



# WaterLIFE: One Year On

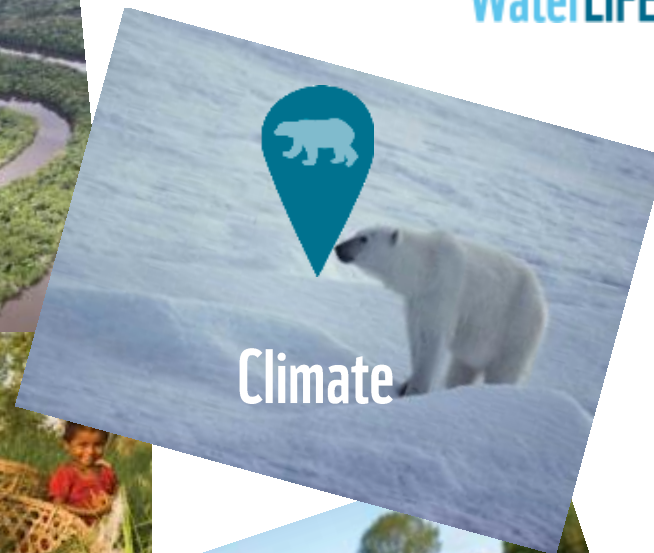
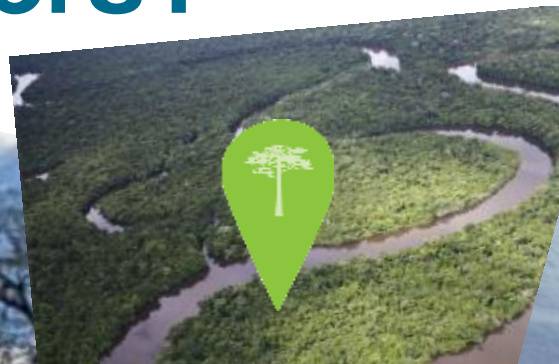
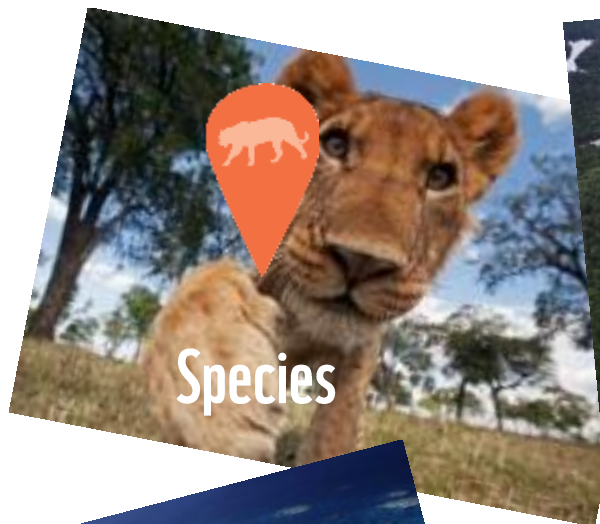
[www.waterlife.org.uk](http://www.waterlife.org.uk)



WWF registered charity no. 1081247, a company limited by guarantee no. 4016725  
WATERLIFE is funded by EC LIFE+. Project number: LIFE13 ENV/UK/000497



# What's the panda got to do with UK rivers?



**100+**

WWF is in over  
100 countries, on  
5 continents

**1961**

WWF was founded  
In 1961



**> 90%**

Over 90% of the  
UK population  
know WWF

**5.8M+**

WWF has over  
5.8 million supporters





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# Only 16% of England's rivers are healthy

# WFD Implementation



- Poor implementation means only 53% of EU rivers are at Good Ecological Status.
- **In England, only 16% of rivers are at Good Ecological Status:**
  - Physical modification (flood defence, land drainage);
  - Over-abstraction (London and SE England are water scarce);
  - Pollution (sewage, roads, agriculture).



