



The CEO Water Mandate

Final Agendas for The CEO Water's Mandate's Third Working Conference

The Fifth World Water Forum
Istanbul, Turkey
March 16-18, 2009



**PACIFIC
INSTITUTE**



The CEO Water Mandate

CEO Water Mandate Third Working Conference - Engaging in Public Policy to Advance Sustainable Water Management by Business

March 16th and morning of 17th
Invitation-only Meeting

Context and Value Proposition

Currently, there is a lack of understanding and shared agreement regarding the role companies can and should play in influencing water-related public policy. While companies interact with government bodies at various scales and geographic regions and on a range of policy matters, most are unsure of what constitutes good practice in this complex, multi-dimensional space and are unaware of how such engagement efforts are (or could be) interlinked with one another. At the same time, few civil society groups have given thought as to how (and on what) businesses should engage in water policy, and the precise role companies can play in helping to achieve policy objectives. This working conference will serve as a platform for endorser to share practical experience (i.e., challenges and successes) and improve understanding of how companies can effectively engage in water policy to bring about significant positive change. It will also be designed to enable a better understanding of stakeholders' minimum expectations and perceptions of best practice regarding this multi-faceted issue.

Workshop Objectives/Outcomes:

- Elucidate common water-related interests among companies, governments, civil society groups and local communities;
- Define the contours of a broadly accepted framework through which companies can understand their water-related public policy engagement;
- Scope the state-of-play regarding various ways that corporate sustainable water management practices interface with public policy;
- Provide a learning platform for endorsing companies to share experiences and innovations relating to this particular Mandate element, and;
- Garner feedback from key stakeholders regarding their views on:
 - The implementation actions that constitute both minimum expectations and best practice in relation to corporate water management and public policy.
 - Information needs and interests in relation to this Mandate element.



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Meeting Agenda (*Day One Location: Forum Venue: Sutluce Room: Haskoy*)

8:30 AM **Welcome:** Opening remarks, description of the impetus and activities of the CEO Water Mandate and the general rationale, context, and objectives for the working conference.

- Gavin Power, Head, CEO Water Mandate
- Filiz Demirayak, Chief Executive Officer, WWF-Turkey
- Jason Morrison, Program Director, Pacific Institute

9:00 AM **Introductions and Event Orientation:** Overview of the working conference agenda and ground rules, followed by a brief introductory exercise that allows people to learn who's at the conference.

- Robert Greenwood, Ross & Associates (meeting facilitator)

9:15 AM **Panel Session 1: How do Companies Currently Understand Their Interface with Public Policy on Various Issues and Geographic Scales**

Panelists will comment (7-9 minutes each) on *how* their companies approach water policy engagement, *why* they do so, and *what* business and social benefits result (or are sought). Remarks will be grounded with practical examples as appropriate.

- Herbert Oberhänsli, Head of Economics & International Relations, Nestlé SA
- Joppe Cramwinckel, Senior Sustainable Development Advisor, Royal Dutch Shell
- Lisa Manley, Director of Environmental Communications, The Coca-Cola Company
- Andries Meyer, Technology Manager: Water supply & utilisation, Sasol Technology Ltd

10:10 AM **Session 2: Application of McKinsey's Water Marginal Cost Curve for Policy Decision-making and Allocation of Roles and Responsibilities**

- Lee Addams, Giulio Boccaletti, and Martin Stuchtey, McKinsey & Company

10:40 AM **Coffee Break**

11:00 AM **Panel Session 3: Stakeholder Perspectives on the Potential and Pitfalls of Corporate Engagement in Water Governance and Policy Setting**

Brief prepared remarks (6-8 minutes each) on the opportunities and concerns surrounding corporate engagement in water policy. Formal remarks followed by 20 minutes of facilitated discussion among panelists.

- Stuart Orr, Freshwater Policy Officer, WWF International



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- Timeyen Uwejamomere, Policy Officer, Urban Water & Sanitation Services, WaterAid
- Frederik Pischke, Advisor, UN-Water
- Dr. Huseyin Gundogdu, Directorate of State Hydraulic Works of Turkey (DSI)
- Robin Simpson, Senior Water Policy Advisor, Consumers International
- Jack Moss, Spokesperson for Business for Action on Water

12:00 PM Facilitated Plenary Discussion

30 minutes of facilitated discussion where meeting participants have an opportunity to provide input on the session topic.

