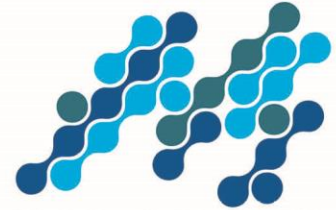


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THE WATER COUNCIL

## The Water Council & Water Stewardship

At The Water Council, we believe water innovation goes hand in hand with water stewardship. Our home of Milwaukee, Wis., sits on the banks of Lake Michigan, part of the world's largest surface freshwater system. But many people do not enjoy such easy access to freshwater. According to the U.N., more than 2 billion people live in countries experiencing high water stress. More than half of the global population could face water shortages by 2050, with alarming security and humanitarian implications.

Water stewardship is a business issue as well as a humanitarian one. Shareholders and other stakeholders increasingly demand that public corporations manage and measure water risk as part of their environmental, social and governance (ESG) reporting, and these demands reverberate across the supply chain. While corporations can report on water stewardship outcomes, the hard work happens at sites: From dairies to data centers, all types of businesses need to account for how water impacts them and how their operations affect surrounding water resources.

The Water Council helps businesses of all sizes and industries improve water stewardship outcomes:

- Our *Corporate Water Stewardship Accelerator* creates an action plan for companies seeking to improve their water stewardship performance and public reporting, providing a step-by-step approach toward comprehensive enterprise-wide water stewardship.
- We are the North American Regional Partner of the *Alliance for Water Stewardship (AWS)*, which promotes a universal framework for the sustainable use of water – the International Water Stewardship Standard. We have helped entities as diverse as Apple, small private manufacturers and a Wisconsin dairy farm prepare for certification to the AWS Standard.
- Our annual *Water Leaders Summit* convenes top water thought leaders to discuss the most pressing water issues of the day, including ESG, climate change and water stewardship.
- Our expertise in the world of water innovation, from Milwaukee's water technology cluster to global water partnerships, helps us connect water innovators with the companies and industries that need them most.

We are proud to be at the forefront of the growing global water stewardship movement. Contact Matt Howard, [mhoward@thewatercouncil.com](mailto:mhoward@thewatercouncil.com), to learn how The Water Council can help your organization on its water stewardship journey.



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