



# WAVE

Water Stewardship  
Verified

The world is facing multiple water crises that directly impact the financial stability of businesses. Problems with water quantity and quality – including drought, flooding and contaminants – disrupt operations and supply chains, crippling profit margins and hurting brand value. Investors, regulators, customers and other stakeholders are demanding action on water as part of rapidly expanding regulatory and voluntary external reporting expectations.

But water is a complex, localized topic, and it's difficult to know where to begin. That's why The Water Council developed WAVE: Water Stewardship Verified.



WAVE's five-step methodology walks organizations through an enterprise-wide assessment of water use, impact and risk. When completed, participants demonstrate that they are strategically prioritizing water-related action where it matters most, leading to more meaningful water-related goals, targets and outcomes.

WAVE is the first independently verified program that seeks to better define, recognize and reward good enterprise-wide water stewardship practices. It helps companies launch strategic water stewardship programs that combine enterprise-wide goals and policy with meaningful site-level action and credible external reporting.



Visit [WAVEVerified.com](https://www.waveverified.com) for a full list of participating organizations, case studies and other information.



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