





***Action for a
Fair Water Future***
2030 Strategy




Water Witness leads action, research and advocacy for a fair water future so that all people can access the water they need to thrive and are protected against floods, drought, pollution, ecosystem degradation and water conflict.



Water Witness stands with those at the sharp end of the world's water crisis to shine a light on its impacts, to understand its root causes and to activate an effective response. We work with inspirational local partners to trigger social justice and system change for the sustainable management of the world's most precious resource.

In the decade since Water Witness's inception, our team have been on the frontline, working for better water governance and services with some of the world's most vulnerable communities. We have helped over 1 million people to become more water secure; driven improved policy, enforcement and investment; nurtured new communities of practice; and provided influential advice to governments, NGOs, businesses and aid agencies. We've challenged old assumptions, brought fresh thinking and tested new tactics.

Our hands-on field experience of the water crisis is backed up by our cutting-edge research and global analyses. We have strong evidence and a clear vision for the action needed to unlock a fairer water future in the face of escalating demand, depletion, degradation and climate breakdown. The water crisis is not driven by an absolute lack of water – there's enough for everyone if we can protect and manage it more effectively. The crisis is one of inequality, apathy, underinvestment, weak accountability and political will, and above all, of shockingly poor governance.

 **Image:** Hindu women perform morning ritual in one of the world's most polluted rivers, the Yamuna in India. Almost 2000 Megalitres, or 800 Olympic swimming pools of wastewater are discharged from Delhi each day, rendering the river dead, unfit for any purpose. Sudipto Das, 2017.

2030 is the target for attaining the Sustainable Development Goals and is a make-or-break date for steering the world's development trajectory. In the decade ahead we will therefore focus our efforts and stimulate action on the **five imperatives for a water secure world** evidenced through our work to date:

- 1 ACCOUNTABLE GOVERNANCE:** to implement effective and equitable water policy and law.
- 2 PROGRESSIVE FINANCING:** to unlock funding and financial incentives for water security.
- 3 REDEFINING CORPORATE RESPONSIBILITY:** to transform private sector behaviour for shared water security.
- 4 CONFRONTING CLIMATE CHAOS:** to prevent catastrophic water shocks and build resilience.
- 5 ACTIVATING PEOPLE POWER:** to trigger political, social and economic change for water security.

Our strategy sets out what we will do and how we will work with others. It confirms our values and describes how we will resource and develop our organisation.

Now is the time to unlock the potential of water as the life force of a better world, to break the cycle of water insecurity, poverty, environmental degradation and economic loss. We invite you to join us, to take action now to scale and strengthen our collective efforts for a water secure world.

The unequivocal case for action

The scale and immediacy of the global water challenge and its significance for human progress are striking. Exacerbated by global heating, rapidly escalating demand and difficult governance challenges, water crises are consistently ranked among the top risks facing the global economy.

Water security is the availability of an acceptable quantity and quality of water for health, livelihoods, ecosystems, production, and protection against pollution, floods, drought and water conflict. It underpins attainment of all Global Goals within the 2030 Agenda, from ensuring food and energy security, healthy ecosystems, peace and stability, decent

work and economic growth, to gender equality. It has a profound impact on human dignity, health, opportunities for education and economic empowerment.

Our ability to deliver a water secure world using business-as-usual approaches is doubtful. Based on the most recent UN figures, 1 in 3 people still don't have access to safely managed water, and almost 2 in 3 don't have access to safe sanitation. There has been a failure to deliver where need is greatest, in South Asia and sub-Saharan Africa. In many growing cities access to safe water and sanitation is in decline, and inequality on the rise.



Almost 1 in 4 people (1.6 billion people) live in countries facing physical water scarcity. In two decades this number will double¹.



9 out of 10 natural disasters are water related. Almost 1 in 4 people globally are at risk from severe flooding or drought².



If women had the same access as men to productive resources – including water, they could increase yields on their farms by 30%, raising total agricultural output and reducing the number of hungry people in the world by up to 17%³.



Some regions could see economic growth rates decline by as much as 6% of GDP by 2050 as a result of water related losses in agriculture, health, income, and property, sending them into sustained negative growth⁴.

¹ World Bank (2016), High and Dry: Climate Change, Water and the Economy.

² OECD (2012), Environmental Outlook to 2050: The Consequences of Inaction.

³ UNESCO World Water Assessment Programme (2019), Leaving No One Behind.

⁴ World Bank (2016), High and Dry: Climate Change, Water and the Economy.

Despite international commitments to protect water resources in rivers, lakes and aquifers, fewer than 40% of countries have implemented effective water management frameworks. As a result, 80% of global wastewater goes untreated; freshwater species and ecosystems are being lost faster than any others; and water-related disasters are on the rise. Poor water management undermines economies and is a driver of infant mortality, poverty and conflict. All these problems hit the most vulnerable, including women, the hardest.

Even in the face of these daunting challenges, there are exciting opportunities for positive change, many of which have been tried and tested by Water Witness and our partners. Our strategy focuses on realising the opportunities to deliver transformative action at the rate and scale needed. Everyone has a part to play. Working in unity we can change the world, deliver the Global Goals and solve the water crisis.



Figure 1 Impact of water on GDP growth by 2050 under two policy regimes, World Bank 2016.

Image: The Rufiji River system provides regionally important ecosystem services for millions of people, particularly through inland and coastal fisheries. Our case work flags the implications of the river's rapid development for irrigation and hydropower and has triggered adoption risk-based regulation of water resources in Tanzania to ensure that development is sustainable and equitable. WW 2016.



Inadequate water supply, sanitation and hygiene cause up to 1.4 Million premature deaths, and economic losses of US \$260 billion each year. It also drives millions of women and girls to stay out of work and school. For every US \$1 invested in water and sanitation, US \$4.30 is generated through increased productivity⁵.



