



# The CEO Water Mandate

## **Provisional Agendas for UN Global Compact CEO Water Mandate Events at the Stockholm World Water Week**

August 16-18, 2009

---

The CEO Water Mandate Secretariat wishes to recognize the organizations whose generous sponsorship has made this fourth working conference of the CEO Water Mandate a reality: Coca-Cola Company, GlaxoSmithKline, H&M, Molson Coors, Nestlé, SABMiller, and UN Global Compact Foundation.

We thank you.



# The CEO Water Mandate

## **CEO Water Mandate Forth Working Conference**

Afternoon of August 17<sup>th</sup> and Morning of 18<sup>th</sup>  
**Invitation-only Meeting**

### **Workshop Context and Objectives/Outcomes**

As agreed by endorsers and the Mandate Secretariat at the initiative's Istanbul meeting (March 2009), an effort will be made toward aligning or supporting Working Conferences with initiative focus areas/workstreams. Consequently, the Mandate's 4<sup>th</sup> Working Conference in Stockholm August 2009 will focus entirely on discussing, shaping and advancing the work of the initiative's three current areas/workstreams of focus:

- water policy engagement
- water disclosure
- water and human rights

Specifically, the multi-stakeholder dialogue will seek to build on prior discussions (held in Istanbul and at preceding Mandate events) relating to these three focus areas/workstreams. The specific focus/output of each workstream and planned discussions in Stockholm are described in Appendix A.

The purposes of the August 2009 invitation-only meeting itself are to:

- Discuss key issues relating to each focus area and identify common interests among companies, governments, civil society groups and local communities regarding how companies (and the CEO Water Mandate) can address them;
- Gain feedback from Mandate endorsers and key stakeholders on the scope, objectives, and approach for outputs in the three focus areas; and
- Explore options for increased participation and engagement in the initiative and its workstreams by key stakeholders from the private sector, government, civil society, and other interests.



# The CEO Water Mandate

## Meeting Agenda<sup>1</sup> (*Day One Location: Congress Center: Room K23*)

**3:00 PM**      **Welcome:** Opening remarks, brief description of the CEO Water Mandate and the general rationale, context, and objectives for the working conference.

- Gavin Power, Head, CEO Water Mandate
- Jason Morrison, Program Director, Pacific Institute

**3:15 PM**      **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)

**3:25 PM**      **Session 1: Case Examples of Business Engagement in Water-Related Public Policy**

Panelists will comment on their organization's approach and activities relating to water policy engagement, grounding their remarks with practical examples and experiences.

- Chris Williams, Director, Freshwater Conservation, World Wildlife Fund, US (Session Chair)
- Andy Wales, Group Head of Sustainable Development, SABMiller
- Anna Walker, Worldwide Government Affairs and Public Policy, Levi Strauss & Co.

**4:00 PM**      **Session 2: Review of the Mandate's Guide to Business Engagement on Water Policy**

- Jason Morrison, Program Director, Pacific Institute

**4:15 PM**      **Facilitated Plenary Discussion**

45 minutes of facilitated discussion where meeting participants have an opportunity to provide input on the annotated outline.

**5:00 PM**      **Coffee Break**

---

<sup>1</sup> Subject to change.



# The CEO Water Mandate

## **5:20 PM      Session 3: Company Policies and Practices Relating to Water and Human Rights**

Companies with either formal policies or established practices with regard to water and human rights will briefly present their approach and experiences. Formal remarks followed by 10 minutes of Q&A.

- Christian Frutiger, Public Affairs Manager, Nestlé SA
- Dan Bena, Director of Sustainability, Health, Safety, and Environment, Pepsico

## **5:50 PM      Session 4: Stakeholder Perspectives and Facilitated Discussion on the Potential Role for the CEO Water Mandate with Regard to Business, Water, and Human Rights**

Prepared remarks by panelist on key issues relating to business, water, and human rights, as well as their reflections on the potential role for the CEO Water Mandate with regard to the topic.

