



# Water Risks & Water Stewardship

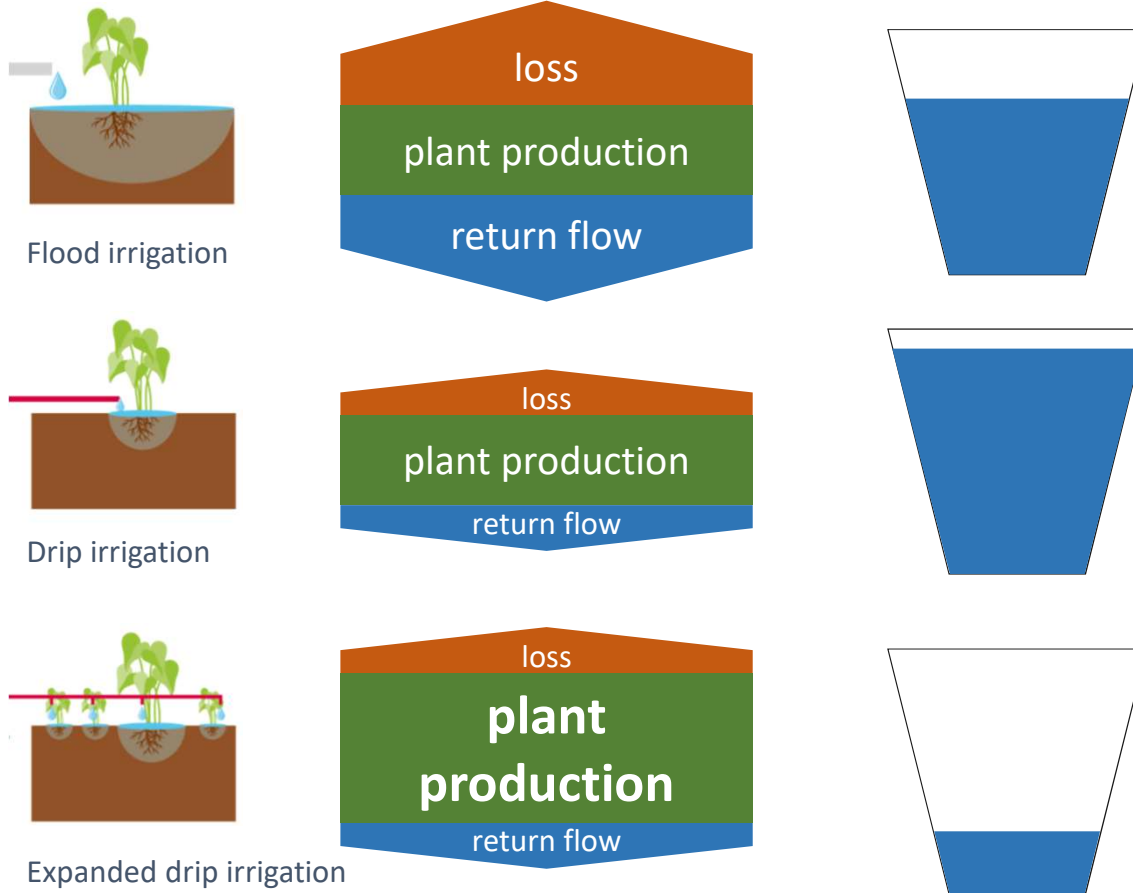
---

GRoW Mid-term Conference  
Frankfurt, 21<sup>st</sup> February 2019



# Why is efficiency not enough?

## Water availability after agricultural use



Water „saved“ by increased efficiency is often (over-)compensated by extended production or higher value and more water intensive products.

➔ **Rebound effect/  
Jevons Paradox**

# Context, catchment, collective action



Local water risks



Contextualize solutions!

Catchments, not sites



Think outside the fence line!

Common good



Balance interests!

