

## **World Water Week 2007**

### **Founders Business Seminar - Wednesday August 15<sup>th</sup> 14.15-17.00**

**“When sustainable water use becomes everybody’s business” – linking investors,  
business and water sector stakeholders.**

#### **Co-conveners:**

Stockholm Water Foundation (SWF), Stockholm International Water Institute (SIWI), ITT Corporation, UNEP Finance Initiative, World Business Council on Sustainable Development (WBCSD) and Siemens.

#### **Text:**

The rate of depletion in water resources and the environmental aspects of water use in terms of quality and quantity, challenges business and their financial backers to manage these resources effectively and sustainably. As water is becoming a high-profile business issue, there is a need for business and financial institutions to understand and address water-related issues that can impact reputation and market standing and to work together with other stakeholders in order to address them. By the same token, water risks and challenges can present opportunities for companies to improve their competitive position through innovation, improved operational performance, new business models and partnerships with other stakeholders.

The Founders Business Seminar 2007 will focus on how to make sustainable water use everybody’s business, linking the financial sector, business and other stakeholders in the water sector. It will be an interactive moderated discussion with the aim to explore issues around how to improve and increase investments, operations and collaboration for sustainable use of water.

#### **Programme:**

Moderator: Mr. Robert Lamb, Director, One Planet Pictures and the BBC’s Shell-sponsored World Challenge series

14.15 Introduction to session by moderator  
14.20 Overview of the World water Situation – Mr. Anders Bertell , Executive Director, SIWI

#### **14.30 Theme 1 - Business and sustainable water use**

Setting the scene- the link between water and business - Mr. Jürg Gerber, Chief Operating Officer, WBCSD

##### Panelists

Mr. Per-Inge Birgersson, President, ITT Water & Wastewater

Mr. John Taylor, CEO, Borealis (TBC)

Mr. Claus Conzelmann, Vice President, Safety, Health & Environment, Nestlé

Mr. Daniel Solberg, Chairman of SCAs Water Management Network,  
Svenska Cellulosa Aktiebolaget (SCA)

15.15 Coffee break

**15.30            Theme 2: Financial Institutions – water as a financial factor?**

Setting the scene, the link between water and financial institutions – Mr. Paul Clements-Hunt , Head of Unit , UNEP- Finance Initiative

Panelists

Mr. Johannes Schmidt, Managing Director, Siemens Financial Services GmbH.

Mr. Kajetan Hetzer , Sustainability Analysis, SNS Asset Management

Mr. Sasja Beslik, Head of Responsible Investment, ABN AMRO Asset Management  
Sweden

Mr. Ulrik Weuder, Beta - Portfolio Manager, ATP

**16.15            Joining the dots between water- business and financial institutions**

Moderated discussion with panellists and audience

16.50            Conclusions of session by moderator

17.00            Closing of session