

CPD Water Diplomacy Initiative 2012
Water Diplomacy: A Foreign Policy Imperative
CPD Conference Report by Emily Chin
June 2012



This is a summary of the proceedings from the CPD Conference on Water Diplomacy held at the University of Southern California on February 27, 2012, followed by observations and recommendations for best practices in water diplomacy derived from the conference. This document is the latest contribution to the CPD Water Diplomacy Initiative¹, which seeks to raise awareness about water vulnerability and the key role that public diplomacy can play in policies addressing this global challenge.

The USC Center on Public Diplomacy's 2012 conference "Water Diplomacy: A Foreign Policy Imperative" opened with introductory comments by **Professor Philip Seib**², director of the USC Center on Public Diplomacy (CPD), who reminded conference participants, "Water vulnerability is one of those rare issues about which there is virtual unanimity regarding its importance. Nevertheless, the response to water vulnerability has been impaired by lack of cohesion." For this day-long conference, he encouraged candid, best practice-based discussion on the future of water diplomacy.

Ernest J. Wilson III³, Dean of the USC Annenberg School for Communication & Journalism, then welcomed participants and guests, expressing pride in CPD's ability to deal with water issues in the international context and bring together multidisciplinary actors. Dean Wilson emphasized the importance of not only recognizing innovation but also leveraging it, necessary skills in the practice of diplomacy.

Keynote Address

Water is essential to life, but "we cannot seem to get the right water to the right people at the right time", began keynote speaker, **Jaehyang So**⁴, manager of the Water and Sanitation Program (WSP) at the World Bank. Ms. So, a Korean national who holds an MBA and a BA in Economics from Stanford University, has been helping the World Bank look at water issues not just from a technical perspective, but through a planning and social lens. She noted that water needs will double in the next 50 years and pointed out that some regions face flooding and storms that inundate outdated and substandard infrastructure. Based on the successful models of the World Bank's Water and Sanitation Program, Ms. So offered three essential tools for water diplomacy: evidence-based knowledge, innovation, and strategic partnerships.

The old paradigm that puts sanitation infrastructure last on the to-do list of a country is changing as nations realize that the economic cost of not having adequate sanitation outstrips early investment in water. According to research by WSP, US\$9 billion per year is wasted as a result of failing or inadequate water and sanitation infrastructure. Perhaps most surprising is that this financial loss is often not related to health or water-borne disease but is due to lost revenue from tourism, foreign investment and business.

Ms. So then called on the conference participants to foster innovation: “What can we learn from the cell phone industry to be sure that we can increase basic water sanitation?” Right now, more people have access to cell phones than safe water. How might involving non-traditional actors and innovators improve water access for more people? This is where strategic partnerships come into play, according to her. The involvement of the private sector, not simply as business managers but also as investors and contributors to best-practice scenarios, will be the future of water management. Similarly, developing countries have intellectual capital that often remains unused by their governments, and these are often the innovators that the private sector has sought out and leveraged to great success. Equally important are peer-to-peer learning and collective decision-making in attaining the community buy-in necessary for effective water diplomacy programming. Horizontal learning programs, where learning techniques are on-going, help to identify best practices among peers and encourage joint problem-solving initiatives for fair water distribution in stressed communities. Ms. So concluded by stating that, “water diplomacy needs communication experts, not just technical experts. We need water diplomats; they can help tell our story.”

Panel One - Listening: Water Diplomacy on the Ground

Discussion about engaging non-traditional actors in the realm of water communications continued with the first panel, chaired by USC Master of Public Diplomacy program director **Professor Nicholas Cull**⁵, with the theme “Listening: Water Diplomacy on the Ground.” In opening this panel session, Professor Cull stressed the importance of listening to and understanding an audience before launching into a public diplomacy program. Panelists shared different perspectives necessary in understanding what needs water-stressed populations face, where that stress originates, who may help, and how aid may be delivered. Particular attention was paid to how best practices may be gathered and the experiences of water diplomacy practitioners in more rural, water-stressed regions.

Professor Úrsula Oswald Spring⁶, from the National University of Mexico UNAM/CRIM in Cuernavaca, described her experiences in Latin America. An expert in water’s scientific relation to the environment, Professor Spring has written extensively about issues such as peace and sustainable development, disaster risk reduction, poverty, and environmental sustainability. She focused her presentation on bringing together all dimensions of a community or country (economic, cultural, environmental, social and political) to work jointly toward resolving water issues, using the case of the Yautepec River in Mexico as her best practice case study. Professor Spring concluded by urging policymakers to reach out to epistemic communities to foster cooperation and bring together science and policy through international workshops on capacity-building and conflict settlement training.

