



MISSION CRITICAL WATER VIRTUAL SUMMIT

CONFERENCE PROGRAM GUIDEBOOK AND AGENDA



Americas March 2, 2011
Europe March 3, 2011
Asia March 8, 2011

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Anne Feldmann
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As **water** becomes a scarce resource, how do we **conserve** it?

Grow less food

Grow food that needs less water

syngenta

Water is essential for life. But it is becoming increasingly scarce in many parts of the world. How do we feed a growing population with limited water resources? At Syngenta, we believe the answer lies in the boundless potential of plants. We are developing seeds that require less water and products that allow crops to grow in dry conditions. It's just one way in which we're helping growers around the world to meet the challenge of the future: to grow more from less. To find out more, please visit us at www.growmorefromless.com

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Conference Agenda

(All session times include post-presentation Q&A period)	Wednesday 2-Mar-2011 (Americas) PST	Thursday 3-Mar-2011 (EMEA) GMT	Tuesday 8-Mar-2011 (Asia) HKT
<u>Plenary Session Keynotes</u>			
Why Water Is a Critical Business Issue	9:00am	9:00am	9:00am
Will Sarni Director and Practice Leader, Enterprise Water Strategy Deloitte Consulting LLP An overview of facts and trends regarding water scarcity, current issues and trends for business regarding water risk and opportunities and “new rules” for thinking about water as critical business issue. A perspective on how to build a global water stewardship strategy and key aspects of a successful global program will be presented.			
Water: Reputational Risks and Leadership Opportunities for Brands and Businesses	09:40am	09:40am	09:40am
Michael Law Managing Director Ogilvy PR Over the past several years we’ve seen dramatic shifts in attitudes and awareness of water. In working with companies across the U.S., my colleagues at Ogilvy and I see significant reputational risks around water, but also huge potential for companies to take a leadership position on water and water sustainability. In this presentation we’ll look at what consumers think they know about water and what they actually do know, as well as who they are looking to, to take responsibility.			
Corporate Water Risk and Stewardship: Looking to the Future	10:20am	10:20am	10:20am
Jason Morrison Program Director, Globalization Program Pacific Institute A perspective on the major trends regarding corporate water footprinting, strategy, reporting and stakeholder engagement. In particular the presentation will focus on emerging thought and practice around water policy engagement as a long-term strategy to mitigate corporate water risk.			
Lessons from the Front Lines: Water Challenges & Cleantech Opportunities in the Beverage Sector	11:00am	11:00am	11:00am
Alex McIntosh Founder & CEO Ecomundi Ventures What challenges and opportunities will a water-constrained, high-scrutiny, higher-risk future present for today's corporations? Where should investors and entrepreneurs devote their time and resources, in order to capture the greatest sector opportunities in the next decade? Drawing from lessons learned in the bottled water sector--an industry with global brands and on the front lines of the water/sustainability debate for the past four years--this session will offer the MCW audience an advance look at what businesses can expect in a water-constrained future.			

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<p>Growing More from Less: The Agricultural Water Solution</p> <p>Mike Mack CEO Syngenta AG</p> <p>There is a lot of debate about whether we've reached peak oil. There can be no question, however, that our world has reached peak water. Experts agree that to meet the needs of a growing population we will have to double agricultural production in the next 40 years, and we will have to do it with less water than we have today, as aquifers around the world – including India, China, Mexico and the United States – are drawing down. In fact, it's estimated that within 15 years, depleted groundwater throughout the world could cause losses equal to the entire grain harvest in India and the United States combined. Fortunately, agricultural technology is providing a big part of the solution by enabling us to Grow More From Less. These technologies include hybrids that better withstand drought, plant growth regulators that increase yields and decrease water consumption, crop protection products that allow the adoption of moisture-retaining farming methods, yield boosting bio-tech solutions and others. We can meet the growing water challenge, but only if we keep the door to scientific innovation open.</p>	11:40am	N/A	N/A
<p>Defining True Sustainability: Europe's Role in an Age of Limited Water Resources</p> <p>John Atkin COO, Crop Protection Syngenta AG</p> <p>A growing world population and rising living standards in nations such as India and China will require that we double agricultural production in the coming decades. Our two most fundamental agricultural resources, however – water and land – are limited. Clearly, if we want to avoid mass food shortages, deforestation and hitting a limit on water resources, we need a major "game changer." That game-changer can only be technological innovation in agriculture. We simply have no choice but to find new ways to grow more food with less water. And we need to grow more of it where water is abundant for most of the time - as it is in Europe. Unfortunately, the EU's misapplication of the "precautionary-principle" is preventing the optimal use of some of the most fertile and potentially productive farmland on Earth. That's one reason why water-rich Europe imports "virtual land" the size of Germany, increasing the environmental pressure on regions that are less fertile and more prone to drought. Too often we treat agriculture as a "life-style" choice. Given the environmental challenges we face, we must embrace the kind of technological innovation in agriculture that we demand of other sectors, such as telecom and alternative energy. Only then will be able to "Grow More with Less," and live sustainably with the limited resources this one world of ours provides.</p>	N/A	11:40am	N/A
<p>Asia's Coming Water Crisis and Agriculture's Role in Providing a Solution</p> <p>Davor Pisk COO, Seeds Syngenta AG</p> <p>The demand for water has reached a critical tipping point in Asia. China and India, which together feed a third of the world's population, have access to less than 10 percent of the world's fresh water. Meanwhile, groundwater "overdraft" in China runs at a rate 25 percent, and saline intrusion and pollution may soon leave India's aquifers beyond recovery. We can meet this challenge by putting solutions in the hands of farmers. Rice – the staple of Asia's diet – offers huge opportunities for water savings. Today, only half the water used in rice farming is consumed by the plant, and much more is wasted due to ineffective irrigation and harvesting techniques. At Syngenta, our goal is to double rice production per drop of water in Asia by 2050. Working with governments and others in the public and private sector, we can provide the technologies, knowledge, finance and insurance mechanisms, and improved infrastructure that will allow Asia's farmers to meet the water challenge.</p>	N/A	N/A	11:40am

