
SPEAKER INFORMATION

Date: *Thursday, October 30, 2014*
Event: *Rethinking Rebates - How to Mainstream Water Efficient Products*
Time: *9:00 am – 9:30 am*

Jacob Tompkins
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In addition to his affiliation with Conservation Generation, Jacob Tompkins is Managing Director for Waterwise. Mr. Tompkins has 25 years of experience in environmental technology. He holds degrees in civil and environmental engineering from University College London and in Hydrology and Environmental Systems from Imperial College London. After carrying out research in the fields of hydrogeology, pollution control and climate change at Imperial, he worked as an environment and land-use specialist at the National Farmers' Union of England and Wales, then as the environment policy lead for Water UK.

Mr. Tompkins is currently the managing director of the water efficiency body Waterwise which he established in 2005 and he also runs a consultancy specializing in environmental policy and he has worked on carbon trading and carbon reduction strategies.

Mr. Tompkins was the water champion on UK Environment Department's Food Industry Sustainability Strategy and leads the domestic work strand for the UK Government Chief Scientist's Water Research and Innovation Partnership. He has served as the secretary of the European Drinking Water Association, and as the UK environment representative on the European farming association Copa-Cogeca. He has managed and partnered on a number of international research programmes on water and energy.

Mr. Tompkins is a regular commentator and columnist on environmental issues in both print and broadcast media and at international conferences. has developed a number of disruptive environmental technologies in the water, waste and energy sectors, in areas ranging from product manufacture to influencing consumer behaviour and he is a technical adviser to a number of greentech companies. He was a founding member of the BlueprintforWater grouping of NGOs and was a board member of the environmental and social justice NGO People and Planet. He is currently involved with US environmental start-up Conservation Generation looking at the use of gamification and edutainment to drive pro-environmental behaviour - in short making conservation fun, easy and rewarding.