Ruben van Genderen⁷, a research fellow in water diplomacy at the Institute for European and International Policy in Belgium, spoke next. Originally from the Netherlands, where he has been instrumental in assisting the Dutch Foreign Ministry’s work in niche diplomacy, Mr. van Genderen spoke about the Dutch government’s commitment to water diplomacy. He highlighted the efficacy of leveraging the Netherlands’s expertise in water management and its history of fostering relationships around water. With such a background, the Dutch Foreign Ministry has been able to fill a demand-driven foreign policy niche, determining where water stewardship demand lies and responding accordingly.

Finally, **Stella Williams**⁸, formerly of the Obafemi Awolowo University in Nigeria, tied water diplomacy to the art of storytelling and youth education as a way to reach a wider audience in a meaningful way. Dr. Williams has worked in aquaculture and supports girls’ empowerment and education, recently helping

to found Mundus Maris, an international non-profit association that promotes sustainability in the use of marine resources through sciences and arts. She addressed the gender issues of water stress: how it is felt not just on a regional and infrastructural scale, but on the human level when women and children find their educations, wellbeing, and physical safety compromised in the daily search for water. Dr. Williams stressed integrating human rights with access, negotiations, and policy.

Panel Two – Implementation: Water Diplomacy in Practice

The second panel carried the conversation from listening to the next step in public diplomacy: implementation. This discussion provided insights from non-traditional water diplomacy actors who straddle the worlds of business and government. The panel chair, executive vice dean of Engineering at the USC Viterbi School, **John O'Brien**⁹, noted that engineers around the world are paying close attention to water issues. He spoke of the Millennium Development Goals and the need to combine technology with policy and practice, an area where the conference could offer fresh perspectives on current global water diplomacy efforts.

Panelist **Jerome Delli Priscolli**¹⁰ serves as senior advisor of the Institute for Water Resources of the U.S. Army Corps of Engineers. For the past 30 years he has designed and run social assessment, public participation and conflict resolution research and training programs. Dr. Delli Priscolli placed water diplomacy in its contemporary socio-political context, providing background on the far-reaching history of water as a means of pulling together affinity groups and as a subject of international accords. He made a compelling case for water as a means to strengthen, empower, and grow relationships and attempted to dispel the “water wars thesis,” which suggests that the next wars will be fought over water access and rights. Rather, he contended that such a theory neglects the impact of the public diplomacy potential of water; in reality, the historical record suggests that the greater the social and economic impact of water stress, the greater the level of community-building that occurs through the joint efforts of regional leaders. Strategically, he recommended that the U.S. support prevention and reduction of water vulnerability as a priority, not as an add-on to foreign policy, as its global security implications are significant. Understanding the language of water and its ties to faith and physical regeneration are ways to ensure that water diplomacy is more than rhetoric.

The other speaker on panel two was **Gregory Koch**¹¹, managing director of Global Water Stewardship at The Coca-Cola Company. Since joining Coca-Cola in 1996, Mr. Koch has helped the company expand its water focus from technical compliance to taking proactive measures directed toward the sustainability of its business worldwide. He shared key insights on how to develop and execute effective water policies that include buy-in from all members of a community. The Coca-Cola Company, he said, understands and appreciates the unique relationship of water to mankind, and the enormous complexities of water issues. Because of the company’s global reach – with bottlers in all countries worldwide save for three – Coca-Cola may be seen as a sort of “canary in a coal mine” for water issues, helping to identify the various ways through which water stress is manifested. As a non-diversified corporation that produces only beverages but is the world’s largest agricultural buyer of tea, coffee, fruits, and sweeteners, investment in water is necessary to not only protect the primary foundation of its business but to also protect the consumers of its products in every community worldwide. The reason that The Coca-Cola Company’s Water Stewardship program is so effective and so well-integrated, he maintained, is because “global distribution for Coke offers a profit at every step of the way, therefore they [everyone from bottlers to truck drivers to consumers] have a vested interest”.

Luncheon Conversation with Friends of the Earth Middle East

During the luncheon session, Professor Philip Seib interviewed **Gidon Bromberg**¹², Israeli Director of Friends of the Earth Middle East (FoEME), about FoEME’s work in the Jordan River Basin. Mr. Bromberg has spearheaded the organization’s advocacy campaigns in Israel and internationally, and has been integral in the development of FoEME’s cross-border community peace-building project, Good Water Neighbors (GWN), which is now seen as a model for other water diplomacy programs in conflict areas. GWN identifies cross-border communities in Israel, Palestine and Jordan which share water resources and use this mutual dependence as the basis for creating dialogue, building trust between the peoples and creating a sustainable water management system. The success of GWN, he suggested, may be attributed to the involvement of youth from the surrounding communities of the Green Line. The “youth water trustees” selected and trained by FoEME are imbued with a sense of ownership and responsibility, and must learn about both their own and their neighbors’ water reality, identifying the interdependence of the situation. Mr. Bromberg said, “The kids are the most practical and rational; they most easily comprehend the issues in the current water management situation. It’s often the mayors and politicians who are last to join the program. They are the followers.”

