CONFICERT

WATER FRIENDLY V1

Management of the use and consumption of water resources

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Certification of Water Resource Use and Consumption Management – WATER FRIENDLY

Water Friendly is a global quality brand developed by CONFICERT, an international not-for-profit association pioneering the creation of B2C (Business to Consumer) brands that promote full transparency for consumers.

With the **Water Friendly** certification, organizations demonstrate their commitment to complying with legal and regulatory requirements related to water management and handling, as well as to the efficient, responsible, and sustainable use of water.

The **Water Friendly Brand** is aligned with the 2030 Agenda and the Sustainable Development Goals (SDGs) 6 (Clean Water and Sanitation), 12 (Responsible Consumption and Production), 13 (Climate Action), and 9 (Industry, Innovation, and Infrastructure), delivering added value to sustainable water management by promoting efficiency, reuse, and the reduction of environmental impact.

WATER FRIENDLY Brand Structure

MODULE 1 **Governance, legal compliance and water culture within the organization:** Review of the organization's regulatory compliance, as well as its policies, commitments, EMS, staff training, and communication and transparency practices

MODULE 2 **Water control, measurement and monitoring:** Assessment of water efficiency through consumption comparison, definition of KPIs and targets, development of control and continuous improvement plans, and implementation of reuse methods and alternative water sources.

MODULE 3 **Water efficiency and improvement objectives**: Management of water consumption within the organization, analysis of environmental impact, water infrastructure and its maintenance, water quality, and effluent control.

MODULE 4 **Internal audits**: It consists of the evaluation of the internal audit plan and the corrective action plan.

MODULE 5 **Subcontractors**: Review of the subcontractor control plan when any water-related process is outsourced, noting that different requirements apply to certified and non-certified subcontractors.

MODULE 6 **Use of the Brand:** (and labeling) complies with the provisions of the CONFICERT Trademark and Logo Use Manual and with the applicable legal requirements.

MODULE 7 **Specific requirements for individual multi-site operators and operator groups** (if applicable)

Water Friendly by CONFICERT®

BRAND CERTIFICATION SCOPE

Any process or activity involving water to ensure the efficient, responsible, and sustainable use of the water resource.

APPLICABLE SECTORS

All organizations or operators that use or handle water in their activities or production processes.

OBJECTIVE

Integrate water sustainability, strengthen their positioning before responsible consumers, and actively contribute to the preservation of water.

Benefits of the Certification WATER FRIENDLY

CONSUMER TRUST

The certification provides consumers with a clear assurance of responsible water use and transparent, credible environmental practices.

REGULATORY COMPLIANCE

It enables organizations to demonstrate compliance with applicable water management legislation and reduces legal risks in dealings with regulatory authorities.

CORPORATE IMAGE REPUTATION ENHANCEMENT

It strengthens the operator's image by demonstrating a genuine commitment to sustainability and reinforcing customer trust and loyalty.

STRATEGIC POSITIONING

It helps position the organization as a responsible, proactive actor and opens opportunities within sustainable supply chains and demanding markets.

MARKET DEMAND RESPONSE

It enables organizations to meet growing demand for low-impact products and services through verified information on water use.

PROTECTION AGAINST GREENWASHING

It ensures the authenticity of environmental claims and prevents misleading practices or consumer confusion.

CONTRIBUTION TO SOCIETY

It promotes water management models that safeguard water resources and reinforce the organization's social and environmental responsibility.

IMPROVEMENT IN OPERATIONAL EFFICIENCY

It helps identify improvements in water use that reduce costs, minimize risks, and enhance resilience to water scarcity.

INTEGRATION INTO THE BUSINESS STRATEGY

It ensures that sustainable water management is embedded into the organization's overall strategy with a continuous-improvement approach.