By 2050, an additional 500 million people are likely to face water stress in Africa because of climate change. Even if we limit mean global temperature rise to 1.5 degrees, one third of Himalayan glaciers will be lost, threatening 2 billion people across Asia who rely on their meltwater rivers⁶.



80% of the world's wastewater is discharged without treatment. 300–400 million tons of heavy metals, solvents, toxic sludge and other wastes from industrial facilities are dumped into the world's waters each year⁷.



US \$75 billion, or 10% of total global investment on water is lost to corruption each year, approximately the same amount of annual investment required to deliver universal water supply and sanitation to Africa⁸.

⁵ University of Oxford, 2015. Securing Water, Sustaining Growth; Hutton (2012), 'Global costs and benefits of drinking-water supply and sanitation.

⁶ USEPA/NASA 2015; Wester et al. (2019), The Hindu Kush Himalaya Assessment.

⁷ IPBES. 2019. Summary for policymakers of the global assessment report on biodiversity and ecosystem services.

⁸ Water Integrity Global Outlook, 2016.

1

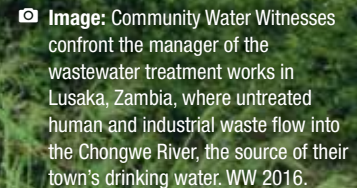
Building on 10 years of experience and evidence we have identified five key imperatives for

Accountable governance: to implement effective and equitable water policy and law

“The quest for accountability is the single defining political idea of the 21st Century. A failure to deliver is likely to make the idea of development irrelevant.”

Thomas Carothers, Carnegie Endowment
for International Peace, 2016

At the core of water security for all is good governance through the effective functioning of water institutions. The laws and policies on water in many countries are already reasonably progressive. They set standards for water and sanitation access, require permissions for water abstraction, prohibit pollution and seek to mitigate floods, droughts and ecosystem destruction. They also ensure that those affected are involved in decision making. The problem is implementation. The rules simply don't cut through to action on the ground, and it is the voiceless, the vulnerable and the environment which suffer most as a result. The reasons for this can be complicated. Sometimes it's because there's insufficient capacity or overlapping legislation and confusion over who should do what. Sometimes it's because of weak political will, state capture or corruption. Whilst the reasons are diverse and complex, strengthening accountability can provide a powerful, relatively simple and cost-effective, sustainable solution.

 **Image:** Community Water Witnesses confront the manager of the wastewater treatment works in Lusaka, Zambia, where untreated human and industrial waste flow into the Chongwe River, the source of their town's drinking water. WW 2016.

change, and we will work on these with our partners to build a fairer water future.

Accountability is about ensuring that clear rules are in place and widely understood, that performance is monitored, discussed and explained, and that corrective measures are in place to ensure that responsibilities are fulfilled. Accountability can be applied within communities; between local government and residents, regulators, utilities and the private sector; and by civil society on 'duty bearers' in government and beyond. It can take multiple forms, from social accountability and 'speaking truth to power', to legal accountability via public interest litigation or enforcement.

Working with our partners in Africa we have learned how accountability can be strengthened for better water governance. Supporting people affected by water problems to activate their rights has stimulated positive action, through reduced pollution, secure water tenure, or conflict resolution. Using evidence to advocate for wider system change has delivered exciting progress. Bottlenecks in sector performance have been broken through, via revitalised leadership, reformed policy, better processes and new investment.

Our review of the global evidence backs up what our work on the ground shows us: that stronger accountability builds motivation, opportunities and capabilities for positive change.

Done well, paying careful attention to inclusion and the role of women, accountability monitoring can accelerate delivery of global water goals and the human right to water and sanitation, ensuring that no-one is left behind.

Our priority is to strengthen accountability for water, to broaden and deepen the benefits, and to help local groups and national partners bargain for change. We will nurture the community of practice, facilitate better donor

support and generate local sources of revenue to sustain this work. We also need to protect the civic space for work on accountability. Since 2015, 72 countries have introduced new laws to restrict the activities of civil society organizations and journalists⁹. 164 people were killed in 2018 for protecting the environment¹⁰. This is unacceptable. Protecting the freedom to speak out and demand change on water must be a priority for us all.

In the next 10 years we will:

- ◆ Help citizens and local organisations to activate improved water security and the human right to water and sanitation for 10 million people across at least eight low-income countries or fragile states.
- ◆ Stimulate reform and strengthen systems to help duty-bearers to be responsive, deliver legal obligations and secure water rights to benefit millions of people in at least eight countries.
- ◆ Support those working for stronger accountability on water by unlocking the resources and knowledge needed, including via co-development of financial, technical and legal support facilities.
- ◆ Inspire influential global actors to establish new policy, investment and programming which support and strengthen accountability for water.
- ◆ Collaborate globally to protect and secure the freedoms, safety and civil rights of those working on accountability for water.

⁹ Brechenmacher, S. 2019. Carnegie Endowment for Global Peace, Opening Government, Closing Civil Space: Resolving the Paradox.

¹⁰ Global Witness, 2019. Enemies of the State? How governments and business silence environmental defenders.

2

Progressive financing: to unlock funding and financial incentives for water security

“Money dignifies what is frivolous if unpaid for.”


Virginia Woolf, Author, 1929

Water Witness works on the most difficult water problems affecting vulnerable communities to understand their root causes. Having analysed the factors behind water crises over the past ten years, we are ready to accelerate targeted advocacy for effective solutions. Irrespective of whether problems are related to pollution, insecure tenure, unsustainable abstraction, resource depletion, flooding or drought, alongside weak accountability, it is the inadequate financing of water institutions which is the predominant cause of their failure.

Through our budget analysis work in Africa we see that countries are typically spending only around 10% of what is needed to manage water effectively. It's not surprising that we face a water crisis if those we ask to manage our water receive only one pound for every ten they need to do the job properly.

