



Learn from experts in corporate water stewardship including:



Elissa Loughman,
Environmental Analyst,
Patagonia



Kirstin Thorne,
Corporate Advisor, Global Issues and Policy,
Chevron



Matti Rihko,
CEO,
Raisio



Alex McIntosh,
Director of Corporate Citizenship,
Nestle Waters North America



Tom Cooper,
Corporate Water Programs Manager,
Intel Corporation



Debra Vernon,
Manager, Corporate Responsibility,
California American Water



Dan Bena,
Director of Sustainability, Health, Safety, and Environment,
PepsiCo International



Jonah Schein,
Marketing Specialist, WaterSense® Program,
EPA

Kasey D. Schimke,
Assistant Director, Legislative Affairs Office,
California Department of Water Resources

Adam Krantz, *Managing Director, Government and Public Affairs,*
National Association of Clean Water Agencies

Announcing the second annual industry leading event

asa | corporate water footprinting

ACTION FOR A SUSTAINABLE AMERICA

2-3 December, Le Meridien Hotel, San Francisco

Best practices in corporate water stewardship

Key Reasons to Attend:

- Hear case studies from corporate leaders in water management and efficiency
- Understand the latest methodologies and standards for water footprinting
- Learn about new water policy and regulation development - and how companies are getting involved
- Examine water stakeholder engagement strategies
- Discuss the potential impact of the “human right to water”
- Plus, individual sessions on water market development, frameworks for strategic water management and the water-energy nexus

Organised by: **GreenPower™**
conferences

Part of: **asa | action for a sustainable america**

Official Offset Partner:



With freshwater supplies tightening due to overuse and more extreme weather patterns, business is coming under increased pressure to measure and cut water use.

Corporate Water Footprinting will outline the risks and opportunities water poses to business and offer practical advice on mapping and reducing water consumption in products and across the supply chain. As well as discussing new methodologies and standards for water footprinting the event will examine how companies are addressing water issues at a strategic level including: corporate engagement on water policy, collective action on water issues, unravelling the water-energy nexus, the development of water policy and regulation, the growing interest of water to the investment community and corporate engagement with NGOs and activists on water issues.

Corporate Water Footprinting further demonstrates how water efficiency fits within 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.

This event is part of our series of events called "Action for a Sustainable America" at which agenda setting companies meet to examine the opportunities and challenges facing companies who want to systematically respond to the many issues surrounding sustainability.

FEEDBACK FROM LAST YEAR'S ATTENDEES OF CORPORATE WATER FOOTPRINTING:

"Great topics & discussions, well run and coordinated"

"Well done, great discussion"

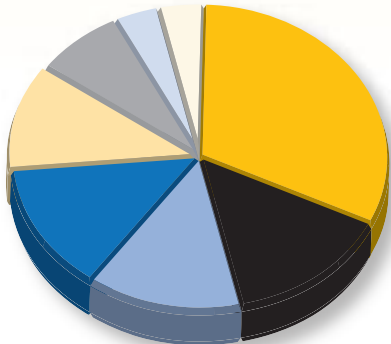
"Well organized and supported"

"Nice variety of subjects"



Action for a Sustainable America is a series of events focusing on strategies for clean, green and profitable companies. This series offers corporate sustainability professionals the latest updates on best practices in GHG, energy and water management, energy, and water management. This is the premier networking platform for those heading climate initiatives for corporations and their advisers.

Breakdown of attendance in 2009



- Corporate Sustainability Professionals33%
- Service and technology providers15%
- Environmental Consultants14%
- NGO14%
- Academic12%
- Government/public water authorities / water bodies8%
- Media and others4%



DAY ONE: 2 DECEMBER 2009 (1 OF 2)

08.30 Registration and coffee

Keynote session: Strategic approaches to water stewardship

The issues surrounding the corporate use and management of water are now high on the agenda of many traditional and new stakeholders. Companies, consumers, government, NGOs and the media are all increasingly more active when it comes to water risk awareness. In order to maintain water certainty in terms of quality and availability companies need to develop robust strategic frameworks for water management. In our opening session we hear from organisations who are leading the way in taking a systematic, innovative and strategic approach to the many complicated and conflicting aspects of this issue.

