

# Corporate Water Footprinting

*Towards a Sustainable Water Strategy*

Hyatt Regency, San Francisco, USA ♦ Decmeber 2-3, 2008

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Learn from leaders in corporate water management including:



**Greg Koch,**  
Managing  
Director of  
Global Water  
Stewardship,  
**The Coca-Cola  
Company**



**Kim Marotta,**  
Senior Director  
of CSR,  
**MillerCoors**



**William Reilly,**  
Chairman,  
**Global Water  
Challenge**



**Mary Ellen  
Mika,**  
Supply Chain  
Manager,  
**Steelcase**



**Nayeem  
Sheikh,**  
Energy Program  
Manager,  
**Cisco Systems**



**Randy Knox,**  
Senior Director,  
Global Facilities  
Services,  
**Adobe**



**Jeff Fulgham,**  
Chief Marketing  
Officer,  
**GE Water &  
Process  
Technologies**



**Tom Cooper,**  
Corporate Water  
Programs  
Manager,  
**Intel**

Hear how these companies and more are monitoring and cutting water use:



- ✓ Learn from over a dozen corporate case studies on water management
- ✓ Hear from the expert who invented the term "water footprinting"
- ✓ Get practical advice on mapping and reducing your company's water use
- ✓ Identify key areas of water overuse or waste in your supply chain
- ✓ Find out the outlook for global water supply shortages and business risks
- ✓ Learn how water management can help cut carbon, energy-use and costs

Part of:

**Corporate Climate  
Response Series**

"We enjoyed being part of this conference and found it to be a terrific networking experience"

LORI DUVALL, ECO RESPONSIBILITY PROGRAM  
MANAGER, SUN MICROSYSTEMS

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# Corporate Water Footprinting

**How can you measure and reduce your company's water use and build a sustainable water strategy?** This is the central question to be answered at this premiere event for sustainability, environmental, supply chain, and CSR professionals. **Corporate Water Footprinting** will outline the risks and opportunities water poses to business and offer practical advice on mapping and reducing water consumption across the supply chain.

With freshwater supplies tightening due to overuse and more extreme weather patterns, business is coming under more pressure to measure and cut water use. This conference showcases the companies that have woken up to the risks and benefits of water management and are inventing new techniques to cut consumption. It also features the experts at the forefront of developing approaches for calculating and curbing corporate water use.

**Corporate Water Footprinting** further demonstrates how water efficiency fits with a broader climate strategy and leads to greater savings in carbon, energy and costs. This conference offers a window into the next level of response for businesses committed to becoming sustainable and reducing their climate impact. It is a must-attend event for those charged with corporate environmental strategies and their advisors.

Find out how companies are measuring and cutting their water use to become more sustainable:

- ▶ Hear what "water footprinting" involves from the expert who invented the term
- ▶ Find out how you can begin to measure and cut water use across your supply chain
- ▶ Learn how companies are working with stakeholders to find water solutions
- ▶ Hear how future water supply shortages could impact your business
- ▶ Understand how you can measure water consumption per product or service
- ▶ Identify techniques on engaging employees and managers on water conservation
- ▶ Get the latest updates on water efficiency, recycling, reuse and reduction techniques
- ▶ Learn how experts and analysts are evaluating water risks for corporations

Plus benefit from:

**Unparalleled networking opportunities** – This event offers access to sustainability professionals and experts heading corporate water management strategies through interactive sessions and scheduled networking activities including breaks, lunches, and an evening cocktail reception.

**A practical and interactive program format** – We have prepared a program that features in-depth corporate case studies and panel discussions with senior sustainability professionals. Delegates will have the opportunity to make contact with speakers ahead of time and ask questions during allotted Q&A sessions.

**Corporate Climate Response** is the forum for businesses looking to address the risks and opportunities presented by global warming. Over **1200 sustainability professionals** have already participated in these events. This is where the world's best-known companies come to share their sustainability and climate strategies.

