MISSION

Boldly leading a professional community dedicated to safe and clean water through education, innovation & advocacy.

Clean Water Professionals
for the future of water
Who is WEF?

A non-profit technical and educational organization of 35,000 individuals & 75 Member Associations whose mission is to connect water professionals, enrich expertise, increase awareness of the value of water, provide platform for water sector innovation.
The Evolution of WEF

Federation of Sewage Works Associations (1928)
Federation of Sewage & Industrial Wastes Associations (1950)
Water Pollution Control Federation (1960)
Water Environment Federation (1991)

Progress began long before we did.
Public perception says we’re messmakers & polluters.
The truth is we are cleaners and purifiers.
So why are we still calling ourselves wastewater people?
We don’t waste water.

We CLEAN water.
it’s time to tell a new story.
Because clean water is the difference.

between the US and developing countries,
between economic growth and despair,
between pollution and protection.
It’s time we call ourselves what we are.
In 2019, we started a grassroots #cleanwatermovement working with utilities across KY & TN to clean up our reputation.
Why now?
The US EPA Clean Water Needs Survey showing a combined need of $9 billion for clean water projects in Kentucky and Tennessee.
Water Research Foundation projects that in the next 10 years, roughly one-third of all current water utility workers will retire.
And, currently, only 15% of the water workforce are women.
WEF estimates 220,000 water job openings every year from now until 2026.
So how do we attract new and diverse recruits to our sector?
Perhaps it's time to own our awesomeness.
As water professionals, we are proud stewards of our rivers, lakes and streams. We take pride in what we do.
Clean water is a welcome sign.
Clean water is a way of life.
Clean water is our way of life.
A “clean water” title is all encompassing and focuses on our vision. We’re all passionate about clean water and want to be more clearly visible to those outsiders that want to learn and engage in what we do.

Michelle Hatcher
Director of Water Management
Franklin, TN
We are the difference. Because clean water is quality of life.
Cleaning up our language will help clean up our reputation.

#cleanupourlanguage
The only way to change how they talk about us is to change the way we talk about ourselves to others.

#clean_up_our_language
wastewater treatment plant

water resource recovery facility (WRRF)
wastewater industry

water sector
wastewater jobs

water quality careers
effluent water → reclaimed water
Now, I know you're about to fall out of your seat with excitement.
And you're wondering how you can be a part!
Become a Clean Water Partner today!
Clean Water Partners commit to a culture shift.
It’s time to remind ourselves who we are and leverage the power of what we do.
We are the backbone of environmental advancement, economic expansion and community development.
Each job in Water Infrastructure construction adds 3.68 jobs to the economy.
Our Clean Water Partners tell the truth about water.
Far more than just changing some words on your website, it’s time to change the conversation with our communities about water.
We protect the planet.
We already know there is no new water on the planet. By recycling and reclaiming water, we’re doing our part to preserve our beautiful states.
We protect our people.

Our work literally flows through our communities. We know quality water means quality of life, so we make sure to leave water cleaner than we found it.
Our work literally flows through our communities.
Our work means they can play!
Isn't it time our communities knew it?

It's time to change the narrative.
Let's improve public perception, boost recruitment and create economic growth opportunities.
By bringing more interest and diversity to our sector, we’ll continue to do our part to help our states and country thrive.
Help us leverage our work for the good of our communities. Become a Clean Water Partner today.

#cleanwatermovement
Through these partnerships, our sector will be reminded of our purpose and passion to provide clean water for all.
Resources for our Clean Water Partners:

- monthly internal training
- public education materials
- partnership designation
- participation in collaborative initiatives
Clean water is the future of water.
Join us.
#cleanwatermovement
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