

Corporate Water Footprinting

Date: Tuesday, October 5, 2010, 08:30am – 11:30am
Location: Palo Alto, CA
Format: Panel discussion with moderator and 50 selected attendees

Program:

Booming populations and climate change have many experts calling for a worldwide water crisis. Within 10 years, California may face a water shortfall nearly as great as the amount consumed today. And, as is the case with scarcity on any front, when supply goes down, cost goes up. Water conservation and sustainability strategies are beginning to be on the forefront of corporate planning today to ward off difficulties from water shortages tomorrow. 31% of companies — including 46% of those with revenue over \$1 billion — have conducted a water footprint analysis or are in the process of doing so. Effective water management can lead to additional savings in emissions, energy and costs, and can be incorporated into a company's broader climate strategy. Join us for a discussion on Corporate Water Footprinting where we investigate impacts on business, water use measurement techniques, corporate strategy, and the benefits of responsible water management.

08:30am: Reception, Networking and Continental Breakfast

08:50am: Welcome and Introduction

09:00am: Panel Discussion Begins

1. The Global Water Crisis and its Impact on Business

- ▶ Which sectors and industries are particularly susceptible to a water shortage crisis? What regions of the globe will be hardest hit?
- ▶ Should California be faced with a severe water shortage, what impacts will that have on day to day business operations?
- ▶ How can companies evaluate current and projected water resources from suppliers worldwide? Can shortage risks accurately be determined?
- ▶ Can protections be put in place now to safeguard against supply disruptions in the future?

2. Mapping your Water Footprint

- ▶ How should companies begin accurately measuring their water footprints, both in corporate operations and throughout the supply chain? Should all kinds of water use be factored into the equation?
- ▶ Are water audit services (similar to energy audits) available for organizations of all sizes?
- ▶ What types of software/IT applications exist to monitor corporate water use? Are they cost effective?

3. Executing a Corporate Water Strategy

- ▶ What are the different types of water management techniques available for: manufacturing a product, corporate operations, and throughout the supply chain?
- ▶ Can water consumption realistically be measured and tracked in a manner similar to other corporate and/or production objectives, through a baseline setting and performance goals?
- ▶ How can companies engage and motivate managers and employees with regards to water conservation techniques?
- ▶ Is a water reuse or recycling program realistic to integrate in a corporate strategy?

4. The Benefits of Water Efficiency

- ▶ When and to what degree can companies realistically expect to see a return on investment from cutting water use?
- ▶ Is there a straightforward and reportable correlation between water efficiency savings and carbon/emissions reductions and energy savings?
- ▶ How can responsible water management be publicized to positively affect public image?

10:30am: End of Panel Discussion: Q&A, Networking

11:30am: End of Conference

Corporate Water Footprinting

Speakers:

Adobe Inc., on behalf of Cushman & Wakefield, George Denise Sr., Global Account Manager

Aquacue, Shahram Javey, Founder

Ecomundi Ventures, Alex McIntosh, Founder (Formerly Director of Corporate Citizenship at Nestle Waters North America)

Intel Corporation, Tom Cooper, Corporate Water Programs Manager

Pacific Institute, Jason Morrison, Director of Globalization Program

Moderator:

Water Education Foundation, Rita Schmidt Sudman, Executive Director

Registration:

Log in to www.agrion.org or create a new profile. Register directly in the section of the program.

Please contact jennifer.jackson@agrion.org for any further questions.