

# Global Water Awards 2009

Celebrating the best of the best in water

Gala Dinner – 27th April 2009 at 7.00 pm

Guest speaker: **The Honourable Al Gore**, former Vice President of the United States, and Nobel Peace Prize Winner



The Global Water Awards are the most prestigious recognition of achievement in the international water sector. They are selected annually as a result of a free vote given to subscribers to Global Water Intelligence and Water Desalination Report, and members of the International Desalination Association.

Shortlisted for the 2009 awards are:

#### Water company of the year

- American Water
- Kharafi National
- Mitsui
- Suez Environnement

#### Water deal of the year

- Abu Dhabi wastewater treatment plants (ADSSC, Veolia, Besix, Calyon, Mizuho, Natixis, KBC)
- EBRD/Rosvodokanal financing
- Riyadh management contract (Veolia, National Water Company)
- Santa Paula water recycling plant (PERC, Koch Membrane Systems, Alinda Capital)

#### Water project of the year

- As Samra WWTP (Suez Environnement, Infilco Degrémont, Morganti, USAID, Arab Bank)
- Deep Tunnel Sewerage System (Phase 1), Singapore (PUB, CH2M Hill, Parsons Brinckerhoff, MWH)
- Geneva WTP (Black & Veatch, Severn Trent, Dow)
- Twin Oaks WTP (CH2M Hill, GE)

#### Desalination company of the year

- Befesa Agua
- GdF Suez Energy International
- ILF Beratende Ingenieure GmbH
- Sadyt

#### Desalination deal of the year

- ERI IPO
- Water Standard Company fundraising
- Nungua SWRO, Ghana (Aqualyng)
- Shuweihat 2 (GdF Suez, ADWEA)

#### Membrane desalination plant of the year

- Abrera (Valoriza Agua, GE Water)
- Gold Coast (Veolia, John Holland, SKM, Cardno, Hydranautics)
- Palm Jumeirah (ACWA Services, X-Flow, Palm Water, Calder, Mott MacDonald)
- Shoaliba barges (ACWA Power, Wetico)

#### Thermal desalination plant of the year

- Hidd IWPP (Sidem, International Power, GdF Suez, Sumitomo)
- Jamnagar MED (IDE Technologies)
- Shoaliba 3 IWPP (ACWA Power, Tenaga, Malakoff; EPC Doosan/Siemens)
- Taweelah B expansion (Marubeni, BTU, Powertek Berhad; Fisia EPC)

#### Industrial water project of the year

- Albert Köhler paper mill, Germany (Siemens)
- Conservas Friscos anaerobic granular sequencing batch reactor (aqualia)
- ENEL zero liquid discharge (Aquatech)
- Meicun wastewater treatment plant, China (GE Water)

#### Sustainable water award

- Beckton desalination plant, London (Acciona/Thames Water)
- Miya
- Omdurman water supply optimisation scheme, Sudan (Biwater)
- Water Partners' Water Credit

#### Public water agency of the year

- Abu Dhabi Water and Electricity Authority, UAE
- Electricity and Water Authority, Bahrain
- Gold Coast Water, Australia
- Region of Peel, Canada

#### Water reuse project of the year

- Chevron San Ardo water reclamation facility (VWS)
- Clovis sewage treatment and water reuse facility, phase 1 (CH2M Hill, Siemens, ITT, Malcolm Pirnie)
- Mukhaizna water treatment facility, Oman (Aquatech)
- Western Corridor Recycled Water Project, Phases 2A and 2B (CH2M Hill, Laing O'Rourke, MWH, Worley Parsons, Veolia, Doosan Hydro, Toray)





“This is the best event in the industry: very useful, very well run and most enjoyable.”  
Christophe Asselineau, Simmons & Simmons

“One of the best venues of the year for meeting with the “who’s who” of the water  
business. I wouldn’t miss it.” Debra Coy, Janney Montgomery Scott

“When it comes to industry insight and information on desalination, Global Water  
Intelligence is sashimi grade” Lawrence Molloy, EBARA Pumps



## Blue, Green & Gold Booking Form\*

TITLE FIRST NAME LAST NAME  
 COMPANY  
 ADDRESS  
 EMAIL  
 TELEPHONE FAX

**Conference delegate fee:**  
**\$2,000**  
**\$1,800 for IDA members**

- I enclose a cheque made payable to the IDA for ..... (cheques should be made payable to the IDA in US dollars and be drawn on a US bank)
- Please charge my credit card for: .....