Perhaps the most striking part of this discussion centered on the issue of building trust in a region fraught with cultural, religious, and resource-based tensions. “To go beyond tolerance to building trust is the challenge”, stated Bromberg. “The initial level of trust can be built on shared water issues. Once you build trust over water, there is no end to where the trust-building can take these communities.” He cited the importance of narrative and engaging young people in the discussion, illustrating how the lives of young Palestinians, Jordanians, and Israelis are not all that different just across the river. Once that initial trust is built, however, communities must work on “changing the focus from placing blame to a more serious discussion of common responsibility”.

Panel Three – The Future of Water Diplomacy Policy

The final panel, “The Future of Water Diplomacy Policy”, brought together policy recommendations and government plans that rely on the wealth of water knowledge available. **Richard Little**¹³, director of the USC Keston Institute for Public Finance and Infrastructure and Policy, chaired the panel. Mr. Little is editor of *Public Works Management & Policy* and serves on a number of journal editorial boards. Reflecting the multi-disciplinary nature of his work, he opened the conversation with a call for institutions to support water projects and water diplomats – the knowledge accumulated by these organizations cannot “do good” unless it is utilized and facilitated by those who may implement the initiatives of water diplomacy.

The first panelist was **Lawrence Susskind**¹⁴, Ford Professor of Urban and Environmental Planning at MIT, and director of the Public Disputes Program and visiting professor at Harvard Law School. Professor Susskind is one of the country’s most experienced public and environmental dispute mediators and a leading figure in the dispute resolution field. He emphasized the flexibility of water as a resource, and noted that water diplomats must accept the complexities and uncertainties that come with working in water networks, where actors and resources are constantly changing. He cautioned against framing water issues as fear-provoking and contentious, and suggested that water diplomacy be viewed as a means to seeking constructive alternatives and building relationships.

The second panelist was **Katherine Bliss**¹⁵, director of the Project on Global Water Policy, and deputy director and senior fellow in Global Health Policy Center at the Center for Strategic and International

Studies (CSIS). Dr. Bliss is the author or co-editor of books, reviews and articles on global water challenges, public health, gender, and development politics. She focused on how formal diplomacy allows for people-to-people connections, and she provided examples of the current U.S. administration's work in water diplomacy. She emphasized the role of global water policy in both foreign policy and security, citing the Water for the Poor Act and its projects in sub-Saharan Africa as a recent U.S. initiative addressing Millennium Development Goals. Dr. Bliss also described the multi-level integration of water diplomacy in the U.S. and abroad, from Secretary Clinton's World Water Day remarks in 2010, to the Feed the Future initiative and global water, sanitation and hygiene (WASH) activities that bring together government ministers to provide financial support to capacity-building efforts worldwide.

Mark Bernstein,¹⁶ the third panelist, is a former senior energy policy analyst for the White House and USC professor. He currently serves as senior vice president of Energy, Clean Tech and Sustainability Practice at the MWW Group, leading MWW Group's work with private and public sector clients to develop strategic initiatives for managing their environmental and energy issues. From his experience in the world of sustainability, he asserted that water is more difficult to deal with than energy because it is a limited, finite resource. Unlike money or power, it cannot be made from other sources and in order to solve water problems with today's technologies, great amounts of energy are expended, which in turn affects climate change, which returns to water. Rather than trying to control water, Dr. Bernstein recommends combining technology and infrastructure to create the most efficient return possible, which will come from effective water diplomacy and information-sharing.

The conference closed with **Naomi Leight**,¹⁷ Assistant Director for Research & Publications at the USC Center on Public Diplomacy, who shared information on the Center's water diplomacy efforts. She reiterated that the CPD Water Diplomacy Initiative is an ongoing one with the potential to make a real difference by bringing not just scientists and policymakers together, but by inviting all water specialists and stewards to the table. CPD is focusing on three elements of water diplomacy: *Listening*, which must be practiced by all actors in all sectors to understand who needs what; *Technical and academic exchanges*, to ensure that groups like Water for People and Engineers Without Borders may continue to provide training to facilitate water empowerment; and *Advocacy*, to raise awareness in water issues and implementing water diplomacy strategies through public-private-partnerships, institutions, and local leaders. Through these three tools of public diplomacy, participants in the water sector can influence policymakers and governments to address water vulnerability and increase involvement in water diplomacy. With these three foci in mind, CPD plans to compile case studies for best practices in water diplomacy to serve as a guide for practitioners and policymakers around the globe.

