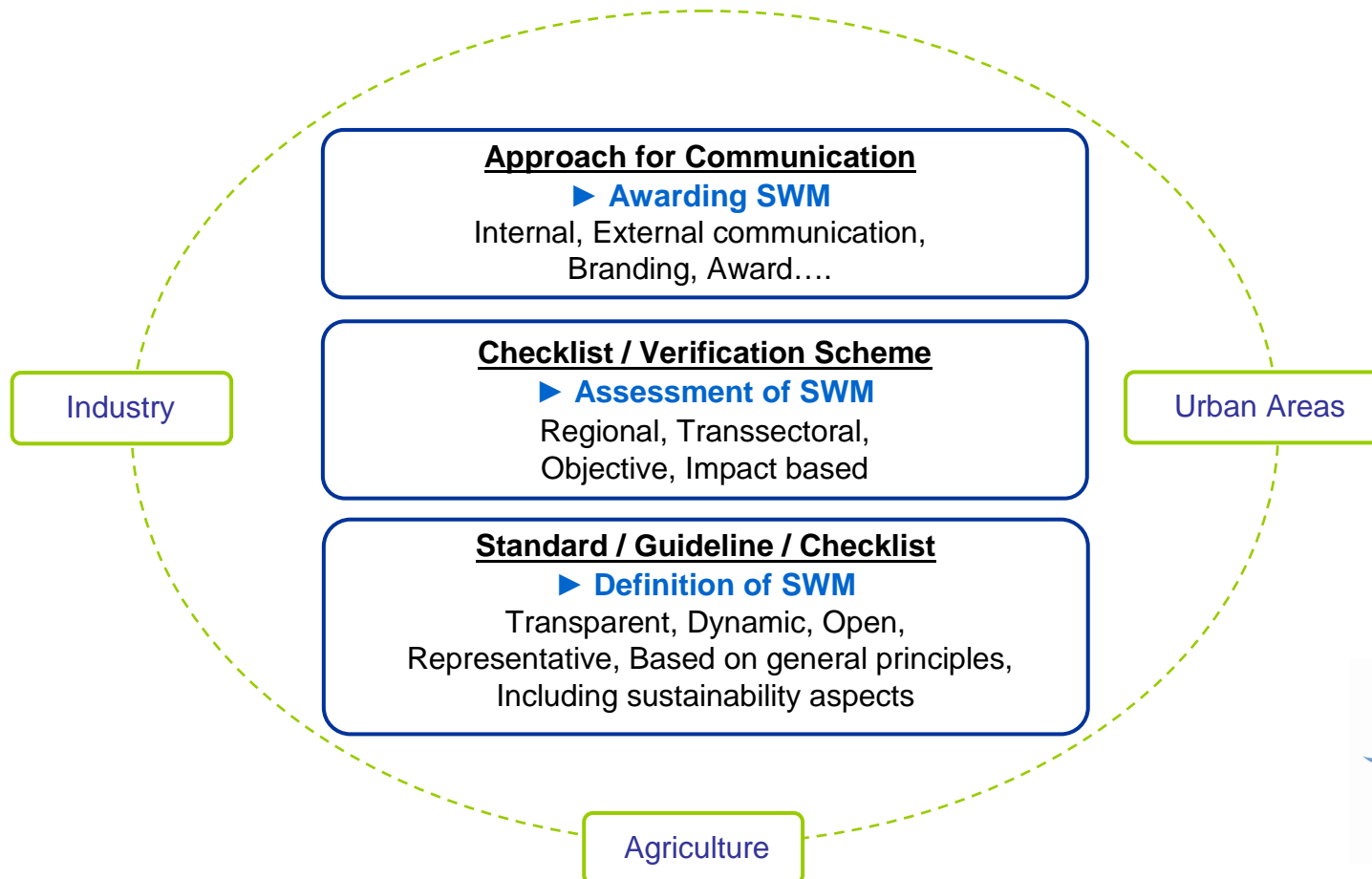


EWP Water Stewardship Program



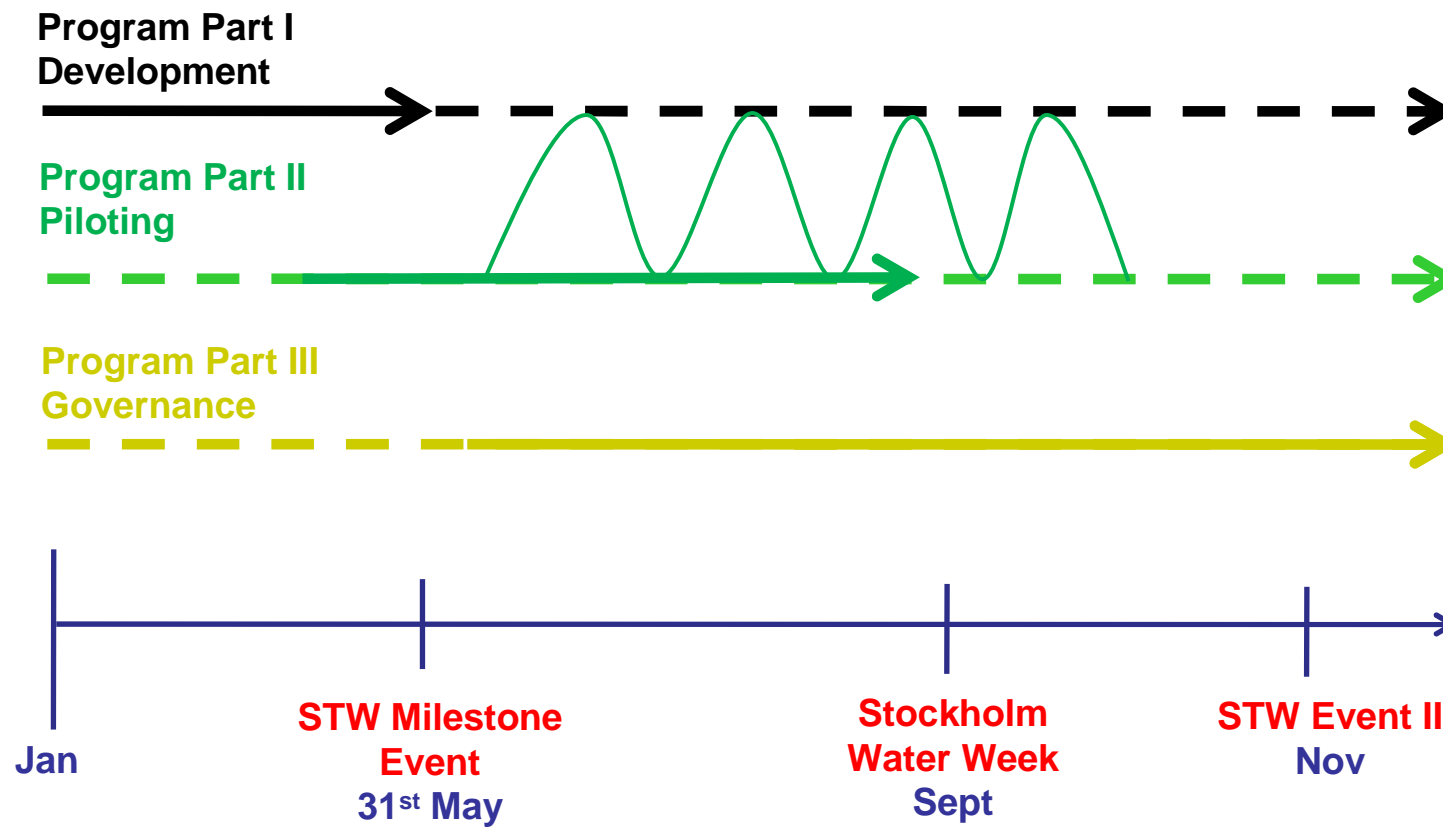


Program Part I Deliverables



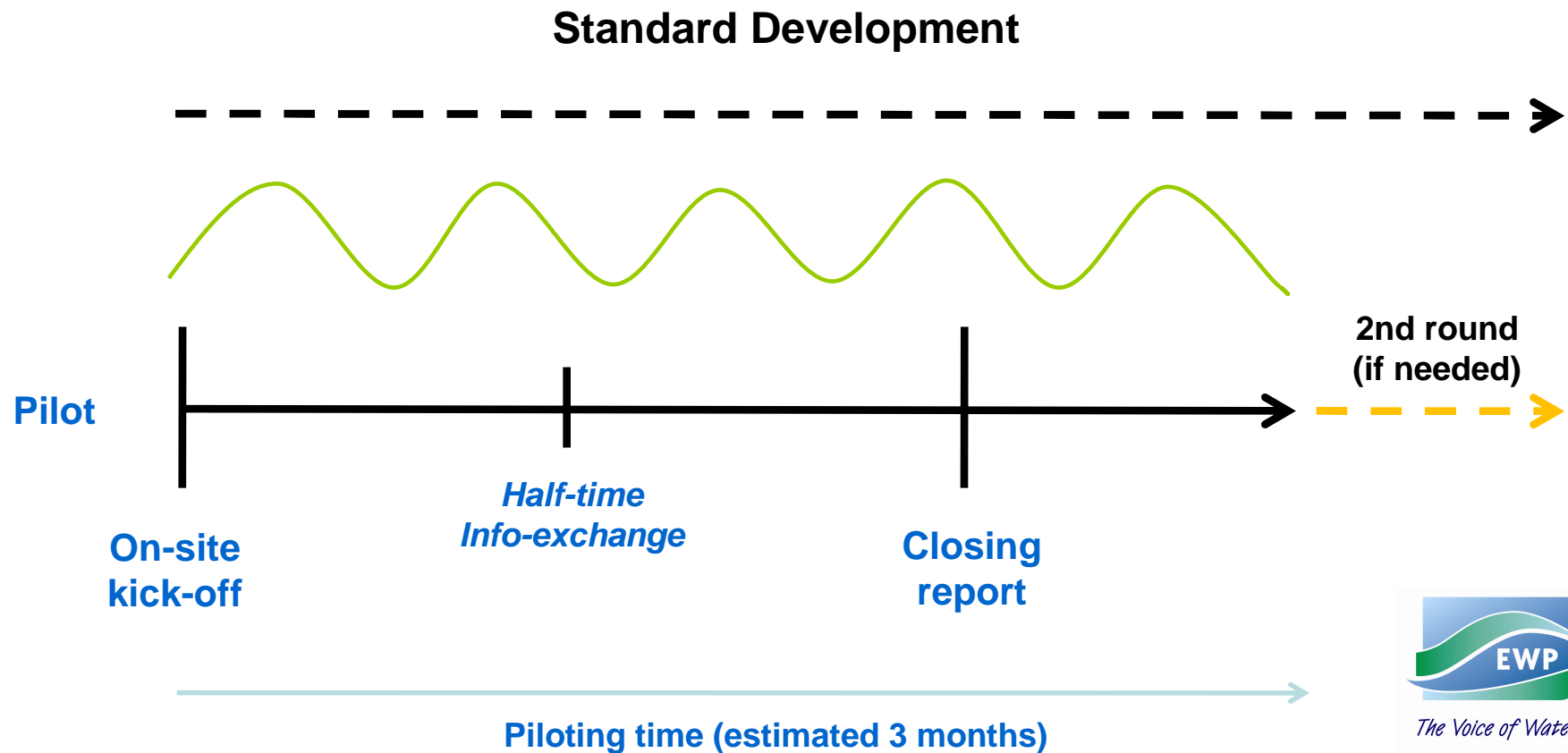


Activity lines in 2010





Strategy of Piloting Process





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



Basis of Pilot Studies

- **Standard**

- + Glossary
- + Guideline
- + Checklist



- **Pilot Policy**

- + Pilot Agreement



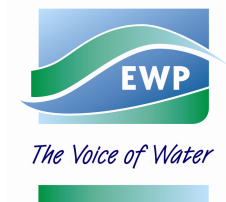
- **Evaluation Documents**

- + Feedback Form
- + Questionnaire





Thank you for your attention!





EWP Water Stewardship Program