### IF PAYING BY CARD:

MY CREDIT CARD IS (CIRCLE ONE):

VISA AMEX MASTERCARD DISCOVER

NAME ON THE CARD

CARD NUMBER EXPIRY DATE

LAST THREE DIGITS ON THE BACK OF THE CARD (4 DIGITS ON FRONT OF AMEX)

SIGNATURE

PRINT NAME DATE

**Please return this form to:** Nancy Pagels at the IDA, PO Box 387, Topsfield, MA 01983, USA. Fax: +1 978 887 0411, Tel: +1 978 887 0410, email: npagels@idadesal.org. To register online, go to IDA website: www.idadesal.org



THE INTERNATIONAL DESALINATION ASSOCIATION & GLOBAL WATER INTELLIGENCE ARE PLEASED TO ANNOUNCE:

# Blue, Green & Gold

THE FUTURE OF WATER, FINANCE & THE ENVIRONMENT  
 27 & 28 APRIL 2009 • ZURICH, SWITZERLAND • ZURICH MARRIOTT



www.globalwaterintel.com



www.idadesal.org



Plus the Global Water Awards 2009  
 with guest speaker  
 The Honourable Al Gore

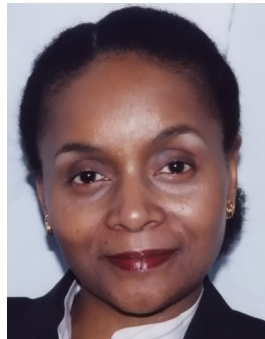
The best ideas. The people who matter. The time to meet.  
 Blue, Green and Gold is the event that will make the difference to your  
 strategy in 2009.



STATESMAN AL GORE



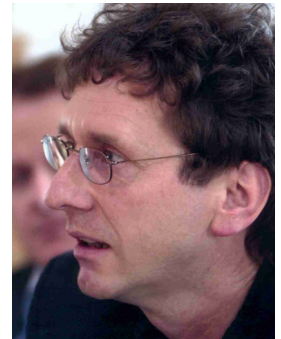
ECONOMIST IAN GOLDIN



FINANCIER FERN JONES



AUTHOR ROBERT GLENNON



VISIONARY MICHAEL BRAUNGART

OUR SPONSORS:



GOLD SPONSOR



AWARDS MAIN SPONSOR



INDUSTRIAL WATER STRAND SPONSOR



SILVER SPONSOR



SILVER SPONSOR



SILVER SPONSOR



BRONZE SPONSORS



www.watermeetsmoney.com



# Blue, Green and Gold

## Water, the environment, and money

The three are set on a collision course, and one which none of us can avoid. Climate change and the inexorable increase in demand are putting pressure on our water resources as never before. Environmental sustainability is threatened by water scarcity, and our response to it. Money can provide the solution, but that is growing scarcer too. There is an opportunity for us all where these three forces meet:

- For utilities and water users there are new technologies and new financial solutions to help meet the challenges they face.
- For contractors and technology suppliers there are new markets and customers thrown up by the change.
- For investors and bankers the urgency of the situation is throwing up strong earnings streams and low risk profiles.

**Together they all meet at Blue, Green and Gold in Zurich on 27th and 28th April. Join us.**

### What's the buzz?

**The end of wastewater:** We are going one step further than water reuse. Can we design our processes so that we don't just reclaim the water from our waste, but energy and materials as well? It is the "cradle to cradle" philosophy of Tuesday morning keynote Michael Braungart, and it will change the way industry uses water.

**BlueTech Investment:** GreenTech was the buzz-word for technology investors in 2007, but many got burned when energy prices collapsed in 2008. Blue is the new green. The water technology sector is attracting venture capital interest as never before. The smart money is at our BlueTech Investment session on Monday afternoon.

**Markets that still work:** Not every market has been flattened by the credit crunch; many of the energy economies still have surpluses, and others like China have stimulus packages directed specifically at the water sector. Meet the people who matter at the round table event on Monday morning.