In closing the conference, CPD Director Philip Seib reminded the attendees that "American public diplomacy must have more substance to its efforts than simply 'We're wonderful, love us'", and must instead "build initiatives on topics that actually do some good." Water diplomacy is how American policymakers may "not only reduce conflict but also improve lives."

Key Observations and Preliminary Recommendations for Water Diplomacy Best Practices

Throughout the conference, each panel provided observations and suggestions for conducting water diplomacy more efficiently and effectively. The USC Center on Public Diplomacy has distilled these recommendations into three categories: knowledge, strategic partnerships, and advocacy. Suggestions are aimed at either public diplomacy practitioners, including water diplomats, or policymakers in the areas of water, foreign policy, technology, and public diplomacy and are divided accordingly. We believe

that these preliminary recommendations can be helpful to public diplomats and policymakers working on water issues.

Improve Knowledge

Public Diplomacy Practitioners

- Promote and utilize indigenous knowledge and support and share it with local communities. Leverage water's historic role as a healing, regenerative, positive element in faith and culture to build goodwill and local support for water diplomacy initiatives.
- Defend public diplomacy practice in a climate of conflict by demonstrating concrete results in improved water safety and access because of the diplomacy conducted.
- Demonstrate shared experiences through storytelling, which is a powerful tool for bridging cultural issues related to water. Shared experiences may propel a conversation from distrust to tolerance to collaboration.
- Institutions have the necessary information and know-how, mined from the various actors in water diplomacy, to pull this information together into a cohesive, multi-pronged water diplomacy strategy.

Policymakers

- Listen to water diplomats in order to understand water issues. The best water policies can be designed based on simple and clear information culled from direct experience and expertise in the field.
- Gain the understanding that water is an interconnected resource that ties all industries together. It must be considered not just in water-alone matters but also in issues such as food, energy production, climate change and human rights.
- Innovation must be considered in policy decisions for water issues. Policymakers and public diplomats must determine how evolving high-tech tools can aid water access.

Build Strategic Partnerships

Public Diplomacy Practitioners

- Leverage not only private sector partnerships but also peer-to-peer learning and collective decision-making to achieve institutional change. Partner with water technologists in order to bring about effective change.
- Find common issues around which multiple facets of a community may come together and work collaboratively.
- Get community buy-in at all levels; it is necessary to establish an effective water diplomacy program.
- Engage young people. They are extraordinarily effective in involving entire communities, particularly in conflict zones, to reduce cross-border tensions and improve water conditions.

Policymakers

- Support education and infrastructure for gender equalization so that self-empowerment can take root. Partnering with all stakeholders from all areas of water work is necessary in order to make real change.
- Corporations have had years of practice in building international strategic relationships around water and conservation. Piggybacking on and investing in their efforts is an effective means of outreach.
- Leverage actors already active in water diplomacy as well as programs that have already demonstrated success. Look to the capacity-building efforts of WASH initiatives and the Millennium Development Goals in order to determine the most effective programs and policies.

Develop Advocacy

Public Diplomacy Practitioners

- Monetary investment in water management education does not always translate directly into people accessing water. International institutions must advocate for the resolution of water issues through creative solutions.
- Awareness is just the first step – action must follow, from all parties involved in water issues.
- Water access is not a secondary issue but in fact has enough relevance to move diplomacy forward even when other issues preclude diplomatic advances.
- Negotiation skills and non-linear thinking are necessary for water managers to make policies pass and work in the real world.

Policymakers

- Policymakers must clearly differentiate between the right to water [the substance] versus the right to water [services], and policy must effectively reflect either a human rights issue, investment in infrastructure-building, or both.
- Policy action must address not just the technical and governmental elements of water but also the human right of water access and the consequences to gender disparity and education that need attention.
- Policymakers need to use both top-down and bottom-up frameworks for water diplomacy – international engagement to build infrastructure and community, grassroots engagement to build ownership and trust.

About the Rapporteur

Emily Chin is a 2012 graduate of the Master of Public Diplomacy program at the University of Southern California. She is the former Water Diplomacy Initiative Contributing Research Intern for the USC Center on Public Diplomacy. Emily's public diplomacy focus is on understanding how to craft effective listening-based outreach programs around the issues of water access and food science.

