

SIDE EVENT

WEFE Nexus: Highlighting the need for Water-Smart industry



23 March 2023



18.00-21.00 EST



Denmark House - 666 Third Avenue,
11th floor, New York



TOPIC

Water for Sustainable Development: Valuing Water, Water-Energy-Food Nexus, and Sustainable Economic and Urban Development.

NARRATIVE

The value of water cannot be understated. The access to clean, safe water is directly linked to the financial stability of economies, the health of the population, and industry's ability to create jobs.

By 2030, there will be a significant gap between water demand and water supply. As industry is responsible for a substantial amount of water use, it is essential that they take responsibility for consumption and treatment.

The objective of this side event is to highlight the urgent action that must be taken in a beyond business-as-usual approach to solve the challenges and deliver innovative and transformative solutions.

One must recognize the true Value of Water and that without blue there is not green, water is intrinsically connected to the green transition. Industry and countries must continue the work to enable Water-Smart Societies, where water sources are sustainably managed, water resources are part of a circular economy, and where water systems are climate resilient. This requires stakeholders in all sectors to be involved and taking action.

Sustainable development is dependent on action within the water-energy-food nexus to enable communities and companies to accelerate economic and urban development. By taking the best examples and solutions from European market leaders are delivering impact and accelerating the implementation of technology and projects contribution to achieving SDG 6 and the 2030 Agenda.



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Grundfos and Water Europe in partnership with the Consulate General of Denmark in New York, Ecolab, Veolia and Water Footprint Implementation will invite stakeholders from government, private sector, international organizations, and civil society to discuss the path forward and present how the industry is taking action and contributing to the goals.

AGENDA

6:00 – 6:30PM Arrival

30 min Light servings and beverages

6:30 – 6:42PM Introduction

12 min Berit Basse, Ambassador, Consul General of Denmark in New York

Poul Due Jensen, CEO, Grundfos

Durk Krol, Executive Director of Water Europe

6:42 – 6:45PM High-Level Remarks

3 min H.E. Magnus Heunicke, Minister for Environment, Denmark

6:45 – 7:00PM Cross Interview

15 min

Moderator

Durk Krol, Executive Director, Water Europe

Speakers

- Ioana Dobrescu, Director, Water footprint Implementation
- Gerard van den Berg, Coordinator Ultimate project

7:00 – 7:40PM Exchange: Which tools can industry leverage to be water-smart?

40 min

Moderator

Hans Goossens, President of Water Europe, CEO, De Watergroep

Panellists

- HP Nanda, CEO, Grundfos Water Utility
- Patrick Schultz, Chief Growth Officer with Veolia North America.
- Tiffany McCullen Atwell, Senior Vice-president Global Government Relations, Ecolab
- Paul Rübzig, Member of the European Economic and Social Committee



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- 7:40 – 7:45PM Conclusion**
5 min Durk Krol, Executive Director of Water Europe
- 7:45 – 9:00PM Reception dinner and networking**
75 min

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SPEAKERS

Berit Basse, Ambassador, Consul General of Denmark in New York



Ambassador Basse has enjoyed an expansive diplomatic career that has taken her around the world — from Senegal and Munich to Singapore and Uganda. From 2012 to 2016, Amb. Basse served as Denmark's Ambassador to Singapore and Brunei, successfully overseeing key commercial and diplomatic relationships between Denmark and the two States. She has also served as First Secretary at the Embassy of Denmark in Uganda and Consul General of Denmark in Munich, Germany. Meanwhile, from 1992 to 1996, the Ambassador worked on several development projects for the United Nations Development Programme in Senegal. Immediately prior to her New York posting, Ambassador Basse also led the Danish Ministry of Foreign Affairs' department in charge of client relations and global commercial opportunities. Ambassador Basse assumed her role at the helm of Denmark In New York on September 1st, 2020.

Poul Due Jensen, CEO, Grundfos

Poul Due Jensen is Group President & CEO of Grundfos Holding A/S and member of the board of directors at The Poul Due Jensen Foundation. Poul started his professional career as a Sales Manager in the IT business in Denmark, before joining Grundfos in year 1997. Poul has a long international Grundfos career, working in the Global Headquarters in Denmark and across Europe, North America and Asia. While with Grundfos, Poul has held a number of positions as Marketing Manager in Canada, Regional Marketing Director in North America, Global Segment Director at HQ, Regional Managing Director for Asia Pacific, based in Singapore, and latest Group Executive Vice President responsible for Sales, Marketing & Service. Poul holds a Diploma in Business Administration and Economics from Aarhus School of Business in Denmark. He has supplemented his development with various executive education from IMD Business School in Lausanne, Switzerland, Stanford University in California, US and Board Executive education from Insead in Paris, France. Member of Family Business Community, World Economic Forum.





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Durk Krol, Executive Director, Water Europe



Durk Krol is Director of Water Europe. He joined the Association in 2008, first as a Board Member and Treasurer. He has worked in the water sector at the European level for the last 13 years, initially as a Senior Legal Policy Officer for the water department of provincial government of Friesland (NL). As Deputy Secretary General of the European federation of national water associations of water suppliers and wastewater services (EUREAU), he was actively promoting the common interests of the European water service sector to the EU institutions and stakeholders which enabled its members to adequately deal with opportunities arising from EU policy and its national implementation. He has also closely been involved in the creation of the EP Water Group in the European Parliament.