Making water security a reality for all requires a step change in the financing available for the development and management of water resources and water services. Significant new investment will also be needed to cope with the water-related impacts of climate breakdown.

In recognition of the centrality of water for future wellbeing, governments need to increase budget allocations and reform the way water is costed and paid for. Businesses using water still don't pay a fee for the volume of water they use in places as far afield as Ethiopia and California. This seems bizarre when funds are so short, and incentives for sustainable water use are so urgent. The good news is that if fees for water use are established with care, water management can be at least partially self-financing. Of course, exemptions, safeguards and subsidies are needed to protect the poor, but proper charging for water will not only generate much needed revenue for water managers but will provide stronger incentives for prudent water resource use and protection.



NGOs, donors and international finance institutions can help by advocating for sustainable financing for water and strategic infrastructure investment. Water managers need to be enabled to collect revenues and to spend for the public good in ways which are transparent and accountable. A progressive financing environment for water security includes aid and budget tracking and transparency; oversight to ensure integrity within public finance management; and the reduced leakage of public funds through closing of tax loopholes. Transparent decision making, financial accountability and reliable evidence must be in place to ensure that investment in water results in long-term, sustainable benefits for everyone, rather than short-term gains for a few.

In the next 10 years we will:

- ◆ Work with partners to track shortfalls between funds needed and funding available for water security in at least eight priority countries and influence enhanced financing for water security.

- ◆ Develop credible indicators to gauge the adequacy of financing for water security and apply these to stimulate global action on spending shortfalls.
- ◆ Hold aid mechanisms and financial institutions to account on water and advocate for equitable, sustainable impact and alignment with Agenda 2030 and the Paris Declaration on Aid Effectiveness.
- ◆ Influence governments, donors and international financing institutions to reform charging for water to incentivise sustainable management and safeguarding of vulnerable users and the environment.
- ◆ Co-develop the evidence, metrics and incentives to enable investors, bankers and pension fund managers to reward responsible behaviour and to divest from irresponsible behaviour on water.

📷 **Image:** Fields of asparagus for UK consumption in the deserts of Ica, Peru. In 2010 our investigation made front page news and revealed how irrigation using groundwater to meet demand from UK supermarkets drives unsustainable aquifer depletion and violent conflict over water. Our work stimulated global action for responsible water stewardship and triggered reform of the World Bank/IFC lending safeguards which were exposed to be inadequate on water. WW 2010.

3

Redefining corporate responsibility: to transform private sector behaviour for shared water security

“We have to bring this world back to sanity and put the greater good ahead of self-interest.”

Paul Polman, CEO Unilever & Chair, World Business Council for Sustainable Development, 2012

Multi-national corporations exert great influence on water through the water footprints they impose on the global south by producing goods to satisfy the demands of consumers in the global north. 38% of the European Union’s water demand lies outside Europe, falling in Asia, Africa and America through consumption of goods produced using water in these places¹¹. 62% of the UK’s total water footprint is off-shored in this way. Whilst every UK citizen directly uses around a bathtub of our own water every day, we each typically get through 30 bathtubs a day of other people’s water through consumption of globally sourced goods¹². This virtual water trade in clothes, food, electronics and other produce is important for jobs and livelihoods but can lead to severe local water depletion, pollution and conflict if water is used irresponsibly.

As well as controlling global water footprints, large corporations also have political influence and reach. It’s estimated that a fifth of humanity works in globalised supply chains. Harnessing that power and reach to address the water crisis is an obvious opportunity. That is why Water Witness co-founded the Alliance for Water Stewardship (AWS) to develop a standard to guide and recognise responsible water use by the private sector. The AWS system is now being used worldwide to certify whether corporate water users are doing the ‘right thing’ in terms of respecting water rights, preventing pollution, protecting water ecosystems and doing all they can to tackle shared water problems.

Having tested the costs and benefits of the AWS Standard across Africa, we have seen it deliver benefits for the environment, communities, governments and for business. Scaling up use of the standard is now a priority. With some of the world’s largest companies signing up, we are on the right track, but work is needed to drive uptake by supermarkets, commodity traders and others sourcing from water insecure basins. We also need to make the standard work for smallholders, get better at measuring impact and ensure that stakeholders in Africa can lead AWS water stewardship which responds to their realities on the ground.

¹¹ Water Footprint Network 2017.

¹² Orr and Chapagain, 2008; Hoekstra and Mekonnen. 2012.




Image: Each UK citizen directly uses on average 150 litres, or one bathtub full of water per day, and indirectly uses a further 4645 litres, or 30 bathtubs, from outside the UK, embedded as virtual water in the food, clothes and products we consume. WW 2010.

Demonstrating credible water stewardship is one aspect of the redefined role for the private sector on water, but the need for radically better corporate behaviour goes much further. Corporations must also pay fair tax. One of the primary reasons why governments underinvest in water is because they have limited tax revenue, and one of the key factors is because multi-national corporations are expert tax dodgers. The OECD estimate that the African public purse loses US \$60 billion each year because of tax manipulation and offshoring of profits by multinationals¹³. This is a comparable level of investment to that needed annually to provide everyone in Africa with safe water and sanitation¹⁴. Of course, not all newly recouped tax would be channeled to water, but there is a link between tax avoidance and the chronic underfunding of basic services like water which needs to be addressed if corporates are to have any legitimacy on water issues.

There is also a looming debate regarding the prioritisation of water use for private gain versus public good. As more and more river basins approach closure (where there is no more water available for abstraction), we need to ensure that water is being used to meet the needs of everyone rather than for the commercial gain of a few distant shareholders via production of thirsty but non-essential goods.

