



Presents The 2nd Event In The International Water Footprinting Series – Scoping The Risks, Costs, Business Opportunities And Strategies For Measuring And Reducing Corporate Water Consumption



A Practical 2 Day Summit for Retailers, Manufacturers & Consumer Product Manufacturers Making The Business Case For

Measuring & Reducing Corporate Water Footprints

A unique 360° Appraisal Focusing On Commercial Viability

Compare Methodologies & Solutions For Measuring & Reducing Water Consumption Within Internal Operations & Throughout The Supply Chain

February 26-27, 2009
Intercontinental, West Miami

For further information and to reserve your place online visit:
www.water-footprint-usa.com

Hear Real Case Studies, Rather Than Theory, From Companies Who've Evaluated The Benefits & Are Taking Action



Zack Mansdorf
Senior VP, Safety, Health and Environment
L'Oreal North America & Worldwide



Michael Kobori
Vice President, Supply Chain Social and Environmental Sustainability
Levi Strauss & Co.



Jeff Fulgham
CMO
GE Water & Process Technologies



Daniel Bena
Director Sustainability, Health, Safety and Environment
PepsiCo International



Kevin Matthews
Director Health & Environmental Affairs
Nestlé Waters North America



John Frazier
Director of Considered Chemistry
Nike



John V. Steir
Group Director, Environmental Affairs
Anheuser-Busch Companies, Inc.



Jim Hanna
Director of Environmental Affairs
Starbucks

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GE Water & Process Technologies

Your Finance Director Will Need To See ROI On Water Footprinting Within 18 to 24 Months!

Register Today To Hear Key Global Consumer Products & Retail Brands Assessing Business Risks & Evaluating Costs vs. Savings vs. Benefits

Learn Why You Should Be Measuring Your Water Footprint, What You Should Measure And To Which Standards

Don't Miss Our Dedicated Day On Innovative, Specific And Practical Case Studies To Reduce Water Consumption Internally Within Your Facilities, Operations And Manufacturing Units.

Interactive Pre-Conference Workshop Dedicated To Standards Wednesday, 25th February 2009

Led By **The Alliance for Water Stewardship (AWS)** - **Jonathan C. Kaledin**, Blue Water Certification Program Director, **THE NATURE CONSERVANCY**

EVENT COVERAGE

WHY THIS MATTERS, NOW?
Business Drivers & Timelines

RELATING WATER TO ENERGY
Business Costs & Benefits

INTERNAL IMPLEMENTATION
Which Processes Deliver ROI

AGRICULTURAL WATER USAGE
Benefiting Business And Community

SUPPLY CHAIN IMPLEMENTATION
Upstream Or Downstream?

Presenting The A-Z Of Water Reduction Strategies

In today's economic climate coupled with soaring energy costs and fresh water scarcity, global brands are looking at innovative ways to create measurable cost savings by investing in water conservation and water efficiency projects.

The Water Footprint Summit is a unique **step-by-step guide to strategically analyzing the commercial viability of investing in sustainable water management, both internally and across your supply chain, to reduce risks and costs and guarantee business continuity.**

WHY INVEST IN WATER FOOTPRINTING? - Evaluate the business drivers, short terms benefits and cost savings to gain business buy-in whilst correlating water to the broader sustainability issues like energy, waste and carbon. **WHAT** - Scope global strategies for a local problem and compare the most prominent methodologies in the absence of standards whilst looking at developing a common and agreed methodology to understand **HOW** to measure water usage throughout product life cycles. Identify hot-spots in different value chains to ascertain **WHERE** to reduce your water consumption. **TAKE ACTION** by learning from the experience of key thought leaders that have invested in implementing water initiatives and **LOOK BEYOND** just footprints by exploring the way forward towards examining the impact of your corporate water usage.