Objectives of Morning Sessions

- Identify the business rationale for public policy engagement
- Get a glimpse of how different companies approach this issue, as well as a snap shot of what other stakeholders believe the role for business in water policy should be
- Ground abstract concepts around corporate water policy engagement with concrete examples
- Through facilitated debate, demonstrate the range of views on the pros and cons and legitimacy boundaries for business engagement on water policy issues

12:30 PM Lunch (Boxed lunches provided)

Concurrent Sessions

Breakout Session A

1:30 PM Session 4A: From Corporate Water Footprinting to Public Policy

Session Facilitator: Will Day, Chairman, Water & Sanitation for the Urban Poor
Session Rapporteur: Linda Hwang, Manager, Environmental R&D, Business for Social Responsibility

- *Corporate Engagement with Public Policy: Mutual Gains of Managing Shared Water Risk*, Guy Pegram, Managing Director, Pegasys Strategy and Development Ltd.
- *Understanding the Water Footprinting-Public Policy Nexus in Africa*, Andy Wales, Group Head of Sustainable Development, SABMiller
- *Using Water Footprints to Help Steer Public-Private Partnerships*, John Temple, Vitality Director, Home and Personal Care R&D, Unilever

3:00 PM Coffee break



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3:20 PM Session 5A: Stakeholder Perspectives: Understanding Basic Expectations and Perceptions of Best Practice vis-à-vis Managing Shared Risk

Preliminary reflections (6-8 minutes each) on previous panel's presentations, along with thoughts on core issues and aspirational goals in this nascent field. Formal remarks followed by 15-20 minutes of facilitated discussion among panelists.

- Arjen Hoekstra, Chair, Water Footprint Network
- Cornelis van der Lugt, Business and Industry Unit, UNEP
- Ronnie Cohen, Director, Water Efficiency Policy, Natural Resources Defense Council
- Nick Hepworth, Co-founder, Water Witness International

4:15 PM Concluding Facilitated Discussion: 45 minutes of facilitated, structured discussion where all participants have an opportunity to provide input on the session topic.

Specific questions to address in the discussion include:

- What are the core issues companies, public sector entities, and civil society groups must understand with regard to managing shared water risk?
- What is the road map, both in terms of process and time horizon, for companies to move from minimum expectations in this area to best practice?
- What role (if any) can the CEO Water Mandate play in advancing good practice in this area?

5:00 PM Adjourn

Breakout Session B

1:30 PM Panel Session 4B: Implications of a Human Right to Water for Business Session Facilitator: Rob Greenwood, Ross and Associates Session Rapporteur: Meena Palaniappan, Director, International Water and Communities Initiative, Pacific Institute

- *Understanding the Legal Context Surrounding the Human Right to Water*, Ms. Lene Wendland, Adviser on business and human rights, Office of the UN High Commissioner for Human Rights
- *Presentation on the Discussion Paper on Business, Human Rights and Water*, Salil Tripathi, Institute for Business and Human Rights

3:00 PM Coffee break



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3:20 PM Session 5B: Stakeholder Perspectives: Understanding Basic Expectations and Perceptions of Best Practice vis-à-vis Business, Human Rights, and Water

Preliminary reflections (6-8 minutes each) on previous panel's presentations, along with thoughts on core issues and inspirational goals in this nascent field. Formal remarks followed by 15-20 minutes of facilitated discussion among panelists.

- Jon Lane, Executive Director, Water Supply and Sanitation Collaborative Council
- Dr. Alejandro Iza, Head Environmental Law Programme, IUCN Law Centre
- Julie Frieder, Environment Analyst, Calvert Group
- Virginia Roaf, Acting Coordinator, Right to Water Programme, Centre on Housing Rights and Evictions (COHRE)

4:15 PM Concluding Facilitated Discussion: 45 minutes of facilitated, structured discussion where all participants have an opportunity to provide input on the session topic.

Specific questions to address in the discussion include:

- What are the core issues and concepts companies should understand with regard to business, human rights, and water?
- Where is there common ground on the minimum expectations and/or role of business in this area? Is there common ground on good practice and aspirational goals?
- What role (if any) can the CEO Water Mandate play in advancing good practice in this area?