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<p>CDP Water Disclosure</p> <p>Marcus Norton Head of Investor CDP and CDP Water Disclosure Carbon Disclosure Project</p> <p>In this brief presentation Marcus Norton gives an overview of CDP Water Disclosure, the Carbon Disclosure Project's new water program that in 2010 sought disclosure of water-related data by the world's largest companies on behalf 137 financial institutions representing \$16 trillion. He explains how the program operates, touches on why the investment community is seeking greater water disclosure and walks through the CDP Water Disclosure questionnaire. The presentation concludes with a summary of the first year's findings.</p>	12:20pm	12:20pm	12:20pm
<u>Track 1 - Opportunities In Water Cleantech</u>			
<p>Desalination, Water Reuse/Treatment</p> <p>Jeffrey Fulgham Chief Sustainability Officer GE Water & Process Technologies</p> <p>There are significant water challenges present in the world today. In order to ensure a sustainable future across all borders, it is necessary to address three main items: assuring sustainable water quantity, improving water quality and reducing our energy consumption. This track session will address the technologies that will play a significant role in securing a water supply for the future and provide specific examples of opportunities in Water Cleantech abound.</p>	1:00pm	1:00pm	1:00pm
<p>Opportunities For Investing in Water</p> <p>Matthew J. Diserio President Water Asset Management</p> <p>Despite headlines to the contrary, the world is not running out of water. In reality it has run out of cheap water. This address will provide an update on the macro drivers that are creating an exceptional opportunity to generate attractive risk adjusted returns by addressing and solving problems of water supply and quality. Emphasis will be placed on how full cost pricing is attracting investment capital needed to repair and expand water infrastructure, ensure water supplies and facilitate conservation. The discussion will cover investing in regulated and non-regulated water utilities, water related infrastructure, technology and water resources. The water sector is generating added investor interest due to the inflation protected nature of many of its business models as well.</p>	1:30pm	1:30pm	1:30pm
<p>Water Solutions Capacity Building</p> <p>Tamin Pechet CEO, Banyan Water Chairman, Imagine H2O</p> <p>In this presentation on "Water Solutions Capacity Building", Tamin Pechet will:</p> <ul style="list-style-type: none"> - ask why water was left behind in the Cleantech boom - highlight the need for new water solutions capacity building without getting deep on the problems in the water system - describe the market failure for early stage capacity building in water - highlight the need for new stakeholders rather than reliance on incumbents - highlight Imagine H2O as a vehicle to help new stakeholders build that capacity - discuss the Imagine H2O prize and future prizes, incubator model and ecosystem - conclude with the abundance of opportunities to make a difference by building that capacity 	2:00pm	2:00pm	2:00pm

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<p>IT meets Water - The Opportunity for a Smarter More Flexible Water Industry</p> <p>Sheeraz Haji President Cleantech Group</p> <p>All the hype around “smart grid” has left many of us wondering why there isn’t an analogous opportunity to create a new “smart water” ecosystem. The water industry has long argued persuasively that’s water is significantly different from electricity. However, a growing chorus of insiders argues that there’s an opportunity for sensors, data, and software to create an intelligent layer across the water lifecycle. We agree. While there has been significant investment in water analytics at the drinking water and wastewater treatment plant level, the level of insight across the rest of the water lifecycle is limited. This session will explore the significant business opportunity to leverage proven IT systems to create a smarter more flexible system for extracting, distributing, using, and re-using water across the world.</p>	2:30pm	2:30pm	2:30pm
<p>Ensuring the Supply of Fresh Water to Grow Food Has to be a Global Priority</p> <p>Robert Berendes Head of Global Business Development Syngenta AG</p> <p>Everything we eat is available only because water is available to grow it. With the world’s supply of fresh water static, and demand for food growing dramatically, we are living on the edge of a crisis. It would take little to tip us over. The world saw a good example of that last summer, when a heat wave and drought in Russia —in concert with unfavourable weather conditions in the U.S. and Brazil – ricocheted into global food price spikes. Following on the food riots of 2008, it is clear that the world has no choice; we have to get more food from less water. Many technological innovations that could make farming more efficient and less physically demanding – and make water go a lot farther – are simply not available to Emerging World farmers. Experimental projects show that technologies that are common in North America could generate significant improvements in yields and working conditions for many subsistence farmers in less developed regions. We can increase food production by agricultural technologies more widely available. Technologies such as those that increase yield with less water, as well as minimize soil erosion by reducing the amount of ploughing required. We can produce more food from less water if we make the benefits of science and technology available in all parts of the world.</p>	N/A	2:30pm	N/A
<p>Game Changers: New Technologies Can Increase Water Efficiency in Agriculture</p> <p>Vern Hawkins President of Crop Protection Syngenta AG</p> <p>Water scarcity threatens food security for all of us. The Ogallala Aquifer, water source for the American Midwest, is being depleted faster than nature can replenish it. In California’s Central Valley, farmers are constantly scrambling for water. Farmers--and the consumers who depend on them--need a game-changer to ensure the sustainability of water supplies. That requires adapting best agricultural practices and changing plant physiology so we can grow more food with less water. We need to achieve the improved economies of scale in farming that technology industries such as computers achieve every day. We’re pursuing that goal by constructing agricultural crop technologies to work in tandem, providing solutions that are both environmentally sustainable and economically productive. New technologies are generating new solutions to the problem of drought and water stress. Weeds soak up to three times as much water as corn. Herbicides target weeds while limiting water run-off by reducing the need for tillage. Fungicides reduce stress on plants so they can use water more efficiently. A new product by Syngenta – Invinsa – improves plants’ yields during drought and other stress periods. Agrisure™ Artesian uses gene mapping to optimize water efficiency in corn hybrids, increasing yields by at least 15 percent under moisture stress. Using agricultural technology, we can empower farmers to respond to climate vagaries and grow more food with less water.</p>	3:00pm	N/A	N/A

