

The follow up event to the World Water Forum: it is time to explore long-term water solutions

WATER FOOTPRINT REPORTING 2009

5, 6 & 7 May 2009 | Marriott Brussels

Mapping the way forward

Water scarcity and overall water quality is gaining priority for business as the effects of climate change become even more apparent. Limited water availability is a risk to business, it can cause rising material costs, disruptions to supply, increased competition and conflicts with local governments and communities.

Businesses that want to come out on top in the long run need to take their water footprint seriously by becoming proactive in their business strategy and daily operations to ensure long-term profitability. A water strategy that sets targets for real reductions in supply chain and internal water use will generate cost savings and create indirect benefits for numerous stakeholders.

Companies acting proactively on water management have the opportunity to gain a first-mover advantage on the competition. Join us in Brussels to seize this market opportunity and be the best prepared to deal with changing government regulations and consumer interests.

This summit will investigate the role of business versus the role of governments, NGOs and consumers and map out the road to shared global standards.

With leading senior executive speakers including

Peter Coombes
Global Head of Environment



Ulrike Sapiro
Corporate Responsibility Director - Environment



Fokko Wientjes
Director Corporate Sustainable Development



Andy Wales
Head of Sustainable Development



Dr Frank van Wijsberghe
Consumer Trait & Sustainability Manager EMEA



Nikos Avlonas
Managing Director



David Willers
Project Manager



Donna Jeffries
Sustainability Manager



Sylvain Lhôte
Director EU Affairs



Jean-Christophe Bligny
Environment and Water Resources Director, Evian



Jean-Jacques Beley
Head of Water Footprint New Approach Development



Dr Roland Schroeder
Director Sustainability Laundry & Home Care



Friedrich Barth
Vice-Chairman



Gareth Collins
Environmental Manager, International Beer Supply



Dr Colin J Chartres
Director General



Arjen Y. Hoekstra
Professor in Water Management Scientific Director



Andrew Smith
Global Director of CSR



Marianela Jimenez
Health & Environment Manager



Joppe Cramwinckel
Head of Water Quality and Environmental Performance



Stuart Orr
Water Policy Officer



Jonathan C. Kaledin
Blue Water Certification Programme Director



José Frade
Deputy Director, Head of Water & Environment Protection Division



Alain Denielle
Corporate Senior Director, Head of Environment, Health & Safety Group



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Tuesday 5 May 14:00 - 17:30 Water Masterclass

The future of water: mapping the way forward with water stewardship standards

This masterclass will provide you with an essential overview of a number of the most important current issues surrounding water; the critical environmental, social, and economic factors influencing decisions about water use and the risks associated with them. It will include an examination of existing and developing tools such as water footprinting, including a review of the regional efforts underway on water stewardship and the Alliance for Water Stewardship's work at bringing together such efforts into a multi-year international plan to create a global water stewardship program.

Jonathan C. Kaledin, Blue Water Certification Programme Director The Nature Conservancy and The Alliance for Water Stewardship

Stuart Orr, Water Policy Officer WWF

Friedrich Barth, Vice-Chairman European Water Partnership

Wednesday 6 May

08:00 Registration and welcome coffee

09:00 Opening remarks from the chair

Water footprinting: current status and beyond

- ▶ Why water footprint reporting?
- ▶ What does water footprint accounting imply?
- ▶ From accounting to impact assessment to strategy
- ▶ The role of business versus the role of governments and consumers
- ▶ The road to shared global standards

Arjen Y. Hoekstra, Professor in Water Management / Scientific Director Water Footprint Network

09:30 Case study

Global drying – the other inconvenient truth?

- ▶ Considering all environmental impacts to avoid misleading information and greenwashing
- ▶ Avoiding proliferation of diverging national legislation and retailer initiatives
- ▶ Setting up globally accepted and endorsed standards (GRI, ISO)
- ▶ Water neutrality: a useful goal or nothing more than a buzzword?

Marianela Jimenez, Health & Environment Manager Nestlé

10:00 Case study

The water challenge: a local issue for global companies

Unlike climate issues, where problems and solutions have global impacts and need to be managed on a global scale, water is mainly a local issue requiring local action. In the future, to secure sustainable water availability for their operations and to understand possible risks to their supply chain, corporations must work not only to understand their overall water use but also the local impacts of water use. This session looks at how Coca-Cola is addressing local water challenges and engages with local stakeholders to find solutions.