## Here's who you will meet at Corporate Water Footprinting:

- ▶ Environmental Managers
- ▶ Environment, Health and Safety Directors
- ▶ Supply Chain Managers
- ▶ Sustainability Directors
- ▶ Water Program Managers
- ▶ Energy Managers
- ▶ Natural Resource Managers
- ▶ Waste Management Professionals
- ▶ Facilities Managers
- ▶ Operations Managers
- ▶ Logistics Directors
- ▶ Regulatory Affairs Directors
- ▶ Corporate Social Responsibility Professionals
- ▶ Public Affairs Directors

## Here are just some of the companies who have attended Corporate Climate Response events:



*"The panel discussions were extremely engaging"*  
JOHN VIERA, DIRECTOR OF SUSTAINABLE BUSINESS STRATEGIES, FORD MOTOR COMPANY

*"This gathering of some of largest companies in the world is definitely a step in the right direction"*  
MAYOR RICHARD M. DALEY, MAYOR OF CHICAGO

*"The conference was excellent and stimulated many ideas which we can consider to improve our programs. We look forward to your future events"*  
ADVANCED MICRO DEVICES, INC,

*"Outstanding presentations"*  
DAN PETTIT, KRAF

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08.30 Registration, welcome coffee & exhibition visit  
09.00 Opening Keynote: **Mapping your Corporate Water Footprint**  
**Dr. Arjen Hoekstra**, Professor in Multidisciplinary Water Management, University of Twente

## Session 1: Implementing a Corporate Water Strategy


Similar to carbon, water is predicted to be the next area of scrutiny for global companies. With freshwater supplies tightening due to overuse and more extreme weather patterns, business will come under more pressure to monitor and cut water use. Top companies are already measuring their "water footprint" which refers to the total volume of freshwater used in the production and consumption of goods and services. This opening session features companies that have assessed their water footprints and set ambitious targets for reduction.

09.20 Case Study: **Water Neutral: Setting an Aggressive Water Reduction Goal**  
**Greg Koch**, Managing Director of Global Water Stewardship, The Coca-Cola Company

09.40 Case Study: **Assessing Water-Related Risks**  
**Kevin Mathews**, Environmental Director, Nestlé Waters

10.10 Discussion with Expert Panel  
▶ How can companies conduct accurate water footprint assessments?  
▶ What aspects of water use should be measured?  
▶ How do you establish a current baseline?  
▶ How can you set performance goals for water-use reduction?  
▶ How can you evaluate progress over time?

**Jason Clay**, Senior Vice President in Market Transformation, WWF  
**Linda Hwang**, Environmental Research & Development, Business for Social Responsibility  
**Elizabeth Soderstrom**, Senior Director of Conservation, American Rivers  
Additional names to be confirmed

10.40 Networking break & exhibitor visit Sponsored by 

## Session 2: The Water Challenge: A Local Issue for Global Companies

Unlike climate issues, where problems and solutions have global impacts, water is mainly a local issue requiring local action. To secure future water supplies, corporations must work with local governments and communities to ensure they have the water they need to do business at a reasonable price. This session looks at how some companies are engaging local stakeholders to find water solutions.

11.00 Case study: **More Beer, Less Water: Working with Local Communities**  
**Kim Marotta**, Vice President Corporate Social Responsibility, MillerCoors

11.20 Case study: **Working with Stakeholders to find Watershed Solutions**  
**David Croft**, Head of Conformance and Sustainability, Cadbury Schweppes

11.40 Discussion with Expert Panel  
▶ What is the best way to assess local water challenges?  
▶ How can business form links with local activists and NGOs to solve water problems?  
▶ How can companies protect against disruptions in local water supplies?  
▶ What are the best techniques for solving wastewater and quality issues?  
▶ How much should companies invest in local water projects?

**Chair: Kathy Shandling**, Executive Director, International Private Water Association (IPWA)  
**William Reilly**, Chairman, Global Water Challenge  
**Michael Totten**, Chief Advisor, Climate, Water and Ecosystem Services, Conservation International  
**C. Wesley Strickland**, Shareholder, Brownstein Hyatt Farber Schreck, LLP

12.20 **Water – "The New Carbon": What Business Needs To Know**  
**Jason Morrison**, Director, Globalization Program, Pacific Institute

12.40 Networking lunch & exhibitor visit

## Session 3: Cutting Water throughout the Supply Chain

For many companies, water is a surprisingly large component of production, either directly or indirectly, in the supply chain. Business may in fact be unaware of indirect costs from suppliers with water-intensive processes or overuse. This session looks at how companies can assess water use throughout the value chain – from production through to consumer use and disposal.

1.30 Case study: **Achieving Water Efficiencies in the Enterprise**  
**Peter Williams**, Chief Technology Officer, IBM Big Green Innovations  
1.50 Case study: **Working with Utilities to Reduce Water Use**  
**Brian Finegan**, Process Improvement Engineer, Focused Improvement Leader, PepsiCo

2.10 Discussion with Expert Panel  
▶ How can companies grasp the amount of water used along the value chain?  
▶ What are some common areas of water overuse or waste in the supply chain?  
▶ How receptive are suppliers when asked to engage in water conservation?  
▶ What is the best way to continue to monitor suppliers' water use?  
▶ What are the expectations in terms of a company's water footprint – what's your fault and what isn't?

