



Water Footprint Seminar World Water Week, Stockholm

Title:	Water Footprint: A New Entry Point for Water Policy and Corporate Water Strategy?
Date:	18/08/2009
Time:	14:00 - 17:30
Convenors:	Water Footprint Network (WFN), World Business Council for Sustainable Development (WBCSD), World Wide Fund for Nature (WWF) and Swedish Water House (SWH)
Room:	K11

Event Description

Over the last years the Water footprint concept has generated a lot of interest in the NGO, corporate, and government sectors. The main reason for the interest is the multi-dimensional, generic and scalable nature of the water footprint as a water use indicator. The water footprint enables users to calculate their direct and indirect water use, specify the components of water use (blue, green or grey), the timing of the water use and the specific locality of the water use (see www.waterfootprint.org). Water footprints can be calculated for nations, for businesses, for individuals, products, at various spatial levels, for example, river basin, regional and global. The seminar will present recent applications of the water footprint by a multitude of stakeholders in the non-governmental, corporate and government sectors. Next to this, the seminar will discuss the water footprint concept in the context of water policy and regulation, corporate water risk assessment and responses, and the roles of and interfaces between the corporate sector and government in water management. Seminar participants will gain a good overview of the state of play of the water footprint methodology and its applications as well as its role in public policy and corporate water strategy.

Programme

Chair: *Prof. Arjen Y. Hoekstra*, Water Footprint Network (WFN), The Netherlands

14:00 Welcome and Introduction. *Prof. Arjen Y. Hoekstra*, Water Footprint Network (WFN), The Netherlands

14:05 Introducing and Framing the Topic of the Seminar; Key Progress of the WFN Since Last World Water Week. *Mr. Derk*



Kuiper, WFN, The Netherlands

- 14:30 Overview of WF in Public Policy and Corporate Contexts-NGO Point of View. *Mr. Stuart Orr*, WWF International, Switzerland
- 15:00 Applying WF in the China Governmental Context. *Prof. Junguo Liu*, Beijing Forestry University, China
- 15:30 Coffee Break
- 16:00 Applying Water Footprint within a Corporate Water Strategy Context, WBCSD Introduction, *Dr. James Griffiths*, WBCSD, Switzerland
- 16:05 *Ms. Denise E. Knight*, The Coca-Cola Company, USA;
Mr. Sylvain Lhôte, Borealis, Austria; *Ms. Donna Jefferies*, Unilever, UK
- 16:35 Questions and Answers on Corporate Presentations
- 16:45 Panel Debate. Chair: *Prof. Arjen Hoekstra*
- Panellists
- Derk Kuiper*
Stuart Orr
Junguo Liu
Denise E. Knight
Sylvain Lhôte
Donna Jefferies
- 17:25 Wrap-up by the Chair
- 17:30 Close