09.00 **Footprinting, efficiency and the human right to water**
Dan Bena, *Director of Sustainability, Health, Safety, and Environment,*
PepsiCo International

09.25 **A world first - a water footprint labelled food product**
Raisio is the world's first food company to add an H2O label to product packaging, indicating the total water consumption of the product. In this presentation Raisio CEO Matti Rihko outlines the details of the labelling project and how water fits in to an overall environmental strategy.
Matti Rihko, CEO,
Raisio (Finland)

10.15 **Q&A and discussion - water stewardship as a corporate strategy**

10.30 Break

11.00 Session: Water policy development

How are the water rights, regulation and policy landscapes developing to assist the corporate community in their stewardship efforts? What do rights holders, regulators and utilities see are the "responsibility" boundaries" when it comes to issues and initiatives relating to efficiency, reuse, recycling and so on? What is being considered to assist and reward voluntary initiatives and discourage industry laggards? How do utilities and regulators want to be engaged by corporates on water issues? What is the general direction of water policy and what are the likely pressure points for corporate water users?

Jonah Schein, *WaterSense Program,*
Environmental Protection Agency
F. Mark Modzelewski, *Executive Director,*
Water Innovations Alliance
Ken Jenkins, *Executive Director,*
California Water Association
Kasey D. Schimke, *Assistant Director, Legislative Affairs Office,*
California Department of Water Resources
Adam Krantz, *Managing Director, Government & Public Affairs,*
National Association of Clean Water Agencies
Chair: Barry H. Epstein, *Partner,*
Fitzgerald Abbott & Beardsley LLP

Session: Corporate engagement on public policy

11.50 **A comprehensive framework for public policy engagement on water issues**
Jason Morrison, *Director, Economic Globalization and the Environment Program,*
Pacific Institute

12.15 **Discussion: What is the role of business in water policy?**

- What are the risks and opportunities of engagement?
- What is the business rationale for public policy engagement?
- What are the value drivers for business engagement on water policy?
- Assessment of the suggested engagement framework
- What have been the experiences of the business community, the policy makers and other stakeholders?
- What are the opportunities for, and experiences of collective action in this area?

Kirstin Thorne, *Corporate Advisor, Global Issues and Policy,*
Chevron
Tod Christenson, *Partner, Global Corporate Consultancy,*
Delta Consultants, & Director
Beverage Industry Environmental Roundtable
Nicole Lederer, *Co-Founder,*
Environmental Entrepreneurs (E2)
Ken Kirk, *President,*
Clean Water America Alliance

ADDITIONAL PROGRAMME OVER THE PAGE





DAY ONE: 2 DECEMBER 2009 (2 OF 2)

1.05 Lunch

Session: Stakeholder and community engagement on water issues

Issues surrounding water resonate throughout the community like no other. Water stress is a global problem with direct local impact. Good water management therefore entails the alignment of corporate and civil interest for a common benefit. To this end the corporate community needs to engage with all stakeholders on these sensitive issues. In this session we examine what can be achieved with active stakeholder engagement on water related issues. We will also hear from vociferous stakeholders on whether engagement works for them.

2.05 **Case study: Comprehensive engagement on water planning**

As one of the largest electric utilities in Canada, BC Hydro serves nearly 1.6 million customers in British Columbia and generates about 50,000 gigawatt-hours of electricity, 90% of which is clean, renewable, emission-free hydroelectricity produced at one of its 30 hydroelectric facilities on 27 watersheds around the province. As environmental and social pressures, and community power needs compete for water resources, the allocation of this resource poses an ongoing sustainability challenge. How does a hydroelectric utility serve the needs of its customers while also meeting social and environmental objectives?

John Kelly, *Manager, Water Licence Requirements Program, BC Hydro (Canada)*

2.30 **Case study: Developing a water stakeholder engagement strategy**

Alex McIntosh, *Director of Corporate Citizenship, Nestle Waters North America*

2.55 **Stakeholder engagement on water**

Any successful corporate water strategy necessarily means working with a host of stakeholders. In this discussion we examine the successful and not so successful approaches to working with NGOs, communities and activists. Can a systematic, strategic approach be adopted to make engagement a normal and successful part of business operation?