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Track 2 - Water Stewardship Best Practices

<p>Murky Waters? Clarifying Investor Expectations for Corporate Water Disclosure</p> <p>Brooke Barton Senior Manager, Water Program Ceres</p> <p>In the past year the investor-backed Carbon Disclosure Project issued its inaugural survey to 400 global companies asking them about their water risk exposure and mitigation plans. Mainstream and SRI investors are filing a growing number of shareholder proposals on the topic. And the U.S. Securities and Exchange Commission recently highlighted water risk in its new “interpretive guidance” that clarifies what public companies need to disclose to investors about the climate-related risks and opportunities that they face. Ceres, which runs the \$9.8 trillion Investor Network on Climate Risk, will provide insights into what companies need to know to navigate growing investor expectations regarding water disclosure. Using findings gleaned from the first comprehensive assessment of water disclosure practices of 100 global companies, Ceres will highlight key gaps and challenges with existing disclosure, share best practices, provide concrete recommendations for companies seeking to improve the relevance and quality of their water disclosures.</p>	1:00pm	1:00pm	1:00pm
<p>Sustainability Changes Everything - A Mandate for Driving Long-Term Value and Short-Term Return from Water and Other Sustainability Issues</p> <p>Chris Park Principal, Sustainability, Energy & Environment Deloitte Consulting LLP</p> <p>Sustainability continues to bounce along a somewhat uncertain path towards inclusion on the ‘top ten list’ of core business issues, with some market forces rapidly advancing the sustainability agenda while others marginalize the idea of improved environmental and social performance as a means for driving business value. Consequently, how do professionals, dedicated to the idea of improving business performance to account more directly for environmental and social impacts, overcome the policy, strategy, regulatory, operational and financial barriers to doing so? Is sustainability as a business issue here to stay? If so, in what form? Sustainability Changes Everything draws on the experiences from Deloitte’s efforts with clients to offer a hypothesis as an answer to the above questions. It also provides an outline of the lessons learned by Deloitte during the process of refining the sustainability services it provides. In short, sustainability presents a mandate for driving long-term value and short-term return from water and other sustainability issues.</p>	1:30pm	1:30pm	1:30pm
<p>Meeting the World’s Water Challenges: The Need for Partnership</p> <p>Peleg Chevion Head of Business Development, Water Syngenta AG</p> <p>The world can ensure it has the water it needs through collaboration among stakeholders – including business, NGOs, governments, and the farmers whose task it is to produce the food we need – and by incorporating all of the tools and technologies available to increase water efficiency. Farmers’ water-related challenges come in three categories: 1) Ongoing availability of water, a problem that faces such countries as Israel and Australia. 2) Sporadic events, such as a drought or a flood. 3) Economic factors such as the cost of water, energy, and other farm inputs. The solutions to the problem of water scarcity relating to agriculture come in two forms: Decreasing the amount of water needed by crops and optimizing the available water (and land). Specific agricultural technologies help to advance these goals, including crop enhancement products that allow plants to access water deep below the earth’s surface or change their physiology to increase efficiency, pesticides that protect plants that have already used valuable water and reduce weeds that compete with plants for water. These and other technologies also give growers the confidence they need not to over-water. Ensuring our ability to meet future water needs depends both on efficiencies in using it and increasing access to water supplies where needed. By thinking holistically and working collaboratively we can ensure a sustainable water future for ourselves and future generations.</p>	2:00pm	2:00pm	2:00pm
<p>Empowering Industry Stakeholders: Why Sustainable Water Access and</p>	2:30pm	2:30pm	2:30pm

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Integrated Management Matter to Industry			
Stephanie Ogden Water For People It is now widely acknowledged that water management, rather than a lack of water resources, is the greatest obstacle to sustainable water access in the developing world. Though water is considered a renewable resource, its ability to renew itself in a form usable for industrial, agricultural, and domestic use, increasingly depends on how it is managed. This presentation will explore Integrated Water Resources Management, as well as water use and challenges to sustainable access in rural areas of developing countries, from an industry-relevant perspective. What are the incentives for industry to ensure sustainable water use and management in the communities on which they depend? What lessons can we take from the developing country context that apply to industry involvement all over the world? Furthermore, how can industry participate as a stakeholder in sustainable water management, and what examples have been most successful?			
Be Water Wise: A Partnership Model for Water Conservation Education	3:00pm	3:00pm	3:00pm
Diane Wood President National Environmental Education Foundation (NEEF) Early in 2009, the National Environmental Education Foundation (NEEF) began a new program aimed at creating a unique public-private partnership leveraging resources and expertise to bring a meaningful learning experience to a K-12 audience on the topic of water conservation: Be Water Wise. Be Water Wise engages partners from the public, private and nonprofit sectors to raise awareness of local water issues and improve water conservation in school buildings and grounds. The presentation will include an overview of Be Water Wise and the program's progress in the first two pilot cities – Miami and Atlanta – and information about the program model, which may be adapted by any organization or school district interested in developing effective partnerships to improve water conservation education in the schools.			
Global Water Tool Update: Managing Water Risks - A Business Perspective	3:30pm	3:30pm	3:30pm
Anne-Leonore Boffi Manager Water Project World Business Council for Sustainable Development Do you know how many of your sites are located in water scarce regions? Do you know how many of your employees are living in countries with inadequate access to improved sanitation? And how many of your suppliers will be operating in areas under water stress in the future? Water risks are linked to your (potential) impacts which depend in turn on the local context at the point of use. This presentation will provide an overview of the WBCSD 2010 Global Water Tool which was just refreshed for improved risk assessment by helping you answer these questions.			
Water Does Not Respect Political Boundaries – We Need To Manage On Water's Terms	4:00pm	4:00pm	4:00pm
Carol Collier Executive Director Delaware River Basin Commission In order to manage water resources in a way that is most cost effective and environmentally sound, we need to reach past our political divides and manage on a watershed or basin scale. We are also in a rapidly changing world which requires a more flexible, adaptive management approach to regulation, a systems approach or integrated water resources management (IWRM) that looks at multiple aspects of water - (water supply, wastewater discharge, stormwater management, facility siting, etc.), and, at the same time, maintenance of compliance/enforcement authorities. Private/public partnerships are crucial. Examples from the Delaware River Basin will be given.			
Measuring and mapping water risk and opportunity	4:30pm	4:30pm	4:30pm

