



Working Together to Address Acute Water Challenges: Water-Related Collective Action in California and the Colorado River Basin

Location: Deloitte, Los Angeles Offices

Date: May 28, 2014

Overview

This convening will explore how collaboration among private, public, and civil society sectors can help address the range of water challenges facing water scarcity and drought in the Southwestern United States. It seeks to bring a face-to-face dimension to efforts already underway through the CEO Water Mandate's [Water Action Hub](#), an online platform built to help facilitate collective action. It will canvas the range of water-related challenges facing the region with a particular focus on the drought conditions facing much of the Western United States, and discuss the range of multi-stakeholder collaborative activities underway to address these challenges. The convening will have an "action-focused" dimension bringing interested parties together to identify possible areas for short and long-term coordination and action.

The morning sessions will have two purposes: to provide context for the array of identified water challenges facing the region and to showcase some initiatives underway (involving business) to address these challenges.

9:00 – 10:00 AM Session 1: Opening Session: Setting the Scene – Shared Water Challenges Facing the Region: Making the Business Case for Collective Action

The session will discuss issues related to California and the Colorado River Basin, identifying challenges that require cooperation amongst key actors with a focus on business. It will conclude with a brief introduction/discussion of collective action including a background of core concepts laid out in the Collective Action Guide and how it connects to the Water Action Hub.

- Jason Morrison, Corporate Sustainability Program Director, Pacific Institute; Technical Director, CEO Water Mandate
- Will Sarni, Director and Practice Leader, Enterprise Water Strategy, Deloitte Consulting LLP
- Edwin Pinero, Chief Sustainability Officer, Veolia Environment North America
- Heather Cooley, Director, Water and Sustainability Program and Michael Cohen, Senior Research Associate, Pacific Institute

10:00 – 10:45 AM Session 2: Innovations to Improve Water Security: Partnerships in the Urban Context

This session focus on efforts underway towards sharing good practices and lessons learnt which may be applicable across regions/locales.

- Tim Fleming, Director - Sustainability Operations, AT&T and Brendan FitzSimons, Project Manager, Corporate Partnerships Program, Environmental Defense Fund
- Melissa Baum-Haley, Water Use Efficiency Program Specialist, Municipal Water District of Orange County
- Emma Stewart, Ph.D., Head of Sustainability Solutions, Autodesk



10:45 – 11:10 AM Coffee Break

11:10 – 12:00 PM Session 3: Corporate Water Stewardship in the Supply Chain: Partnering to Improve Agricultural Practices

- Kim Marotta, Director of Sustainability, MillerCoors
- Kari Vigerstol, Senior Hydrologist, Global Freshwater Team, The Nature Conservancy and Ellen Silva, Applied Sustainability Senior Manager, General Mills
- Dan Sonke, Manager of Sustainable Agriculture Programs, Campbell Soup Company

12:00 – 12:30 PM Session 4: Collaborative Multi-Stakeholder Platforms to Improve Coordination and Water Resource Management

- Cindy Dyballa, Steering Committee Coordinator, Water Efficiency Action Network Colorado Basin States
- Lisa Wojnarowski Downes, North America Regional Coordinator, Alliance for Water Stewardship

12:30 – 1:15 PM Session 5: Technology Solutions and Data Analytics and Visualization

- Scott Bryan, Chief Operating Officer, ImagineH2O
- Tom Higley, Founder and Chair, 10.10.10
- Peter Yolles, Founder and CEO, WaterSmart Software

1:15 – 2:00 PM Lunch Break

Afternoon Session: Taking Action to Tackle Priority Challenges

The afternoon sessions will shift to smaller group discussions to explore individuals’ particular interests in collective action. Broad questions to be explored:

- a. What are existing areas of alignment/shared interest among actors and/or initiatives?
- b. What are some possible short or immediate-term collective action initiatives? Longer term goals?
- c. What obstacles may there be to multi-stakeholder water stewardship collective actions and how can these be overcome?

2:00 – 3:00 PM Session 5: Opportunities for Working together in California and Elsewhere to Address Water Stress and Drought-Related Challenges

Prospective Discussion Tables (final grouping to be decided day of)

- Sustainable Agriculture Initiatives
- Cooperation Between Utilities and Industrial Users
- Urban and Rural Collective Action
- Multi-stakeholder Platforms
- Technology Solutions and Analytical Tools (or integrated with other discussion tables?)

3:00 – 3:15 PM Coffee Break



3:15 – 4:20 PM Session 6: Re-convene as a Whole – Share Breakout Outcomes and Discussion of Next Steps

- Including discussion of the role that the Water Action Hub and CEO Water Mandate Secretariat can play in helping to support and coordinate collection action initiatives.

4:20 – 4:30 PM Host Organization Concluding Remarks and Adjournment

- o Jason Morrison, Program Director, Pacific Institute; Technical Director, CEO Water Mandate
- o Will Sarni, Director and Practice Leader, Enterprise Water Strategy, Deloitte Consulting LLP