**Chair: Jason Morrison**, Director, Globalization Program, Pacific Institute  
**Mary Ellen Mika**, Supply Chain Manager, Steelcase  
**Keith Lane**, Regional Account Director, DuBois Chemicals, Johnson Diversey Inc.

Additional names to be confirmed

## Session 4: Developing a Strategic Water Vision

Responsibility for water management crosses many functions including facilities and energy managers, engineering departments and environmental management. In order to ensure success in cutting water footprints, some corporations are taking a more integrated and strategic approach to water conservation. This session focuses on companies that have engaged multiple functions in water management.

2.40 Case study: **Engaging Employees in Water Conservation**  
**Nayeem Sheikh**, Energy Program Manager, Cisco Systems

3.00 Case study: **Water Reduction as part of a LEED Certification Process**  
**Randy Knox**, Senior Director, Global Facilities Services, Adobe

3.20 Discussion with Expert Panel  
▶ What is the best way to manage water savings internally?  
▶ What functions need to be involved in water savings strategies?  
▶ What motivates employees on water conservation?  
▶ How can employees help identify areas of potential water savings?  
▶ How can local authorities and other external resources support employees with water tasks?

4.00 Networking break & exhibitor visit

## Session 5: Water Efficiency Leaders

The EPA's Water Efficiency Leader Awards recognize organizations and individuals for their leadership and innovation in water efficient products and practices. The awards are intended to help foster a nationwide ethic of water efficiency, as well as inspire, motivate, and recognize efforts to improve water efficiency. In this session, we will hear case studies from two water efficiency award-winners and find out how these organizations have developed strong links with local authorities and utilities to foster greater water savings.

4.20 Case study: **Reducing Water Use by Product**  
**Daniel Bena**, Director of Sustainability, Health, Safety, and Environment, PepsiCo International

4.40 Case study: **The Value of Recycled Water**  
To be confirmed

5.00 Discussion with Expert Panel  
▶ How can you become a "water efficiency leader"?  
▶ How can you identify water savings opportunities in the production process?  
▶ Is it necessary to take a life-cycle analysis approach to water use to become more efficient?  
▶ How can companies work with utilities and local authorities on water recycling?  
▶ What are the additional benefits of water efficiency programs?

**Chair: Bob Rose**, Water Policy Staff, EPA  
Additional names to be confirmed

5.30 Networking cocktail reception

08.30 Welcome coffee & exhibition visit

## Session 6: A Global Water Supply Crisis: The Impacts for Business

Experts are predicting a severe crisis in water supply brought on by a global population boom and more severe weather patterns due to climate change. Future water shortages pose a serious threat to businesses who fail to develop water conservation and contingency plans today. This session looks at the threat water shortages and supply disruptions pose to business and what actions companies should take to protect themselves from the impacts of tightening water supplies.

09.00 **The Outlook for Water Supply Shortages**

**Kathryn Pavlosky**, *Principal*, **Deloitte & Touche**

09.20 **Water Risks for Business**

*To be confirmed*

09.40 Discussion with Expert Panel

- ▶ What regions will be most affected by a water supply crisis?
- ▶ Which business sectors are particularly at risk when it comes to a supply crisis?
- ▶ How can companies assess which sites are in extremely water-scarce areas?
- ▶ How do you determine the water shortage risks of your suppliers?
- ▶ How can companies protect against supply disruptions and infrastructure failures?

Chair: **Gil Friend**, *President and CEO*, **Natural Logic**

**Viren Doshi**, *Vice President*, **Booz Allen**

**Emma Stewart**, *Ph.D.*, **Business for Social Responsibility**

**Zane Gresham**, *Partner, Director*, **Global Water Practice, Morrison Foerster LLP**

**Roger Pulwarty** *Ph.D.*, *Director National Integrated Drought Information System*, **National Oceanic and Atmospheric Administration**

10.10 Networking break & exhibitor visit

## Session 7: The Big Picture: Saving Carbon, Energy and Costs with Water Cuts

Leading companies realize that water footprinting is a necessary part of building a holistic climate strategy which aims to reduce energy, carbon and raw materials throughout the supply chain. One of the main benefits of water efficiencies is they naturally lead to energy, carbon and cost savings. This session will look at the opportunities that come from cutting water use across the value chain and how water management fits into a global climate strategy.

