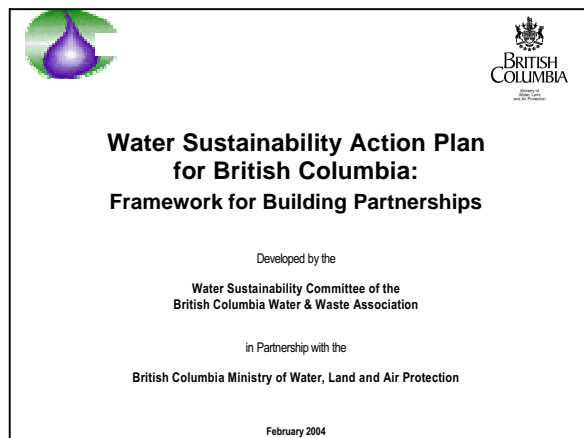


Water Sustainability Action Plan for British Columbia

Context: The Water Sustainability Committee (WSC) has embarked on a partnership with the Province and other Stakeholders to develop and implement a fully integrated **Action Plan** that promotes and facilitates sustainable approaches to water use and water resource management:

- At all levels – from the province to the household; and
- In all sectors – from domestic, resource, industrial and commercial, to recreational and ecosystem support uses.

The Action Plan builds on **A Water Conservation Strategy for BC**, developed and implemented during the period 1997 through 2001 by the Province in partnership with the WSC.



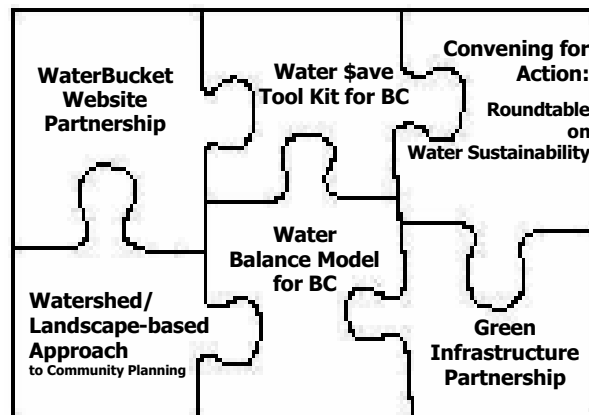
The **Action Plan** provides an **umbrella** for grassroots initiatives that are informing Provincial policy through shared responsibility. The Action Plan recognizes that the greatest impact on land and water resources occurs through our individual values, choices and behaviour.

The goal of the Action Plan is to influence choices and encourage action by individuals and organizations so that water resource stewardship will become an integral part of land use and daily living. The frame of reference for branding Action Plan Elements is captured by three defining questions:

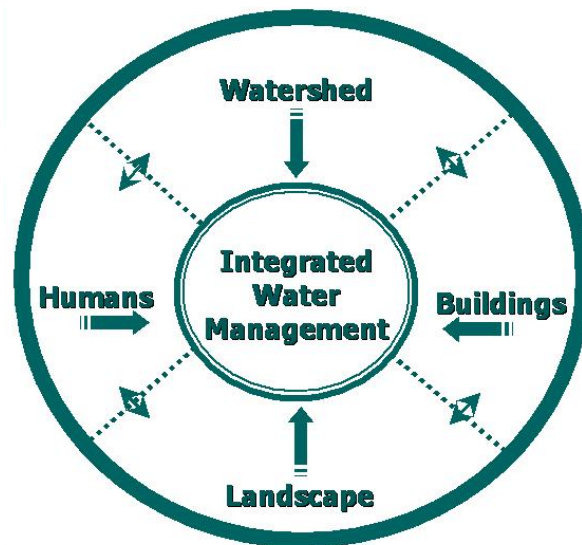
- **What** is the issue or problem?
- **So what** can be done about it?
- **Now what** will be done?

It is simply not good enough to focus only on problems (what) and technical fixes (so what). Rather, the objective of the Action Plan is to challenge individuals and organizations to demonstrate **how we can move from talk to action** (now what).

Action Plan Elements: The Action Plan is comprehensive in scope and comprises six Elements, ranging from 'governance' to 'site design'. Future elements will build on this foundation:



The **desired outcome** is implementation of *on-the-ground changes* in policies, programs, applied research, practitioner education and standards of practice that lead to full integration of water management and landscape (re)development. In an 'integrated landscape', water is the unifying element.



Everything is connected – and water management practices at the site scale can have either cumulative impacts or cumulative benefits at the watershed scale. The legacy of past practices is *cumulative impacts*. Behaviour and practices can be influenced and changed for the better: resulting in *cumulative benefits* over time.