- Discover Why Measuring Water Footprints Matters – Understand The Nature Of The Global And Local Water Resource Problem And Evaluate The Business/Financial Drivers, Risks, Costs And Benefits Of Reducing Your Corporate Water Consumption.
- Hear Best Practice Case Studies On Developing Measurement Methodologies And Participate In Focused Discussions On Standards
- Assess Early Findings On Defining The Scope Of The Water Footprint - How To Set The Boundaries In Product Lifecycles And Supply Chains For Accurate And Verifiable Water Footprint Measurement
- Hear Best Practice Case Studies On Implementing Water Usage Reduction Programmes
- Examine The Importance Of Assessing The Impact Of Your Water Consumption – Internally And Across Your Global Supply Chain
- Learn What Corporates, NGO's And Governments Are Doing On Water Sustainability – Find Out Which Initiatives Are Truly Important
- Putting Water In Perspective. Understand The Importance Of Water In The Broader Context Namely Biodiversity, Socio-Economic And Political Issues
- Benefit From Cross Industrial Spill Over – Key Learnings From International Water Utility Companies
- Interact With Key Suppliers

Don't Miss

Mini Interactive Break-Out Sessions Dedicated To

- **Defining The Geographical Scope Of Your Local Operational Water Usage Footprint**
- **Methodologies For Measuring The Water Footprint Of Raw Materials Sourced Globally**

The audience will split into facilitated tables to take part in practical working group discussions. The key case study insights and learning points will be summarised and communicated after the session. The benefits of the workshops will be to: -

- Share industry experiences in an interactive format
- Take away a transcription of the working group final analysis and share the anonymous best practice with peers in your organization
- Focus on finding specific solutions associated with your strategy.

Who Will Attend?

- Corporate Affairs Directors
- Health, Safety & Environment Directors
- Corporate Social Responsibility (CSR) Directors
- Sustainability Directors
- Directors EU Affairs
- Supply Chain Directors
- Technical Directors
- Directors Environmental Stewardship
- Procurement Directors
- Global Heads Of Environment
- VPs Business Development
- Heads of Corporate Policy for Sustainability & Ethics
- Heads of Sustainable Development
- Heads of CSR
- Group Heads - Development & Projects
- Science & Technology Leaders: Sustainability
- Energy Managers
- Product Development Managers
- Marketing Directors
- Brand Directors
- Risk Managers
- Corporate Responsibility and Sustainability Managers
- Development Managers, Social & Environmental Affairs
- Category Managers.

Pre-Conference Workshop

Wednesday Feb 25th 2009

09:00 - 17:00

Led By **Jonathan C. Kaledin**, Blue Water Certification Program Director, **THE NATURE CONSERVANCY**

Trying to get internal buy-in to focus on water as a risk management, cost, and market leader issue? Wondering how to communicate to your consumers and the public at large that you are a corporate leader on water issues-economically, socially, and environmentally- without making misrepresentations?

A lack of water stewardship standards, and the absence of an effective, internationally-recognized program that oversees the implementation and verification of such standards, currently hinders companies from being able to set internal targets and benchmark themselves externally when it comes to water stewardship.

The Alliance for Water Stewardship (AWS) has been conceptualizing and developing water stewardship standards that will be applied within the water certification business it is establishing. The AWS's first workshop on water stewardship standards took place in Melbourne, AU in October 2008, and the second will take place in London in December 2008.

At the February 2009 Water Summit USA conference, the AWS's workshop will unveil current work and thinking on water stewardship standards.

- Should such standards be site specific, water shed based, or company specific, even for multi-national companies?
- How can a water stewardship standard program be structured to achieve the three basic goals - economic, social, and environmental - that need to be achieved?
- To what extent should "supply-chain issues and analyses" be built into water stewardship standards developed for the private sector?
- How will water stewardship standards for the private sector and water stewardship standards developed for the public sector interact or complement (or compete) with each other?
- What methodologies exist (such as "water footprinting" and other methodologies) for determining water use and the impacts of such use, and how are these methodologies being built into the AWS's water stewardship standards and certification efforts?

The AWS's workshop will also present the work-to-date on establishing detailed water stewardship standards within one segment of the private sector, and will discuss how these detailed standards were conceptualized and developed.

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A world leader in membrane and filtration, diagnostic tools, specialty chemicals, mobile water, service, and financing, **GE Water & Process Technologies** offers the broadest portfolio of global expertise and local capabilities. We invest in forward-looking water and process technologies, leveraging the best practices of GE ecomagination, to help customers balance environmental and economic goals. Our innovative team develops unique partnerships and delivers reliable, long-term solutions for communities, governments and industry that maximize water and energy resources.
<http://www.ge.com/water>

DAY ONE: Thursday February 26, 2009

07:30 **Insights & Prediction Into The Costs, Quality & Environmental Impacts Of Water In The Future**

EXECUTIVE
BREAKFAST
BRIEFING

Water is going to become more and more of a decisive factor in how companies operate in the near future. Unless steps are taken today to firm up the sustainability aspects of managing the amount of water consumed, your business could be disrupted.

