MISSION
Since 1928, the Water Environment Federation and its members have protected public health and the environment.

As a global water sector leader, our mission is to:
• Connect water professionals
• Enrich the expertise of water professionals
• Increase the awareness of the impact and value of water
• Provide a platform for water sector innovation

VISION
A community of empowered professionals creating a healthy global water environment

CORE VALUES
CRITICAL OBJECTIVES
& STRATEGIC GOALS

1 Develop an engaged membership that is representative of the multiple practice areas of the water environment industry.
   a. Increase diversity and inclusiveness in the water sector through engagement and membership growth.
   b. Partner with Member Associations for mutual organizational success.

2 Provide a broad range of professional content and programming that is relevant and widely valued by the water sector worldwide.
   a. Leverage WEFTEC to better engage water professionals.
   b. Increase offerings in practice growth areas to meet water sector priorities while maintaining WEF’s core excellence.
   c. Expand global and sector diversity of participants in WEF content/programming to foster information-sharing and enrich member value.
   d. Provide a broad, relevant spectrum of opportunities for water sector professionals to learn and share information.
   e. Lead the development and adoption of national standards for operator certification.

3 Generate an increased public awareness of the value of water leading to increased funding to protect water quality through appropriate levels of infrastructure, management approaches, and services.
   a. Be a visible and effective partner that increases public awareness of the value of water, water professionals, and resource recovery at national levels.
   b. Provide tools for members, Member Associations, utilities, and others to communicate the value of water, water professionals, and resource recovery to the public and decision-makers.
   c. Educate decision makers and elected officials on the infrastructure funding gap and other water policy issues, and engage potential stakeholders.

4 Establish the conditions that promote accelerated development and implementation of innovative technologies and approaches in the water sector.
   a. Drive an increase in resource recovery in the water sector.
   b. Drive research and innovation in the water sector.
   c. Promote the adoption of innovative utility management and financing practices.
   d. Promote sector-wide action toward development of a water workforce that is diverse and prepared to meet the future needs of the water sector.

5 Operate a sustainable business that supports our mission, and enables WEF to seize new opportunities in the emerging water sector.
   a. Invest in WEF’s personnel and business assets to ensure that they can continue to support the achievement of WEF’s mission and objectives.
   b. Adopt environmentally sustainable business practices for WEF operations and events and seek to influence the adoption of sustainable practices by those with which WEF does business.
   c. Expand revenue and diversify revenue sources.
   d. Ensure that WEFTEC can evolve with business and technology advancements and continues providing for the financial sustainability of WEF.