*One third of unhealthy rivers in England caused by agricultural pollution.*



# WaterLIFE



“Healthy rivers for people and nature”



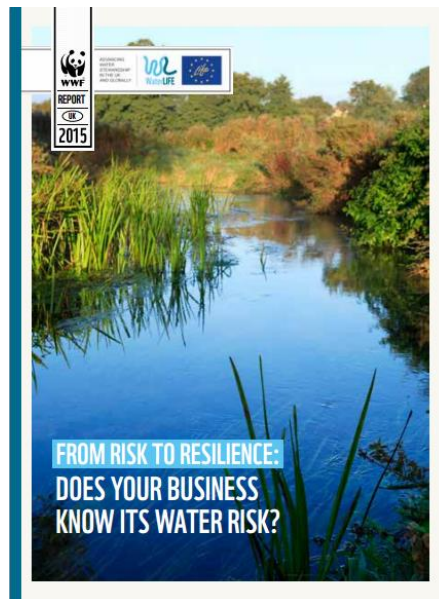
# WaterLIFE details



3 year, £1.8m project being implemented by WWF-UK, The Rivers Trust and Westcountry Rivers Trust to improve the health of our freshwater environment by accelerating delivery of Water Framework Directive (WFD).



# WaterLIFE objectives





# Enabling policy conditions



- Raising ambition
- Developing policy solutions
- Influencing stakeholders





“...the active involvement  
of all interested parties  
in the implementation  
of this Directive”



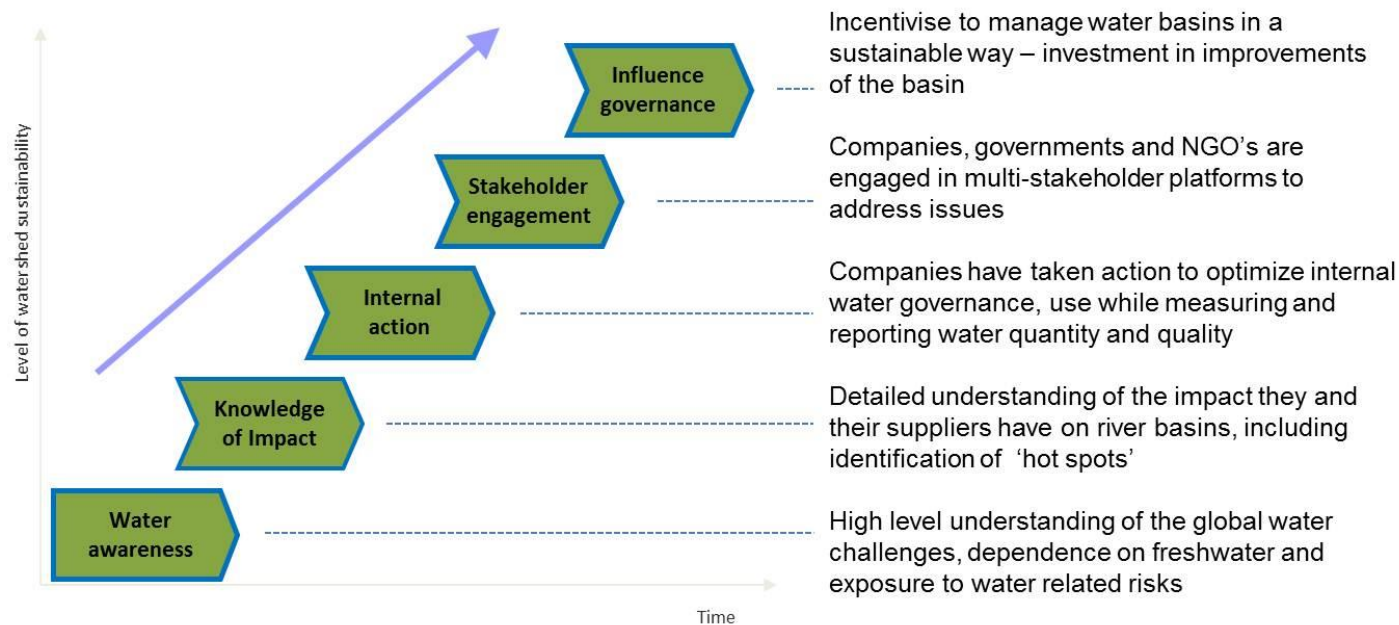
# Civil society demonstration catchments



