

You are kindly invited to attend the following conference

29th of April 2015 (Wednesday) | 18:00 - 21:30

In Business School Lausanne, Route de la Maladière 21, 1022 Chavannes, Switzerland

Organized by

Business School Lausanne

And

WaterLex



The human rights approach to water sustainability in luxury industries

Speakers include:

- **Carlos Carrion-Crespo:** *Senior specialist public services, International Labour Organization* Employment in *The World Water Development Report* for 2016
- **Jean-Benoit Charrin:** *Executive director; WaterLex*
The human right to water and sanitation in water governance
- **James Holleran:** *Professor of Sustainable Tourism*
Sustainability in the tourism sector
- **Christopher Cordey:** *CEO of Futuratinow and professor, BSL*
Sustainable Luxury Management; Ethics & Sustainability in Business
- **Mark Smith:** *Director, IUCN Global Water Programme*
Ecosystem conservation, sustainable water supply and implications for the Human Right to Water

The audience will be composed of **professionals and experts** from the fields of luxury and hospitality, sustainability, water management, as well as students.

Dean Katrin Muff, BSL will moderate the event in a “collaboratory” in which all participants work in a creative process of sharing thoughts on the topic of water sustainability in luxury industries.

The audience will be directly involved in envisioning what the world could be with better water stewardship. Finally, all participants at the conference will work towards concrete actions that can be prototyped, tested and potentially implemented immediately.

The conference will be followed by a cocktail reception for further discussion and networking.

In order to maintain a high level of interaction amongst participants, the number of places at this event will be limited. Registrations will be accepted on a first-come, first-served basis, hence we encourage you to sign up early.

To sign-up please click the following link: <http://goo.gl/forms/mclXvoHd8x>

For more information: mary.mayenfisch@bsl-lausanne.ch

We are looking forward to seeing you on the 29th of April 2015!

Moderator: Dean Katrin Muff

Dean, Business School Lausanne



Dr. Katrin Muff was appointed Dean of Business School Lausanne, Switzerland, in 2008. Under her leadership, the school expanded its vision from a focus on entrepreneurship to embrace also responsibility and sustainability into a coherent three-pillar vision for both education and applied research. Katrin anchors BSL into relevant and pragmatic contributions to business and beyond, by merging her entrepreneurial and corporate background with the academic world. She has led the design process for the new MBA and serves as program director for the doctoral program. She also co-directs the Diploma in Sustainable Business, a joint degree program with the University St. Gallen, Switzerland. She dedicates much of her time to contribute to the transformation of business schools to become custodians of society and the planet, developing ethically and environmentally responsible leaders, enabling companies to serve society and engaging in the transformation of the economy and society.

Carlos R. Carrión-Crespo, PhD

International Labour Organization



Dr Carlos R. Carrión-Crespo has been the sectoral specialist for public services and utilities in the Sectoral Activities Department of the ILO since 2008. Dr Carrión-Crespo manages the ILO's Action Programme to strengthen social dialogue in the utilities sector, and serves as the focal point for UN-Water. An attorney since 1999, Dr. Carrión-Crespo also holds a Ph.D. in History from the University of Puerto Rico. He directed the legal division of the Public Service Labour Relations Commission of Puerto Rico until 2003, when he moved to Seattle, USA to work as a labour mediator for five years. He has published eight journal articles on labour relations law and history, which have been cited in two Puerto Rico Supreme Court decisions and in several Puerto Rico and ILO history books

Jean-Benoit Charrin, LL.M. M.Th

Executive Director, WaterLex



Jean-Benoit Charrin has been the executive director of the WaterLex International Secretariat since January 2011, overseeing strategy and operations. Before co-founding WaterLex in early spring 2010, he worked as a consultant for different international non-governmental organizations. He progressively specialized in the undertaking of country-specific water and sanitation legal and institutional sector assessments, as well as human-right-to-water compliance reviews. These missions led him to Haiti, Liberia, Benin, Bangladesh and Indonesia. He worked for the Center on Housing Rights and Evictions (COHRE), Action against Hunger (ACF), Fastenopfer, Bread for All (BfA) and BothENDS. Before 2008, Charrin worked for the Mexican Permanent Mission in Geneva (2007), the OAS Inter-American Commission on Human Rights in Washington, and Geneva-based international faith-based NGOs (2005). He holds an LL.M. in international human rights law from the University of Essex (United Kingdom) and a Master's degree in theology from the University of Fribourg.

James Holleran, PhD

Professor of Sustainable Tourism



Dr James Holleran developed and delivered Sustainable Tourism and related courses at Institutions of Higher Education in Lausanne, Paris, London, Helsinki, and Parnu, Estonia over the last 10 years. Dr Holleran has worked for both Federal and State agencies in the US for about 15 years having responsibility for planning, developing and managing of tourism and outdoor recreation projects. He worked for 13 years as both a professor and administrator in major Universities in the US and Puerto Rico. He has provided consulting services (J Holleran & Associates) in Paris and Estonia.

Christopher H. Cordey

CEO of Futuratinow and professor, BSL



After an international corporate career working for Philip Morris, Movado, Richemont, and Clarins, he is now a consultant for C-level executives and lecturer specializing in strategic foresight, transformation leadership, sustainable luxury and corporate sustainability. Prof. Cordey currently manages Futuratinow.com, a boutique advisory firm offering foresight, ideation, change management and corporate sustainability services. He is also the founding director of the Sustainable Luxury Forum, a non-profit association that acts as a learning and sharing platform for Sustainable luxury practitioners, NGO's, and the academic

world Prof. Cordey earned his MSc in Business Administration from HEC, University of Lausanne, a Diploma in Management from the Asian Institute of Management in the Philippines, a DAS in Corporate Social Responsibility from the University of Geneva and a Certificate in Foresight from Houston University.

Mark Smith, PhD

Director, IUCN Global Water Programme



Mark Smith is the Director of the IUCN Global Water Programme. He leads IUCN's work on water, environment and development at global level and provides strategic leadership for IUCN on water policy in major international forums. He coordinates IUCN's flagship projects WANI - Water and Nature Initiative, and BRIDGE – Building River Governance and Dialogue. He also steers IUCN's work and knowledge on water and climate change, food security, governance and resilience, in collaboration with IUCN regional offices in Latin America, Africa, the

Middle East, Asia and Oceania.