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Piet Klop
 Senior Fellow, Acting Director, Capital Markets Research Initiative
 World Resources Institute

Increasing water scarcities – partly driven by climate change – is driving up the value of water. As long as we aren't paying water prices that reflect that scarcity, we'll have to find other ways to inform our investment decisions. In a project called "Aqueduct" the World Resources Institute is building the information base to (re)connect business risks and opportunities with hydrological, regulatory and socio-economic trends on the ground. Key features include the ability to aggregate and map various geospatial data, allowing for differences in industries' exposure to water issues. Equally important is the ability to project water risks at geographic scales that are relevant to portfolio decisions on investments, suppliers and product markets. The project is designed in a way that (selected) users can upload water risk data, thus improving the database over time. Its ultimate aim is to provide area-specific water risk benchmarks against which individual company performance is measured and reported.

Track 3 - Beverage Sector Water Stewardship

A Case Study on Water Stewardship from the Beverage Industry	1:00pm	1:00pm	1:00pm
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Roberta Barbieri
 Global Environmental Programme Manager
 Diageo

This presentation includes an overview of the environmental sustainability strategy of Diageo, the world's largest premium drinks company, as well as several case studies on projects implemented within the company to improve water efficiency. The case studies cover water efficiency improvements in barrel washing in the wines industry, in bio-energy production at distilled spirits plants, and award-winning water management practices at a bottling facility.

Water Stewardship: Turning Local Lessons into Globally Shared Rewards	1:30pm	1:30pm	1:30pm
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Michael Glade
 Director, Water Resources & Real Estate
 Molson Coors Brewing Company

The lessons learned within a local community watershed can have far reaching and positive global impacts as they are shared and discussed with a broader audience. Water is at the heart of brewing beer and was essential to the founding locations of the Company in the UK, Canada and US. In Golden, Colorado (US), Molson Coors has had the privilege to work within an engaged local watershed in developing effective stewardship practices that incorporate the six areas of the CEO Water Mandate (Direct Operations; Supply Chain and Watershed Management; Collective Action; Public Policy; Community Engagement; and Transparency). This presentation will focus on the trials and tribulations of early engagement within this watershed that incorporates specific local challenges and the actions that led to sustainable coalitions and practices among a diverse group of stakeholders. The presentation will also discuss the influence these lessons have had on Molson Coors' Global Water Strategy and all the watersheds where we operate, as well as the implications for companies, non-governmental organizations (NGO's) and others working in the water field.

Global Water Resource Sustainability: Risk Management and Corporate	2:00pm	2:00pm	2:00pm
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Strategy

Joe Rozza
 Global Water Resource Sustainability Manager
 The Coca-Cola Company

Population growth, economic development and climate change are projected to have profound impacts on the sustainability of water resources globally. These trends are combining with increasing expectations from civil society and the public sector for a greater role of the private sector in solving these global problems. Add the clear trend toward increasing transparency and investor interest in corporate citizenship and water risk management and you have a compelling business case for a formal and robust water risk management and sustainability strategy. During this presentation, you will learn how Coca-Cola - one of the world's largest supply chains - is managing these risks and you will also be briefed on Coca-Cola's Global Water Stewardship strategy.

Great Beer, Great Responsibility

Kim Marotta
 Vice President Corporate Social Responsibility
 MillerCoors LLC

2:30pm 2:30pm 2:30pm

MillerCoors has designated water conservation as one of our key sustainable development priorities. Water flows through every step of the brewing process, and we recognize how important a resource it is for our business, and for our communities. We will continue to work towards finding new ways to ensure a secure future through water stewardship.

About the Speakers



John Atkin
COO, Crop Protection
Syngenta

John Atkin was Chief Executive Officer (1999–2000), Chief Operating Officer (1999), Head of Product Portfolio Management (1998) and Head of Insecticides and Patron for Asia (1997–1998) of Novartis Crop Protection. Prior to 1998 he was General Manager of Sandoz Agro France (1995–1997) and Head of Sandoz Agro Northern Europe (1993–1995). In 2008 he was appointed Visiting Professor at the Institute for Research on Environment and Sustainability (IRES) at the University of Newcastle upon Tyne. He graduated from the University of Newcastle upon Tyne with a PhD and a BSc degree in agricultural zoology.



Roberta Barbieri
Global Environmental Programme Manager
Diageo

As Global Environmental Programme Manager, Roberta is responsible for establishing Diageo's strategy on Environmental Sustainability on an end-to-end supply chain basis – from the barley in the field to the empty bottle in the bin and everywhere in between – and for implementing programs to embed that strategy in all aspects of Diageo's business. Roberta has over 20 years of experience in corporate environmental sustainability in several different industries, including the electronics, entertainment, and food and beverage industry. She has a BS in Environmental Conservation, an M.S. in Environmental Engineering and an M.S. in Environmental Science.