**Renewable water:** Companies are being urged to track their water footprints like they track their carbon footprints, but the real issue is ensuring that the water they use is renewable. Robert Glennon makes the point in his keynote address on Monday morning.

**Seeing beyond the business cycle:** In a downturn, there is a tendency to turn strategy inwards to focus on cutting costs. The most successful companies look outwards to the opportunities emerging outside the business cycle. Don't miss Monday's opening speaker, Ian Goldin, if you need inspiration.

## Programme

### Sunday 26th April

From 5.30 pm: Registration  
From 7.00 pm: Welcome Drinks

### Day 1: Monday 27th April

#### 9.00 AM: CONFERENCE WELCOME

Christopher Gasson, Director of the Sustainable Water Alliance and Publisher of Global Water Intelligence, and Lisa Henthorne, President of the International Desalination Association.

#### 9.10 AM - 10.40 AM: KEYNOTE SESSION



#### **Dr Ian Goldin: Water and the future**

Formerly Vice President of the World Bank, and now Director of the James Martin 21st Century School at Oxford University, Dr Goldin is one of the world's leading economists – and futurologists. On the basis of this dual expertise, he will give his insight into the outlook for the world, and for water.



#### **Jean-Louis Chaussade (tbc): Water and Sustainability in 2009**

The CEO of Suez Environnement outlines the challenges facing water around the world.



#### **Professor Robert Glennon: Unquenchable – America's water crisis**

More than a billion people around the world are dependent on non-renewable groundwater resources. It is an unsustainable situation and one which goes to the heart of the global water crisis. Professor Glennon, the Morris K. Udall Professor of Law and Public Policy at the University of Arizona, uncovers the problem from an American perspective, and outlines the lessons for the rest of the world.

#### 10.40 AM: COFFEE BREAK

#### 11.10 AM - 1.00 PM: NETWORKING ROUND TABLES

The conference speakers and specially invited guests host tables of ten to lead discussions on their areas of expertise. Introduce yourself around the table. Listen to the presentation. Take part in the discussion and move on. After three half-hour sessions you will have made the new contacts you need to make the most of the conference. Tables include:

Abu Dhabi	Iran	Spain
Algeria	Jordan	Tunisia
Australia	Malaysia	USA: Texas
Bahrain	Morocco	World Bank
China: Qingdao	Oman	Investment Outlook
Egypt	Palestinian Territories	Thermal Desalination
EU	Peru	Desalination Technology
European Investment Bank	Saudi Arabia: MOWE	
IFC	Saudi Arabia: NWC	
India	South Africa	

## Find your niche: three focused strands

### Desalination

Desalination is at the dawn of a new era. From being a marginal technology, used primarily in the Middle East, it is becoming mainstream in major cities across the world as the best defence against climate change. It is a tremendous opportunity for the industry, but a number of provisos remain. Desalination must prove that it can do more than just provide water. It must be environmentally friendly and affordable as well. The desalination strand of Blue, Green and Gold looks at how the industry can rise to this challenge. Bringing together engineers, policy-makers, technologists and financiers, it provides the blueprint for how desalination can be green and make gold. It is a must-attend strand for equipment suppliers, contractors, developers and water agency leaders looking to develop their strategy for the future of desalination.

### Finance

This is the time of greatest opportunity for water and money. Tumbling stock markets and record low interest rates have created an unprecedented demand for low-risk investments with good yields. At the same time, the challenges of scarcity and environmental protection are driving prospects in water as never before. The finance strand of Blue, Green and Gold is targeted at all those interested in making the connection between water and money – fund managers, venture capitalists, stock analysts, project financiers, and developers. Somewhere, between the green imperative of environmental sustainability, and the deep blue of the world's most precious resource, there is gold to be made. But more than that, we can also find a better water economy: one which works for all the planet's inhabitants.

### Industry

Water is nudging carbon aside as the most important sustainability issue facing businesses. Scarcity and environmental protection are adding directly to the cost of using water in business, and indirectly they are drawing the attention of activists ready to criticise companies seen to misuse water. The industry strand turns this threat into an opportunity to reduce costs and promote social and environmental sustainability. It looks at the benefits of adopting a company-wide policy towards improved water efficiency, how to find value in waste, the benefits of engaging with local communities, and the financing packages on offer. It is a high-value information download for company executives looking for a water strategy which will deliver to their shareholders, the environment, and the communities in which they operate.