Ulrike Sapiro, Corporate Responsibility Director - Environment Coca-Cola Europe

10:30 Networking coffee break

11:00 Case study

Water responsibility: business leadership for a complex challenge

- ▶ A strategic challenge: the scale of the changes to water availability and quality in coming decades will be such that we must plan for greater co-ordinated action across sectors
- ▶ An analytical challenge: understanding the detail of water issues in the local context takes resources and commitment, but we must not shy away from it
- ▶ A management challenge: providing local business managers with insight into water issues and helping them manage risk, in partnership with stakeholders

Andy Wales, Head of Sustainable Development SABMiller

11:30 Case study

Being a responsible water custodian: what does it require?

- ▶ Exploring our journey model - the big prize
- ▶ What does water custodianship mean?
- ▶ Operating responsibly – water baseline, water efficiency, pollution reduction
- ▶ Discussing our Anglo water footprint model
- ▶ Connecting our operational water footprint with the catchments within which they are located
- ▶ Water neutral: how do we achieve it?

Peter Coombes, Global Head of Environment Anglo American

12:00 Panel discussion

Supplier perspective

The vast majority of a water footprint is often not the final producer's direct responsibility. For example it is in the fields where raw materials are grown or in the washing machines of consumers who use your products. In this panel discussion we will hear supplier perspectives on how to reduce water use down your supply chain.

Fokko Wientjes, Director Corporate Sustainable Development DSM

David Willers, Project Manager Better Sugarcane Initiative (BSI)

Dr Frank van Wijnsberghe, Consumer Trait & Sustainability Manager EMEA Monsanto

13:00 Lunch

14:00 Brainstorming session

Water you doing?

- ▶ What are water risks to a business?
- ▶ Where should we be looking?
- ▶ Creating key indicators, inventories, risk and performance metrics and geographic mapping
- ▶ Effectively communicating with internal and external stakeholders on your company's water issues
- ▶ How do we drive down water risk?

Stuart Orr, Water Policy Officer WWF

15:30 Networking coffee break

16:00 Case study

Assessing water use throughout the supply 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 monitor suppliers' water use?
- ▶ What are the expectations in terms of a company's water footprint – what's your fault and what isn't?
- ▶ Building transparency into your supply chain before conducting a water footprint

Donna Jefferies, Sustainability Manager Unilever

16:30 Case study

Water Footprinting a bottle of Tusker Beer

- ▶ Methodology and assumptions
- ▶ Supplier survey and challenges
- ▶ Site ratio challenges
- ▶ Conclusions

Gareth Collins, Environmental Manager, International Beer Supply Diageo

17:00 Closing remarks from the chair

19:00 Networking dinner

You are cordially invited to join us for dinner at restaurant Belga Queen!



08:00 Registration and welcome coffee

08:45 Opening remarks from E.N.G. and the chair

09:00 Case study

What is the current state of business water accounting ?

- ▶ What are the fundamental principles to build a sustainable water strategy ?
- ▶ What is the current basic, common and internal "Water footprint" ?
- ▶ What would be a new approach on water footprint to take into account the whole aspects of water resources management ?

Jean-Christophe Bligny, Environment and Water Resources Director, Evian

Jean-Jacques Beley, Head of Water Footprint New Approach Development Danone

09:30 Case study

Assessment of water use within LCA

- ▶ Exploring new scientific developments and methodological issues focusing on the evaluation of water use
- ▶ Evaluating the associated environmental impacts of global operations and product value chains
- ▶ Improving the linkage between LCI and LCIA with respect to water resource extraction and consumption
- ▶ Fostering the discussion on methodological challenges and practical implementation of the assessment concepts that are developed
- ▶ Discussing the real impact of virtual flows

Sylvain Lhôte, Director EU Affairs Borealis Polymers

10:00 Networking coffee break

10:30 Water think tank

Understanding the importance of water in the broader context

- ▶ Putting your water footprint measurement in perspective
- ▶ Developing a deeper understanding of the socio-economic, environmental and political considerations
- ▶ A cubic litre of water used in two places is not the same: can you really offset water?
- ▶ Comparing the payback of water reduction in the supply chain vs water offsetting initiatives

Facilitated by: Joppe Cramwinckel, Head of Water Quality and Environmental Performance Shell Exploration and Development

