



Enabling Achievement of Water Sustainability Objectives through Collective Action & the Water Action Hub

18 June 2012

9:00 AM to 10:30 AM

Room: Alvorada I

Overview

The case for collective action is built on the premise that water-related risks are shared between business, government, communities, and the environment, and that equitable processes through which all affected parties can come together and contribute to mitigating these shared risks is a powerful tool for combating this century's emerging water issues. This premise leads directly to a "shared-risk, shared action model" whereby common problems that pose risks to businesses, governments, civil society can best be addressed through joint efforts that generate common understanding, strategies, and solutions – essentially "shared value." This session will profile the CEO Water Mandate's Water Action Hub as an enabling platform to help companies understand their options for collaborating with others on water issues, and who they can work with in a particular geography to address shared risk. The session will orient around a facilitated multi-stakeholder discussion of the merits and challenges of water-related collective action and partnerships more generally.

Programme

Moderator:

- Rob Greenwood, Principal, Ross Strategic

Speakers:

- Ida Auken, Danish Minister of the Environment
- Jeff Seabright, Vice President for Environment and Water Resources, The Coca-Cola Company
- Franz Marré, Head of Department for Water, Energy and Urban Planning, German Federal Ministry for Economic Cooperation and Development (BMZ)
- Robert Djellal, Managing Director and Director of Social and Environmental Responsibility, Veolia Water
- Bert Diphoorn, Vice Chair, UN-Water
- Danielle Morley, Executive Secretary, Water Action Network
- Glenn Prickett, Chief External Affairs Officer, The Nature Conservancy

Agenda

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| 9:00am-9:20am | Overview of the Water Action Hub, an online tool that helps companies efficiently identify potential collaborators and engage with them to improve water management in regions of critical strategic interest |
| 9:20am-10:30am | Facilitated panel discussion focusing on: <ul style="list-style-type: none">▪ The value proposition for collective action from various stakeholders' perspectives |

- Practical barriers and challenges that hamper effective collective action
- Core design principles enabling platforms such as the Water Action Hub must adhere to in order to be of value to key actors



The CEO Water Mandate