## Day 1: Afternoon

### 2.30 PM: WHERE IS THE COST OF DESALINATION GOING?

Technology has driven the cost of desalination down, but regulatory concerns have driven up the cost in new markets. What is the outlook?  
Chair: **Lisa Henthorne**, President of the International Desalination Association  
**John Tonner**, Water Consultants International: How much does desalinated water cost today?  
**Susan Trousdale**, Sydney Water: Is desalination getting too green?  
**Claus Mertes**, DME: Making solar power a reality for desalination  
**Zamzam Al-Rakaf**, Kuwait MEW: The outlook for thermal desalination

### 2.30 PM: WHO WILL FILL THE FINANCIAL VOID?

In the wake of the credit crunch, where will the money for water infrastructure investment come from? Will public institutions step into the breach? Will new players enter the market? Are we seeing new financial models evolving? A panel of leading financiers discusses the issues.  
Chair: **Julian Knight**, Standard Chartered Bank  
**Usha Rao-Monari**, IFC  
**Matthias Kollatz-Ahnen**, EIB  
Representative: Abu Dhabi Sovereign Wealth Fund  
**Bastien Simeon**, KPMG

### 2.30 PM: MAKE WATER YOUR THEME

Water is nudging carbon aside as the most pressing threat to sustainability. By coordinating a group-wide approach, companies can meet the challenge with enhanced profitability.  
Chair: **Christopher Gasson**, Global Water Intelligence  
**Martijn Kruisweg**, Akzo Nobel: Make water your theme  
Representative, European Commission: The regulatory driver  
**Anant Upadhyaya**, Aquatech: Carbon versus water

## 4.00 PM: TEA BREAK

### 4.30 PM: SUSTAINABLE WATER RESOURCES POLICY FORUM

Groundwater is the hidden victim of water scarcity. What policies can governments pursue to reduce reliance on non-renewable water resources? An expert panel discusses the issue.  
Chair: **Robert Glennon**, University of Arizona  
**HE Mohammed Al-Saud (tbc)**, MOWE, KSA  
**HE Mohammed Al-Mahrouqi (tbc)**, PAEW, Oman  
**Jorge Arroyo**, Texas WDB, USA  
**Khoong Teng Chye**, PUB, Singapore

### 4.30 PM: BLUETECH INVESTMENT

New water technology has become the hottest area of investment for green-tech funds over the past year. Where is the smart money in this scramble for value? What should be avoided?  
Chair: **Steve Maxwell**, TechKNOWLEDGEy Strategic Group  
**Paul O'Callaghan**, O2 Environmental: Cutting-edge wastewater technologies  
**Matthew Stiff**, GWI: Cutting-edge water technologies  
**GG Pique**, ERI: Taking a new water technology to market – an insider's view  
**Helge Daebel**, Emerald Ventures: BlueTech investment strategies

### 4.30 PM: MAKING GREEN PAY

Case studies from companies in different industries which have introduced green water technologies – and saved money.  
Chair: **Paul Choules**, Veolia Water Solutions & Technologies  
**Food & Beverage**: Finding gold in fish slurry  
**Oil & Gas**: reusing produced water  
**Power Generation**: Zero Liquid Discharge in flue-gas desulphurisation for coal power stations  
**Pulp & Paper**: Cutting water usage by 90% in the paper industry  
**Chemicals**: Recovering salt from desal  
**Biothane**: Energy from wastewater



MONDAY 7.00 PM:

**The Global Water Awards Dinner**  
**Al Gore, Nobel Peace Prize Winner**  
**and Former US Vice President**



## Day 2: Tuesday 28th April

### 9.00 AM: INDUSTRY LEADERS SESSION

#### Steve Bolze (tbc), GE: The Power and Water Nexus

After agriculture, power generation is the largest user of water in the world. Water is also one of the largest users of power. As time passes, the two have become more interdependent. The CEO of GE Power and Water looks at the linkages between power and water, and how we can resolve the inherent conflict.