# Water stewardship ladder



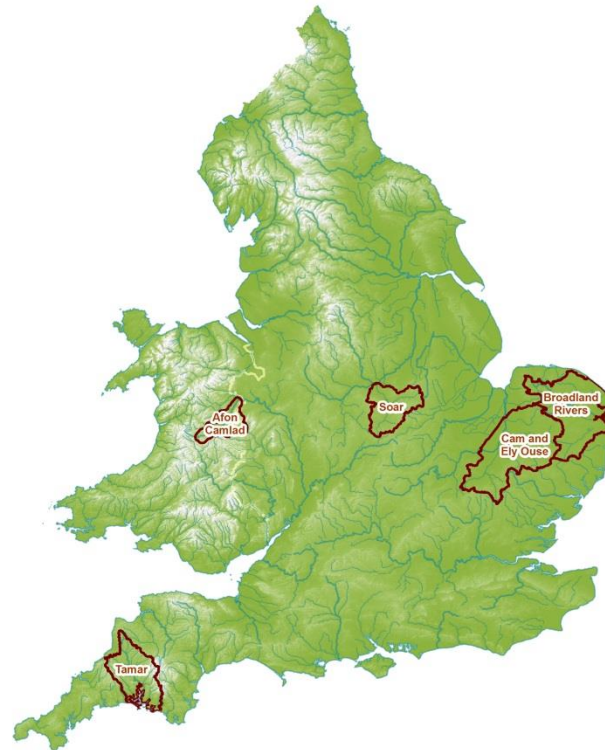
## WWF Water Stewardship



Source: WWF-International



# Water stewardship catchments

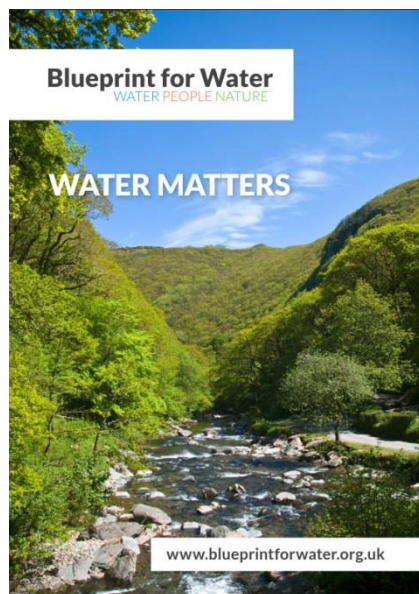


# Knowledge exchange





# Cross cutting WaterLIFE actions



# Case study: River Basin Management Plan consultation

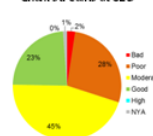


## Tools for Protecting Chalk Streams

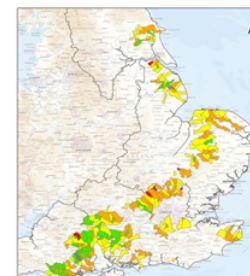
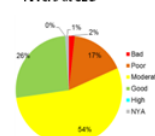
- European Protected Areas: 4 SAC chalk streams should meet favourable status
- Nationally protected sites: 12 SSSI chalk streams should meet favourable status
- The Water Framework Directive – **All** chalk streams should meet Good Ecological Status by 2015

But right now chalk streams are not fairing so well under the WFD...

Chalk streams at GES



Rivers at GES



# One year on.....





# And this all should lead to.....



# Contact



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