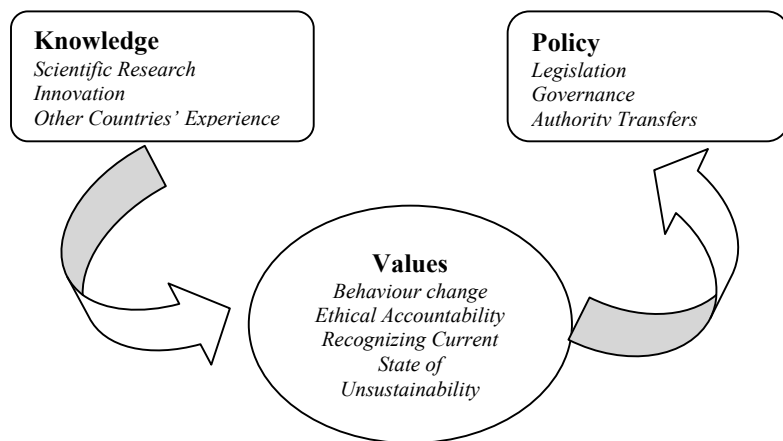


**Table 1 – National Water Strategy Targets, Practices and Ethics**

(modified from Brandes et al, 2005; Muldoon and McLenaghan, 2007; Bakker, 2007; Morris et al., 2007)

Targets	Practice/mechanism	New Canadian Water Ethics (Public Buy-in)
Ecosystem Based Water Allocation	<ul style="list-style-type: none"> <li>▪ Water allocations that ensure watershed health</li> <li>▪ Adaptive withdrawal permitting</li> <li>▪ Federal guidelines for pricing instruments</li> <li>▪ Market-based instruments for water sustainability</li> <li>▪ National framework for instream flow needs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fresh water is finite and valuable</li> <li>▪ Water’s highest values are first for ecosystem and basic human needs</li> </ul>
Aquatic Ecosystem Protection	<ul style="list-style-type: none"> <li>▪ Pollution prevention by way of federal government incentives for innovation, efficiency, conservation, and clean technologies</li> <li>▪ National water quality standards to limit emission of harmful substances linked to maximum pollutant levels in environments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support of inherent value of healthy ecosystems and high biodiversity</li> </ul>
Innovative Urban Water Management	<ul style="list-style-type: none"> <li>▪ Long-term conservation planning</li> <li>▪ Environmental management systems</li> <li>▪ Utility full-cost accounting</li> <li>▪ Developing conservation capacity</li> <li>▪ Best practices clearing-house</li> <li>▪ Promote market in DSM planning/implementation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Water development and management needs to involve a participatory approach</li> <li>▪ Water has an economic value and should be recognized as an economic good</li> <li>▪ Community accountability of non-point source pollution</li> </ul>
Demand-side Management	<ul style="list-style-type: none"> <li>▪ Labeling of water-efficient products</li> <li>▪ Social Marketing</li> <li>▪ Conservation-based pricing</li> <li>▪ Reuse and recycling</li> </ul>	<ul style="list-style-type: none"> <li>▪ Acceptance of metering and water pricing</li> <li>▪ Understanding of drinking vs. grey vs. black water</li> <li>▪ Single household water accountability</li> </ul>
National Drinking Water Standard	<ul style="list-style-type: none"> <li>▪ Legislated federal standards achieved through financial incentives and penalties</li> <li>▪ Attention to Aboriginal communities (e.g. Reserves)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Trust in supply and standards</li> </ul>
Watershed Governance	<ul style="list-style-type: none"> <li>▪ Holistic planning and decision making at the watershed level</li> <li>▪ Integrated ground/surface water planning</li> <li>▪ Stringent water source protection</li> <li>▪ Watershed data and monitoring coordinated at the NWC level</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recognition of land use activities will ultimately have an impact on water</li> </ul>

**Figure 1 – Schematic Indicating How Knowledge can Influence Values, which can Lead to Policy Change**



**Table 2: Timeline for National Water Strategy Implementation**

Time Line	Objective
2008	Canada water inquiry to determine broad goals and create buy-in
2010	Creation of NWC and National Strategy
2013	Adoption and transposition to legislation by provinces/territories
2013	Identification of River Basin Authorities
2014	Socio-economic and ecological assessment of the state of Canada’s River Basins.
2016	Establish monitoring in all Basins and begin consultation on Basin Management Plans.
2018	Draft Basin management plans (including watershed level plans)
2019	Finalize Basin Management Plans
2020	Introduce Pricing Mechanisms