Over the next 10 years we will:

- ▶ Investigate the performance of multinational corporations in order to trigger system change for water security within at least six globalised supply chains and six production hot spots.
- ▶ Assist civil society organisations and journalists in the global south so that they have the resources, knowledge and capability to investigate and demand improved corporate behaviour on water.
- ▶ Support continual improvement of the AWS system and its uptake by influential water users in basins facing water insecurity to improve water security for at least 3 million vulnerable people.
- ▶ Strengthen the Alliance for Water Stewardship by establishing AWS-Africa as an autonomous organisation with the resources and capabilities to achieve its mission.
- ▶ Drive action through cutting-edge research and advocacy, including on tax justice and water, company-wide and product indicators of stewardship and the prioritisation of water use for public good.

¹³ OECD, 2013. Addressing Base Erosion and Profit Shifting.

¹⁴ World Bank, 2016. The Costs of meeting the 2030 SDG targets on drinking water, sanitation and hygiene.



4 *Confronting climate chaos: to prevent catastrophic water shocks and build resilience*

"The eyes of all future generations are upon you."

Greta Thunberg, Activist, 2019

If we fail to address climate change, the prospects for a water secure world are bleak. Under almost all emission scenarios we'll see increased frequency and severity of floods and droughts, and changes in water demand and rainfall which will wreak havoc for water users and communities around the world. We already see the devastating impacts of climate variability on the communities we work with. Climate breakdown will see a rapid escalation of such impacts: increased demand, heat waves, melting glaciers, drying rivers, land degradation, failed harvests, water conflict, sea level rise, spread of disease and declining groundwater. An additional 500 million people in Africa will face water stress by 2050 because of climate change¹⁵. In 2010, the global cost of flooding was approximately US \$6 billion. With climate change, flood losses may reach US \$1 trillion per year by 2050¹⁶.

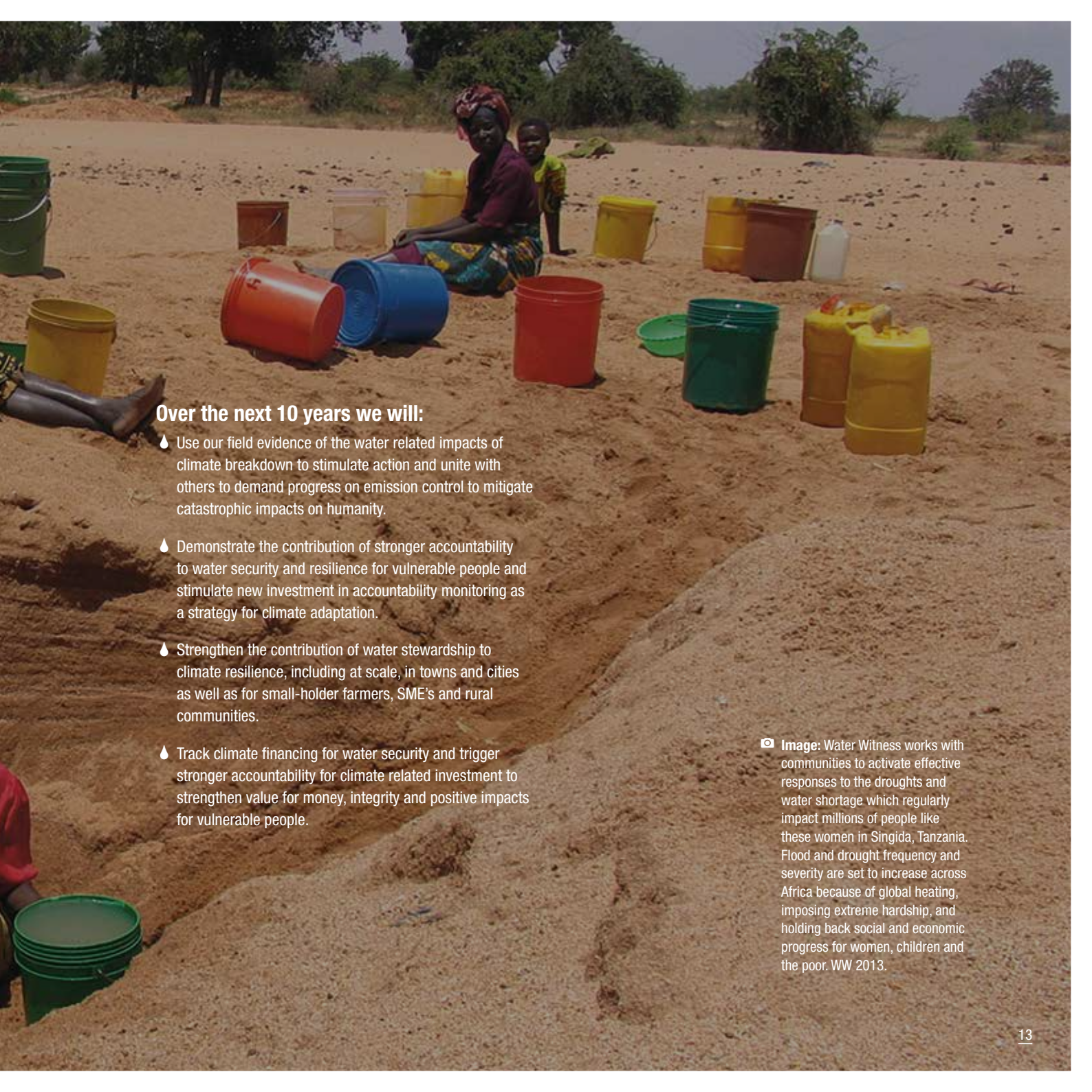
Agricultural production, which accounts for as much as 90% of global water consumption, will be hit hard by climate change. The impacts are likely to trigger political crises and migration, and the poor and marginalised will suffer most. A recent study puts the implications of climate change for water security into sharp focus. It shows that even if we limit mean global temperature rise to 1.5 degrees, one third of Himalayan glaciers will be lost, threatening 2 billion people across Asia who rely on their meltwater rivers. A failure to control emissions will cause melting of two thirds of Himalaya's glaciers, affecting a quarter of humanity sustained by these meltwaters. Continued inadequate inaction on emission targets will have unimaginable global consequences through water¹⁷.