Nikos Avlonas, Managing Director Centre for Sustainability and Excellence

Jonathan C. Kaledin, Blue Water Certification Programme Director The Nature Conservancy and The Alliance for Water Stewardship

Friedrich Barth, Vice-Chairman European Water Partnership

Andy Wales, Head of Sustainable Development, SAB Miller

11:30 Case study

Reducing the water footprint within a product life cycle; a case study from the detergent industry

- ▶ Reducing your water footprint in all phases of the product life cycle: raw materials, production, use and disposal phase
- ▶ Developing products that can be used in an energy-saving manner
- ▶ Influencing the behavior of consumers through targeted communication
- ▶ Reducing your WF during the use phase and disposal phase: the effect of biodegradation and ecotoxicity

Dr Roland Schroeder, Director Sustainability Laundry & Home Care Henkel

12:00 Case study

Discussing the ST water reduction programme - monitoring your complete water cycle

- ▶ Fostering the discussion on methodological challenges
- ▶ Developing new indicators to track total water discharged in waste water sewage systems
- ▶ How ST is using, reusing and recycling water for our manufacturing processes and services
- ▶ Discussing the different methodologies to evaluate our performance more effectively

Alain Denielle, Corporate Senior Director, Head of Environment, Health & Safety Group STMicroelectronics

12:30 Lunch

13:30 Panel discussion - Agricultural perspective

Will there be enough water to grow enough food?

Agriculture uses 70% of the world's developed supply of freshwater, yet this supply is poorly managed leading to problems of inequitable supply and ecosystem degradation. What measures can be taken in agriculture for better use of water to meet goals of food security, poverty reduction and a sustainable environment?

- ▶ How much more water is required in agriculture? What are options and consequences of meeting this future water need?
- ▶ How can agricultural water be made more productive? Are there options for better use of rainwater, marginal quality water, and groundwater to meet future needs?
- ▶ Many areas of the world do not have adequate water infrastructure for agriculture. How can infrastructure be effectively financed?
- ▶ Many advocate full cost recovery as a solution. Politically is this achievable in Europe and the rest of the world?

Facilitator:

Dr Colin J Chartres, Director General International Water Management Institute Consultative Group on International Agricultural Research

Panelists:

Dr Claus Conzelmann, Vice President - Global Head of Safety, Health and Environment, Nestlé

Andy Wales, Head of Sustainable Development, SAB Miller

14:30 Case study session TBC

Andrew Smith, Global Director of CSR PepsiCo

15:00 Networking coffee break

15:30 Legislator perspective

How good is Brussels' strategy in shifting the mindset of local stakeholders?

Water is a local resource, so water-related problems and their solutions differ throughout Europe. The EU's Water Framework Directive (WFD) offers member states a policy tool for local water management, but it also involves short-term costs that governments are reluctant to face. How can European-level policy better ensure local ownership of the EU's water strategies while encouraging a significant shift in water consumption attitudes?

- ▶ What incentives could the EU devise to tempt business and local governments into undertaking more voluntary actions and to encourage best practice?
- ▶ Could a European water use labeling scheme help achieve greater water efficiency?
- ▶ What role can the European Investment Bank (EIB) play in achieving sustainable water finance and support viable and efficient water services?

José Frade, Deputy Director, Head of Water & Environment Protection Division European Investment Bank

16:00 Closing remarks from the chair
Close of the conference

Mapping the way forward in common water stewardship standards

This essential masterclass will provide you with information about exciting developments in the field of water that are critical to companies throughout the world. Why should companies be thinking about water use and the implications of water use for business? Water is “arguably our scarcest resource.” Failure to know the most relevant environmental, social and economic issues surrounding water may pose real risk management issues; at the same time, real opportunities exist for corporate leadership on water management and stewardship in the years to come.

What will you take away from this masterclass?

