



*Engineering
the Future*

Engineering the future of water series
**Behaviour change and demand
management**

Tuesday 22 November 2011

Institution of Civil Engineers

One Great George Street, Westminster, London, SW1P 3AA

Meeting 3 of a series of 3

Engineering the future of water series

Behaviour change and demand management

Engineers have the skills and technologies to develop effective solutions to many of the problems that surround water security in the UK and abroad. In order to address many of these issues engineers must engage with policy makers, economists, financiers, farmers, industry, development agencies and the general public.

The final of a series of three events on water security, this half-day event will look at society's behaviour towards water and demand management from the perspective of a behaviour change expert, a town planner and providers of smart water technologies.

Chair: Dr Jean Venables FEng

Speakers will each speak for 20 minutes followed by 10 minutes question and discussion unless stated otherwise.

Agenda

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|--------|--|
| 1:30pm | Guests arrive, tea and coffee served |
| 2:00pm | Welcome from the Chair, Dr Jean Venables FEng |
| 2:10pm | The link between water, agriculture and food
Melvyn Kay, Executive Secretary, Irrigation UK |
| 2:40pm | How society values water
Dr Jan Selby, Senior Lecturer in International Relations, School of Global Studies, University of Sussex |
| 3:10pm | Planning – where we put the demand
Steve Magenis, Senior Engineer, Royal Haskoning |
| 3:40pm | Tea and coffee served |
| 4:00pm | The case of virtual water
Michael Norton MBE, Global Director, Urban Water, Halcrow |
| 4:30pm | The role of smart water infrastructure in supporting behaviour change
Robert Musgrove, Capital Programmes Lead, IBM and Daniel Webb, IBM Global Business Services |
| 5:00pm | Closing comments from the Chair |
| 5:15pm | Drinks reception |
| 6:15pm | Close |

If you wish to attend please contact events@raeng.org.uk

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I wish to reserve ticket(s).

Tickets for this event are free of charge, but must be booked in advance.

Title	First name	RAEng Fellow <input type="checkbox"/>
Surname		Honours
Position		
Organisation		
Address		
Postcode		
Telephone		
Email		
Special requirements		

I would like to bring a guest

Title	First name	
Surname		Honours
Position		
Organisation		
Email		
Special requirements		

Please note:

For planning purposes it would be appreciated if you would notify Events Team if you find you are unable to attend.

Please return to: Events
 The Royal Academy of Engineering, 3 Carlton House Terrace, London SW1Y 5DG
 Tel: 020 7766 0600 Fax: 020 7930 2054 Email: events@raeng.org.uk

VAT Registration Number: 503 4089 74 Registered Charity Number: 293074

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