VISION:

Be recognized as the leading resource on water in Atlantic Canada.

CORE PRINCIPLES:

- Protect Public Health
- Safeguard the Environment
- Enrich the Expertise of Water Professionals
- Foster Inclusion, Diversity and Equity
- Connect Water Professionals
- Pursue Excellence
- Act with Integrity
- Provide Resilience, Sustainability and Leadership

MISSION STATEMENT:

Dedicated to promoting excellence in the stewardship, management, and operation of all water systems.

ATLANTIC CANADA
WATER & WASTEWATER ASSOCIATION

American Water Works Association
Atlantic Canada Section

Water Environment Federation

Strategic Direction
May 2023

STRATEGIC GOALS & OBJECTIVES

Member Engagement

- Advance diversity, inclusiveness, equity, and accessibility in the water industry
- Enhance member understanding of the value of membership
- Increase and promote the usage of member benefits
- Increase engagement among members and with the ACWWA/AWWA/WEF
- Promote membership and professional growth and strive for representation of the multiple practice areas of the water industry.

Water Policy & Leadership

- Support members in increasing public understanding of water issues and the value of water
- Actively participate in advancing ACWWA/AWWA/WEF policies and leadership
- Support funding to the water industry locally and globally
- Enhance ACWWA connections with industry stakeholders

Organizational Stewardship

- Operate a not-for-profit association
- Continue to align the ACWWA's program portfolio to meet member needs
- Support the effectiveness of volunteer leadership in guiding the ACWWA for today and tomorrow.
- Improve access to technology to create greater efficiency and effectiveness to serve members of the ACWWA

Knowledge Creation

- Improve ACWWA's knowledge resources in response to member needs and industry trends
- Deliver high-quality educational programs and services
- Enhance opportunities for global water professionals to connect and exchange knowledge and experiences
- Provide relevant professional development opportunities and resources that are widely valued by the water industry
- Promote innovative technologies and approaches in the water industry.

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