Brooke Barton
Senior Manager, Water Program
Ceres

At Ceres, Brooke leads Ceres' work with companies and investors, to address the growing risks posed by water scarcity. She is the author of Ceres' most recent study on the topic, *Murky Waters: Corporate Reporting on Water Risk*. She is also responsible for advising member companies in the food and beverage and oil and gas sectors on sustainability strategy, disclosure, and stakeholder engagement. Prior to Ceres, Brooke was a researcher for the Harvard Business School's Social Enterprise Initiative, and a communications manager at ACCION International, a microfinance NGO. She holds a master's degree from the Fletcher School of Law and Diplomacy and an undergraduate degree in Economics from Duke University.



Robert Berendes
Head of Global Business Development
Syngenta

Robert Berendes was Head of Diverse Field Crops (2005–2006) and Head of Strategy, Planning and M&A (2002–2005) for Syngenta. Prior to this, he was a partner and co-leader of the European chemical practice at McKinsey & Company. He graduated from the University of Cologne with a diploma in chemistry and has a PhD in biophysics from the Max-Planck-Institute for Biochemistry/Technical University of Munich.



Anne-Leonore Boffi
Manager Water Project
World Business Council for Sustainable Development

Anne-Leonore Boffi has been working at the World Business Council for Sustainable Development (WBCSD) since July 2005. After 2 years working with the WBCSD Regional Network Partners, Anne-Leonore has now joined the Water Project which brings together more than 80 member companies from various sectors. She leads the project's work around water stewardship and standards development. She has previously worked for several international organizations including the United Nations Fund for Children (UNICEF) and the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA). Anne-Leonore holds a Masters' degree in International Relations that she completed in 2000 at the Graduate Institute for International Studies in Geneva Switzerland.



Peleg Chevion
Head of Business Development, Water
Syngenta

Mr. Chevion is leading the corporate strategy and global activities of Syngenta International AG (NYSE: SYT, SWX: SYNN) in the Water space. Prior to Syngenta, Mr. Chevion led the business development activities in the therapeutic proteins arena for Crucell Holland NV (NASDAQ, Euronext: CRXL) and served as an attorney with one of the leading Israeli high-tech/VC related legal firms. Prior to that he led R&D and commercial endeavors in the telecom and internet industries. Mr Chevion started his career serving 7 years in the Israeli Air Force, leading R&D aerospace projects. Mr. Chevion graduated from the IDF Computer Academy with a diploma in software engineering, he holds an LL.B from Tel Aviv University (Israel) and an MBA from INSEAD (France/Singapore). He is a corporate and licensing attorney, admitted to the Israeli Bar Association.



Carol Collier
Executive Director
Delaware River Basin Commission

Ms. Collier has served as Executive Director of the Delaware River Basin Commission (DRBC) for the past 12 years. DRBC is an interstate/federal commission that provides a unified approach to water resource management without regard to political boundaries. Before joining DRBC, Ms. Collier was Executive Director of Pennsylvania's 21 Century Environment Commission formed by former Governor Tom Ridge. She also served as Regional Director of the PADEP Southeast Region and worked in the private sector for 19 years. Ms. Collier has a B.A. in Biology from Smith College and a Masters in Regional Planning from the University of Pennsylvania. She is a licensed Professional Planner in the State of New Jersey and a member of the American Institute of Certified Planners (AICP). She is a member of her township's environmental protection advisory board, teaches environmental management courses at the University of Pennsylvania, and has testified before the House of Representatives and the Pennsylvania Legislature. In 2004 she visited the Peoples' Republic of China as part of a U.S./China/Japan team to assist with river basin management, and has participated in water management and sustainable forest practice events along the Yangtze River in China and the rain forests in Ecuador. She is a Board member of the American Water Resource Association (AWRA). She believes proper management of water resources is the key to our economic and environmental future.



Jessica Culverhouse
Program Manager
National Environmental Education Week

Prior to joining the education team at NEEF, Jessica Culverhouse spent two years teaching high school Biology in northern Virginia. During graduate school, Jessica worked as a program assistant in education and outreach for the Georgia Environmental Protection Division. She earned a B.S. in Biology from Georgia Tech in 2004 and a M.Ed. in Science Education from Georgia State University in 2006.



Matthew Diserio
President and Co-Founder
Water Asset Management

Mr. Diserio has spent over 26 years in long/short fund management, securities analysis, and sales. Prior to co-founding Water Asset Management LLC, he was portfolio manager of Schafer Cullen Small Cap LP and of Diserio Partners LP. Prior to that, he was a general partner and portfolio manager at Water Street Capital. Mr. Diserio spent the previous 12 years as a senior equity analyst covering Special Situations at PaineWebber and in institutional equities sales at Donaldson Lufkin and Jenrette. Mr. Diserio graduated with honors from Bowdoin College in 1981 with a BA in Government and History.



Jeffrey Fulgham
Chief Sustainability Officer and ecomagination leader
GE Water & Process Technologies

Jeff Fulgham was recently named chief sustainability officer and ecomagination leader—water and process technologies for GE Power and Water. He leads the division's sustainability initiative. In his current role, Jeff provides leadership for the company's ecomagination program, water reuse and reduction initiatives and the Water for Humanity program. He continues to provide leadership for the experienced commercial leadership program and partners with customers, organizations and governments to drive awareness of the current water situation and the need to implement water reuse technologies.



