

Sustainability experts launch global standard for water compensation

Aligned with sustainability regulations, it offers a certification framework and a stewardship program for organizations aimed to become water positive



London, United Kingdom Feb 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - As global freshwater availability faces challenges, sustainability experts join forces to protect water resources and enable organizations to address their water footprint. The alliance agreement signed today in London expands the reach and impact of the Act4water Standard, a certification framework designed to foster water compensation and promote climate change adaptation.

The announcement coincides with London's emergence as a leading center for water innovation, highlighted by the recent World Water-Tech Innovation Summit on February 25-26, 2025. Desirée Marín, who serves as Chairperson of the Act4water Executive Committee and represents Fundación Aquae in the alliance agreement, recently participated in the summit. Commenting on the initiative, she notes: "This collaboration merges water science, business innovation, and social commitment, providing companies with a tangible measure of climate adaptation through water footprints and positive credits—driving resilience across businesses, ecosystems, and communities while fostering sustainable finance".

Generating positive impact on water

Spain, where 75% of its population could face high water stress by 2050—according to a World Resources Institute analysis—becomes the launching ground for this international initiative. With active projects in critical areas such as Doñana, Barcelona, and Tenerife, **the model aims to establish a global benchmark for water footprint compensation**, drawing inspiration from the worldwide success of carbon markets.

[Act4water](#) promotes local initiatives that improve water quality and availability, such as aquifer recharge or water reuse. The impact of these projects is measured in **Positive Water Credits, a quantifiable unit for positive water impact**. Each credit represents 1,000 m³ of water footprint saved within a basin. In other words, if a project improves the quantity or quality equivalent to 1,000 m³ of water in an area, it generates 1 credit.

To evaluate the impact of projects, **Act4water relies on distinct standardized methodologies such as the water footprint**—a measure of humanity's appropriation of fresh water—developed by Water Footprint Network (WFN). Rick Hogeboom, WFN director and member of Act4water's Executive Committee, explains: "Aligning corporate action with rigorous methodologies is essential to ensure measurable and transparent positive impacts. By bringing the Water Footprint Network's academic perspective, we aim to ensure water compensation practices drive long-term water sustainability and resilience".

Certifying water sustainability

By a set of official certification marks registered in the EU, USA and UK, **Act4water enables companies to compensate for their water footprint while supporting impactful local projects**. The Act4water Standard provides organizations with a certification framework to showcase their dedication to sustainable water management, either through reduction efforts or impact compensation. Companies and institutions can earn Water Committed, Water Active, or Water Positive certifications based on their achievements. Moreover, the Water Neutral certification offers a way to validate water impact compensation for individual products, events, or spaces.

This international collaboration comes at a crucial time, with the entry into force of new regulations such as CSRD and Green Claims, which require improved transparency and accountability in corporate environmental reporting. Jaap Feil, managing partner at Water Footprint Implementation and a member of Act4water's Executive Committee, notes that "this certification framework bridges the gap between regulatory compliance and tangible environmental impact, enabling businesses to meet new directives while driving real progress in protecting water resources".

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