If we fail to take radical action on climate change now, the water management challenges of the future will be almost impossible to overcome. We need to work together to embed an effective response at the top of the global political agenda, and to mobilise social and economic transformation on a scale never seen in history.

¹⁵ USEPA/NASA 2015; Wester et al. (2019), The Hindu Kush Himalaya Assessment.

¹⁶ Hallegatte et al. 2013. Hallegatte, Stéphane & Green, Colin & Nicholls, Robert & Corfee-Morlot, Jan. (2013). Future flood losses in major coastal cities. Nature Climate Change. 3. 802-806. 10.1038/nclimate1979.

¹⁷ Wester et al. 2019, the Hindu Kush Climate Assessment, ICIMOD.



Over the next 10 years we will:

- 💧 Use our field evidence of the water related impacts of climate breakdown to stimulate action and unite with others to demand progress on emission control to mitigate catastrophic impacts on humanity.
- 💧 Demonstrate the contribution of stronger accountability to water security and resilience for vulnerable people and stimulate new investment in accountability monitoring as a strategy for climate adaptation.
- 💧 Strengthen the contribution of water stewardship to climate resilience, including at scale, in towns and cities as well as for small-holder farmers, SME's and rural communities.
- 💧 Track climate financing for water security and trigger stronger accountability for climate related investment to strengthen value for money, integrity and positive impacts for vulnerable people.

📷 **Image:** Water Witness works with communities to activate effective responses to the droughts and water shortage which regularly impact millions of people like these women in Singida, Tanzania. Flood and drought frequency and severity are set to increase across Africa because of global heating, imposing extreme hardship, and holding back social and economic progress for women, children and the poor. WW 2013.

5


Activating people power: to trigger political, social and economic change for water security

*“People can change anything they want to,
and that means everything in the world.”*

Joe Strummer, Punk Rock Warlord, 2000

To unlock a fair water future, the scientific, economic and ethical arguments, and the demand for change need to be amplified and acted on by those in power. For this we need to mobilise people. The last change imperative within our strategy therefore targets social activism.

In the face of the climate emergency, people are increasingly aware of their own responsibilities and feel compelled to act to influence the processes that shape their lives. People power is a proven catalyst for change. The emergence of highly visible, vocal and increasingly effective activism on the climate and gender equity provide inspiring examples. They suggest that communities and citizens are increasingly eager to learn, responsive and ready to act to address inequality and unsustainable environmental resource use.

 **Image:** On 20th September 2019 over 300,000 people in New York joined seven million around the world to demand action to address the global climate emergency.



We will build on this momentum, and the new hunger for a more just world by communicating clearly about the urgency of change on water, and the opportunities for individual and collective action. We will provide reliable information and compelling messages to inspire people, decision makers and politicians to act. We will signal the performance they should expect on water from governments, supermarkets, banks and pension funds, and how they can demand accountability, protest, litigate, divest and engage to ensure a fair water future for all.

People care about the future. The time is right to work in partnership to stimulate and support a mass social movement which will fuel the political, cultural and economic transformation needed for a more sustainable and equitable world.

We will:

- ◆ Develop clear and actionable messages for how people can help to address the global water crisis, together with the resources and guidance they need.
- ◆ Work with partners to devise and deliver new and compelling ways to get water issues into the public eye and debate, in order to stimulate demonstrable action.
- ◆ Build our reputation as a global 'go-to' source of credible knowledge on water through the production of public facing media, articles and educational resources.
- ◆ Undertake research on public perceptions of global water issues, triggers for constructive public action, and on the influence of public pressure on decision makers.
- ◆ Build our dedicated supporter base and successfully engage one hundred-thousand people in targeted campaigns and action for shared water security.

Our theory of change

Triggers...

financial rigour

Unlocks...

resources

Ensures...