Michael Glade
Director, Water Resources & Real Estate
Molson Coors Brewing Company

Mike has been involved in the research, design, construction, supervision and administration of environmental and water processes and projects for over 20 years. He is currently responsible for the utilization, management and protection of water resources that serve the Golden, Colorado Brewery, USA, leadership in Corporate local and global water sustainability strategies and partnership initiatives, management of the Coors Energy Company, General Manager for two water delivery ditch companies that serve municipal, agricultural and industrial interests and general environmental management and assessment of various US and global assets. He also has diverse experience in environmental remediation and water and wastewater collection, treatment and distribution systems. Mike demonstrates a visible passion for collaborative progress and enjoys the challenges and rewards of developing internal personnel and processes while working with local stakeholders and communities to resolve social, environmental and water challenges. Mike received his Bachelor's degree in Civil Engineering (with a second major in Construction Management) and a Master's degree in Civil Engineering from Colorado State University (USA).



Sheeraz Haji
 President
 Cleantech Group

As president of the Cleantech Group, Sheeraz Haji is one of the world’s most influential cleantech thought-leaders and trusted advisors to global companies and executives. Prior to joining the company, Sheeraz served for eight years as co-founder and CEO of GetActive, a venture-backed software-as-a-service, customer relationship management company. He led GetActive’s merger with Convio, then as Convio’s president built a company with 1,200 clients and 300 employees. Sheeraz has also worked as a strategy consultant for McKinsey & Company; entrepreneur-in-residence (EIR) for El Dorado Ventures; operations executive for GMO, a global management investment firm; and product manager for Digital Impact (acquired by Acxiom). Sheeraz launched his career as an environmental engineer with Environ International. He has Bachelor of Science and Master of Science degrees in environmental engineering from Brown University and Stanford University respectively. Sheeraz also holds dual U.S. and French citizenship.



Vern Hawkins
 President, NAFTA Crop Protection
 Syngenta

Vern Hawkins serves as president of the Syngenta North American (NAFTA) Crop Protection business, based in Greensboro, N.C. Growing up in a rural community in Indiana, Vern’s love for agriculture began early. He worked as a farmhand for his neighbors, was active in both 4H and FFA and eventually went to Purdue University, where he obtained his degree in agronomy. Later, Vern earned an executive master’s degree in business administration from Temple University. He began his career as a college intern for a Syngenta legacy company, ICI Americas, more than 25 years ago. Prior to taking on his current role in January 2010, he led the Commercial Operations for Syngenta Crop Protection in the United States. He also spent time leading the U.S. Horticulture Business Unit. In addition to these positions, he has been at the helm of Syngenta Brand Management, Biological Research and Development, Regulatory Affairs and Development Planning teams in the NAFTA Region. Before Syngenta was formed, Vern was the global business manager for Karate/Icon with Zeneca Agrochemicals based in the United Kingdom. As Syngenta nears its tenth anniversary in 2010, Vern’s love for agriculture and dedication to Syngenta customers continues to be a driving force in his leadership of the Syngenta Crop Protection business.



Piet Klop
 Senior Fellow, Acting Director, Capital Markets Research Initiative
 World Resources Institute

Piet is a Senior Fellow and currently acting director of the capital markets research initiative at the World Resources Institute. He leads research projects on the valuation and pricing of environmental scarcities by the financial markets and business, with a focus on water-related risks and opportunities. Piet also liaises with Dutch and European companies and investors seeking WRI’s “environmental intelligence for tomorrow’s markets”. Piet has 20 years of experience with environmental issues and holds Masters degrees in Applied Environmental Economics (University of London) and Irrigation Engineering (Wageningen Agricultural University). Piet works at WRI on a secondment from the Netherlands Ministry of Foreign Affairs, where he held the position of Senior Economist in the Department of Climate, Energy and Water.



Michael Law
 Managing Director
 Ogilvy Public Relations Worldwide

Michael’s career with Ogilvy Public Relations Worldwide spans nearly 15 years and three countries. Beginning in 1990, Michael worked in Ogilvy’s Washington, D.C. office and Public Affairs practice. In that role, Michael directed the agency’s relationships with multinational corporations, industry trade associations, non-governmental organizations and foundations. The scope of work for these clients covered a range of subjects, including public and environmental health, international trade, governmental affairs, crisis communications and brand management. Michael’s specific area of expertise is crisis management, corporate communications and government relations. He has been recognized for unique capabilities in coalition building and ally development – helping companies identify and build meaningful partnerships that advance business objectives. He has developed a specialized expertise working with non-governmental organizations and community groups, particularly in major US and global hubs of business and government. Michael also has been recognized for his work counseling industries in times of crisis. Michael worked for several years with chemical manufacturers in the United States and Europe as they addressed pressure group campaigns and regulatory challenges at the state, federal and international level. He also has worked with the insurance industry on government relations issues in Southeast Asia, large hotel chains on labor relations challenges and with the pulp and paper industry in Indonesia. More recently, Michael has assisted businesses with grass-roots political campaigns in California. Michael is routinely involved in crisis and media training for companies and senior executives. Over the past three years, he has worked with the financial, food and beverage, pharmaceuticals and pulp and paper industries preparing to face the media during a crisis. In 2001, Michael moved to Hong Kong to join Ogilvy PR’s Asia Pacific network as Regional Client Director. In this position, Michael was responsible for managing the agency’s largest regional clients and building account teams to service these accounts across 11 countries. In 2002, Michael moved to Singapore to become President for Southeast Asia. In this role, Michael was responsible for Ogilvy PR operations in Thailand, Vietnam, Malaysia, Indonesia, the Philippines, and Singapore. In 2004, Michael returned to the United States to lead Ogilvy PR’s operations on the West Coast. In this role, Michael oversees the company’s offices in Sacramento, Los Angeles and San Francisco. Before joining Ogilvy PR, Michael worked for the U.S. Department of Justice and for the Washington office of a New York law firm. Michael was born and raised in Scotland and moved to the United States in 1972.



