

Category	: International Rice Research Conference
Select Theme	: Climate change and environmental sustainability
Endorsement email	:
Keyword 1	: Climate smart agriculture
Keyword 2	: Multidimensional sustainability (environment, economic, social, governance)
Keyword 3	: Water scarcity
Title of Entry	: Building Water Stewardship Strategy
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Select only one type of presentation	: 15 minute oral presentation
Abstract	: Water stewardship is an approach that supports both sustainable management of water resources and access to essential services. Water stewardship is based on the principle of collective accountability for the sustainable management of shared resources and is, therefore, based on collective responses. Good water stewards understand their own water use, catchment context and shared risk in terms of water governance, water balance and water quality. The tangible value of increased water efficiency, reuse and recycling and improved social license to operate are moving more companies to adopt water stewardship strategies. Demonstrating responsible water stewardship is clearly an essential ingredient of sustainable agriculture and therefore a priority focus for Phoenix Group. The Alliance for Water Stewardship (AWS) is a global membership-based collaboration with a mission ‘to lead a global network that promotes responsible use of freshwater that is socially and economically beneficial and environmentally sustainable’. The AWS Standard provides a globally-applicable framework for major water users to understand their water use and impacts, and to work collaboratively and transparently for sustainable water management within a catchment context. Phoenix Group is conducting an Action Learning Project in its water stewardship journey at its rice milling factory in Karnal (India) and the catchment area, applying the AWS Principles and Standard. This has been designed to have the ambition of achieving certification by providing a good foundation. This will also help Phoenix implement Sustainable Rice Platform (SRP) programme by educating farmers to grow rice in a sustainable way utilizing technologies like Alternate Wetting & Drying (AWD) and Direct Seeding of Rice (DSR). This paper provides guidance to the delegate companies at International Rice Conference Singapore, on how to develop a water stewardship strategy and action plan for the catchments in which their projects are located. The paper includes an implementation guide on water stewardship with special focus on rice cultivation and processing. This paper frames an expanded strategy on the basis of Phoenix experience in Karnal for water stewardship and business value creation, including brand value, that benefits a range of stakeholders including consumers, farmers, customers, investors and employees.

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