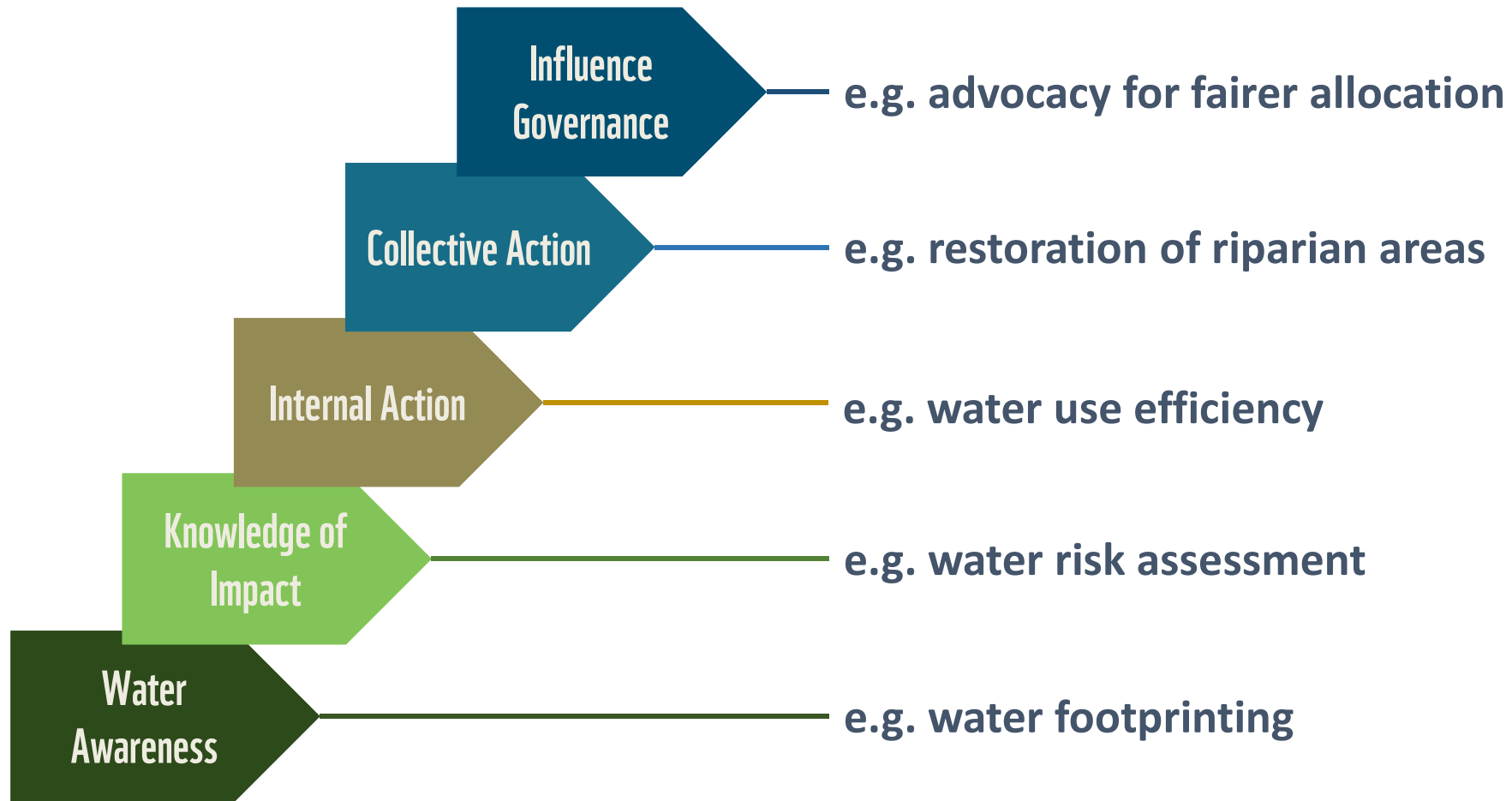
Shared water challenges



Act collectively!

# From water management to water stewardship

---



# From water management to water stewardship





# Water Risks & Water Stewardship

**Contact:**

Johannes Schmiester  
Senior Project Manager Water Stewardship  
WWF Deutschland  
Reinhardtstr. 18  
10117 Berlin  
Tel.: +49 30 311 777 – 261  
Mobil: +49 151 18854 855

**together possible.**



WWF