



PROGRAM OVERVIEW

Verified Water makes it possible for corporations and organizations to take immediate water action and meet sustainability goals with confidence. Our Water Credit Standard enables water asset holders to monetize high-quality replenishment and conservation projects. Verified Water Credit purchases offer brands easier and more flexible access to credible water benefit claims and certifications.

ALIGNS WITH:



MEMBER OF:



ACKNOWLEDGEMENTS:



VERIFIED WATER TOOLKIT

Water Credit Standard

Sets rigorous requirements for project development, water credit origination, validation, and verification.

Project Registry

A database of accountholders, projects, Verified Water Credits, marketplace transactions, and certifications.

Market Exchange

A transparent and accessible market exchange for Verified Water Credit purchases.

Certification & Reporting

Seals, certificates, and reports verifying volumetric water benefits and sustainability claims to support CDP, ESG, and SDG targets.

WATER CREDIT CREDIBILITY

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.

CO-BENEFITS FOR PEOPLE AND PLANET

Watershed Health

Additional water supply in sensitive and vital water systems, supports the freshwater needs of local communities and ecosystems.

Economic Development & Resiliency

Supports a business case for ag operations to implement water saving actions, a new pathway for NGOs that need enabling funds, and water resource managers to fund infrastructure improvements.

WATER CREDIT BENEFITS

Verified Water Credits offer the flexibility to match sustainability commitments and budgets of all sizes. Purchases can provide credible and verifiable water action benefits and claims, making it easier for brands, businesses and venues to meet a range of water strategy objectives.



PROJECT EXAMPLE:

Project Name:
Mill Creek Nobman Right

Originator:
The Nature Conservancy

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

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



CERTIFICATES & CLAIMS

Below are a few examples of the benefits that may be achieved through Verified Water Credit purchases. Verified Water's team of sustainability specialists can help guide best fit solutions and benefit packages for brands. Connect with us to learn more about claim options and requirements, as well as brand partnership opportunities.

➤ Brand or Business Water Action Claim

Quantity of credits:
Any increment (flexible)

Benefits:

- + Verified Volumetric Water Benefit Certificate
- + Verified Water Action Seal (marketing usage)

➤ Facility/Venue/Event Offset Claim

Quantity of credits:
Determined by analysis of water footprint (annual facility footprint, average footprint per day for venue/event)

Benefits:

- + Verified Volumetric Water Benefit Certificate
- + Verified Water Action Seal (facility/venue/event usage)

➤ Product Offset Claim

Quantity of credits:
Determined by total volume of water used to produce product (annually)

Benefits:

- + Verified Volumetric Water Benefit Certificate
- + Verified Water Action Seal (product label usage)

PURCHASE OPTIONS

Verified Water Credits range in value and offer flexible purchasing options to meet a variety of sustainability objectives, including:

- Reliable ROI for volumetric water benefit reporting
- Credible water and climate action claim for any budget
- Verified Water certification claim