- Chris Jochnick, Director, Private Sector Team, Oxfam America
- Thorsten Kiefer, Senior Legal Officer, Bread for the World

These presentations will be followed by 40 minutes of facilitated discussion among participants to identify commonalities and differences among current approaches and thinking on water and human rights, and to allow an opportunity for participants to provide input on the session topic. The ultimate goal of this discussion will be to inform whether the Mandate should pursue a consensus document and/or collective action on water and human rights, and if so, what it might seek to achieve and how the effort might be scoped.

## **6:50 PM      Summary of and Reflection on the Day's Discussions**

- Peter Gleick, President, Pacific Institute

## **7:00 PM      Day One Adjourn**

*Working Conference – Day Two August 18, 2009*

## **Meeting Agenda – (Day Two Location: *Congress Center: Room K23*)**

- 9:00 AM      Welcome and Review of Agenda**  
Rob Greenwood, Ross & Associates (meeting facilitator)  
Jason Morrison, Program Director, Pacific Institute



# The CEO Water Mandate

## **9:15 AM Session 5: Fresh Water: What the World Thinks – Circle of Blue-Globescan Survey Measures Worldwide Public Opinion**

- Peter Swinburn, Chief Executive Officer, Molson Coors Brewing Company
- Carl Ganter: Director, Circle of Blue
- Rob Kerr, Vice President, GlobeScan

## **9:45 AM Session 6: Report Out of London Coordination Meeting of Water Disclosure Initiatives**

- Sean Gilbert, Associate Director, Technical Development, Global Reporting Initiative

**9:55 AM Concluding Facilitated Discussion:** 30 minutes of facilitated, structured discussion where all participants have an opportunity to provide input on the outcomes of the London coordination meeting, as well as how transparency under the CEO Water Mandate can align with existing water disclosure efforts.

## **10:25 AM Closing remarks:** Closing observations recapping the working conference's overarching themes and a discussion of next steps.

- Gavin Power, Head, CEO Water Mandate

## **10:30 AM Morning Session Adjourns**

---

The CEO Water Mandate Secretariat wishes to recognize the organizations whose generous sponsorship has made this fourth working conference of the CEO Water Mandate a reality: Coca-Cola Company, GlaxoSmithKline, H&M, Molson Coors, Nestlé, SABMiller, and UN Global Compact Foundation.

We thank you.



# The CEO Water Mandate

## ***CEO Water Mandate Informational Session***

Location: *Congress Center: Room K24*  
August 16, 2009 – 12:45 to 1:45 PM

### **Public Session**

**12:45 PM 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

**12:55 PM Introductions and Event Orientation**

Overview of the session agenda and ground rules.

- Robert Greenwood, Ross and Associates (meeting facilitator)

**1:00 PM Endorser Perspectives on the CEO Water Mandate's Value Proposition**

- Martin Ginster, Environmental Advisor, Sasol
- Henrik Lampa, CSR Department, Hennes & Mauritz AB (invited)

**1:20 PM Synopsis of CEO Water Mandate Focus Areas and Workstreams**

- Jason Morrison, Program Director, Pacific Institute
- Gavin Power, Head, CEO Water Mandate

Prepared remarks followed by 15 minutes of Q&A and facilitated dialogue

**1:45 PM Meeting Adjourn**



# The CEO Water Mandate

## ***UNEP-CEO Water Mandate Joint Workshop on Water Accounting Methods and Tools***

Location: *Congress Center: Room K14*  
August 16, 2009 – 4:30 PM to 7:00 PM

### **Public Meeting**

#### **Session Description/Objectives:**

With support from UNEP, the CEO Water Mandate Secretariat is spearheading the development of a stocktaking exercise that will map the state-of-play with regard to water accounting methodologies and supporting tools. The purpose of the study is to elucidate commonalities and differences among emerging methods and practice, to identify gaps and challenges, and to inform where water accounting methods might benefit from harmonization and increased field testing. In order to facilitate an objective assessment, the research project is emphasizing an iterative and inclusive data collection and analytical process, whereby key stakeholders (i.e., Water Footprint Network, LCA practitioners, academia, civil society groups, and companies that have pilot tested water accounting methods) will be proactively engaged throughout the project. The goal of this UNEP-Mandate workshop is to convene interested stakeholders to discuss key issues and a preliminary research framework, so as to inform the main body of project research. The final analysis will be published as a CEO Water Mandate-UNEP report in December 2009.

