

January 26, 2016

Dear Future Member,

**Your invitation to join the Alliance for Water Stewardship-North America!**

As 2015 drew to a close, the Alliance for Water Stewardship (AWS) solidified itself as a multi-stakeholder international organization dedicated to enhancing water stewardship capacity, and guiding, incentivizing and differentiating responsible water use. AWS builds capacity and provides a forum through which knowledge on water stewardship can be generated, accessed and shared, helping us all to address our shared water challenges. In 2016 AWS will continue to build capacity while moving toward full scale implementation of the AWS Standard at sites across the globe.

Through its Regional Partner Organizations like The Water Council (AWS-North America's headquarters), AWS ensures consistent representation and support for its programs and uptake of the AWS Standard. As a result, 2015 was an extraordinary year for AWS with significant activity in all our priority regions with the support of leading corporations, service providers, development agencies and non-governmental organizations.

**Some of the highlights from 2015 include:**

- The Water Council signed the Regional Partnership Agreement with AWS to be the home of AWS-North America and hired its first director, Matt Howard
- World Wildlife Fund worked with companies in California to pilot the AWS Standard while the Council on Great Lakes Industries piloted the Standard with additional businesses in the Great Lakes states
- AWS Verification System introduced; first wave of accredited service providers approved
- Ecolab and Ingham's sites in China and Australia achieved first two AWS Certifications (Core and Gold, respectively)
- Nestle committed to implementing the AWS Standard at all their facilities in California
- AWS-North America held three trainings across the U.S.
- New AWS-North America website unveiled: [www.awsnorthamerica.com](http://www.awsnorthamerica.com)
- AWS launched global membership program

As an early supporter of The Water Council's work with AWS, we are inviting you to accept our offer of introductory membership, enabling you to influence the way AWS develops in the future.

Broadening and deepening the participation in AWS is critical to ensuring a balanced, credible and effective global water stewardship system.

By joining AWS at this point, you will be able to promote your organization's support for responsible use of freshwater and be part of crucial decisions that will affect the future of global corporate water stewardship. You will be able to participate in shaping future governance, organizational development and technical work related to the AWS Standard, guidance, verification system, accreditation program and organizational policies. Most importantly, your input will be influential as AWS contemplates revision to the Standard and possible development of Regional Guidance materials.

Maximize your benefits of AWS membership by joining now as this will prepare and enable members to more productively participate in the design of a long-term membership package to be implemented in 2017. Specifically, AWS will be hosting our first international water stewardship forum and general assembly November 1-2, 2016 in Edinburgh, Scotland. Member participation will be crucial at that forum as issues of long-term membership models and revision of the Standard will

be decided upon. Joining through AWS-North America allows you access to AWS members from all around globe and the benefits those members enjoy.

The [AWS-North America Membership Application](#) outlines the fee structure. Of course, AWS welcomes more substantial support to help accelerate the growth of the global corporate water stewardship system. Additionally, AWS-North America would like to offer you a limited time opportunity to join The Water Council at a greatly reduced rate of \$200. Learn about the multitude of opportunities that connecting with the world's water technology center of excellence for research, innovation, education and business development provides [here](#).

If you have any questions about AWS, the global water stewardship system, or AWS-North America's work in partnership with The Water Council, do not hesitate to contact me at (414) 988-8749 or [mhoward@thewatercouncil.com](mailto:mhoward@thewatercouncil.com).

Best Regards,



Matt Howard  
Director for the Alliance for Water Stewardship-North America