This 45-minute breakfast briefing is a chance for delegates to familiarize themselves with

- Understanding global water availability and quality now and in the future, based on projected population changes, price of energy and raw materials, farming demands, industrial usage changes and climatic changes
- The key definitions and terms associated with corporate footprinting - including sustainable water management, water stress, water availability, water efficiency, water offsets, water stewardship, water neutrality, green, blue and grey water.

08:15 Morning Coffee & Registration

WHAT IS YOUR WATER FOOTPRINT?

08:40 A Comprehensive Introduction To Water Footprints

MORNING
CHAIRMAN'S
OPENING
SESSION

- A brief history of the concept
- Why are we here talking about water footprinting?
- Where is the FMCG and retail industry today?
- What are the specific threats and opportunities?
- What can be learned from corporate initiatives taking place today?
- How to proceed in a practical way at the short term?
- The long-term vision on future developments - where are we heading?

Arjen Y. Hoekstra, *Professor in Multidisciplinary Water Management, TWENTE WATER CENTRE - UNIVERSITY OF TWENTE and Scientific Director, WATER FOOTPRINT NETWORK*

08:55 Questions & Discussion

WHY MEASURE YOUR WATER FOOTPRINT?

DEVELOPING AN OVERALL BUSINESS CASE FOR QUANTIFYING & REDUCING WATER USAGE & IMPACTS

09:00 Making The Business Case For Measuring Your Water Footprint

OPENING
KEYNOTE
PANEL

- Demonstrating business benefits by linking the water footprint concept to
 - Water and energy bill savings
 - Economic and environmental sustainability
 - The broader sustainability agenda including existing carbon reduction programmes
- Ensuring your business doesn't make expensive mistakes by spending unnecessary money
- 5 mini-case studies; Demonstrating the corporate drivers for measuring and reducing your overall water footprint incorporating
 - Business facilities, sites & offices
 - Manufacturing and production operations
 - Products
 - Raw materials
 - Supply chain
- Gaining finance director buy-in on the business benefits
 - Risk assessment and mitigation - global, regional, local
 - Cost savings
 - Managing supply chain uncertainties
 - Business continuity and future security
 - Reputation and responsibility
- Pay back periods

Michael Kobori, *Vice President, Supply Chain Social and Environmental Sustainability, LEVI STRAUSS & CO.*

Kevin Mathews, *Director Health and Environmental Affairs, NESTLÉ WATERS NORTH AMERICA*

Kim Marotta, *Senior Director of CSR, MILLERCOORS*

John Frazier, *Director of Considered Chemistry and Environment, Safety, and Health, NIKE*

Denise Knight, *Global Water Initiative Manager, THE COCA-COLA COMPANY*

Jeff Fulgham, *CMO, GE WATER & PROCESS TECHNOLOGIES*

09:50 Questions & Discussion

10:00 Understanding Key Stakeholders Perspectives On The Commercial Viability Of Water Usage Measurement & Reduction

KEYNOTE
PANEL
SESSION 2

- Examining key stakeholders perspectives on how water links into economic and environmental sustainability
 - Investors
 - Retailers
 - Customers
 - Farmers
- Understanding the opportunities for reducing your water footprint within internal operations

- Demonstrating the energy savings from implementing water conservation and water efficiency projects
- Comparing water and energy on the environmental axis
- In manufacturing and production, for example, should you use more cold water to save energy or use more energy to save water?
- Comparing the costs vs. benefits of investing in
 - Waste water treatment investment programs
 - Reuse and recycling
 - Rainfall storage and water treatment technologies
 - Supply chain programmes including outsourced manufacturing
- Assessing investment payback periods

Dan Bena, *Director Sustainability, Health, Safety and Environment, PEPSICO INTERNATIONAL*

Zack Mansdorf, *Group Head - Development & Projects, BRANSTON LTD*

Henrik Lampa, *Senior VP, Safety, Health and Environment, L'OREAL NORTH AMERICA & WORLDWIDE*

Simon Houghton-Dodd, *Head of Quality & Sustainability TATE & LYLE SUGARS*

Lauren Orme, *Sustainable Raw Materials Manager, MARKS & SPENCER*

Jeffrey L. Hanratty, *Manager, Auditing and Continuous Improvement, GENERAL MILLS*