Michael Mack
 Chief Executive Officer, Director and
 Member of the Chairman’s Committee and the Corporate Responsibility Committee
 Syngenta

Michael Mack was Chief Operating Officer of Seeds (2004–2007) and Head of Crop Protection, NAFTA Region (2002–2004) for Syngenta. Prior to this, he was President of the Global Paper Division of Imerys SA, a French mining and pigments concern, from the time of its merger in 1999 with English China Clays Ltd., where he was Executive Vice President, Americas and Pacific Region, in addition to being an Executive Director of the Board. From 1987 to 1996 he held various roles with Mead Corporation. Michael Mack is also Chairman of the Board of the Swiss-American Chamber of Commerce. He has a degree in economics from Kalamazoo College in Michigan, studied at the University of Strasbourg, and has an MBA from Harvard University.



Kim Marotta
Vice President Corporate Social Responsibility
Millercoors, LLC

Kim Marotta is Vice President Corporate Social Responsibility at MillerCoors. In her role, Ms. Marotta is responsible for implementing MillerCoors sustainable development strategy and managing MillerCoors alcohol responsibility initiatives. She also works closely with both parent organizations, SABMiller and Molson Coors, to drive performance in these key areas. Ms. Marotta completed her undergraduate work at Marquette University and is a graduate of the University of Wisconsin-Madison Law School. Prior to joining MillerCoors in 2004, Ms. Marotta practiced law for more than 13 years, specializing in criminal defense. She also formerly served as an adjunct professor at Marquette University Law School. Ms. Marotta is a member of several boards, including Milwaukee World Festivals, Children's Hospital Foundation of Wisconsin and the Alcohol Beverage Medical Research Foundation.



Alex McIntosh
Founder & CEO
Ecomundi Ventures

Alex is the Founder of Ecomundi Ventures, an innovative San Francisco-based fund that catalyzes breakthrough clean technologies and business models to tackle the toughest water challenges of the 21st century. Prior to Ecomundi Ventures, Alex created and led sustainability and corporate citizenship programs at Nestlé Waters North America (NwNA) through a time of intense environmental and social scrutiny. Under his leadership, NwNA initiated cutting-edge footprint and value-chain analyses of its business, and developed unconventional collaborations with a wide spectrum of NGO and partner organizations to tackle complex social issues such as water sustainability & innovation, recycling, and climate change. Prior to Nestlé, Alex helped lead two historic private funding efforts generating \$75MM for large scale watershed conservation projects at a field office of The Nature Conservancy, co-developed an ecotourism model for an African nation, created a business plan for a US national park, and published a field guide to birds. He was an early "green home design" pioneer, and now lives in San Francisco with his family. Alex earned his B.A. with academic honors at Duke University, and a master's degree in environmental management from Yale University



Jason Morrison
Program Director, Globalization Program
Pacific Institute

Since 1994, Jason Morrison has been with the Pacific Institute, a non-profit, non-partisan sustainability policy research center based in Oakland, California. He directs the Institute's Globalization Program, where he is currently studying the policy implications of private sector sustainability initiatives, with a focus on and international standards and ethical certification. Mr. Morrison has been conducting research on freshwater-related business risks and on sustainable water management in private sector since 2003. Under a Memorandum of Understanding between the Pacific Institute and the UN Global Compact, Mr. Morrison serves as the Technical Director for the CEO Water Mandate, supporting the initiative with applied research, event organization, and other services. Mr. Morrison is a co-founder and current Board Member of the Alliance for Water Stewardship (AWS), a global initiative working to develop a freshwater certification program to advance responsible water practices by water providers and large-scale users. Mr. Morrison holds a Master's Degree from Boston University's Center for Energy and Environmental Studies and a B.A. in Philosophy from the University of California, San Diego.



Marcus Norton
Head of Investor CDP and CDP Water Disclosure
Carbon Disclosure Project

Marcus Norton joined the Carbon Disclosure Project in 2009 to launch and manage CDP Water Disclosure, a program that helps institutional investors better understand the business risks and opportunities associated with water scarcity and other water-related issues by increasing the availability of high quality business information on this critical issue. He also now heads Investor CDP. Marcus' background is in corporate law (with Allen & Overy and Gibson, Dunn & Crutcher) and in government with the UK Department for Environment, Food & Rural Affairs where he wrote environmental laws and advised ministers and officials on matters of EC and public law. He holds an MA from the University of St Andrews, an LL.M from University College London and an MBA from the Tuck School of Business at Dartmouth.



Stephanie Ogden
2010 Fellow in Innovation and Sustainability
Water For People

Stephanie has been working in the development sector for 7 years. She lived and worked for five years in various capacities in water, sanitation, and rural health in El Salvador, where she was originally a Peace Corps volunteer. She has a Master's degree in International Environmental Policy with particular attention to water conflict issues and sustainable water management at the community level. She recently concluded a research fellowship with Water For People, examining Integrated Water Resources Management and sustainable water access in Rwanda, Uganda, Guatemala and Honduras.



Chris Park
Principal, Sustainability, Energy & Environment
Deloitte Consulting LLP

Chris Park is a Principal and leads Deloitte's Sustainability, Energy & Environment practice. Chris joined Deloitte Consulting LLP in 1994. He is a registered architect and in his career he has served clients in the public sector, life sciences, health care provider, manufacturing, higher education, financial services, not-for-profit and retail industries. Chris leads Deloitte's service offerings in sustainability, corporate responsibility, energy and environment through the Sustainability Integrated Market Offering (IMO). His primary focus in the sustainability arena is strategy, operations, cost reduction, training and policy, performance management, and implementation planning. Chris' recent clients include: Forest City, Amgen, Biogen, Comerica Bank, Rockefeller Foundation, United States Postal Service, Kaiser Permanente, Boston Scientific. He holds an MBA, Master's Degree in Architecture and Bachelor's Degree in Architecture from University of Michigan.