APPENDIX

Full Conference Program, February 27, 2012

Welcome: Ernest J. Wilson III, Dean, USC Annenberg School for Communication & Journalism and Philip Seib, Director, USC Center on Public Diplomacy

Keynote: Jaehyang So, Manager, Water and Sanitation Program (WSP), The World Bank

Panel 1 – Listening: Water Diplomacy on the Ground

- Nicholas J. Cull, Director, Master of Public Diplomacy Program, Annenberg School for Communication & Journalism, USC (*chair*)
- Úrsula Oswald Spring, Professor, National University of Mexico UNAM/CRIM, Cuernavaca, Mexico
- Ruben van Genderen, Research Fellow, Water Diplomacy, Institute for European and International Policy, KU Leuven, Belgium
- Stella Williams, Former Professor of Agricultural Economics in the Department of Agricultural Economics at the Obafemi Awolowo University, Nigeria

Panel 2 – Implementation: Water Diplomacy in Practice

- John O'Brien, Executive Vice Dean of Engineering, Viterbi School of Engineering, USC (*chair*)
- Jerome Delli Priscoli, Senior Advisor, Institute for Water Resources, U.S. Army Corps of Engineers
- Gregory J. Koch, Managing Director, Global Water Stewardship, Office of Sustainability, The Coca-Cola Company

Lunchtime Conversation with Gidon Bromberg, Israeli Director, Friends of the Earth Middle East, and Philip Seib, Director, USC Center on Public Diplomacy at the Annenberg School

Panel 3 – The Future of Water Diplomacy Policy

- Richard Little, Former Director of the Keston Institute for Public Finance and Infrastructure Policy, USC (*chair*)
- Mark Bernstein, Senior Vice President, Energy, Clean Tech and Sustainability Practice, MWW Group
- Katherine Bliss, Director, Project on Global Water Policy and Deputy Director and Senior Fellow in Global Health Policy Center, Center for Strategic and International Studies
- Lawrence Susskind, Ford Professor of Urban and Environmental Planning, MIT, and Director, Public Disputes Program and Visiting Professor, Harvard Law School

Concluding Remarks: Naomi Leight, Assistant Director for Research & Publications, and Philip Seib, Director, USC Center on Public Diplomacy

This conference was co-sponsored with CPD by the [USC Center for International Studies](#) and the [USC Viterbi School of Engineering](#).

¹ Though essential to human existence, water has become increasingly unavailable due to pollution, failure to develop conservation programs, and the mismanagement of water resources. During the near future, water shortages could lead to conflict in many parts of the world. Water-related problems are global in scope, and although international bodies actively support initiatives to conserve and fairly allocate water, not enough is being done to address this critical topic.

The Center believes that water diplomacy can help international actors reach publics around the world in influential ways and ultimately save lives. The CPD Water Diplomacy Initiative and conference, [Water Diplomacy: A Foreign Policy Imperative](#), will contribute to the following three objectives: 1) achieving a greater understanding of the impact of water diplomacy on the recipients of extant or future programs; 2) assessing the best practices in the field; and 3) developing technological and policy recommendations for water diplomacy.

Launched during the 2011-2012 year, the Water Diplomacy Initiative is part of the Center's ongoing [Science Diplomacy](#) research program. This impact of the Water Diplomacy Initiative will be measured in several forms of media. These include a number of academic publications on water diplomacy, several CPD Conversations in public diplomacy roundtables, a major conference on the topic in the spring of 2012, a briefing on the topic in Washington, D.C., and continuing research activity addressing a range of water diplomacy issues.

To read the policy report delivered in April 2012 in Washington, D.C., [click here](#).

To follow water diplomacy news content, [click here](#).

To view a list of organizations participating in water diplomacy activities, [click here](#).

To access a list of water diplomacy publications, [click here](#).

To stay connected with the Water Diplomacy Initiative, visit our research page [here](#).

² **Philip Seib** is Professor of Journalism and Public Diplomacy and Professor of International Relations at the University of Southern California, and is director of USC's Center on Public Diplomacy. He is author or editor of numerous books, including *Headline Diplomacy: How News Coverage Affects Foreign Policy*; *The Global Journalist: News and Conscience in a World of Conflict*; *Beyond the Front Lines: How the News Media Cover a World Shaped by War*; *Broadcasts from the Blitz: How Edward R. Murrow Helped Lead America into War*; *New Media and the New Middle East*; *The Al Jazeera Effect: How the New Global Media Are Reshaping World Politics*; *Global Terrorism and New Media: The Post-Al Qaeda Generation*; *Al Jazeera English: Global News in a Changing World*; and *Real-Time Diplomacy: Politics and Power in the Social Media Era*. He is editor of the Palgrave Macmillan Series in International Political Communication, co-editor of the Palgrave Macmillan Series in Global Public Diplomacy, and co-editor of the journal *Media, War, and Conflict*.