10:35 Questions & Discussion

10:45 Morning Refreshments Served In The Exhibition Showcase Zone - Meet Industry Stakeholders To Share Ideas, Discuss New Approaches & Talk Through Solutions

11:15 Developing A View Of Your Water Footprint To Understand Total Water Consumption & How It Relates To Reducing Energy & Carbon Footprints

DUAL
PERSPECTIVE
CASE
STUDY

- Tensions between delivering low prices whilst also pursuing an aggressive sustainability agenda
- Gathering operational data on water availability and quality
- Water is often an overlooked issue - adopting a holistic multi-national, group-wide perspective to water and analyzing how this relates to reducing energy, waste and carbon costs
- Understanding the real cost and value of water

DAIRY PROCESSING CASE

11:15 Conserving Water And Turning Effluent Into Energy

Case Study A

Chip Jones, *Senior VP Corporate Responsibility & Sustainability, DEAN FOODS*

11:35 Correlating Water Usage With Energy Costs, Waste & Climate Change

Case Study B

Simon Houghton-Dodd, *Head of Quality & Sustainability, TATE & LYLE SUGARS*

11:55 Questions & Discussion

COMPARING DIFFERENT METHODOLOGIES FOR CREDIBLY MEASURING WATER USAGE

WHAT ARE THE EMERGING STANDARDS?

12:10 Identifying Standard Measurement Methodologies - Which Tools & Techniques Will Become Tomorrow's Standard?

KEYNOTE
PANEL

- Understanding the Water Footprint Tool
 - Understanding The Impact Of Your Water Usage Whilst Working Towards A Response
 - Defining impact - what do you mean by this?
 - Once you understand what your water footprint is and where it comes from, how do you reduce impacts locally?
 - How do you measure impact in practice?
 - Incorporating all regional and local dimensions into impact assessment
 - Practical tips towards strategizing a response - once you know your impact
- Assessing operational water usage in a local context
 - Overcoming the data sourcing challenges associated with this model
- Examining LCA of water usage and relating the model to climate change and energy costs
- Assessing the strengths and weaknesses of the latest models

Arjen Y. Hoekstra, *Professor in Multidisciplinary Water Management, TWENTE WATER CENTRE - UNIVERSITY OF TWENTE and Scientific Director, WATER FOOTPRINT NETWORK*

Christopher Williams, *Director Freshwater Conservation, WWF*

Jonathan C. Kaledin/ Brian Richter, *Blue Water Certification Program Director, THE NATURE CONSERVANCY*

Jason Morrison, *Program Director for the PACIFIC INSTITUTE*

Stuart Orr, *Freshwater Policy Officer, WWF-UK*

12:40 Questions & Discussion

12:50 Networking Gourmet Lunch Served In The Exhibition Area

HOW TO IMPLEMENT A CORPORATE WATER FOOTPRINTING PROGRAM

02:10 Building A Strategy To Understand The Overall Water Footprint Of A Product

- Grasping the link between carbon, water, and energy footprint impacts
- Developing guidelines for establishing your water footprint across internal operations and the supply chain
- Understanding water scarcity and regulatory issues within a region to build a matrix of costs vs. region
 - Defining local boundaries, including local catchment areas and regional river basins
- Understanding global supply chain impacts
 - Example: Measuring the volumes of raw material sourced and agricultural water consumption (irrigation)
- Assessing what data is available, globally and locally
- Gathering data from different sources
- Choosing a methodology and assessment model
- Integrating data to develop a sustainable strategy
- Sharing responsibilities with suppliers and stakeholders in the market
- Benchmarking with the competition for a clearer understanding of your water footprint

Case Study A Kevin Mathews, *Director Health and Environmental Affairs, NESTLE WATERS NORTH AMERICA*

Case Study B Denise Knight, *Global Water Initiative Manager, THE COCA-COLA COMPANY*

02:40 Questions & Discussion

UNDERSTANDING THE OPPORTUNITIES FOR REDUCING YOUR WATER FOOTPRINT WITHIN INTERNAL MANUFACTURING OPERATIONS INCLUDING WASTE WATER TREATMENT, WATER REUSE & RAINWATER HARVESTING WHICH PROCESSES & TECHNOLOGIES DELIVER ROI?