Tamin Pechet
Chairman
Imagine H2O

Tamin Pechet is CEO of Banyan Water (www.banyanwater.com), which provides an intelligence service to improve water and wastewater distribution, saving money and the environment. He is also Chairman of Imagine H2O (www.imagineh2o.org), a global organization spurring entrepreneurship in the water industry through innovation prizes and a water business incubator. Tamin also serves on the Board of Directors of Lux Research (www.luxresearchinc.com), a leading provider of research and analytics on water and other clean technology markets. He is a frequent speaker on water business opportunities. Previously, Tamin was a Principal and Entrepreneur in Residence at Catamount Ventures (www.catamountventures.com), a \$215 million venture capital firm, where he invested in and supported the growth of portfolio companies in water, energy, and the environment. Before joining Catamount, Tamin was a principal investor at Goldman, Sachs & Co., where he co-founded and managed Goldman Sachs E&P Capital to invest in private energy companies, overseeing growth to over \$200 million in capital invested. Tamin also served on the founding team of Goldman Sachs Specialty Lending Group, a \$1 billion middle-market lending business. Prior to Goldman Sachs, Tamin held a business development position with Launch Media through its acquisition by Yahoo! Tamin holds an MBA from Harvard Business School and an AB with honors from Harvard University.



Davor Pisk
COO, Seeds
Syngenta

Davor Pisk was Region Head Crop Protection Asia Pacific (2003–2007) for Syngenta and Region Head Asia for Zeneca Agrochemicals (1998–2001). Prior to 1998, he was Head of Herbicides for Zeneca (1993–1997) and General Manager of ICI Czechoslovakia (1991–1993). He has a BA in Economics and Politics from Exeter University, UK, and an MA in Political Science from the University of California, USA.



Joe Rozza
Global Water Resource Sustainability Manager
The Coca-Cola Company

Joe Rozza's career has taken him to CDM and Gresham Smith & Partners before his current position at The Coca-Cola Company. At Coca-Cola Joe is responsible for the lead water resource sustainability strategy within the Global Supply Chain for the company and franchise manufacturing operations across 23 operating units and nearly 300 franchise bottling companies covering 1,000 plants in over 200 countries. This includes program leadership, corporate strategy, governance, risk management, communications, capability development, business planning, senior management engagement, and cross functional and vertical engagement/alignment. Joe has been a leader in coordinating efforts involving environmental and sustainability initiatives within the public and private sectors as a corporate leader. He has been able to align senior leaders and diverse stakeholders to create a shared vision and deliver the full value inherent in a well-designed sustainability platform. Joseph Rozza is a graduate of UCF with a BS in Environmental Engineering.



William Sarni
 Director and Practice Leader, Enterprise Water Strategy | Sustainability and Climate Change
 Deloitte Consulting LLP

Will has been providing sustainability, environmental and hydrogeological consulting services to private- and public-sector enterprises for more than three decades, with a focus on developing and implementing corporate-wide sustainability strategies, as well as broad based climate and water programs. His unique approach fuses the practical with the creative in actualizing high-value sustainability programs and integrating diverse business and technical issues related to resource management. Sarni’s diverse client list includes Fortune 500 companies, multinational corporations and non- governmental organizations (NGOs). He has managed complex projects throughout the United States, Europe and Asia, working with some of the world’s most recognizable companies. An internationally recognized thought leader on sustainability and corporate water strategies, Sarni is a frequent speaker for corporations, conferences and universities, as well as a columnist on sustainability, climate and water for Harvard Business Publishing’s “Leading Green,” Venture magazine, Sustainable Life Media and Earth & Industry. He is the author of Greening Brownfields: Remediation Through Sustainable Development (McGraw Hill; <http://tiny.cc/4611v>) and contributed to Environmental Regulation of Colorado Real Property (Bradford Publishing). He is the author of the upcoming book, Corporate Water Strategies (Earthscan; <http://tinyurl.com/22w3lxl>), which will be published in January 2011. Sarni was a member of the Environmental Compliance Committee of the Chicago Climate Exchange and is active in the International Association of Hydrogeologists (IAH) and The Conference Board. He is on the board of directors for CORE (Connected Organizations for a Responsible Economy) and was a sustainability adviser to the 2018/2022 US World Cup Bid Committee and is a judge for the 2010 CleanTech Open (www.cleantechopen.com).



Diane
 President
 National Environmental Education Foundation (NEEF)

Wood

Diane W. Wood is president of the National Environmental Education Foundation (NEEF). Diane has over two decades of executive experience both nationally and internationally. She worked for the World Wildlife Fund (WWF) for 15 years in a variety of executive capacities including vice president for Latin America and the Caribbean and vice president for research and development. Under Diane’s tenure the Latin American program grew to an \$18 million conservation program. Before joining NEEF, she was the executive director of the Center for a New American Dream. Her experience in environmental education spans formal and non-formal education sectors and includes curriculum development, nature interpretation, conservation education, sustainability education and natural resources extension. Diane served as a Peace Corps volunteer in Paraguay from 1977-1981. Diane has been a consultant to the U.S. Department of Agriculture, the Peace Corps and the U.S. Agency for International Development. She has served on numerous nonprofit boards, including a 10-year Presidential appointment (under both George H.W. Bush and William J. Clinton) to the Enterprise for the Americas Initiative board. Diane has a Masters in Science and Environmental Education from Cornell University.

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