³ **Dean Ernest J. Wilson III** is Walter Annenberg Chair in Communication and dean of the Annenberg School for Communication & Journalism at the University of Southern California. He is also a professor of political science, a University Fellow at the USC Center on Public Diplomacy at the Annenberg School, a member of the board of the Pacific Council on International Policy and the National Academies' Computer Science and Telecommunications Board, and a member of the American Academy of Arts and Sciences. He served on the board of the Corporation for Public Broadcasting from 2000 to 2010, the last year as chairman.

⁴ **Jaehyang So** is Manager of the Water and Sanitation Program (WSP), a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services. Under Ms. So's leadership, WSP designed and is implementing a results based program in its 24 focus countries and globally. Ms. So has a background in urban service delivery, utilities and corporate restructuring, and public-private partnerships. Ms. So has focused on improving the performance of service providers, utilities, and local governments in the World Bank's programs in Eastern and Central Europe, East Asia, and South Asia. Ms. So has also worked on the World Bank's corporate strategy and risk management development, most recently, leading the team preparing the World Bank Group's Sustainable Infrastructure Action Plan and the World Bank's response to the global economic crisis. Prior to joining the Bank, Ms. So was with Monitor Company in Cambridge, Massachusetts, where she advised Fortune 100 level companies on corporate strategy issues in the United States, Canada, Europe, and Japan. She is a Korean national, and holds an MBA and a BA in Economics from Stanford University.

⁵ **Nicholas J. Cull** is Professor of Public Diplomacy and director of the Masters Program in Public Diplomacy at USC. He took both his BA and PhD at the University of Leeds. While a graduate student, he studied at Princeton as a Harkness Fellow of the Commonwealth Fund of New York. From 1992 to 1997 he was lecturer in American History at the University of Birmingham in the UK. From September 1997 to August 2005 he was Professor of American Studies and Director of the Centre for American

Studies in the Department of History at Leicester. His research and teaching interests are broad and inter-disciplinary, and focus on the role of culture, information, news and propaganda in foreign policy. He is the author of *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge 2008), *Selling War*, published by OUP New York in 1995, the co-editor (with David Culbert and David Welch) of *Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500-present* (2003), co-editor with David Carrasco of *Alambrista and the U.S.-Mexico Border: Film, Music, and Stories of Undocumented Immigrants* (University of New Mexico Press, Albuquerque, 2004), and co-author with James Chapman of *Projecting Empire: Imperialism in Popular Cinema* (IB Tauris, London 2009). He is president of the International Association for Media and History, a member of the Public Diplomacy Council, and has worked closely with the British Council's Counterpoint Think Tank.

⁶ **Úrsula Oswald Spring** is a full time professor and researcher at the National University of Mexico, in the Regional Multidisciplinary Research Centre (CRIM) and the first MRF-Chair on Social Vulnerability at United National University Institute for Environment and Human Security (UNU-EHS). Since 1977 she has been an active member of IPRA, participating in the Food Study and the Peace and Environmental Group. In 1998 she was elected President of the International Peace Research Association, and between 2002 and 2006 she was General Secretary of Latin-American Council for Peace Research and today Honorary President. She was involved in peace and conflict resolution processes in different countries of Latin America, Africa, Asia and Spain. She is lead author of WG2 of the Intergovernmental Panel on Climate Change and the Special Report on Extreme Events. In 2009 she was elected as the national coordinator of the water research in Mexico to establish a network of water researchers, including scientists, government officials and representatives of private enterprises for the National Council of Science and Technology. From 1992 to 1998 she was also the first Minister of Environmental Development in Morelos, Mexico. She has written 48 books and more than 320 scientific articles and book chapters and is co-editor of the Security Handbooks published by Springer Verlag. She co-founded the Peasant University of the South in Mexico and is adviser of women and environmental movements.

⁷ **Ruben van Genderen** is currently a Research Fellow for the Institute for European and International Policy at Katholieke Universiteit Leuven in Belgium. His focus is on water diplomacy. Immediately prior to his post at KU Leuven, van Genderen worked at the Clingendael Netherlands Institute of International Relations, where he studied the potential of water diplomacy for Dutch foreign policy in cooperation with the Ministry of Foreign Affairs and the Water Governance Centre. The research on water diplomacy evaluates this potential from three perspectives, namely, niche diplomacy, economic diplomacy and conflict prevention. During his time at Clingendael, where he co-wrote and published the study "Water Diplomacy: A Niche for the Netherlands?". Before joining Clingendael, he worked as an intern for the Clingendael Diplomatic Studies Programme and the Western and Central Europe Department of the Ministry of Foreign Affairs.