Chair: Erik Wohlgemuth, *Vice-President, The Future500*

John Kelly, *Manager, Water Licence Requirements Program, BC Hydro (Canada)*

Alex McIntosh, *Director of Corporate Citizenship,*

Nestle Waters North America

Mary Ann Dickinson, *Executive Director,*

Alliance for Water Efficiency

Additional speakers to be confirmed

3.45 Break

Session: The human right to water and its implications for the corporate community

- What is the human right to water?
- As it is not defined as one of the 32 internationally recognized human rights listed in UN Declaration on Human Rights does the corporate community need to specifically recognise this?
- What are practical applications and corporate implications of such a right?
- Is it possible for companies to include the human right to water within strategy and operations?
- Can a rights based approach to water management work - can this be aligned with corporate water strategy?
- What are the responsibility and ethical boundaries for the various water stakeholders (government, rights holders, corporates, utilities, communities) on the right to water?

4.15 **The human right to water**

Speaker to be confirmed

4.40 **Discussion - the human right to water and the corporate community**

Harry Ott, *Senior Fellow,*

The Future 500

Dan Bena, *Director of Sustainability, Health, Safety, and Environment,*

PepsiCo International

Wenonah Hauter, *Executive Director,*

Food and Water Watch

Additional speakers to be confirmed

5.30 Drinks Reception





DAY TWO: 3 DECEMBER 2009 (1 OF 2)

09.00 **The investor community and water**

The financial community is taking an increasingly active role in issues related to water. Whether it is analysis of investment risk in companies that need high levels of water security or venture capital seeing opportunity in technology solutions and water rights, the investment community sees increased risk and opportunity. This presentation will outline how the financial community view the development of the market for water, what is likely development of the price of water , how are investors getting involved in water and what signals do these send to corporate water users?
Alex Miles, *Managing Partner and Chief Investment Officer*,
Kingfisher Capital

Session: The Water Energy Carbon Nexus

You can't generate power without water. You can't move water without power. As companies address the full range of issues raised by climate change and sustainability there is necessarily a balance to be struck between water and energy use and subsequent greenhouse gas emissions. There are typically few technical problems only economic and political issues that need to be addressed. In this session we will hear how companies balance water needs, carbon emissions, energy demands and economic realities.

09.25 **The nexus unravelled**

Gary Klein, *CEO*,
Affiliated International Management

09.50 **Case study: A corporate strategy for combined water and energy management**

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

10.15 **Discussion:**

The discussion will examine how the trade off between water and energy efficiencies is being tackled at a local, corporate and federal level. What strategies, technologies and innovations can help companies with this issue?
Lorraine White, *California Energy Commission, member*,
Water-Energy (WET-CAT) Subgroup of the Climate Action Team
Gary Klein, *CEO*,
Affiliated International Management

11.00 Break

Session: Water footprinting: methods, standards and context

Chair: Tony Kingsbury, *Sustainable Products & Solutions Program*,
Haas School of Business at UC Berkeley

The water footprint concept has gained traction with businesses, regulators and the public over the last few years. This focus on quantifying water usage has also raised issues including:

- finding common methodologies and tools
- the value of water usage without context
- footprint vs. lifecycle analysis
- supply chain vs. within the factory walls
- risks and opportunities of quantifying and disclosing corporate water footprints.

In this session we will examine these issues through corporate case studies, industry updates and an expert panel

11.30 **A water footprint methodology project for six garments**

Elissa Loughman, *Environmental Analyst*,
Patagonia

ADDITIONAL PROGRAMME OVER THE PAGE





DAY TWO: 3 DECEMBER 2009 (2 OF 2)

11.55 **Methodologies and challenges of footprinting in the beverage industry**

Tod Christensen, *Director,*
Beverage Industry Environmental Roundtable

12.20 **Case study: Water footprint and life cycle analysis**

To be confirmed

12.45 **Q&A and discussion:**

- standards, tools and methodologies
- potential opportunities and risks of water footprinting
- the options for qualitative water measurement - adding context
- reporting and benchmarking footprints
- industry consistency in measurement and definition

1.30 Lunch

2.55 **Case study: Maximizing efficiency savings**

Michael McDonald, *Global Leader, Food & Beverage Systems Group,*
GE Water

3.20 **New technologies and innovations in water efficiency**

Laura Shenkar, *Principal,*
The Artemis Project

3.45 **Efficiency innovations and green water tech**

- what are the new technology options for efficiency, recycling and re-use?
- getting beyond the low hanging fruit
- developing an efficiency culture
- developing profitable relationship with green tech and water VC

Slav Hermanowicz, *Associate Professor,*
University of California

Debra Vernon, *Manager, Corporate Responsibility,*
California American Water

Mary Ann Dickinson, *Executive Director,*
Alliance for Water Efficiency

Laura Shenkar, *Principal,*
The Artemis Project

4.30 Close of conference

Session: Water efficiency and reuse

In this session we examine the development of water efficiency tools and strategies. We use case studies to examine the latest innovations and technologies that are being deployed. We discuss the implications and possibilities of recycle and reuse as a water strategy driver.