water policy & law implementation

exceptional corporate behaviour on water

investor oversight

enforcement & compliance

Activating people power

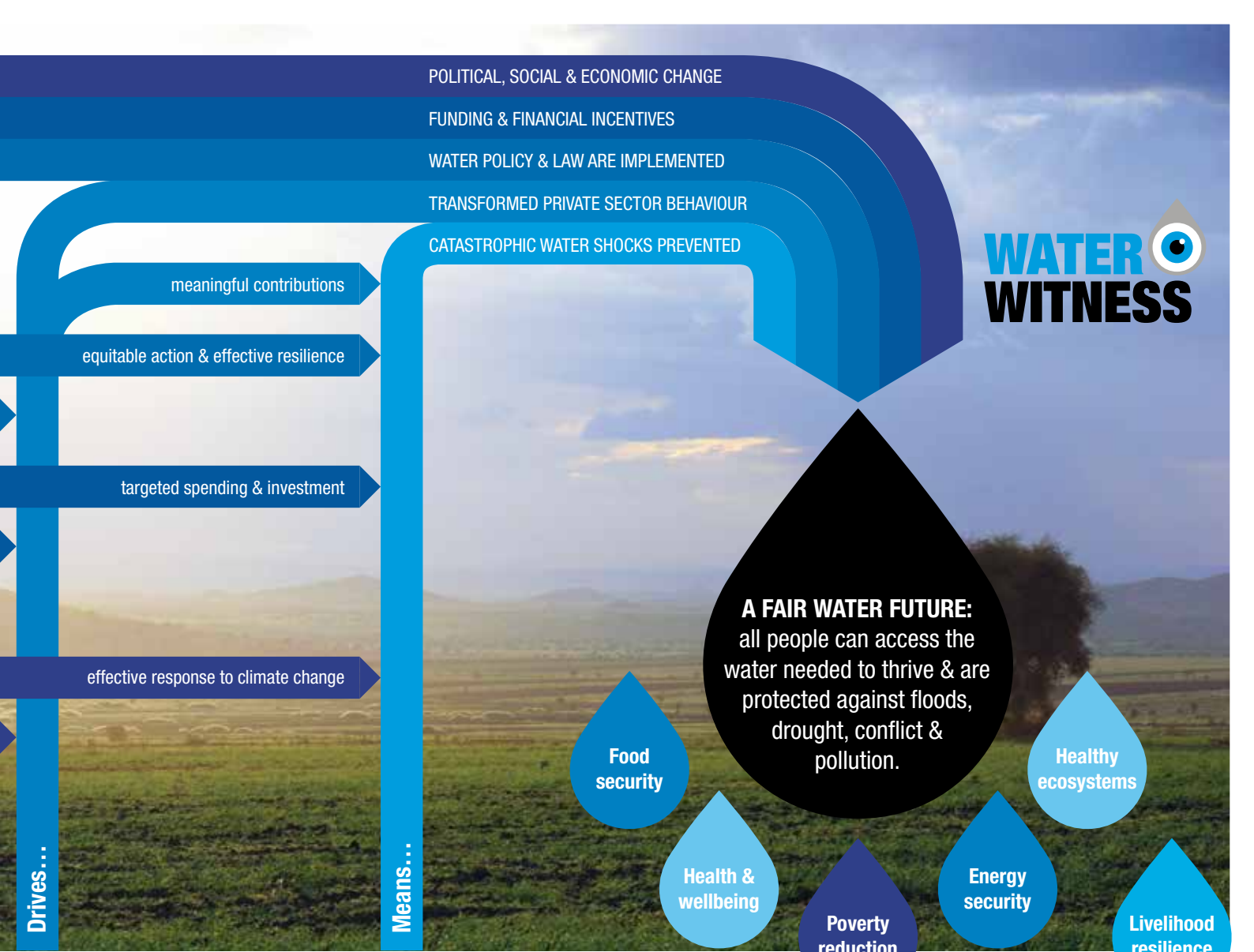
- ▲ Clear & actionable messages
- ▲ Compelling coverage & debate
- ▲ 'Go-to' knowledge source
- ▲ Research on triggers
- ▲ Campaigning support base

Progressive financing

- ▲ Track funding shortfalls
- ▲ Indicators of adequate finance
- ▲ Aid & IFI accountability
- ▲ Proper fees and charges
- ▲ Investor metrics & incentives

Accountable governance

- ▲ Activate rights to water
- ▲ Reform & system strengthening
- ▲ Unlock resources & knowledge
- ▲ Inspire new programmes
- ▲ Protect freedoms



Redefining corporate responsibility

- Expose performance
- Assist investigations
- Support AWS uptake
- Establish AWS-Africa
- Cutting-edge research & advocacy

Confronting climate chaos

- Evidence, advocacy & action
- Investment in accountability
- Scale & focus stewardship
- Track climate finance

Delivering the strategy and developing our organisation

From 2020 to 2030 Water Witness will continue to deliver value-for money and cost-effective results. Demand for our expertise is growing and is driven by the impact delivered and recognition gained over the past decade. To meet demand, we will nurture the sustainable growth of our core team and partners. Adherence to our organisational roles, values and priorities will guide our work and maintain our focus.

Our roles:

- ▲ Research to spotlight performance
- ▲ Innovation of progressive responses
- ▲ Evaluation to generate evidence and learning
- ▲ Advocacy to drive change
- ▲ Communication to advance understanding

Our values:

- ▲ Sustainable impact by ensuring local ownership, relevance and self-determination.
- ▲ Social justice for vulnerable people through equitable processes and outcomes.
- ▲ Transparency and value-for-money in our own work and international aid for beneficiaries and donors.
- ▲ Delivery based on continual learning, rigorous evidence, verifiable claims and highly ethical conduct.
- ▲ Constructive engagement with partners and stakeholders based on respect, trust and pragmatism.

Our priorities:

- ▲ Increasing our influence where water impacts on vulnerable people are most severe.
- ▲ Strengthening capacity and accountability where they are weakest, and the need is greatest.
- ▲ Advocating for system change to benefit large numbers of people in the long-term.
- ▲ Working in strong partnerships to address the global causes of water insecurity and to trigger transformation.
- ▲ Helping others to act autonomously, without creating unsustainable dependency on external support.

A core team of high calibre practitioners

Water Witness will continue to attract and retain an outstanding team, working in an exciting, supportive and inclusive environment, with strong incentives and opportunities for professional growth. We will continue to prioritise team diversity, health and wellbeing, and family friendly working conditions.

A network of leading water professionals and experts with global reach

To meet the growing demand for our services we will continue to develop our network of high-calibre Associates and Senior Advisors who can be called on at short notice to deliver work across the expanding geographies and technical areas of our operations.

Productive partnerships and support to change-makers

Working with a range of new and existing partners within and outside the water sector, we are transforming the economic, social and political processes that influence water so that no-one is left behind. We support a select network of trusted delivery partners through funding, mentoring and technical advice. We will build our existing relationships and forge new collaborations to lever the skills, knowledge, resources and reach needed to deliver our vision. Our valued partners include: civil society organisations and NGOs; governments and regulators; businesses and media groups; bilateral and multilateral donors; trusts and foundations; universities and researchers; communities and citizens.

Strong leadership and governance

Our diverse Board of Trustees will continue to use their broad range of skills to guide our work. They are committed to ensuring accountability and responsiveness to the people we serve, our partners, donors and our staff.