**4:30 PM Welcoming Remarks**, brief description of UNEP-CEO Water Mandate collaboration and general rationale, context, and objectives for the water accounting stocktaking work.

- Guido Sonnemann, Program Officer for Innovation and Life Cycle Management, Sustainable Consumption and Production Branch, UNEP
- Jason Morrison, Program Director, Pacific Institute

**5:00 PM Review of and Facilitated Discussion on Key Conceptual and Practical Issues in the Emerging Field of Water Accounting**

Each set of prepared remarks followed by 15-20 minutes of facilitated, structured discussion where all meeting participants have an opportunity to provide input on the topic at hand.

#### Considering the Differences in Objectives and Functions Among Water Accounting Methods and Tools

- Stuart Orr, Freshwater Manager, WWF International



## The CEO Water Mandate

### Accounting for Water Quality/Industrial Effluent

- Sylvain Lhôte, Director EU Affairs – Water for the World, Programme Manager, Borealis Polymers N.V.
- Dr. Maite Aldaya, Researcher on Multidisciplinary Water Management, Twente Water Centre, University of Twente

### Making the Link Between Water Use and Impacts

- Sébastien Humbert, Eointesys and Project Leader, ISO Working Group on Water Footprinting
- Brian Richter, Co-Leader, Global Freshwater Team, The Nature Conservancy

**6:50 PM**      **Closing remarks:** Closing observations recapping the workshop’s key themes and a discussion of next steps.

- Jason Morrison, Program Director, Pacific Institute

**7:00 PM**      **Adjourn**





# The CEO Water Mandate

## ***CEO Water Mandate Endorser-Only Meeting***

Location: *Congress Center: Room K23*  
August 18, 2009 - 11:00 AM to 12:30 PM  
**Closed Event**

**11:00 AM**     **Welcome and review/approval of agenda**

**11:10 AM**     **Review of working conference outcomes and discussion of next steps with regard to the initiative's three main areas/workstreams of focus:**

- water policy engagement
- water disclosure
- water and human rights

**12:00 PM**     **Discussion of practical implementation issues**

Subjects to be addressed include:

- Date/location/subject of next multi-stakeholder workshop
- Future governance and funding of the initiative
- Immediate next steps/action items

**12:30 PM**     **Adjourn**



# The CEO Water Mandate

## ***Appendix A: Mandate workstreams and related discussions in Stockholm***

### *Water Policy Engagement (To be covered Monday afternoon)*

The Mandate has embarked on the development of a Guide that will help inform and improve companies' public policy engagements. Among other things, the comprehensive framework will define the "contours and fence lines" for corporate engagement in water policy, map salient water-policy issues/spheres and recommend a series of "dos and don'ts" for successful policy engagement. The discussion in Stockholm will center on a draft annotated outline of the Guide, with the aim of identifying the Guide's scope and key substantive elements.

### *Water, Business, and Human Rights (To be covered Monday afternoon)*

The discussion in Stockholm will focus on work proposals put forward by the Mandate's Working Group on Water and Human Rights. In particular, participants will:

- Explore whether the CEO Water Mandate should develop a consensus approach/document on how the business sector can respect the human right to water, and if so, what key elements such a approach/document might entail.
- Discuss whether, and if so, how to develop practical guidance (for inclusion in the Policy Engagement Guide described above) regarding how companies can act consistently with the human right to water.

### *Water Transparency (To be covered Tuesday morning)*

The Stockholm discussion will center on better understanding the public's water information needs and interests, as well as how and where the Mandate's water disclosure efforts sit within the broader, rapidly evolving landscape. Both discussions are intended to help steer the Mandate's recent commitments to:

- Develop guidance that will improve and make more consistent *qualitative* water reporting, with a focus on the Mandate's "process-oriented" elements, such as Watershed Management, Community Engagement, Collective action, and Public Policy.
- Build methods and guidance to support companies in better understanding materiality and reflecting the sustainability context into their water-related reporting.