DECREASING ABSOLUTE WATER CONSUMPTION

02:50 Best Practices For Decreasing Direct Water Use In Your Operations

- Finding out where you use water and establishing a system that encourages conservation in factories, warehouses and administrative centers
- Understanding which processes can be modified to reduce consumption while maintaining or increasing productivity
- Searching for quick win opportunities such as substitution of water towers for cooling, water driven vacuum pumps, fire system testing and others
- Evaluation of reuses of soiled water and control of landscaping uses
- Establishing a culture of continuous improvement in water conservation with employees including those in offices
- The cost-benefit selling points for an effective water conservation strategy

Case Study A Zack Mansdorf, *Senior VP, Safety, Health and Environment, L'OREAL NORTH AMERICA & WORLDWIDE*

DECREASING THE PER UNIT RATIO OF WATER CONSUMED

03:10 How To Decrease Water Usage In Your Facilities

- Monitoring and calculating water consumption internally
- Understanding which processes can be modified to reduce consumption
- Finding out where you use water and establishing a system that encourages conservation in factories, warehouses and administrative centers
- How to promote these efficiencies with employees
- Implementing cost effective methodologies to aid water usage reduction

Case Study B Jim Hanna, *Director of Environmental Affairs, STARBUCKS COFFEE COMPANY*

03:30 Practical Steps To Effectively Reduce Power Hungry Water Consumption Pattern In Your Own Factories

- Monitoring and calculating water consumption internally
- Understanding where your water comes from
- Evaluating the most water hungry processes and understanding the magnitude and complexity of the water loss problem
- Gaining efficiencies
 - Understanding which processes can be modified to reduce consumption
 - Evaluating processes to reuse water
 - How to promote these efficiencies with employees
 - Implementing cost effective methodologies to aid water usage reduction

Case Study C

03:50 Questions & Discussion

04:05 Afternoon Refreshments Served In The Exhibition Showcase Zone – Meet Industry Stakeholders To Share Ideas, Discuss New Approaches & Talk Through Solutions

04:35 Reducing Spend On Waste Water Through Sustainable Management

- Understanding what is considered as dirty water by regulation
- How to reduce the generation of wastewater
 - Developing waste minimization programs - increasing efficient cleaning processes, water reuse and awareness employee
- Implementing low cost primary and secondary water treatment

Case Study A Jean-Pierre Renaud, *Environment Director, DANONE*

Case Study B Jeffrey L. Hanratty, *Manager, Auditing and Continuous Improvement, GENERAL MILLS*

Case Study C Representative, *FETZER VINEYARDS*

05:20 Questions & Discussion

TECHNOLOGY VENDOR PANEL SESSION

05:35 Specific Processes & Technologies For Reducing Water Usage Within Manufacturing Operations - How To Maximise ROI

- Re-engineering processes to use less water
- Cost benefit analysis on the full range of technologies
- Evaluating innovative quick win water efficiency and conservation solutions including techniques for using less water to clean plants, rainwater harvesting, collecting water from heating ventilation and air conditioning equipment

06:00 Questions & Discussion

MANAGING FACTORY CONTRACTORS

06:10 Evaluating Water Savings From Water & Waste Water Recycling For Non-Potable Use

- Overview of Levi's strategy to plot strategic suppliers against water scarcity map to determine each supplier factory risk and environmental impact
 - Reduce recycle their water and wastewater use
 - Reduce operating cost by recycling wastewater for non-portable use, such as landscaping and sanitary use
 - Working with municipality to make excessive recycle water available for the construction or non-potable purposes

Reza Hosseini, *Manager, Environmental Site And Compliance Assessment, LEVI STRAUSS & CO.*

06:30 Questions & Discussion

06:35 Working With Governments, Local Municipalities, Water Utilities & NGO's To Explore Opportunities For Reusing Waste Water From Manufacturing Operations

- How can business work with local governments, water utilities and NGOs to solve water problems?
- How can companies protect against disruptions in local water supplies?
- Understanding the real cost and value of water
- Understanding how water utilities can help brands measure & reduce water consumption
- Understanding the real cost and value of water
- Demonstrating the business benefits of using recycled water, including reduced electricity costs and water bills
- Understanding where the greatest savings can be made
- Best practice examples on using cleaned waste water

