

INTERNATIONAL CONFERENCE ON BENCHMARKING

Aiming for operational excellence

3 - 4 NOVEMBER 2011
AMSTERDAM, THE NETHERLANDS

Second announcement and invitation to register

INTRODUCTION

From October 29 to November 4, the city of Amsterdam will host the first International Water Week in the Netherlands (IWW). The IWW highlights integrated solutions covering the entire water cycle. One of the conferences that will be organised during the week of the event is the International Conference on Benchmarking.

In the context of benchmarking and purposes for operational excellence, several questions arise: do we benchmark to improve our business, or to confirm that we score at least in the middle of the ranking list, or to justify our current levels of practice and performance? If learning and improving to achieve operational excellence is the real focus, how do we meet this challenge? The goal itself is evident, the way to reach it is less obvious.

The Amsterdam IWW offers a unique moment to share knowledge on this subject in an international setting.





WELCOME BY THE IWW CONFERENCE PRESIDENT

Dear Delegates,

On behalf of the Organizing Committee I would like to invite you to attend the International Conference on Benchmarking. This conference is a 2-days event during the International Water Week in Amsterdam, staged by the Royal Netherlands Waternetwork (KNW) in cooperation with Waternet.

The conference will attract a multidisciplinary audience of policy makers, utility leaders, water professionals, scientists, students and consultants. It will form an interface between utility practice, science and politics, offer a platform for discussions and provide ample opportunities to network with professionals in your fields of interest.

During the International Water Week you have the possibility to attend many conferences, to take part in events and to visit the Aquatech, a thriving international trade exhibition for the global water industry.

I look forward to meeting you in Amsterdam during the International Water Week and to seeing you at the International Conference on Benchmarking.



IWW Conference President,
Roelof Kruize

SCOPE AND TOPICS

Conference (3 November)

The benchmarking conference consists of a conference day and a workshop day. During the conference day on 3 November a forum for presentations and discussions on the following subjects is provided:

- Translating benchmarking results into performance improvement
- Which learning instruments can be used and are (not) useful
- Achievements and results in (international) benchmarking
- Desired future benchmark developments or initiatives
- The effects of performance rankings and comparisons
- Cross sector benchmarking (which industries, how to organize)
- Benchmarking operational excellence, experiences and practices, regarding innovation, R&D, knowledge development, customers, sustainability, efficiency, cooperation, employer of choice

Challenging conclusions from the presentations will serve as a beginning for the Industrial Leaders Forum which takes place on 3 November at 4.00 pm.

The Industrial Leaders Forum

Now more than ever, our planet needs careful oversight and stewardship. As industry is globally one of the largest users of water, companies and their leaders need to take responsibility for a sustainable world, at the same time still taking advantage of business opportunities. The Industrial Leaders Forum will bring together global leaders from industrial sectors with the aim to create a positive dialogue, challenging the water industry to innovate and develop a road map for crucial and necessary advances.

In "Back Casting", looking back from 2020, the industrial leaders will present how they have been very successful with the continuous development of their water strategy. First by defining their success, then looking at the innovation, technology developments, partnerships and legislation that have enabled this.

The Chief Executive Officers, Presidents and decision makers from around the world will discuss how to make the best and most efficient use of available water resources in the years leading up to 2020.

Participating companies are amongst others:

- Shell
- Unilever
- DSM
- Arcadis Water
- Dow Water
- Norit

WORKSHOP AND ORIENTATION MEETING (4 NOVEMBER)

Are you ready for benchmarking?

On 4 November, two inspiring benchmarking events take place in connection with the conference.

IWA Benchmarking training workshop

The IWA Specialist Group on Benchmarking and Performance Assessment (SG BPA) offers a benchmarking training workshop. This workshop targets those who are (relatively) new to the topic and want to become more familiar with the process of benchmarking and performance assessment. The SG BPA unites the benchmarking knowledge and experience in the IWA-network, which will guarantee an inspiring and creative training environment.

EBC Orientation meeting

The European Benchmarking Co-operation (EBC) organises an orientation meeting. EBC has gained quite some practical experience with (international) benchmarking of water services and offers participants an orientation meeting and preview of its past achieved results and the next benchmarking exercise.

Also for the more experienced benchmarking utilities IWW has much to offer, for example: a networking follow up on PI 2011 in Valencia, combining the benchmark conference with other conferences such as the IWA conference on "Water & Innovation policy and strategy", several excursions and public events. Details on the excursions and public events are announced on the website (www.internationalwaterweek.com).