⁸ **Dr. Stella Williams** (Nigeria) is a retired Professor of Agricultural Economics in the Department of Agricultural Economics at the Obafemi Awolowo University (formerly University of Ife) in Nigeria. She obtained a BSc in Zoology and a Postgraduate Diploma in Education from Fourah Bay College (now University of Sierra Leone) in West Africa. She obtained a Master's in Ecology/Marine Biology from University of Connecticut and a PhD in Fisheries and Allied Aquaculture/Agricultural Economics from Auburn University. Dr. Williams has served on various international boards, including Gender, Science, and Technology (GASAT); Institute of Fisheries Economics and Trade (IIFET); and the WorldFish Center. More recently, she has served on the Steering Committee of the African Women in Agricultural Research and Development (AWARD). She served for many years as an Expert for the European Union, reviewing INCO-DEV proposals in Brussels. She served as Coordinator of NGOs in Nigeria for Food and Nutrition and for Youths in Agricultural Development. She is an advocate for education of girls and educational empowerment for women in agriculture.

⁹ **Dr. John O'Brien** is Professor of Electrical Engineering-Electrophysics and the Executive Vice Dean of Engineering at the USC Viterbi School of Engineering. He received a B.S. degree in Electrical Engineering in 1991, from Iowa State University, and M.S. and Ph.D. degrees in Applied Physics from the California Institute of Technology in 1993 and 1996, respectively. He joined USC in 1997 as Assistant Professor. In 1999 he received the Presidential Early Career Award for Scientists and Engineers, and in 2000 he was awarded an NSF Career Award. John rose rapidly through the ranks and was promoted to Professor of Electrical Engineering in 2006. His research interests are in nanophotonics and photonic crystal devices. He is a senior member of IEEE and currently serves as Associate Editor of the IEEE Transactions on Nanotechnology.

¹⁰ **Dr. Jerome Delli Priscoli** is senior advisor USACE at the Institute for Water Resources, and is a skilled mediator and facilitator and works throughout the world. He serves on the Board of Governors and the Bureau of the World Water Council, the

Inter-American Water Resources Network and works with, and has helped found several other world associations such as the International Association for Public Participation, the World Water Council and the Global Water Partnership. Dr. Delli Priscoli has been advisor to the World Bank on water policy and to all of the UN water related agencies on water policy issues. Dr. Delli Priscoli works closely with many of the Water Ministers throughout the world. He was an original member of the U.S. delegation to the middle east Peace talks on water. He co-chaired the DG of UNESCO's world commission on Water and Freshwater Ethics. He has played pivotal roles and facilitated many of the dialogs among diplomats and NGOs in each of the 5 World water forums and in most of the critical key water resources policy meetings over the last 15 years. He was on the international steering committee and the political committee for theWWF5 in Istanbul. Dr. Delli Priscoli has facilitated many US national water policy dialogs. The American Water Resources Association awarded him the Icko Iben award for achievement in cross disciplinary communications in water. He holds degrees in economics and political science and post doctoral studies in theological studies from Tufts and Georgetown Universities.

¹¹ **Greg Koch** manages Coca-Cola's global water stewardship strategy, which endeavors to return to nature and to communities an amount of water equivalent to the water used in the company's beverages and their production. Working with a system of over 300 bottling partners, he leads a team that assesses and mitigates water risks, develops and implements standards for plant performance and watershed management, and partners with organizations that share a commitment to effective water stewardship. Koch manages Coca-Cola's \$20-million partnership with the WWF, the world's largest conservation organization. He was also instrumental in establishing Coca-Cola's commitment to the CEO Water Mandate, a private-public initiative that is developing strategies and solutions to address the global water crisis. Prior to joining The Coca-Cola Company, Greg was an environmental consultant on engineering design. He contributed to design elements related to buildings for the 1996 Atlanta Summer Olympic Games, including the Olympic Stadium, the Centennial Olympic Park and the Coca-Cola Olympic City.

¹² **Gidon Bromberg** is the Israeli Director of EcoPeace / Friends of the Earth Middle East (FoEME). FoEME is a unique regional organization that brings together Jordanian, Palestinian and Israeli environmentalists to promote sustainable development and advance peace efforts in the Middle East. FoEME's three co-Directors were honored for their unique environmental peacebuilding efforts by TIME Magazine as Environmental Heroes of 2008, were granted the prestigious Skoll Award for Social Entrepreneurship in 2009 and in 2010 awarded both the Euro-Med Award for Dialogue and the Aristotle Onassis Prize for the Protection of the Environment. Having spent much of his childhood in Australia, Mr. Bromberg's return to Israel was driven by a desire to contribute to peace building efforts in the Middle East. Mr. Bromberg has written extensively on the relationship between water issues and Middle East peace. Mr. Bromberg is an attorney by profession, is a fellow of the New Israel Fund and alumni of Yale University's World Fellows program.

