

KEY MESSAGES ON WEF STRATEGIC PLAN

Built By WEF Members

The strategic plan is built by and for WEF members. It was shaped by the input of nearly 800 WEF members and stakeholders from across the WEF ecosystem gathered through surveys, interviews, focus and advisory groups. Ongoing two-way communication will be central to the successful implementation of the plan.

It Is Aspirational and Empowering

The plan points to the strategic goals but does not provide a detailed roadmap on how to reach them. Instead, it is intentionally designed to give member committees and staff the framework—and the freedom—to find the way, together.

WEF Values Are the Foundation

These values are the key to making WEF a more growth-oriented, future-focused, impactful organization. They are the guideposts we will use to set priorities, evaluate choices, and take action.

- Collaborate for collective impact
- Focus on our customers through empathy and service
- Lead boldly with purpose and agility
- Integrate diversity, equity, and inclusion in all that we do

Mission: “Inspiring the water community in pursuit of human and environmental well-being.”

We revisited the essential question: “What is WEF’s reason for being?” Our new mission builds on WEF’s ongoing role as a water sector convener, educator, and leader but expands our horizons to position us as THE community water professionals come to for inspiration, connection, and solutions.

Vision: “Life free of water challenges.”

A vision is the aspirational view of the future that the organization creates. Our new vision elevates our focus and gives WEF the freedom to address the full spectrum of future water challenges as they evolve.

Three-Year Outcome Statement: “Amplify stories of water to grow, strengthen, & diversify the water community.” Over the next three years, we will pursue our vision, mission, and goals by sharing our stories to spotlight our accomplishments and elevate the visibility and perceptions of water professionals and the work we do.

Goal 1: “Attract and develop a diverse and passionate water workforce.”

A diverse and passionate workforce is the key to a sustainable water future. WEF will work to expand the number of people in water careers, build a workforce that better reflects the communities we serve, and bring new talents, perspectives, and ideas to bear on water challenges.

Goal 2: “Cultivate a purpose-driven community to sustainably solve water challenges for all.”

The water community is already passionate about working together to deliver clean water and protect public health and the environment. WEF will enhance this sense of community and purpose by driving increased connection and collaboration, providing a stellar member experience, and delivering content in new and more engaging formats.

Goal 3: “Lead the transformation to the Circular Water Economy”

The sustainability of water resources depends on new economic models based on resource recovery. It is imperative that we accelerate the adoption of these practices and connect water to the broader circular economy. WEF has been working in and on the circular water economy for some time. We’re simply sharpening our focus on resource recovery and building from our base as “the water quality people” to become THE leader in the circular water economy.