



Carpe Diem

WESTERN WATER & CLIMATE CHANGE

A PROJECT OF EXLOCO – PATHFINDING IN THE NEW WEST

October 27, 2009

Dear Kimery,

"Water is the new carbon - that's what we're telling our clients." A well known business sustainability consultant told me that last year when I chaired the first annual Corporate Water Footprint Conference in San Francisco.

I'm chairing that conference again this year, and the conference organizers are offering a **20% discount to [Carpe Diem - Western Water & Climate Change Project](#)** network participants (See below for details.)

The [Corporate Water Footprinting - Best Practices in Corporate Water Stewardship](#) conference, **December 2-3 in San Francisco**, brings together executives of major corporations, including Pepsico, Intel, Raisio, Patagonia, BC Hydro, Nestle, Coco-Cola, along with leadership from NGOs, regulators, innovators and rights holders including the EPA, Food and Water Watch, the California Energy Commission and the Alliance for Water Efficiency.

Key topics this year: water offsetting, water neutrality, and the first water offset products, water policy and regulation development, stakeholder engagement strategies, the potential impact of 'human right to water' and frameworks for strategic water management.

Two new initiatives will be presented at this year's conference - the [first food product with a water label](#) and the [first water offset product](#).

A take home message from last year's conference: In the face of climate change, corporate business models have to expand to include watershed/basin scale collaboration with all the key stakeholders. As one presenter said **"We need to better understand - and quickly - the cost of inaction versus the cost of adaption. We need a framework for collaboration and for ways to make the tough choices ahead."**

Please join us December 2-3 in San Francisco for this informative and provocative conference.

Regards,

Kimery Wiltshire

Conference discount - Carpe Diem network participants receive a 20% discount - use promotional code AS20 when booking. Click here to [register](#) - Quote AS20 when booking.

About the Carpe Diem Project

The [Carpe Diem - Western Water & Climate Change Project](#) is a network of experts and decision makers committed to addressing the unprecedented challenge of climate change impacts on western water resources. By linking leaders and integrating state of the art climate-change science with the needs of a range of stakeholders, the Project incubates new initiatives and promotes sustainable management practices and policies that provide water security for people, ecosystems, industry and food production.

Support for the Project is provided by foundations, western water and public agencies, individuals and corporations. Launched in Fall 2007, the Project is housed at [Exloco](#), a nonprofit organization with expertise in spotlighting critical issues and facilitating strategic thinking.

Please support Exloco's Carpe Diem project - your tax-deductible contribution will provide the critical support needed for this pioneering work. www.exloco.org/support