5:00 PM Day One Adjourn

Breakout Session Objectives:

- Improve shared understanding of the two breakout session topics
- Identify common ground on basic expectations and aspirational best practice
- Through the group discussions gain insights that will allow revision and improvement of the discussion papers in a manner that would gain board support from participants



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*Working Conference – Day Two
March 17, 2009*

Meeting Agenda – (*Day Two Location: Rahmi Koç museum*)

8:30 AM **Welcome, Review of Agenda, and Synopsis of Day One Morning Discussions**
Rob Greenwood, Ross & Associates (meeting facilitator)

8:50 AM **Session 6: Rapporteur Reports (10-15 minutes each)**

- Linda Hwang, Manager, Environmental R&D, Business for Social Responsibility
- Meena Palaniappan, Director, International Water and Communities Initiative, Pacific Institute

Each presentation followed by 20-25 minutes of facilitated discussion where meeting participants have an opportunity to provide input on the rapporteur reports.

10:00 AM **Coffee Break**

10:20 AM **Session 7: Stakeholder Perspectives: Understanding Basic Expectations and Perceptions of Best Practice with Regard to Corporate Water Policy Engagement**

- Nick Hepworth, Co-Founder, Water Witness International
- Juerg Staudenmann, Water Governance Advisor for Europe/CIS, UNDP
- Dr. Mark Smith, Head of Water Programme, IUCN
- Karin Krchnak, Senior Advisor, International Water Policy External Affairs, The Nature Conservancy

11:20 AM **Concluding Facilitated Discussion:** 20 minutes of facilitated, structured discussion where all participants have an opportunity to provide input on the session topic.

Specific questions to address in the discussion include:

- What is the road map, both in terms of process and time horizon, for moving from minimum expectations to best practice?
- What role can the CEO Water Mandate play in advancing best practice in this area?



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11:40 AM **Session 8: Presentation of a preliminary comprehensive framework for how companies can understand their current and potential public policy engagement**

- Jason Morrison, Program Director, Pacific Institute

12:10 PM **Closing remarks:** Closing observations recapping the working conference's overarching themes and a discussion of next steps.

- Gavin Power, Head, CEO Water Mandate

12:30 PM **Adjourn**

Morning Session Objectives:

- Ensure all meeting participants have a clear understanding of the deliberations and outcomes of the discussion in the concurrent session they **did not** attend
- Tie together “threads” of discussion over the previous day’s discussions
- Garner feedback from key stakeholders regarding their views on the “contours and fence lines” for corporate engagement in water policy
- Introduce a preliminary comprehensive framework for how companies can understand their current and potential public policy engagement, and garner feedback that will allow the Mandate Secretariat (subsequent to the meeting) to define and map salient water-public policy issues/spheres and propose a comprehensive framework through which companies can understand their public policy engagement activities

The organizers wish to recognize the organizations whose generous sponsorship has made this third working conference of the CEO Water Mandate a reality: Diageo, Dow Chemical, Levi Strauss & Co., Nestlé, Unilever, Coca-Cola, UN Global Compact Foundation, and WWF-Turkey.

We thank you.



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The CEO Water Mandate Transparency Framework Seminar

Location: Forum Venue: **Sutluce Room: Haskoy**

March 16, 2009 – 6:00 PM to 8:00 PM

Public Meeting

Session Objectives/Outcomes:

- Clearly inform audience of findings of The CEO Water Mandate Transparency Framework Phase II analysis.
- Garner feedback regarding the degree to which current corporate water disclosure meets stakeholder information needs and interests, and in particular in relation to the six elements of the CEO Water Mandate. Where water disclosure is deemed deficient, discuss options regarding how it might be improved moving forward.
- Gather input from audience (and ideally common ground on) next steps for the Mandate vis-à-vis water transparency based on report's findings and recommendations.

6:00 PM Welcoming Remarks, brief description of The CEO Water Mandate and general rationale, context, and objectives for initiative's transparency-related work.

