

Water Innovation Summit



September 13-14, 2012

**The Claremont Resort & Conference Center
Berkeley, California**

Accelerating & Sustaining the Water Innovation Ecosystem: An exclusive, executive retreat for the industry's top thought leaders

The challenges facing innovation in the water sector have been well documented and thoroughly discussed. Regulated prices that do not reflect real costs, the conservative decision making of most utilities, and a lack of investor patience for the timeframes needed to build companies in the sector. Yes, you have heard it all before.

Yet, something has decidedly changed in the past six months. Cleantech Group data shows that venture investments in the water sector have been rising steadily over the past eight quarters, and hit an all-time high in the first quarter of 2012.

This momentum will not continue without a concerted, collaborative industry effort. This 2012 surge in venture investment is an encouraging sign, but it will all be for naught if the entire industry ecosystem does not rally around this trend forging new relationships, technology development agreements, and customer contracts.

It will take utilities, innovators, investors, major corporations, and government regulators all working together to make a difference in the market.

Our goal is to bring together an exclusive set of the industry's top thought leaders to tackle the real issues, expose areas for future work, and make connections that will propel the industry forward.

A New Brand of Executive Retreat:

Pre-conference briefings, in-session engagement, post-conference follow-up

This two-day summit will be invitation-only as to ensure the highest quality dialogue. We will pull from the ranks of leading investors, utilities, corporate executives, and industry influencers. Our selection bias for attendees will be toward those working most directly on live projects, emerging technologies, and those actively putting capital to work in the industry.

The summit will have no "audience" and no "speakers". All attendees will be true participants in a workshop-style, interactive, highly moderated group discussions. If you are looking to sit back and listen to panels, you will want to skip this retreat. We are looking for participants who will voice strong opinions, raise hard questions, and contribute to a spirited, fun learning environment.

Attendee participation:

In-session engagement: Every attendee will be expected to actively contribute to the discussion. Our moderators will work hard to ensure everyone's voice is heard and incorporated into the dialogue. We know that not every industry-specific dialogue though will interest every attendee and we will have networking areas setup for you to have informal discussions in parallel to the main session. Unlike other industry events, we don't want you to soldier through a session that doesn't benefit you.

Post Event Follow-Up: At the end of the retreat we intend to have, as a group, developed 3 to 5 clear directives on which to act over the following 12 months. Each topic/action item will have a volunteer subject leader and committee in charge of follow up with progress reports and conclusions delivered at next year's gathering – Cleantech Group will actively follow-up with these volunteer subject leaders on a quarterly basis.

THURSDAY

12:00pm – 1:30pm

Summit Kick-Off and Welcome Lunch

We will kick off the summit with a welcome lunch for all retreat participants. We will spend time getting to know everyone in attendance and getting an overall sense of priorities and goals for the next 48 hours. This will be a key session for understanding your co-participants, and getting a sense of who will be an important conversation ally or antagonist!

Retreat Moderators:

Sheeraz Haji, *CEO, Cleantech Group*

Greg Neichin, *Executive Vice President, Cleantech Group*

1:30pm – 2:30pm

The Utility Perspective on Innovation: Beyond the Clichés

How else could we kick-off the discussion than by immediately bringing in the perspective of the market's key buyers? We will put a couple of leading utility and engineering executives in the hot seat to get the conversation started. Our goal as a collective group will be to learn more about key drivers for innovation. Driving down energy and chemical costs? Reuse to provide weather-independent supply? Waste-to-product? Moving away from chemicals? What are the top drivers of innovation into the municipal market? How can the innovation community help utilities and engineering firms safely implement new technologies and business models?

Conversation Starters:

Doug Bennett, *Conservation Manager, Southern Nevada Water Authority*

Jessica Demoise, *Project Manager, DC Water*

Bill Kocher, *Water Director, Santa Cruz Water Department*

Jane Pagel, *President & CEO, Ontario Clean Water Agency*

Cynthia Truelove, *Director, Water-Energy Research Initiative, Stanford University; formerly Senior Water Policy Analyst, CPUC*

2:30pm – 3:30pm

Smart Water Networks: Separating Hype From Reality

The goal of this discussion will be to get beyond the marketing hype. Smart systems are seeing steady adoption in the electric grid, but is the same true for water? If so, what are the key applications being deployed in the field? If not, what are the impediments to growth? Our discussion will allow us all to explore ways that smart metering, leak detection, pressure regulation, water quality monitoring, and other smart tools may help utilities in the future and the type of standards, technology collaboration, and business models that are needed to move this market in a substantial way.

Conversation Starters:

Richard Harris, *Manager of Water Conservation, EBMUD*

Trevor Hill, *President & CEO, Global Water Resources*

Colin Walsby, *Vice President Strategic Solution Development, Sensus*

Peter Williams, *Chief Technology Officer, Big Green Innovations, IBM*

3:30pm – 4:00pm

Networking Break

Enjoy light refreshments and networking with your fellow attendees.

