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# **Budapest Water Summit**

## **Business Leaders Forum**

**- concept paper -**

**8-11 October 2013**  
**Budapest, Hungary**



## The Budapest Water Summit

The Budapest Water Summit is a major global water policy conference organised by the Government of Hungary in cooperation with the UN system and the World Water Council between 8 and 11 October 2013. The Summit forms part of the events of the UN International Year of Water Cooperation led by UNESCO. The main objective of the Summit is to provide a defining contribution to the elaboration of a specific, measurable, attainable, realistic and timely (SMART) Sustainable Development Goal (SDG) on water and sanitation. The outcome document – *the Budapest Recommendation on Water and Sanitation* – will formulate suggestions to the attention of the UN General Assembly and its Open Working Group on Sustainable Development Goals.

In view of the transversal character of water the Summit will address the following groups of issues:

- *Striving for universal access to water and sanitation*
- *Integrated water resources management for the 21<sup>st</sup> century*
- *Good water governance*
- *Green economy for blue water*
- *Financing of and investment in the implementation of a water and sanitation SDG*
- *A special additional evening session will be dedicated to the *Water and energy and food nexus*.*

The main Summit sessions will be structured around keynote speeches to be followed by Davos-type moderated panel discussions by leading international policy-makers, scientists, NGOs and business leaders. The conclusions of each session will be reported to the Closing Plenary by a rapporteur.

Next to the Summit sessions parallel stakeholder meetings will be held as follows:

- *Science Forum*
- *Youth Forum*
- *Civil Society Forum*
- *Business Leaders Forum and Water Expo*
- *Philanthropy Roundtable.*

The main objective of the various forums is to generate stakeholder-focused input into the *Budapest Recommendations* as well as to foster exchange of experiences, best practices, etc. The forums are organised by dedicated forum leaders in cooperation with international partners.

The 1200 participants of the Budapest Water Summit will be composed of the representatives of governments, international organisations, civil society and youth organisations, philanthropic organisations and companies.

A detailed description of the Budapest Water Summit is available at: [www.BudapestWaterSummit.hu](http://www.BudapestWaterSummit.hu)

## **The Business Leaders Forum**

### ***Why the business view matters***

Water is an environmental resource that affects several aspects of human, natural and economic life. Driven by ethical considerations as well as sheer economic rationale, the business community has, in the past decades, become more and more active in generating individual and collective responses addressing the global water and sanitation crisis. Sustainable demand side management and the security of supply has become a major challenge not only for the most water-intense industries (food, energy, chemicals) but also for less exposed economic activities. The water industry has been expanding rapidly to fulfil the ever-increasing human and industrial demand for water in the developing and developed world alike. Adaptation to the water-related challenges generated by the unstoppable wave of urbanisation and to the effects of climate change is now major issues for long term business planning.

The Budapest Water Summit devotes three sessions to issues of direct importance to the business community (green economy, financing and investment, water and energy and food). Nevertheless, the Summit cannot succeed without the integration of the broader business view on all relevant policy considerations shaping the future water SGD. Hence, a Business Leaders Forum is organised to provide a platform for the expression of business views on sustainable water and sanitation.

### ***Objectives of the Business Leaders Forum***

The Business Leaders Forum serves multiple objectives. Senior managers from all interested industries will have the opportunity to discuss and adopt broad policy recommendations to be integrated into the *Budapest Recommendations on Water and Sanitation*. As a priority, the business contribution is expected to highlight the technological, financial, governance and capacity aspects of a water-related SDG. Moreover, the Business Leaders Forum creates an interface for business leaders to meet international, national

and local policy-makers, development banks and agencies, leading scientists, philanthropists and NGOs. Thematic sessions and project presentations on best practices, success and failure stories will be held to help draw policy and practical conclusions for all participants. Finally, a *Water and Sanitation Expo* will be organised at the conference venue for water companies. The Expo will focus on clean, innovative and affordable solutions in the field of water and sanitation, clustered into the following areas: R&D and training, manufacturing, construction, utility services management, consulting, international associations. Appropriate balance among the various industries and regions will be ensured.

A *partnering service* to help set up meetings will be at the disposal of all stakeholders before and during the Budapest Water Summit.

### ***Participation at the Business Leaders Forum***

The Business Leaders Forum will host approximately 400 senior company managers and staff. Participation at the Forum will be free of charge. Companies participating at the Water and Sanitation Expo will be automatically registered to the Business Leaders Forum as well. Selected leading companies and business leaders will receive individual invitations. Registration will open in June.

### ***Proposed programme structure of the Business Leaders Forum***

The Business Leaders Forum will hold its sessions according to the following structure.

**9 October 2013**  
(Day 1)

#### ***Morning***

- *Opening*
- *Session 1 – the “Big picture: what are the global needs and challenges from a business point of view?”*
- *Session 2 – Case studies: The urban environment*

#### ***Afternoon***

- *Session 3 – Case studies: Multipurpose utilisation of water resources, water recycling*
- *Session 4 – Case studies: complex watershed rehabilitation*

**Evening**

- *wine tasting*

**10 October 2013  
(Day 2)**

**Morning**

- *Session 5 – Case studies: innovative company solutions – water supply and treatment*
- *Session 6 – Case studies: innovative company solutions – water supply and treatment*

**Afternoon**

- *Session 7 – Case studies: innovative company solutions – water use management*
- *Session 8 – Panel discussion: contribution of the Business Leaders Forum to the Budapest Recommendations*
- *Closing*

The detailed draft programme is provided in the annex to this concept paper.



## **The Water and Sanitation Expo**

To better illustrate the trends of technological and management innovations in the water industry a Water and Sanitation Expo will be held between 9 and 11 October at the main conference venue, in the hall hosting the Business Leaders Forum. The Expo can be visited free of charge by all 1200 participants of the Budapest Water Summit, but will not be open to the larger public.

The Expo will host water companies active in the following fields:

- Research and Development, training capacity building;

- **Manufacturing;**
- **Utility construction;**
- **Utility services management;**
- **Consulting;**
- **International Associations.**

Due to constraints on space only 60 standardised 12 m<sup>2</sup> stands will be available. Exhibition at the Expo will be subject to registration and a fee.

## **Partnering Service**

The Partnering Service will be available for all participants and guests of the Budapest Water Summit, including the Business Leaders Forum. Meeting schedules will be open through 9 and 11 October. Participation on the Partnering Services requires early registration and providing essential information through registration process. The Partnering Service will be managed by the Hungarian Investment and Trade Agency (HITA) of the Government of Hungary.

## **Organizers**

The Business Leaders Forum is organised jointly by the Ministry of Foreign Affairs of Hungary and the Hungarian Water Cluster ([www.vizipariklaszter.hu](http://www.vizipariklaszter.hu)). Cooperative partners include the World Business Council on Sustainable Development, the Business Council for Sustainable Development in Hungary, prominent international business associations and companies.

The Water and Sanitation Expo is organised by the Hungarian Water Business Cluster, in cooperation with the Ministry of Foreign Affairs.

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