Robert J. Rose, *Office of Water, Policy Office, US EPA*

06:55 Questions & Discussion

07:05

08:00 - Cocktail Reception In The Exhibition Showcase Area

DAY TWO: Friday February 27, 2009

08:50 Chair's Opening Remarks

MANAGING YOUR WATER FOOTPRINT AT THE AGRICULTURAL LEVEL

09:00 Minimizing Your Water Footprint in Agriculture: Finding that "Sweet Spot" Between Business Value and Community Development

- Understand the contribution of agriculture to the use of water-both globally and in developing economies
- Hear about the wide spectrum of agro practices across the globe, ranging from subsistence/near-subsistence farming to fully mechanized commercial farms--and what are the implications of this to water footprint management
- Increase awareness of how emotional an issue water can be, and the critical need to engage communities in the water and environmental activities of a business
- Learn how managing the "community portion" of your water footprint can strengthen the company's license to operate
- Learn how one water conservation project in agriculture aims to benefit both the community and the business

Dan Bena, *Director Sustainability, Health, Safety and Environment, PEPSICO INTERNATIONAL*

09:30 Questions & Discussion

AGRICULTURAL WATER USAGE & IMPACTS

09:40 Strategies For Understanding and Addressing Water Impacts At The Agricultural Stage

70% of today's freshwater is used during the agricultural phase. This not only contributes heavily to your overall water footprint but also threatens the availability of water in your watersheds and basins.

- The challenges and opportunities in implementing water footprint for raw materials
- Difficulties in measuring

- "It is not just a question of quantifying, its identifying where your water has come from" - Assessing the impact in a particular location
- What to include - differentiating the impacts of Green and Blue water
- Understanding seasonal variations
- Collecting useful and credible data from farmers
- Educating, motivating and collaborating with farmers to reduce their water consumption
- Understanding the regulatory view on the future direction of water sustainability in agriculture

Jim Knutzon, CEO, FARM FRESH DIRECT
Kai Robertson, Director, Agriculture, WWF

10:10 Questions & Discussion

MANAGING WATER CONSUMPTION ACROSS THE SUPPLY CHAIN

DECREASING THE PER UNIT RATIO OF WATER CONSUMED

10:20 Measuring The Water Footprint Across The Clothing Manufacturing Value Chain

CASE STUDY

- Prioritizing water reduction efforts - Methodologies for measuring water consumption in clothing manufacturing
- Ensuring wet processing suppliers factories should have a waste - water treatment plant.
- Gathering water use and production data from facilities to analyze efficiency between similar set up and product types
- Reducing operational water usage.
- Raw materials- Steering cotton farmers to use water in a sustainable manner
- Motivating dying mills to work towards resource reduction and to prioritize water saving
- Initiating a compliance approach with key fabric suppliers

John Frazier, Director of Considered Chemistry and Environment, Safety, and Health, NIKE

10:40 Questions & Discussion

10:50 Morning Refreshments Served In The Exhibition Showcase Area

11:20 Measuring & Reducing Water Footprint Of Food And Grocery Products Throughout The Supply Chain – Upstream and Downstream

CASE STUDY

- How to practically conduct water footprint accounting - Taking full account of all water appropriated into the value chain
- Analysing where the maximum consumption takes place in the life cycle for different products
 - Creating awareness of water intensive stages of each product life cycle
 - Identifying opportunities for water use reduction
 - Analysis consumption upstream and downstream
- Assessing risks to operations and supply chains
- Changing consumer behaviour

Senior Representative, UNILEVER

11:45 Questions & Discussion

11:55 Reducing Water Consumption Within A Global Food & Drink Production & Manufacturing Value Chain

CASE STUDY

- Risk analysis of water resources supplying global manufacturing plants
- Measuring and understanding water footprints in beverage manufacturing operations
- Reducing water usage in beverage manufacturing operations
- Reducing wastewater discharge and emissions to the environment
- Working with communities to improve watershed management
- Assessing the business case of investing in technologies for recovering waste streams for reuse

Kim Marotta, Senior Director of CSR, MILLERCOORS

12:20 Questions & Discussion

INDUSTRIAL USERS PANEL SESSION

12:30 Employing Innovative Technologies To Reduce Water Consumption

- Lessons learned from the paper and pulp, refining, chemical and other heavy industry sectors
- Demonstrating examples of new technologies to reduce water consumption within a high volume environment

- Benchmarking best practice water and wastewater management techniques
- Benefits of adopting wash water treatments
- Evaluation of the business case for different technologies
 - Assessing ROI and payback periods

01:10 Questions & Discussion

01:20 Networking Buffet Lunch Served In The Exhibition Area

02:20 Water Usage Impact Assessment Across The Supply Chain

02:20 Water Footprints - Putting The Information To Work

- Completing the water footprint
- Understanding watersheds for each part of the value chain
- Creating a sustainability matrix matching water usage with watershed health
- Building in business risk considerations
- Case study - Partnership with the World Wildlife Fund

John V. Stier, Group Director, Environmental Affairs, ANHEUSER-BUSCH COMPANIES, INC.

