

Life Free of Water Challenges



Our Mission

Inspiring the water community in pursuit of human and environmental well-being

Our Vision

Life free of water challenges



Our Three-Year Outcome Statement

Amplify the stories of water to grow, strengthen, and diversify the water community

Our Strategic Goals

Goal 1

Attract and develop a diverse and passionate water workforce



Goal 2

Cultivate a purpose-driven community to sustainably solve water challenges for all



Goal 3

Lead the transformation to the Circular Water Economy



Lead boldly with purpose and agility



Collaborate for collective impact

Our Core Values



Focus on our customers through empathy and service



Integrate Diversity, Equity, and Inclusion in all we do





Our Strategies

GOAL 1

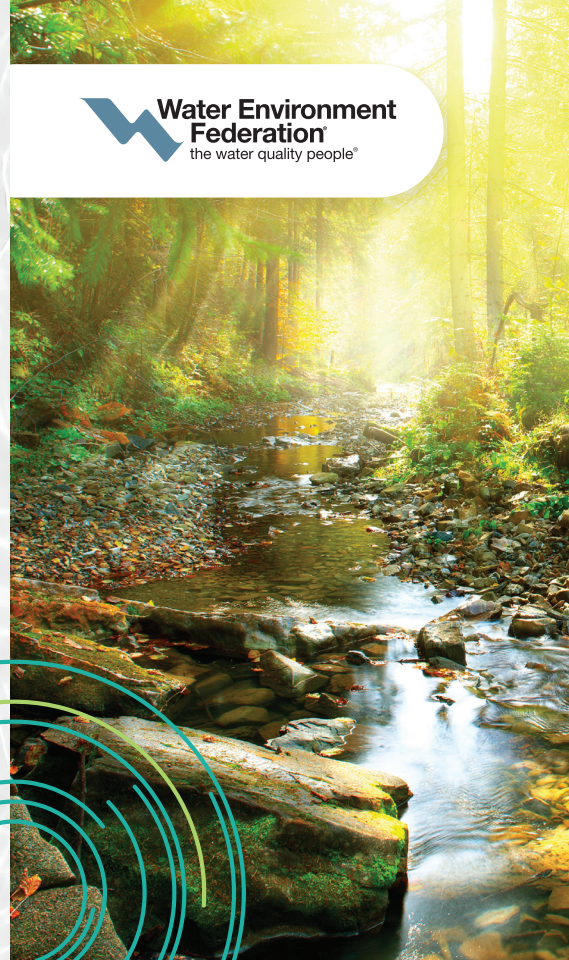
1. Raise public awareness about the importance of water and the water workforce
2. Reduce barriers to workforce entry and retention
3. Provide extraordinary opportunities for connection, growth, and education
4. Cultivate strategic partnerships

GOAL 2

1. Drive connection and collaboration for the development of innovative solutions
2. Deliver best-in-class member experience
3. Creatively develop and deliver content and programming

GOAL 3

1. Convene stakeholders to craft WEF's Circular Water Economy framework and best practices
2. Proliferate WEF's Circular Water Economy framework and best practices
3. Champion adoption of Circular Water Economy
4. Eliminate barriers to Circular Water Economy adoption



Water Environment Federation
the water quality people®

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#WEFWaterStories



Share Your Water Story At
www.wefwaterfuture.org