¹³ **Richard G. Little**, at the time of the event was Director of the Keston Institute for Public Finance and Infrastructure Policy at the University of Southern California where he manages a program of research and dissemination activities aimed at informing the discussion of infrastructure issues critical to California and the nation. Prior to joining USC he was Director of the Board on Infrastructure and the Constructed Environment of the National Research Council (NRC) where he developed and directed studies in building and infrastructure research. He has conducted numerous studies dealing with life-cycle management and financing of infrastructure, project management, and hazard preparedness and mitigation and has published extensively on risk management and decision-making for physical security and critical infrastructure protection. He has over thirty-five years experience in planning, management, and policy development relating to infrastructure and public facilities including fifteen years with the Office of Comprehensive Planning in Fairfax County, Virginia where he served as Director of the Planning Division. Little received a B.S. in Geology and an M.S. in Urban-Environmental Studies from Rensselaer Polytechnic Institute.

¹⁴ **Lawrence Susskind** is Ford Professor of Urban and Environmental Planning at the Massachusetts Institute of Technology. He has served on the faculty for 35 years and currently directs the Graduate Program in Environmental Policy and Planning. He is also Vice-Chair for Instruction at the Program on Negotiation at Harvard Law School, which he helped found in 1982, and where he heads the MIT-Harvard Public Disputes Program, and teaches advanced negotiation courses. In 1993, Professor Susskind created the Consensus Building Institute. His current work includes leading CBI's efforts to mediate Bedouin land claims in the southern desert of Israel. He has been involved in a wide range of initiatives to address the land claims of First Nations in Canada, Australia, New Zealand, and the United States. Professor Susskind has mediated more than 50 disputes, including land use conflicts, facility siting controversies, public policy disagreements, and confrontations over water. He has served as a court-appointed special master and helped facilitate negotiations on arrangements of global environmental treaties.

¹⁵ **Katherine E. Bliss** is director of the CSIS Project on Global Water Policy and deputy director and senior fellow with the CSIS Global Health Policy Center. She is also senior fellow with the CSIS Americas Program. Before joining CSIS, she was a foreign

affairs officer at the U.S. Department of State, where she led work on environmental health for the Bureau of Oceans, Environment, and Science, focusing on water, sanitation, and hygiene; indoor air pollution; and climate change adaptation challenges in developing countries. In 2006, she received the Bureau's Superior Honor Award for her work on environmental health, as well as avian and pandemic influenza preparedness. As a 2003–2004 Council on Foreign Relations international affairs fellow, Bliss served as a member of the State Department's Policy Planning Staff, covering issues related to global health, international women's issues, Mexico, and the Summit of the Americas. Previously, she served on the faculty at the University of Massachusetts at Amherst, where she held tenure and was associate professor. She is currently an adjunct associate professor at Georgetown University and teaches courses in the Edmund A. Walsh School of Foreign Service.

¹⁶ **Mark Bernstein** is Senior Vice President at MWW Group and the leading member of the firm's Energy, Clean Tech and Sustainability practice. He brings a focus unique to the public relations industry, one that crafts solutions that goes beyond traditional communications by identifying and managing environmental and energy risk while reducing costs. Prior to joining MWW Group, Mark was managing director of the University of Southern California's Energy Institute and a Professor of the Practice of Political Science. Prior to USC, Mark spent eight years as a senior policy researcher at the RAND Corporation. Previously, Mark served for two years as the senior energy policy analyst for the White House Office of Science and Technology Policy in the Executive Office of the President. He holds a Ph.D. in Energy Management and Policy from the University of Pennsylvania and a Masters and Bachelors in Mathematics.

¹⁷ **Naomi Leight** is responsible for managing all aspects of the Center's research and publications programs as the Assistant Director for Research & Publications at the USC Center on Public Diplomacy. Naomi received her Master of Public Diplomacy (MPD) from the University of Southern California's Annenberg School for Communication and the School of International Relations. She integrated her many interests related to public diplomacy by focusing her regional studies on Latin America and the Mediterranean along with issues pertaining to security and international trade. She values the impact that individuals, as well as the new media and technology, have on public diplomacy which she has experienced first-hand by living and traveling throughout the Mediterranean and Southeast Asian regions.

All bios are current as of June 2012.