

Life Free of Water Challenges

WEF Strategic Plan

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 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 purpose-driven 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

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

Our Core Values



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