- Gavin Power, Head, CEO Water Mandate

6:15 PM Review of the Transparency Framework Phase II, "Water Disclosure 2.0 -- Assessment of Current and Emerging Practice in Corporate Water Reporting"

- Jason Morrison, Program Director, Pacific Institute

6:45 PM Stakeholder Perspectives on the Current State of Corporate Water Disclosure

Brief prepared remarks on the opportunities and concerns surrounding corporate water reporting. Formal remarks followed by 10 minutes of facilitated discussion among panelists.

- Leslie Lowe, Energy & Environment Program Director, Interfaith Center on Corporate Responsibility
- Julie Frieder, Environment Analyst, Calvert Group
- Sean Gilbert, Associate Director, Technical Development, Global Reporting Initiative
- David Griffiths, Hermes Pension Fund Management
- Andy Wales, Group Head of Sustainable Development, SABMiller



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7:30 PM **Facilitated Discussion on Key Conceptual and Practical Issues Relating to Water Transparency**

30 minutes of facilitated, structured discussion where all meeting participants have an opportunity to provide input on the session topic.

8:00 PM **Adjourn**



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The CEO Water Mandate Informational Session

Location: Forum Venue: **Sutluce** Room: **Haskoy**

March 18, 2009 - 8:30 AM to 11:30 AM

Public Session

8:30 AM **Welcome:** Opening remarks, description of the impetus of the initiative, its core characteristics, and its goals from a UN Global Compact perspective.

- Gavin Power, Head, CEO Water Mandate

Prepared remarks followed by 5 minutes of Q&A

9:00 AM **Introductions and Event Orientation**

Overview of the session agenda and ground rules, followed by a brief introductory exercise that allows people to learn who's at the conference and reasons for participants' attending.

- Robert Greenwood, Ross and Associates (meeting facilitator)

9:15 AM **Synopsis of CEO Water Mandate Focus Areas and Work Streams**

- Jason Morrison, Program Director, Pacific Institute

9:30 AM **Summary of Independent Assessment of the Mandate's 2008 Activities**

- David Lyon, Arthur D. Little Ltd.

9:50 AM **Stakeholder Perspectives on the Mandate's First year**

Stakeholders familiar with the nascent initiative reflect (5-7 minutes each) on why they have been involved in the Mandate and their hopes for the initiative the future.

- Leslie Lowe, Energy & Environment Program Director, Interfaith Center on Corporate Responsibility
- Matthew Wenban-Smith, Secretary, Alliance for Water Stewardship
- Arjen Hoekstra, Director of Technical Research, Water Footprint Network



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10:15 AM Endorser Perspectives on the CEO Water Mandate's Value Proposition

- Greg Koch, Director - Global Water Stewardship, The Coca-Cola Company
- John Temple, Vitality Director, Home and Personal Care R&D, Unilever
- Andries Meyer, Technology Manager: Water supply & utilisation, Sasol Technology Ltd

11:00 AM Facilitated Dialogue

Presentation and discussion of key findings and outcomes of the just-held working conference, “Engaging in Public Policy to Advance Sustainable Water Management by Business.”

11:30 AM Meeting Adjourn



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The CEO Water Mandate Endorser-Only Meeting

Location: Rahmi Koç museum
March 17, 2009 - 1:30 PM to 5:00 PM
Closed Event

1:30 PM Welcome and review/approval of agenda

1:40 PM Review of working conference and transparency seminar outcomes and discussion of next steps with regard to:

- The Public Policy element of the CEO Water Mandate
- Transparency Framework

2:20 PM Presentation on UNEP's Emerging Water-related Work Program

- Cornelis van der Lugt, Business and Industry Unit, UNEP

Presentation followed by discussion of possible collaboration opportunities for 2009 and beyond

2:45 PM Summary of Key Findings of Arthur D. Little's Independent Assessment of the Mandate's 2008 Activities

- David Lyon, Arthur D. Little, Ltd.

Presentation to be followed by facilitated endorser discussion, concluding with endorser consensus on actions the initiative will take in response to report's findings and recommendations.

3:30 PM Coffee Break

4:00 PM Discussion of practical implementation issues

Subjects to be addressed include:

- Date/location/subject of next multi-stakeholder workshop
- General opportunities for improving workshop planning
- Future governance (i.e., Steering Committee election) and funding of the initiative
- Communications/outreach plan and recruitment strategy
- Immediate next steps/action items

5:00 PM Adjourn