H.E. Magnus Heunicke, Minister for Environment, Denmark

Magnus Heunicke is the Minister for Environment of Denmark. He has been part of the Danish parliament for The Social Democratic Party since 2005 and held a number of ministerial positions including Minister for Health and Minister for Transport. Heunicke has served as the Vice-chairman of the Science and Technology Committee and Auditor of Public Accounts. He is educated journalist from the National School of Journalism, Aarhus.



Ioana Dobrescu, Director, Water footprint Implementation



Ioana Dobrescu is the Managing Director of Water Footprint Implementation (WFI), an organization that works in cooperation with businesses, government organizations, and NGOs to measure, analyse and reduce water footprints. In addition, Dobrescu is currently a Programme Officer at Wetskills – an organization focusing on new ways of learning and international networking for students and young professionals with a passion for water. Dobrescu holds a Master's in Science, Forest, and Nature Conservation from Wageningen University & Research.



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Gerard van den Berg, Coordinator Ultimate project

Gerard van den Berg is the coordinator of the ULTIMATE Project, a Project Manager at Watershare, as well as a Project- and Team Manager at KWR Water Research Institute. Van den Berg holds a PhD in Geochemistry from Utrecht University. The ULTIMATE Project is an EU funded project aiming to create economic value and increase sustainability by valorising resources within the water cycle. Adding up, van den Berg has worked in the water sector for around the past 24 years.



Hans Goossens, President, Water Europe



Hans Goossens is the President of Water Europe and also the CEO of De Watergroep, the main public water utility of Flanders, Belgium. He has a long career in the private sector, particularly in Yara international. He holds a Chemistry PhD from the University of Ghent, Belgium: "Study of the elementary steps in the (photo)etching mechanisms of III-V semiconductors." in 1991. He speaks Dutch, French and English.

Patrick Schultz, Chief Growth Officer with Veolia North America



Patrick Schultz is the Chief Growth Officer of Veolia North America (VNA), appointed in February 2022. In this role, he leads the company's growth strategy and oversees sales operations, key account management, corporate development, competitive intelligence, digital marketing, and innovation initiatives. Veolia North America is a leading provider of environmental services, including water, waste, and energy management solutions. With a focus on sustainable practices and innovative technologies, Veolia North America helps its customers and communities address their environmental challenges while pursuing sustainable growth. With over a decade of experience at VNA, Mr. Schultz most recently served as Transformation Leader for the merger with Suez North America, integrating over \$1 billion in municipal water activity and over 3,000 employees into VNA's portfolio. Prior to joining VNA, he worked at McKinsey & Co. advising clients across diverse industry sectors on strategy and performance transformation projects. Mr. Schultz holds a PhD in Geosciences from Princeton University, an MSc in Environmental Engineering from Michigan Technological University, and a Diplom-Ingenieur in Environmental Engineering from Universität Stuttgart in his native Germany.



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HP Nanda, Divisional CEO Grundfos

HP Nanda is an accomplished industrial executive who specializes in the water sector. He joined Grundfos as Divisional CEO in 2022. Before this he served as Vice President & General Manager at the global DuPont Water Solutions Business. Mr. Nanda holds a Bachelor's degree in Mechanical Engineering and an MBA.



Tiffany McCullen Atwell, Senior Vice-president Global Government Relations, Ecolab



Tiffany Atwell is currently the Senior Vice President of Government Relations for Ecolab as of November 2020. Prior to this role she was the VP of global government and industry affairs for Corteva Agriscience. She had global responsibility for government and industry engagement strategies to advance the business goals of Corteva Agriscience. She managed a global team focused on shaping government policies and regulations that impacted Corteva's freedom to operate in the United States, Asia, Latin America, Europe, Middle East and Africa. She started her business focused career at Abbott as a Director of Global Government Affairs in 2006 focused on global trade policy's impact to Abbott's freedom to operate and was later promoted to Senior Director for Strategic Programs. She had responsibility for developing external engagement strategies for India, Russia and China to promote market access for key products. Atwell was the recipient of the Abbott President Award in 2010, 2011 and 2012. She also received the Commercial Excellence Award in 2011, and considered a rising leader prior to her departure. Atwell spent over a decade in the U.S. Government with a variety of international policy roles, first as a U.S. State Department Presidential Management Fellow. During her tenure she was awarded a U.S. State Department Meritorious Honor Award. Her final post was as the International Trade Policy Advisor for Senator Grassley, Chair of the Senate Finance Committee.



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Paul Rübzig, Member of the European Economic and Social Committee

Dr. Paul Ruebig had been member of the European Parliament from 1996 to 2019 and belonged to the European People's Party (EPP). Paul Ruebig was full member of the Committee on Industry, Research and Energy and the Committee on Budgets. In addition, he was substitute member of the Committee on Development and in the Committee on International Trade. Furthermore Paul Rübzig was member and Vice-Chair of the Delegation for Relations with the Korean Peninsula. Paul Ruebig is active in the field of the small-scale business promotion. He is president of SME Global, a working group of the International Democrat Union (IDU), whose objective it is to support small and medium-sized enterprises (SME) and to improve their business environment. He was the Chairman of STOA (Scientific Technology Options Assessment), an official body of the European Parliament that is supported by external experts such as universities, scientists or research institutes. In 2019 Paul Ruebig was appointed to the Advisory Board of Rübzig Holding GmbH. He is also member of the Governing Board of the EIT (European Institute of Innovation & Technology) and member of the European Economic and Social Committee.