#### Adam Werbach (tbc), Saatchi & Saatchi S: The Consumer Connection

How are consumers thinking about the global water crisis? Can we as businesses tap into those concerns to build deeper relationships with our customers and employees? The CEO of Saatchi & Saatchi S shows how it is working for Wal-Mart and other major businesses.

#### Michael Braungart: The End of Wastewater

Professor Braungart's book 'Cradle to Cradle: Remaking the Way We Make Things' changed the way businesses look at waste. Here he applies the theory to banishing the idea of wastewater.



### Water Tariff Reform Workshop

#### 9.00 AM - 1.00 PM Tuesday 28th April

A private, invitation-only event for water policy-makers to discuss approaches to tariff reform. Please contact [christopher@sustainablewateralliance.com](mailto:christopher@sustainablewateralliance.com) for details.



### Energy Recovery Inc.

#### 9.00 AM-11AM

#### Innovation to IPO: An Insider's View of How to Make a Big Splash Into Desalination

Company experts provide insight into taking an innovating product idea to market

### 10.40 AM: COFFEE BREAK

#### 11.10 AM: WATER TECHNOLOGY IDOL

Five new water technologies make their case to be named Water Technology of the Year in front of a panel of experts. The audience will then vote to decide the winner.

The judging panel: Tom Pankratz, Water Desalination Report; John Tonner, Water Consultants International;

The technologies:

**Rob McGinnis**, Oasys Water: A desalination technology using forward osmosis to draw fresh water out of seawater.

**Mark Tonkin**, DTI Irrigation: A system for irrigating the desert using seawater, relying on evaporation through a novel plastic material.

**Michael Motherway**, DXV Water Technologies: Membrane desalination using the natural pressure differential that occurs deep in the ocean to drive the process.

**Peter Holme Jensen**, Aquaporin: Nature has a system to take water from salt water. Aquaporin has replicated the system using bio-engineering.

**Mark Shannon**, University of Illinois: A new membrane bioreactor system for water reuse which is non-fouling.

**Tom Davis**, ZDD: A zero liquid discharge system which recovers value from desalination brine

#### 11.30 AM: FINANCE AND SOLUTIONS

Introducing a group-wide sustainable water policy may save costs in the long term, but in the short term it will involve capital expenditure and a departure from core activities. What is the solution?

Chair: **Larry Chertoff**, Alinda Capital (tbc)  
**Representative**, Diageo: The framework approach

**Markus Flick**, Evides: Outsourcing off-balance sheet

**Seshadrinathan Prakash**: Bringing in the community

**Lydia Whyatt**, FourWinds Capital Management: Financing models for industrial water treatment

### 1.00 PM: LUNCH

#### 2.30 PM: KICK-STARTING PROJECT FINANCE IN THE MIDDLE EAST

European and American banks have been under increasing pressure to use their scarce capital in their home markets. It has left the power and water market in the Gulf in turmoil. Short-term solutions have included bridging loans, support from export credit agencies, and an increased reliance on local financial institutions. A panel comprising some of the most important players in the Middle East power and water market looks at the longer term outlook for project finance in the region.

Chair: **Paddy Padmanathan**, ACWA Power International

**Omar Al-Ghamdi (TBC)**: Water and Electricity Company, Saudi Arabia

**Shankar Krishnamoorthy**: GdF Suez Energy International

Other participants to be confirmed

#### 2.30 PM: SUSTAINABILITY DIRECTORS' ROUND TABLE

As water pushes its way up the political agenda, businesses are being pressed to demonstrate a commitment to water sustainability. How can you make a meaningful commitment without compromising the interests of your shareholders or being accused of 'greenwashing'? What are the differences between water and carbon from a public affairs point of view? What is the most effective corporate response? What is the least effective?

Chair: **Fern Jones**, SWA

Presentation: **Oliver Johner**, United Nations Global Compact Office

### 4.00 PM: TEA BREAK

#### 4.30 PM: THE SUSTAINABLE WATER ALLIANCE DEBATE – CAN SOCIAL PROVISION OF WATER BE A BUSINESS?

See [www.watermeetsmoney.com](http://www.watermeetsmoney.com) for speaker updates and confirmations