Securing the means for delivery

To deliver our ambitious 2030 Strategy we will double our annual income to £2 million, from both restricted and unrestricted sources. Our work requires tenacious, long-term engagement, and so funding which supports this will be prioritised. We will expand and diversify our donor base by seeking out those whose concerns and ethos align with our own. We will continue to build strong funding relationships

with statutory and grant making bodies in Scotland and the UK as well as in Europe, the USA and elsewhere, and to seek joint fundraising opportunities with our partners. Increasing public contributions will be a priority.

Our communications strategy will build our online presence and media coverage of the issues, raising our profile with a wider audience and building support for the organisation and our work.

We will:

- ▲ Generate annual investment of at least £2 million to support our work and that of our partners.
- ▲ Recruit, support and retain the exceptional people we need to deliver our strategy.
- ▲ Ensure compliance with internal policies and procedures which reflect global best practice.
- ▲ Be a trusted and reliable partner within strong and world changing collaborations.
- ▲ Demonstrate that learning, integrity and value-for-money are at the heart of all we do.

 **Image:** Our Maji SASA! programme informed new guidance within the AWS standard to harness the power of multinational supply chains to improve water security, climate resilience and sustainable livelihoods for smallholder farmers in Africa. WW 2018

A flow of impact over 10 years

2009 >



Water Witness International registered with the Office of the Scottish Charity Regulator by our inaugural board.



Water Witness circulates a concept note on the 'WaterMark' standard for sustainable water use, and joins forces with WWF, Water Stewardship Australia, the Nature Conservancy and others as founding board members of the Alliance for Water Stewardship to develop the global water stewardship standard.



Collaboration with Shahidi wa Maji in the first social accountability monitoring exercise for water resource management, to produce Tanzania's Water Equity Report which triggered commitments to strengthen policy alignment and investment.



2010 >

Our investigation into the UK's global water footprint makes front page news after publication of our 'Drop-by-drop' report on the impacts of asparagus production in Peru. Drawing on our findings the World Bank's Compliance Advisor Ombudsman found the International Finance Corporation to have 'failed in its due diligence and safeguard measures' and to have 'allowed commercial interests to take precedent over social and environmental impacts.' IFC safeguards and systems are overhauled as a result, and the report triggers the first engagement by UK supermarkets on water stewardship.



We co-author the CEO Water Mandate Guide to Responsible Business Engagement with Water Policy.



WWI leads the first field tests of water stewardship standards in Africa with support from Marks & Spencer and GIZ in Naivasha, Kenya.



2011 >

WWI called upon as an expert witness to the House of Commons Environmental Audit Committee review of UK overseas aid and influence its subsequent recommendations.



WWI leads the UK government/ Department for International Development systematic review of global evidence on the contribution of water management institutions to poverty reduction and economic growth.



2012 >

WWI is lead editor of a special edition of Water Alternatives journal on Corporate Water Stewardship, hailed as a landmark contribution. Also co-author foundational chapter on water stewardship in Water Security.



Fair Water Futures Programme launched with support from DFID. This first systematic application of accountability monitoring for water security goes on to improve water security for almost 1 million people, demonstrating the value of strengthening accountability and oversight in the water sector.



2013 >

WWI leads investigations into the integrity of private sector collaboration in countries including Peru, South Africa, Uganda and Tanzania and co-authors the Guide for Managing Integrity in Water Stewardship Initiatives with the Water Integrity Network and the CEO Water Mandate.



WWI initiates Freedom of Information requests to the world's six largest donors on water to track aid accountability.



Undertakes research in the UK and Germany on consumer awareness of water impacts and water stewardship.

2014 >

WWI launches the Corporate Water Research Network to stimulate academic research on water stewardship and recruits a network of over fifty global Senior Advisors and Associates with experience in 120 countries to support our growing workload.



WWI commissioned to undertake a global review of market-based approaches to water resource management for WWF.

New funding allows us to expand the Fair Water Futures Programme into Zambia and increase support to Shahidi wa Maji in Tanzania.



The international water stewardship standard launched with Alliance for Water Stewardship members.

2015>

WWI works with Shahidi to deliver hard hitting evidence which triggers a national review of pollution enforcement and water permitting in Tanzania. Our work unlocks enforcement action and permits for secure water tenure for many thousands of small-holders and domestic water users.



WWI trains the Southern African Development Community water leaders and water division of 12 countries on water stewardship and its value in economic growth.



WWI implements the AWS standard with Olam Ltd. and with support from GIZ, documents the costs and benefits of this first certification against the AWS standard in Africa.

With Shahidi we create the first series of films and radio programmes to promote understanding and action on water rights for shared water security.



WWI hosts the Accountability for Water regional learning forum for 32 civil society stakeholders from across Africa to share methods and insights on accountability monitoring.



WWI contracted by WaterAid to review their corporate engagement strategy.



2016>

Work with Diageo plc and East African Breweries Ltd., begins to implement the AWS water stewardship standard at their brewery in Moshi, Tanzania.



External evaluation of Fair Water Futures commends the programme for its *'important community benefits, for building the capacity of civil society groups, and contributions to increased funding allocations on water... The project has sent shockwaves through the sector.'*



WWI delivers the first keynote on accountability for water at Stockholm World Water Week and initiates strategic collaboration to strengthen the global community of practice and learning.



WWI establishes operations in Malawi with Scottish Government Climate Justice Fund.

Hosts the African Water Stewardship Leaders' Forum attended by over 100 delegates from across the region.



2017>

WWI organises the first practitioner-to-practitioner exchange programme between the Scottish Environment Protection Agency and Director level water managers from Africa to share ideas and approaches to effective water regulation.

WWI commissioned to review corporate performance and standards on water supply, sanitation and hygiene provision by WaterAid and the World Business Council on Sustainable Development.



Contributions to Tanzania's Joint Water Sector Review leads to new funding commitments on water in Tanzania and enforcement action against polluters NIDA textiles.



New funding relationship with the William and Flora Hewlett Foundation supports the scaling and extension of our work, with a focus on applying social accountability for water security in rapidly growing cities.

