



EWS ASSETS USE AND COMMUNICATION



EWS assets are communication tools that can be applied by production sites that are performing in compliance with the EWS Standard requirements. The use of EWS assets grants certified Water Stewards visibility regarding their efforts and achievements in water management.

- The term 'European Water Stewardship'.
- The status of Bronze/Silver/Gold performance.
- The initials 'EWS'.
- The EWS logo.

The communication of these EWS assets is restricted to third-party certified production sites and farms or farmer groups. Organizations embracing numerous certified production sites (multi-site organizations) can also use EWS assets in addition with reference to number, type and percentage of certified production sites. For more information see: **Multi-site Organizations: Application of EWS and label use.** (in progress).

WHAT DO I NEED BEFORE I CAN USE EWS ASSETS?

Before communication EWS assets, I need to be certified by a EWS approved certification body. This certification body is checking correspondingly the correctness of each communication before publication. To learn more about EWS certification see the **EWS Certification Fact Sheet**.

WHERE CAN I COMMUNICATE EWS ASSETS AND WHERE NOT?

EWS assets can be placed on all communication – except on products itself. Therefore EWS assets are so-called “off-product claims”. The EWS logo and reference to

EWS can be used in business-to-business correspondence, sales documentation, in promotion material, sustainability reports and any other media.

SPECIAL CASE: MULTIPLE CERTIFIED PRODUCTION SITES

Corporate communication for multi-sites organizations

Organizations that own or manage numerous EWS certified production sites are so-called multi-site organizations. Those organizations do not need to be a unique legal entity, but all certified sites shall have a legal or contractual link with the central office of the organization and be subject to a common management system, which is laid down, established and subject to continuous surveillance and internal assessments. The centralized use of EWS assets shall be managed by this central office and may include a network of local offices. The central office itself does not need to be certified, but the head office has to notify the use of EWS assets to the EWS who verifies the claims before publication.

In addition to one or more EWS assets, multi-site organizations shall disclose number, type and percentage of certified production sites as e.g.:

“EWS certification of xy production sites [in...]”.

“[Percentage of all production sites in Europe certified/ all production sites in Europe] are EWS certified”.

Example: An international food processing company with 30 production sites worldwide assets EWS in its corporate sustainability report as '50% of our production sites in water risk areas worldwide are EWS certified'. This organization is notified as 'EWS multi-site asset user' and notifies all EWS linked communication before publication to the EWS team for approval.



EWS ASSETS USE AND COMMUNICATION (continued)

OVERVIEW OF EWS ASSETS AND THEIR USE

	Certified Production Sites	Organization with numerous certified production sites	Certified (Farmer) Group
Certified Unit	Production Sites.	Each/selected individual production site.	Group of homogenous individual production sites & members.
Certification Outcome	EWS Certification.	Individual EWS certificate for each production site.	<ul style="list-style-type: none"> Group Certificate. No individual certificate.
Communication of EWS assets	<p>The certified production site may use or more of the following EWS assets:</p> <ul style="list-style-type: none"> The term “European Water Stewardship”. The status of Bronze/Silver/Gold performance. The initials 'EWS'. The EWS logo. <p>Approval by CB.</p> <p>IN</p> <ul style="list-style-type: none"> Business-to-business correspondence. Sales documentation. Reports and media. <p>BUT NOT</p> <ul style="list-style-type: none"> On products (e.g. on product labels). 	<p>The corporate entity has to disclose:</p> <ul style="list-style-type: none"> Number, type and percentage of certified production sites. Linked to one or more of the following EWS assets: The term 'European Water Stewardship’. The status of <u>Bronze/Silver/Gold performance</u>. The initials 'EWS'. The EWS logo. <p>Approval by EWS.</p> <p>IN</p> <ul style="list-style-type: none"> Business-to-business correspondence. Sales documentation. Reports and media. <p>BUT NOT</p> <ul style="list-style-type: none"> On products (e.g. on product labels). With prior EWS approval. <p>Note: Each production site may use the EWS assets referring to individual certification.</p>	<p>The farmers’ group may use one or more of the following EWS assets:</p> <ul style="list-style-type: none"> The term 'European Water Stewardship’. The status of <u>Bronze/Silver/Gold performance</u>. The initials 'EWS'. The EWS logo. <p>Approval by CB.</p> <p>IN</p> <ul style="list-style-type: none"> Business-to-business correspondence. Sales documentation. Reports and media. <p>BUT NOT</p> <ul style="list-style-type: none"> On products (e.g. on product labels).