OUTLINE PROGRAMME

“BENCHMARKING”

3 – 4 NOVEMBER 2011

Wednesday 2-11-2011

17.00 – 19.00 Meet and greet in the centre of Amsterdam. You can pre register here.

Thursday 3-11-2011

08.00 – 09.00 Registration

09.00 – 09.20 Opening by Enrique Cabrera

09.20 – 10.50 **Session 1:** Views on benchmarking

10.50 – 11.10 Coffee break

11.10 – 13.15 **Session 2:** Case Studies

13.15 – 14.00 Lunch

14.00 – 15.10 **Session 3:** Views on benchmarking

15.10 – 15.30 Wrap up and conclusions for the Industrial Leaders Forum

15.30 – 16.00 Tea break

16.00 – 17.30 Industrial Leaders Forum

Friday 4-11-2011

08.30 – 09.00 Registration

09.00 – 11.00 Benchmark training

11.00 – 11.15 Coffee break

11.15 – 13.00 Benchmark training

13.00 – 13.45 Lunch

13.45 – 14.45 Benchmark training

14.45 – 15.00 Tea break

15.00 – 16.00 EBC Orientation meeting

16.00 – 18.00 IWW closing event at Waternet

THURSDAY 3-11-2011

08.30 – 09.00 **Registration**

9.00 – 9.20 **Opening by chair of the day Enrique Cabrera**

Room **Session 1: Views on benchmarking**

Chair: Martijn Smit

09.20 – 09.40 **Rewarding operational excellence with performance benchmarking,**
David Zetland

09.40 – 10.00 **Dutch urban drainage benchmarking:** from a reflection of today's status
to a driving force for future development of the sector, Dr. G.E. Oosterom

10.00 – 10.20 **Consolidated score of utilities performance and water utilities**
vulnerability: Apgar and WUWI, N. Zirogannis

10.20 – 10.40 **Benchmarking US water services,** S. Haskinns

10.40 – 10.50 **Discussion**

10.50 – 11.20	Coffee break
Room	Session 2: Case Studies Chair: Jos Peters
11.20 – 11.40	Impact of structural conditions on water supply , W. Merkel
11.40 – 12.00	IBNET: Performance Benchmarking Gateway , A. Danilenko
12.00 – 12.20	Indicators for the sustainable urban water cycle , K. van Leeuwen
12.20 – 12.40	Customer service in Albanian water sector , A. Jovani
12.40 – 13.00	Benchmarking study of Flemish drinking water sector , M. Buysse and R. van Ommen
13.00 – 13.15	Discussion
13.15 – 14.00	Lunch
Room	Session 3: Views on benchmarking Chair: Ingrid Heemskerk
14.00 – 14.20	Operational excellence and benchmarking , Eiffel
14.20 – 14.40	Performance improvement via benchmarking is individual and needs to be supported , F. Bertzbach
14.40 – 15.00	Uncomfortable benchmark , H. Ardesch
15.00 – 15.10	Discussion
15.10 – 15.30	Wrap up and conclusions
15.30 – 16.00	Tea break
Room	Session 4: Industrial Leaders Forum

FRIDAY 4-11-2011

Training day

The training day consists of the simulation of a benchmarking environment for everybody who wants to experience the process. You will follow the necessary steps in a benchmark, and exercise in small groups. At the end of the day you will fully understand what it takes to exercise a benchmark and you are able use the results for performance improvement.

REGISTRATION VIA WWW.INTERNATIONALWATERWEEK.COM

The conference fee covers attendance at the conference sessions, conference documentation, conference dinner on Tuesday 1 November or Thursday 3 November, morning and afternoon coffee/teas and lunch, attendance at RAI exhibition. Below prices are excl. of 19% VAT.

Categories	Early bird rate (before 1st September)	Normal rate (after 1st September)
Member KNW	€ 545,-	€ 595,-
Non member	€ 565,-	€ 595,-
Student	€ 150,-	€ 200,-
RAI exhibitor (5 places)	€ 365,-	€ 415,-
Day rate	€ 356,-	€ 395,-
Passe-partout for all conferences	€ 896,-	€ 995,-
Technical visit	€ 60,-	€ 60,-
Trainingsday	€ 200,-	€ 250,-
Conference dinner ticket (for non conference participants)	€ 100,-	€ 100,-

The online registration form is available at www.internationalwaterweek.com. After we have received your registration we will send you an invoice with the information how to pay the fee. All remittances should be made in Euro's. Above prices are exclusive of the prevailing Goods & Services TAX (as a guide to delegates the current exchange rate of Euro € 1,- = US \$ 1,28). The organising committee of the conference will confirm registrations after receipt of the payment.