2.30 **Case study: Developing systems and procedures for efficiency**

Debra Vernon, *Manager, Corporate Responsibility,*
California American Water

Agenda correct at time of going to press



SPONSORSHIP & EXHIBITION OPPORTUNITIES

Corporate Water Footprinting offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision-makers.

- **Connecting you with the right people**
This event provides the perfect environment for you to make contact with senior sustainability, energy and water professionals from across the North America.

- **First class business opportunities**

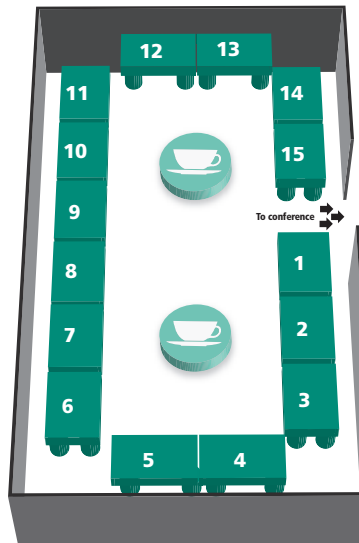
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E-mail: sean.budway@greenpowerconferences.com

Exhibition Floorplan



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The Green Power Academy has been established to provide quality, impartial, informative and enjoyable training and to increase and distribute knowledge and skills to green energy industry professionals. Whether you are new to the industry, have recently changed jobs or simply wish to refresh your knowledge, our training should become a key part of your personal or company professional development programme.

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Our Green Policy - We recognise that our work may have a direct or indirect effect on the local and/or regional environments in which we operate. We therefore strive to reduce any harm that this may cause on the environment. As the first company to offer professionally organised events focusing on the sustainability sector, we are as committed to applying best green practices within our own company as we are to promoting green issues and the sustainability sector around the world. Please visit our website for further details.

GreenPower™ Online Net Working

One of the fantastic new features of Action for a Sustainable America series is the online networking system - all preregistered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit our website. www.greenpowerconferences.com

GreenPower™ conferences

Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 10,000 delegates from 92 countries and built a global database of 400,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

www.greenpowerconferences.com

FORTHCOMING EVENTS



Best practices in carbon accounting and energy savings

27-28 October, Chicago, USA, December 2009

OFFSET PARTNER





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2-3 December, Le Meridien Hotel, San Francisco

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As the first company to offer professionally organised events focusing on the sustainability sector, Green Power Conferences are as committed to applying best green practices within our own company as we are to promoting green issues and the sustainability sector around the world. To find out more about Green Power Conferences green policy please visit www.greenpowerconferences.com/greenpolicy

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Company Details

Company name:
 Address:
 Postcode:
 Country:
 Fax:

Payment Details

Please charge my credit card

Please debit my:

Card no.

Expiry date

Amount Security code

Cardholder's name

Signature

International Bank Transfer

Account name: Green Thinking (Services) Ltd
 Bank: Barclays
 Bank Address: 38 Hans Crescent, London,
 SW1X 0LZ United Kingdom
 Sort Code: 20-47-35
 Account Number: 87434988
 Swift Code: BARCGB22
 IBAN: GB44BARC20473587434988

**PAYMENT MUST BE
 RECEIVED PRIOR TO
 THE CONFERENCE**

Venue:

Venue: Le Meridien, 333 Battery Street, San Francisco, CA 94111

Accommodation:

Registered delegates will be sent suggested accommodation details

Terms & Conditions

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Cancellations: If you cancel at least 10 full working days before the event date you will be charged a 15% cancellation fee. We regret that no cancellations can be accepted after this date and full payment is due. Amendments to your booking may incur a 5% charge. Substitutions are welcome at any time.

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