2018>

Maji SASA! Initiative demonstrates value of using AWS standard to build resilience and water security for small-holders in large supply chains.



WWI's Global Thinkshop on Accountability for Water attracts 86 experts to identify knowledge gaps and strategies for addressing these. WWI subsequently secures a grant to develop research to improve the knowledge and evidence base on Accountability for Water.

Water Witness is invited by the Government of Tanzania to co-host a 3 day summit on Risk-Based Regulation with senior representatives from the country's water sector which results in a new national strategy and commitment to transition to an effective regulatory regime for water resource management.

Water Witness campaigns successfully to embed water supply, sanitation and hygiene as a fifth outcome in AWS standard to improve the systems relevance to the Sustainable Development Goals and the needs of vulnerable communities.

'Friends of Water Witness' initiative launched to build our supporter base and unrestricted income.

2019>

Water Stewardship Malawi pioneers application of AWS standard in schools, hospitals, smallholder co-operatives and in RAMSAR sites and generates key lessons for improving the relevance of the AWS system.



Water Witness unveils its global knowledge hub on Accountability for Water.

Media awards for exceptional journalism on water security in Africa launched.

Operational programmes and partner support extended into Ethiopia.

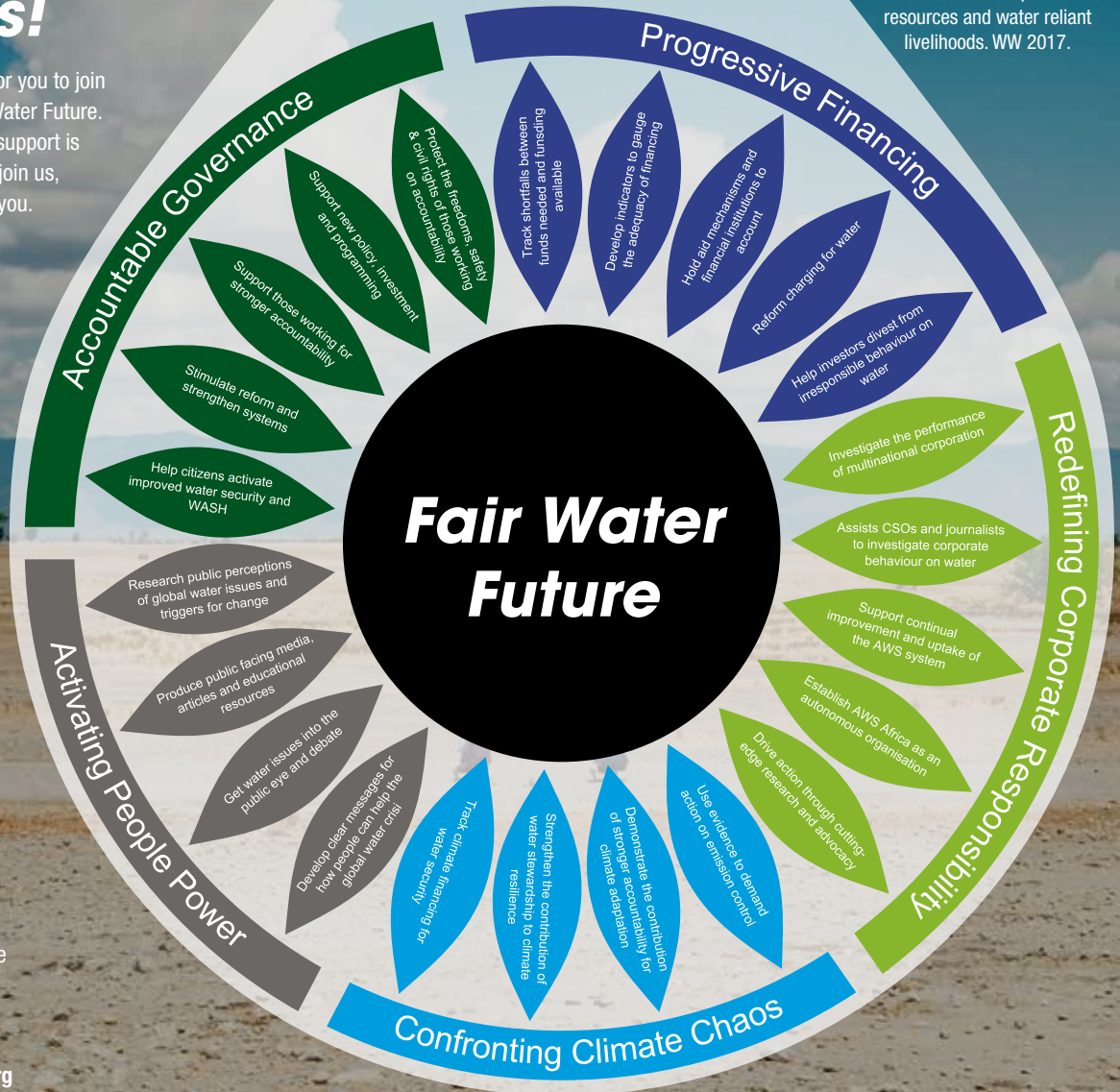


Five imperatives to solve the Global Water Crisis announced by Water Witness at Stockholm International Water Week.

Water Witness works with UK's Department for International Development and convenes stakeholders to plan a Water Security Transformation Programme to trigger social, economic and political change for global water security by 2030.

Join us!

There are many ways for you to join the struggle for a Fair Water Future. Whoever you are, your support is needed. If you'd like to join us, we'd love to hear from you.



📷 **Front Page image:** Joyce Lauwo grows rice under Mount Kilimanjaro where Water Witness has stimulated collaboration between businesses, government and communities to protect water resources and water reliant livelihoods. WW 2017.

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📷 **Back Page image:** Women walking for water during drought in Manyara, Tanzania.