Early Bird Discount:

For registrations confirmed and paid before the 1th of September.

Cancellation:

Before the 1st September 2011, a total refund minus a € 100,- administration fee will be issued.
Between the 1st September – 15th September 2011 a 50% refund will be issued.

After the 15th September 2011, no refund will be made for cancellation.

Refunds of registration after must be applied for in writing and will be settled after the conference.

For registration please visit
www.internationalwaterweek.com

EXCURSIONS

During the International Waterweek there will be several excursions. The costs are € 60,- per excursion. Please mention this on your registration form. On the website www.internationalwaterweek.com you can find information about all the excursions and more information. Some ideas:

Amsterdam Water Management: a glance behind the stages

Come with us on a bike-safari to the Amsterdam Water Supply Dunes, to learn about our history since 1853, the current and future challenges for providing the capital of the Netherlands with excellent drinking water!

Drinking winning area Leiduin: a bike safari

Visit the largest Waste to Energy plant in the world. More than 1.5 million ton of waste and sludge is incinerated at this plant. It's results will be demonstrated, knowledge and expertise will be exchanged. More than 1.5 million ton of waste and sludge is incinerated at this plant.

History of the Amsterdam Water cycle: a boat tour

The history of the Amsterdam water cycle is fascinating: How has the robust canal city risen from the swamp? What was the origin of the current NAP level? How did the city get their drinking water? What is the relation between jerry-building in the 19th century and current groundwater problems? Why has Amsterdam built separate sewer since 1924? During a boat tour through the canals we share our stories with you.

CALL FOR POSTERS

Proposals should be submitted in the form of an outline abstract, within the scope of the conference limited to two A4 pages (including figures and tables), typewritten in English and must contain adequate information to allow a sound referee review.

The following information must be included in submissions:

- Author's name and affiliation
- Title of poster
- Email address and postal address
- Telephone and fax numbers

Submissions should be send to the secretariat of the conference by email (benchmarking@moorga.com). Submissions of posters are welcome till 24 October 2011. If selected a full manuscript can be submitted on schedule for inclusion in the conference proceedings (cd-rom).

CONFERENCE VENUE

Amsterdam RAI is the largest exhibition and convention centre in the Netherlands. The venue offers 12 multi-function exhibition halls (87,000 m²) and 22 congress rooms. RAI Exhibitions, part of Amsterdam RAI, specialises in the organisation of national and international consumer and trade fairs. RAI Exhibitions stages approximately 25 fairs a year in the following categories: professional cleaning; water technology; traffic technology; maritime; automotive; lifestyle; art; food; and government services. More information about the Amsterdam Rai can be obtained at www.rai.nl

CONFERENCE DINNER

The conference dinner will take place on **Thursday 3 November**. The dinner will be in the centre of Amsterdam. The dinner is included in the conference fee. More information will be available later.

ACCOMPANYING PERSONS

Through the hotels a variety of touristic tours in Amsterdam and the surrounding cities are organized every day. accompanying persons are welcome to attend the conference dinner on Thursday 3 November. The fee for accompanying persons is € 100,-. Please mention this option on your registration form.

HOTEL RESERVATIONS

For hotel reservation please visit www.moorga.com and select your conference. You can find all information and bookings of the different hotels in Amsterdam near the RAI conference centre. On the website the organising committee made a selection of 4 hotels near the conference venue.

GENERAL INFORMATION

Conference venue

The conference will take place in the RAI Conference centre, Europaplein 22, 1078 GZ Amsterdam, the Netherlands.

Transport

Transport from Amsterdam Schiphol Airport to RAI Conference centre:

- by train directly from the airport to Amsterdam RAI station; every 15 minutes (transfer time 15 minutes). From station RAI a 5 minute walk to the Conference centre.
- of course also taxi's are available at the Airport and Central station of Amsterdam.

Visa

Delegates should check if they require visa for entry to the Netherlands. If any delegate experiences difficulty obtaining a visa please contact the secretariat.

Climate

The Netherlands have a maritime climate. In November the average daily temperature is 9 degrees Celsius and generally mild. A raincoat is advisable.

Conference language

The conference language is English. Therefore, all papers and posters are written and presented in English. There will be no translation facilities.

