# Life Free of Water Challenges

# **WEF Strategic Plan**

**Our Vision** 

challenges

Life free of water

## **Our Mission**

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

# **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 1 Strategies**

- 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

Cultivate a purposedriven community to sustainably solve water challenges for all

#### **Goal 2 Strategies**

- 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

**Our Core Values** 

### Goal 3

# Lead the transformation to the Circular Water Economy

#### **Goal 3 Strategies**

- 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



Lead boldly with purpose and agility



Focus on our customers through empathy and service



Collaborate for collective impact



Integrate Diversity, Equity, and Inclusion in all we do



www.wefwaterfuture.org