

## Corporate Water Footprinting

Contributed by Jan Lundberg  
18 November 2008

Announcement:

Corporate Water Footprinting: Conserving water across the supply chain

San Francisco, USA, 2-3 December 2008, Hyatt Regency Hotel

This is a major conference for resource-minded executives. I will be participating and speaking in order to add the elements of Earth's limits as they relate to the interconnections between people, all species and the world we share.

I bring my grassroots concerns both for sharing what I know for corporate participants interested in fundamental change (within and out of anyone's control) and for my learning about the intentions of participants such as Coca-Cola, GE, MillerCoors, Nestle Waters, IBM, ConAgra Foods, Steelcase, Cisco, Pepsi and Adobe, who will share their water reduction strategies.

I will do my best to inform them about the plastic plague and other petroleum issues including public health and collapse. I'm getting paid nothing for this appearance, but Culture Change is getting exposure and that's good. Before we adopted our name, "culture change" was (and is) a business-consulting concept oriented toward cultivating a group spirit for greater profitability. Such a micro-focus may also be applicable to small groups becoming aware how they are subject to the greater, societal culture change.

My panel: "The Big Picture: Saving Carbon, Energy and Costs with Water Cuts" 11.10-12.00, Wednesday, December 3

Panel Participants:

Chair: Jan Lundberg, Founder, Culture Change

Leslie Cook, Public Sector Program Manager, US EPA's ENERGY STAR

Chip Jones, Vice President, Legal and Ethics Compliance, Dean Foods

Mary Ellen Mika, Supply Chain Manager, Steelcase

Keith Lane, Regional Account Director, DuBois Chemicals

Format:

This panel is meant to look at and generate discussion on how water reduction fits with a broader climate strategy and can lead to significant reductions in carbon emissions, energy use and costs. The majority of

delegates will be sustainability professionals charged with their companies' water strategies and will be looking for practical advice which they can use in their water management plans.

For more information:

[http://www.greenpowerconferences.com/corporateclimateresponse/corp\\_water.html](http://www.greenpowerconferences.com/corporateclimateresponse/corp_water.html)  
To attend and get a discount for being a Culture Change reader, simply type "ipwa20" into the discount code box when booking online (above link) or quote "ipwa20" when booking by phone or email. A Two Day Pass is normally US\$1,259.30. Phone +44 (0)207 099 0600 or email Lenka.smejkalova@greenpowerconferences.com

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## CULTURE CHANGE

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Please support CultureChange.org and our other projects, such as Sail Transport Network, if you are able. If not, please spread the word!

Thank you. Please use our PayPal button:

<http://culturechange.org/donate.html> Or, send a check or money order to the address above. For a tax deduction please make payable to "Culture Change/GVI".

The founder and publisher of Culture Change is Jan Lundberg, who was a well-known oil-industry analyst when he changed over to nonprofit environmental activism in 1988.

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