

WATER CREDIT SOLUTIONS & BENEFITS

Verified Water Credits offer the flexibility to match sustainability commitments and budgets of all sizes. We work with brands, businesses, events, and facilities to provide credible and verifiable water action benefits and claims to help mitigate water-related risks or help enhance brand reputation. Only projects that meet the high-bar and rigor required by the Water Credit Standard are eligible to generate credits.

FEATURED PROJECT:

Project Name:

Mill Creek Nobman Right

Originator:

The Nature Conservancy

Priority Watershed:

Sacramento River Basin

Project Outcome:

Cease irrigation and dedicate water right to augment flow and improve ecosystem health

Verified Water Credits (Volumetric Benefits):

Up to 414,700 available for purchase in any amount
(1 credit = 1,000 gallons of freshwater)

ALIGNS WITH:



SERVICES, CERTIFICATES & LABELS

- Water footprint assessments.
- Verified Water Action™ label, licensing and co-marketing options.
- Certificates and reports verifying water benefits and sustainability claims.



BENEFITS OF VERIFIED WATER CREDITS

Environmental Impact:

- 1 Verified Water Credit™ (VWC) = 1,000 gallons
- Co-benefits (Nature-Based Solutions)

Business Benefits:

- Support CDP, ESG, and SDG targets.
- Reliable ROI, risk mitigation, sustainability claims and labels.

CREDIBILITY & TRANSPARENCY

Verified Water's rules and protocols ensure that water sustainability projects produce measurable outcomes.

Project actions must:

- ✓ Meet requirements of the Water Credit Standard™.
- 📌 Be validated and verified by an accredited third-party.
- 🌱 Contribute **additional** volumetric freshwater benefits measured against a baseline.

PURCHASE OPTIONS

- Variety of purchasing options to meet different sustainability objectives.
- Customizable plans to fit different budgets and commitments.