02:40 Understanding Your Water Usage Impacts Within The Retail Value Chain

- Strategising globally, acting locally
- Once you understand what your water footprint is and where it comes from, how do you reduce impacts locally?
- Incorporating all regional and local dimensions into impact assessment

Lauren Orme, Sustainable Raw Materials Manager, MARKS & SPENCER

03:00 Questions & Discussion

03:10 Engaging Supply Chain Partners To Understand Their Use Of Water To Gain A Better Understanding Of Your Overall Water Footprint

- Taking a life cycle approach to investigate the importance of water
- Understanding the key impacts across the total supply chain
- Fostering sound water management principles in the total supply chain
- Working with suppliers to reduce their contribution to the overall water footprint
- Changing production techniques in order to save water and reduce amount of wastewater
 - Example - Managing the water footprint of ANDREX® tissue

David Spitzley, Product Sustainability Manager, KIMBERLY-CLARK

03:30 Questions & Discussion

INDUSTRY COLLABORATION

03:40 Drawing The Geographical Boundaries Of Your Water Footprint

Delegates will break out into small roundtable discussion groups for 90 minutes, with 20 minutes break. The objective of the roundtable discussion groups will be to share best practice experiences on strategising globally and applying locally.

03:40 Define The Geographical Scope Of Your Local Operational Water Usage Footprint

- Share research and compare best practice methodologies on understanding the factors that need to be considered within a local area
- Assessing the water needs of the local environment including rainfall patterns, river basins, crop and plant species
- Accessing data sources for regional river basins

04:00 Methodologies For Measuring The Water Footprint Of Raw Materials Sourced Globally

- Understanding the international variables including climatic, social and political, irrigation, population densities, demand-supply balance
- What regions will be most affected by a water scarcity?
- Defining the boundaries of your global water footprint
- Measuring embedded water, water usage, & water efficiency within global supply chains
- Measuring water footprints

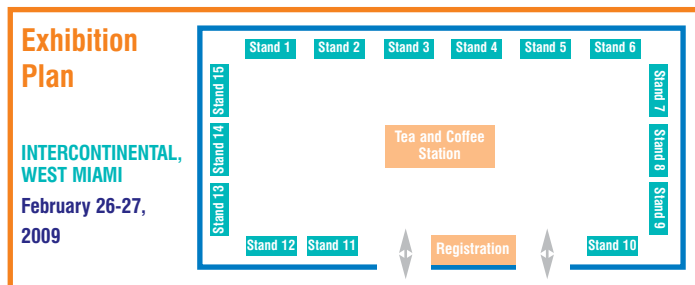
04:20 Afternoon Refreshments Served In The Exhibition Showcase Area

04:50 Summary Of Critical Factors Summarised To Entire Group

Each delegate will be sent a copy transcribed minutes from the working group's best practice analysis following the conference.

Facilitated by:
Robert J. Rose, Office of Water, Policy Office, US EPA

05:20 Chair's Closing Remarks & Close Of Conference



The exhibition showcase will provide the opportunity for vendors to demonstrate their technology solutions in an informal setting.

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REGISTRATION FORM



Making The Business Case For Measuring & Reducing Corporate Water Footprints

2 DAY CONFERENCE - FEBRUARY 26-27, 2009

YES I would like to register the delegate(s) below for the 2 day conference Making The Business Case For Measuring & Reducing Corporate Water Footprints

DETAILS PLEASE USE CAPITALS

PLEASE PHOTOCOPY FOR MULTIPLE DELEGATES

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Making The Business Case For Measuring & Reducing Corporate Water Footprints

I cannot attend the conference but would like to order the presentations on CD only:

- CD, including audio files \$499 (sales tax will also be charged on CD purchases)
- I am interested in sponsorship and exhibition opportunities at the Measuring & Reducing Corporate Water Footprints Summit. Please provide further details

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