4:00pm – 5:00pm

Financing Innovation: Who Will Pay and How?

Wrapping up our conversation for the day, we will tackle the financing challenges faced by the water sector. With municipal budgets tightening around the world, who will pay for innovation? From project finance needed for the construction of large municipal facilities to equipment financing needed by end users for the deployment of conservation technology, gaps and opportunities abound. What can the water industry learn from financing models established in solar, energy efficiency, and other cleantech markets?

Conversation Starters:

Jes Munk Hansen, *CEO, Grundfos North America*

David Henderson, *Managing Director, XPV Capital Corporation*

Harald Jensen, *Executive Vice President, Business Development, Veolia Water*

Edward King, *Vice President, Government Capital*

Damon Krytzer, *Trustee, San Jose Police and Fire Retirement Plan*

- 5:00pm – 5:30pm **2012 Artemis Top 50**
 We will end the first day with the exciting announcement of [The 2012 Artemis Top 50 Water Technology Awards](#).
Conversation Starters:
 Laura Shenkar, *Top 50 Chair*, The Artemis Project
- 5:30pm – 6:00pm **The Pioneer Start-ups in Water Tech: What it will take for them to succeed?**
 A discussion hosted by Top 50 Judges will give a firsthand perspective on evaluating the most promising early-stage water technology companies worldwide and what it will take to succeed in the world markets.
Conversation Starters:
 Slava Libman, *Director of Advanced Water Analysis*, Air Liquide
 Chris Morrison, *Global Accounts Manager*, Nalco
- 6:00pm – 8:30pm **Welcome reception**
 Enjoy drinks and a strolling dinner with colleagues old and new.

FRIDAY

- 8:30am – 9:30am **Breakfast and Circle of Interest Conversations**
 We will facilitate rich conversations on a diverse range of topics during small group breakouts.
- 9:30am – 10:00am **Welcome Back and Highlights from Day One**
 We'll review the highlights of the discussion from our first day and take a look at the key themes driving the conversations today.
- 10:00am – 11:00am **Sustainable Water Management in the Oil and Gas Sector**
 From enhanced oil recovery to drilling and well stimulation, water is an increasingly crucial component of oil and gas exploration. With the growth of the U.S. shale gas industry and the Canadian oil sands region, water constraints are emerging as a major obstacle to commercial productivity. How can innovation produce both environmentally responsible and commercially profitable answers? How can Oil and Gas companies achieve competitive differentiation through sustainability?
Conversation Starters:
 Ashish Aneja, *Advanced Technologies Leader*, GE Power & Water
 Issam Dairanieh, *Technology Principal*, BP
 Steve Kloos, *Partner*, True North Venture Partners
 Rafael Simon, *Venture Partner*, VantagePoint Capital Partners
- 11:00am – 11:30am **Networking Break**
 Enjoy coffee and light refreshments while networking.
- 11:30am – 12:30pm **Securing Clean Water for the Beverage Industry**
 Growth for the beverage industry is disproportionately expected to come from emerging markets. How can major brands grow in India and China if their reputations for being responsible stewards of precious water resources are at risk? What can companies do to reduce the “virtual water” embedded in their products and in doing so gain the trust of local communities? How can companies ensure reliable access to clean and consistent water – a critical ingredient to all beverage products?
Conversation Starters:
 Hank Habicht, *Managing Partner*, SAIL Venture Partners
 Will Sarni, *Director and Practice Leader*, *Enterprise Water Strategy*, Deloitte

12:30pm – 2:00pm

Lunch

Connect with leading companies, utilities and investors.

2:00pm – 3:00pm

Fresh Opportunities in Water and Agriculture

More than 65% of our fresh water is used in agriculture and efficient food production for an increasingly urban population. This presents a great opportunity to address two key issues in water: dwindling water resources and deteriorating water quality. Potential solutions have varied with increases in water pricing, the onset of water and nutrient trading markets, and the promise of enhanced crop yields, all of which have caused a new generation of farmers to pay more attention to water. We will explore the wave of innovation targeted to agriculture and acknowledge differences across the globe based on wealth, weather, and the pricing of water.

Conversation Starters:

Henrik Skov Laursen, *Director*, Grundfos

Steve Maxwell, *Managing Director*, Techknowledgey

Aric Olson, *President*, Jain Irrigation

Andy Ziolkowski, *Managing Partner*, Cultivian

3:00pm – 3:30pm

Wrap-up and Closing Remarks

A brief wrap up of the Summit's findings and next steps.

Conversation Starters:

Peter Gleick, *President & Co-Founder*, Pacific Institute

Sheeraz Haji, *CEO*, Cleantech Group