Insurance

Participants are advised to check whether they are insured during their stay in the Netherlands. Although good care will be taken of the participants, the organisers cannot be held responsible for any loss, damage or personal harm.

Publication

The papers and posters will be published on cd-rom.

SURPRISING AMSTERDAM

Unique city of water

Amsterdam's ties to water are inextricable. The city was not only founded on water, it continues to play a significant role. The Amsterdam Metropolitan Area is renowned for the major role water plays in daily life. It was during the Golden Age that Amsterdam developed into the most prosperous city in Europe on the heels of thriving transoceanic trade. The Dutch have also had to battle against – and ultimately prevailed over – water. With this rich tradition of working together to live with water, Amsterdam has developed into a bustling commercial centre, tourist destination and cultural stronghold.

Things to do and see in Amsterdam

A canal trip is the best way to see the most characteristic parts of Amsterdam. In November the canals are illuminated with thousands of lights. In the Vincent van Gogh museum, the Historic museum or the Municipal museum you will find a great collection of classic and modern art. The house where Rembrandt lived and worked is open to visitors.

Public events

During the week public events will be staged on different locations throughout the city of Amsterdam. These public events should increase the familiarity of residents and visitors with the various stories and images that are part of the unique features of this water city. It also highlights Amsterdam as an appealing economic, tourist and cultural destination and as a unique city with a rich history in which its people live on and near the water.

ORGANISING COMMITTEE

Roelof Kruize	Waternet, the Netherlands
Gerard Blom	Deltares, the Netherlands
Martien den Blanken	PWN, the Netherlands
Peter de Jong	Witteveen + Bos, the Netherlands
Monique Bekkenutte	Royal Netherlands Water Network (KNW), the Netherlands

PROGRAMME COMMITTEE

Enrique Cabrera	ITA - Universidad Politécnica de Valencia, Spain Chair of the IWA Specialist Group on Benchmarking and Performance Assessment
Peter Dane	Vewin / European Benchmarking Cooperation, the Netherlands
Scott Haskins	CH2M, USA
Heimo Theuretzbacher Fritz	Graz University of Technology, Austria
Jos Peters	DHV, the Netherlands
Martijn Smit	Accenture, the Netherlands
Eric Gloudemans	Unie van Waterschappen, the Netherlands
Ingrid Heemskerk	Waternet, The Netherlands

All information can be obtained from:

Conference secretariat Moorga

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E benchmarking@moorga.com
I www.internationalwaterweek.com
or www.moorga.com (latest news)

Conference location:

RAI Conference centre

Europaplein 22
1078 GZ Amsterdam
The Netherlands

Partners conferences:

water **net**



OVERALL PROGRAMME CONGRESSES

	CONGRESSES	EXCURSIONS
Monday 31-10-2011	Watercities in Transition (NEMO) Young Water Professionals (Waternet)	<ul style="list-style-type: none"> • Waste water plant Amsterdam West & Energy Plant Amsterdam • Amsterdam Water Management; a glance behind the stages • Flood protection in Amsterdam, a multi layer safety approach • Drinkwater winning area Leiduïn: a bike safari • History of the Amsterdam Watercycle: a boat tour
Tuesday 01-11-2011	Watercities in Transition (NEMO) Young Water Professionals (Waternet) Water related to sustainable energy (West Indisch House)	<ul style="list-style-type: none"> • Flood early warning in the Amsterdam area • Flood protection in Amsterdam, a multi layer safety approach
Wednesday 02-11-2011	Water Operator Partnership (Waternet) Water related to sustainable energy (West Indisch House) Young Water Professionals (RAI)	<ul style="list-style-type: none"> • WATERgraafsmeer • Zuidas, Amsterdam: urban densification • Amsterdam Water Management; a glance behind the stages • Drinkwater winning area Leiduïn: a bike safari
Thursday 03-11-2011	Water & Innovation : Watertechnology (RAI) International conference on Benchmarking (RAI) Young Water Professionals (RAI)	<ul style="list-style-type: none"> • Lake Ouderkerkerplas: cold retrieval and water-quality improvement • Amsterdam Water Management; a glance behind the stages • Technical visit HVC
Friday 04-11-2011	Water & Innovation: Watertechnology (RAI) International Conference on Benchmarking (Waternet) Young Water Professionals (RAI)	<ul style="list-style-type: none"> • IJburg, Amsterdam: building a neighbourhood in Lake IJmeer • Flood protection in Amsterdam, a multi layer safety approach • History of the Amsterdam Watercycle: a boat tour