



Right Now!
The Best Time to be in Water

Thomas E. Kunetz, P.E.
Past President



A high-angle photograph of a worker in a high-visibility yellow safety suit with reflective white stripes and an orange hard hat. The worker is positioned on the left side of the frame, leaning over a large, ornate metal grate. A thick blue pipe runs diagonally across the grate. The grate features a repeating circular pattern with a central sunburst or floral motif. The background is a plain, light-colored concrete surface.

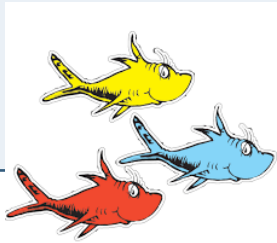
WATER WORKFORCE

Photo Credit: The Brookings Institution

“Every practice and standard will have to be rethought. Every industry is at risk of being turned on it’s head.

Gone are the days of big fish eating small fish: fast fish will dominate and slow fish will die.”

--Klaus Schwab
World Economic Forum

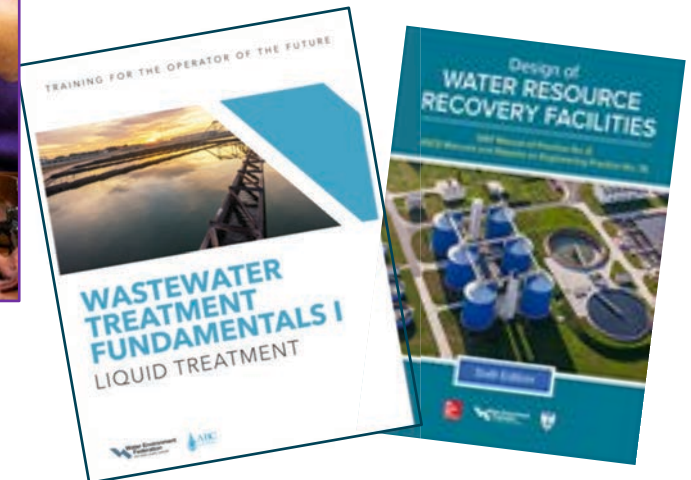


Resourcefulness

Creativity

Initiative

Adaptability



WEF Utility Management Committee

Workforce Sustainability Subcommittee

- Workforce Development—Skills and Competency
- HR and Operations Leadership Collaboration
- Organizational Culture





- Local and regional action has most impact
- Lack of visibility of the water sector and professionals



WATER'S WORTH IT.

YOU NEED WATER. WATER NEEDS YOU.



RESPECT



EFFORT



PASSION



HEALTH



FUTURE



YOU NEED WATER. WATER NEEDS YOU.

 **YOUR RESPECT**

Your life and community is built on clean water and the infrastructure that supports it. It's so reliable that you might not give it—or the impact of your actions—a second thought.

RESPECT WATER BY TAKING THE TIME TO STOP, THINK, AND ACT.

WATER'S WORTH IT
To learn more, visit www.WaterandWorthIt.org





YOU NEED WATER. WATER NEEDS YOU.

 **YOUR PASSION**

Water professionals around the world work every day to recover resources and provide clean water to protect our health, environment, economy, and quality of life.

WATER IS OUR PASSION. WE'D LIKE IT TO BE YOURS, TOO.

WATER'S WORTH IT
To learn more, visit www.WaterandWorthIt.org





YOU NEED WATER. WATER NEEDS YOU.

 **YOUR EFFORT**

You consume water and create waste every day. Making smart choices helps us sustainably reuse water and manage waste to protect the environment and the systems that keep it flowing.

A LITTLE EFFORT GOES A LONG WAY.

WATER'S WORTH IT
To learn more, visit www.WaterandWorthIt.org





YOU NEED WATER. WATER NEEDS YOU.

 **YOUR HEALTH**

Water and wastewater treatment has saved millions of people—all but eliminating waterborne diseases and advancing the health of our communities. We must work together to protect our global water environment.

YOUR LIFE DEPENDS ON IT.

WATER'S WORTH IT
To learn more, visit www.WaterandWorthIt.org





YOU NEED WATER. WATER NEEDS YOU.

 **YOUR FUTURE**

Water must be recovered, recycled, and returned to the environment. Your support of innovative solutions and technology helps us transform operations for greater efficiency, productivity, and long-term sustainability.

IT'S AN INVESTMENT IN YOUR FUTURE.

WATER'S WORTH IT
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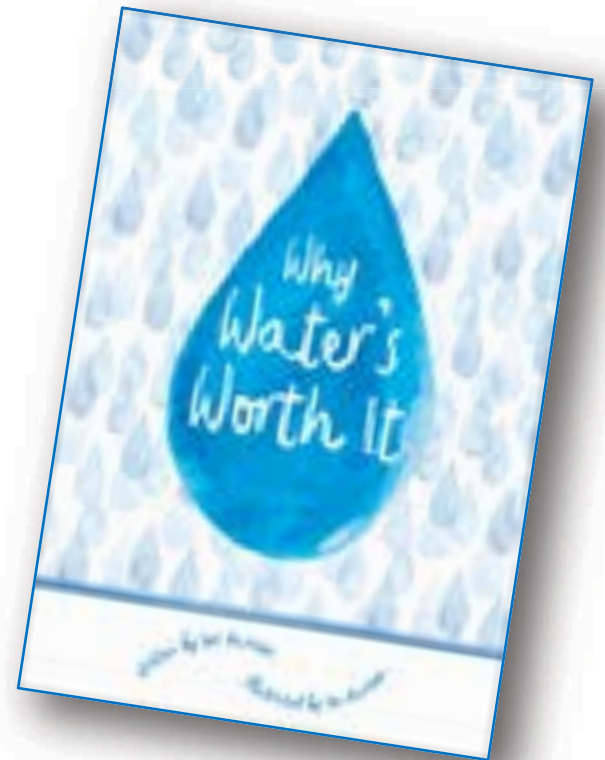




This little girl has a BIG story to tell.

Why Water's Worth It

CHILDREN'S BOOK





- Local and regional action has most impact
- Lack of visibility of the water sector and professionals
- Collaboration with new partners is needed



Dr. Wayne Frederick, President, Howard University



 **wef** | InFlow

Brave Blue World



WATER'S WORTH IT®

www.WatersWorthIt.org