

# ALLIANCE FOR WATER STEWARDSHIP



## The Alliance for Water Stewardship

Early in June The Nature Conservancy (TNC), the Pacific Institute, and the Water Stewardship Initiative (WSI) met in California to formally establish the Alliance for Water Stewardship (AWS), which was launched at a function attended by IBM; Business for Social Responsibility (BSR); the United Nations' CEO Water Mandate; Transfair USA; and others.

The Alliance for Water Stewardship's mission is to promote responsible use of freshwater that is both socially beneficial and environmentally sustainable

- Environmentally sustainable water use maintains or improves biodiversity and ecological processes at the watershed level.
- Socially beneficial water use recognizes basic human needs and ensures long-term benefits (including economic benefits) for local people and society at large.

The Alliance members' shared vision is that water users and managers will act as responsible water stewards, protecting and enhancing freshwater resources for people and nature.

At the early June meeting the Alliance members drafted a 36 month work schedule aimed at establishing a global Water Stewardship enterprise by mid-to-late 2011, which will recognize and reward responsible water managers and users by creating opportunities for enhanced community standing and competitive advantage.

## Water Stewardship Meeting in London

Alliance members Michael Spencer (WSI), Jonathan Kaledin (TNC), and Jason Morrison (Pacific Institute) next attended the mid-June meeting held in London on the concept of water stewardship, hosted by the World Business Council for Sustainable Development (WBCSD) and attended by key water stakeholders such as the World Wildlife Fund, World Water Council, International Water Association, European Water Partnership, and a range of the world's largest industrial water users.

WSI's Michael Spencer was invited to speak at the WBCSD meeting on his experiences with sustainability concepts in the forestry arena and how such concepts may apply to water. Michael used this opportunity to introduce the Alliance for Water Stewardship to meeting attendees and outlined our shared objectives. TNC offered to host the next meeting convened by WBCSD on the issue of water stewardship and sustainability at its Washington, D.C. headquarters.

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## Growing support for Water Stewardship

The concept of water stewardship now appears to be widely accepted as the most inclusive and effective way to reconcile the different viewpoints and agendas of governments, communities, environmentalists, and businesses, and there is increasing support to develop a globally viable water stewardship business model.

The Alliance has already gained broad recognition for leading this effort by providing the neutral platform on which to build agreement. AWS members are now actively engaged with those key water stakeholders who share its mission and vision, to invite them to formally join the Alliance.

## TNC's Kaledin to Focus on AWS

The Nature Conservancy has taken a major step in committing to the work of the Alliance for Water Stewardship with the announcement that Jonathan Kaledin is joining TNC's External Affairs International Government Relations Department to manage its Blue Water Certification Program - the internal project through which TNC will participate in the Alliance.

At recent meetings in Washington, D.C., Jonathan introduced the Alliance to more key water stakeholders, including the U.S. EPA, the Water Environment Federation, and the World Resources Institute.

[Jonathan Kaledin - biography](#)