During this masterclass we will:

- ▶ Investigate the most pressing environmental, social, and economic issues involving water
- ▶ Review the existing and developing water accounting tools available to companies
- ▶ Discuss the future of water footprinting and discuss how water footprinting may fit into the overall planning and strategic work of companies
- ▶ Investigate the status of regional water stewardship work to create a global water stewardship programme and the leadership opportunities that exist for the private sector in advancing and developing water stewardship
- ▶ Discuss a potential branding and marketing system that recognises and rewards successful water stewards around the world
- ▶ Provide water managers and users with a clearer understanding of the road ahead in regard to water and what role companies might play on water issues in the 21st century

About your masterclass facilitators

Jonathan C. Kaledin, Blue Water Certification Programme Director, The Nature Conservancy (TNC) and the Alliance for Water Stewardship (AWS). Jonathan joined TNC in 1995, and now directs the Blue Water Certification Program--a joint effort of TNC's legal, international external affairs, and global freshwater departments. He also acts as TNC's main liaison to the AWS. During 2003-2004, he served as general counsel of environmental affairs for the State of Massachusetts. Prior to joining TNC, Jonathan practiced law in both the private and public sectors, including with the U.S. Environmental Protection Agency, and he also served as executive director of the National Water Education & Funding Council from 1991 to 1995.



Stuart Orr, Water Policy Officer, World Wildlife Fund (WWF) and the Alliance for Water Stewardship (AWS). Stuart works primarily with the private sector on water issues and with institutions and individual companies to measure and respond to their water use and impacts. Previous to the WWF, Stuart researched agricultural rice systems in West Africa and worked in the private sector in Asia and the US. Stuart is currently based in Switzerland at WWF-International as a Manager in the Freshwater Team.



Friedrich Barth is the Vice-Chairman of the European Water Partnership. Mr Barth gained management and administrative experience in various national and international organisations, among them the Environmental Ministry of the Federal State of Baden-Wuerttemberg and the European Commission where he was responsible for the EU Water Framework Directive and the Chairman of the EU Water Initiative. Till 2008 he has been a member of the Executive Board at the Institute for Organisational Communication, IFOK and was heading the Department for Environment and Development. Friedrich studied Geo-ecology and Hydrology in Bayreuth, Freiburg and Galway (Ireland). He is currently responsible for global business development at GTZ, the German Technical Cooperation, which supports the German Government in achieving its development-policy objectives.



Testimonials

Thank you, it was a very valuable environmental conference

PA & C Manager
Coca Cola

One of the best opportunities to learn and network with everyone in CSR leadership

VP Business Practice & CSR
Colgate Palmolive

An excellent conference, wide ranging and interactive

Head of Corporate Environmental Affairs
Fujitsu

I found the conference very interesting and enjoyable. Good to meet new faces that I don't normally see on the UK conference circuit

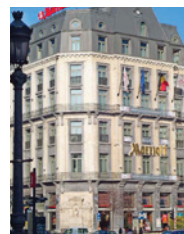
Group Corporate Responsibility Manager
National Grid

Dinner Info

E.N.G. would like to invite delegates, speakers and sponsors as our guests to join us for a networking dinner at restaurant Belga Queen. In a landmark building dating from the 18th century Antoine Pinto created an establishment breaking away from the traditional brasserie, elbow-to-elbow style. At Belga Queen the Belgian cuisine is adapted to today's taste, lightened and given a very national touch. Original, high-quality products are chosen with care from Belgian artisans who still have respect for the soil.

Hotel Info

Brussels is a captivating city, steeped in a rich, diverse culture that has been evolving for more than 1,000 years. With its French & Flemish influences, famed institutions, museums and architectural marvels, it offers vast international appeal. Within walking distance of its most revered landmarks, including the Grand Place & the Mont des Arts, you'll find the Brussels Marriott Hotel. Set where an island once stood in a flowing river, this grand city center hotel now offers luxurious accommodations in an historic building.



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▶ EWP membership will be confirmed with the EWP.
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Prices include the conference documentation, lunches, refreshments, the social dinner and service charge but exclude hotel accommodation. VAT is charged at 21%.

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A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

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Who Should Attend

This programme has been researched extensively and convened with the cooperation of senior executives responsible for environmental issues. The executives that will realise the greatest benefit through attendance are

Senior vice presidents, vice presidents, directors and heads of

- ▶ Environment
- ▶ Corporate Social Responsibility (CSR)
- ▶ Sustainability
- ▶ Corporate Affairs
- ▶ Health, Safety & Environment
- ▶ EU Affairs
- ▶ Supply Chain
- ▶ Procurement

NGO?

Please contact us to enquire about our special NGO attendance fee.

Confirmation You will receive an email outlining the details two weeks before the event. For any further information please contact the Operations department at E.N.G.

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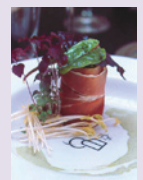
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Water Footprint reporting

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