10.30 Case study: **Cutting Carbon through Water Efficiency**

**Chip Jones**, *Vice President, Legal and Ethics Compliance*, **Dean Foods**

10.50 Case study: **Conserving Energy through Water Management**

**Mary Ellen Mika**, *Supply Chain Manager*, **Steelcase**

11.10 Discussion with Expert Panel

- ▶ What are the main motivations of sustainable water management?
- ▶ When can companies expect a return on their investment in water savings?
- ▶ How can you predict the amount of energy saved through water efficiency?
- ▶ What is the best way to ensure financial savings through water management?
- ▶ What are the various environmental benefits of water management?

**Caterina Hatcher**, *Energy Star National Manager*, **EPA**

*Additional names to be confirmed*

12.00 Networking lunch & exhibitor visit

## Session 8: Sustainable Water Techniques: Reduce, Reuse and Recycle

Water reduction begins with cutting the amount of water currently in use and developing systems to encourage further savings across the supply chain. This session will look at the latest technologies and techniques in water conservation from leading companies.

1.00 Case study: **Using Technologies to Cut Water Use**

**Jeff Fulgham**, *Chief Marketing Officer*, **GE Water**

1.20 Case study: **The Benefits of Recycled Water**

**Suzanne Gautier**, *San Francisco Public Utilities Commission*, **City of San Francisco**

1.40 Case study: **Reducing and Reusing Water in Manufacturing**

**Tom Cooper**, *Corporate Water Programs Manager*, **Intel**

2.00 Discussion with Expert Panel

- ▶ How can you identify which water management techniques will work best?
- ▶ What role does technology play in water footprinting and reduction?
- ▶ What is the best way to recognize water reuse opportunities?
- ▶ How can you build water savings into your business expansion plans?
- ▶ How can you develop future water conservation projects?

**Steve Wise**, *Natural Resources Program Manager*, **Center for Neighborhood Technology**

2.40 Networking break & exhibitor visit

## Session 9: A Sectoral Approach to Water Management

While all businesses are vulnerable to water shortages, certain water-intensive sectors are more at risk. A recent report by JP Morgan identifies the food and drinks industry as particularly susceptible to water disruptions and crises. In this session, we look at how companies in this sector are developing water action plans.

3.00 **Watching Water: Evaluating Corporate Risks in a Thirsty World**

**Chris Danely**, *Analyst*, **JP Morgan**

3.20 Case study: **A Water Action Plan for the Food Sector**

**Paul Halberstadt**, *Director of Environmental Engineering*, **ConAgra Foods**

3.40 Discussion with Expert Panel

- ▶ What are the advantages of taking a sectoral approach to water management?
- ▶ What are the best practices for food and drinks sector?
- ▶ Will reporting of water risk eventually be mandated?
- ▶ What do investors look for when assessing a company's water risk?
- ▶ How can companies work together to further develop sectoral strategies?

**Piet Klop**, *Senior Fellow*, **World Resources Institute**

*Additional names to be confirmed*

4.30 Close of conference

## UPCOMING EVENTS

### Sustainable Cities & Communities

President Wilson Hotel, Geneva, Switzerland •  
30 September - 01 October 2008

### Sustainable Manufacturing Summit Europe

Brussels, Belgium • 19-20 November 2008

### Renewable Heating & Cooling

Renaissance Hotel, Brussels, Belgium • 16-17 October 2008

### Sustainable Manufacturing Asia

Hong Kong, China • February 2009

### Sustainable Manufacturing Summit USA

Chicago, USA • April 2009

# Corporate Water Footprinting



## Sponsorship & Exhibition Opportunities

**Corporate Water Footprinting** will bring together senior sustainability professionals charged with managing their company's water and climate strategy. This is an excellent opportunity to demonstrate your company's expertise in this area and find out what business is looking for to take water response to the next level.

### Connecting you with the right people

This event is part of our Corporate Climate Response series which, in its 4th year running, offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision-makers.

With a proven track record of delivering high calibre corporate professionals, this event provides the perfect environment for you to do business with top companies under one roof.

### First class business opportunities

- ▶ Generate new high level business contacts
- ▶ Enhance your company's brand visibility globally
- ▶ Increase your market share and gain competitive advantage
- ▶ Reinforce existing partnerships
- ▶ Find new partners and business opportunities

### Cost effective packages to meet your business needs

Our sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile, we will help you do so in a cost effective manner.

### Contact Yahya Al Barrishi for further details

Tel: 009714 8135214 or 00971 50 7755427

Email: [yahya.b@greenpowerconferences.com](mailto:yahya.b@greenpowerconferences.com)

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