

# WATER'S WORTH IT™

## WATER'S WORTH IT™ Question & Answer

By WEF Executive Director, Jeff Eger

### **What is WATER'S WORTH IT and what is the purpose?**

WATER'S WORTH IT is a new messaging campaign from the Water Environment Federation (WEF) that will raise awareness about the value and importance of water, water-related issues, and the work that water professionals do every day to provide these vital services.

By using various keywords to define what the "it" means, we can better illustrate the connection between water and our actions, attitudes, and the things we most value. For example, "My Effort. WATER'S WORTH IT" evokes a personal responsibility while "Your Effort" serves as a call to action and "Our Effort" represents a shared commitment to sustainable water management.

The WATER'S WORTH IT tagline can be used on its own, in support of an existing program or brand, or coupled with a simple keyword and artwork to alter the impact and reach. The versatility of the campaign means that materials can be customized to reach any audience, in any location, about any issue.

### **Why did WEF create this campaign?**

The Board of Trustees and staff, with input from almost every member, have been working throughout the year to revise WEF's strategic plan. Through that process public awareness was identified as an integral part of fulfilling our mission and staying true to our role as a leading technical and educational water quality organization.

As WEF continues to take the lead

in addressing emerging water issues, we must also work to transform the public's understanding and support of the value of water, which is absolutely essential to the current and future success of WEF, our members, and the entire profession. It is our hope that WATER'S WORTH IT will help us do that.

### **How is WATER'S WORTH IT different from other awareness campaigns?**

The movement towards sustainability and "green" efforts over the last few years has resulted in a slew of public outreach/educational campaigns and calls to action on a range of very important issues. We were challenged with coming up with a campaign that stood out and provided focus for our efforts. We believe we have achieved that with WATER'S WORTH IT.

The campaign is built around a direct approach that we feel will resonate well with any number of audiences. All of the messaging, visuals, and materials tie into very basic ideas about how water is inextricably tied to our quality of life and the importance of water stewardship. You need water and water needs you. It's that simple.

### **What are the current and future plans for the campaign?**

We're beginning here at WEFTEC with a pilot launch of the campaign's core focus areas and soliciting feedback and input. We have placed examples of the messaging and visuals throughout the convention center and are encouraging everyone to stop by the E-Services

stations [located in the South and West Lobbies and Kentia Hall] or online at [www.wef.org](http://www.wef.org) to learn more and take a brief survey ahead of the planned official launch on World Water Day in March 2012.

In addition to the signage, we're using other ways to get the concept and look out in front of attendees such as presentations at key meetings and events, advertisements in the conference program and *WEFTEC Daily*, and a range of promotional items, including a special line of t-shirts that are available in the conference bookstore.

Future plans include the launch of a campaign Web site, development of a full suite of materials, and identifying methods for packaging and distributing the materials to WEF Member Associations, utilities, and other interested parties.

### **Why did you pilot launch the campaign at WEFTEC?**

As the world's largest annual water quality event, WEFTEC is expected to host more than 17,000 water and wastewater professionals from around the world over the next few days. These are the individuals we hope will get the most use out of the campaign so it made perfect sense to do the pilot launch here in order to build excitement and engage them in the development process.

We're very excited about the potential of this campaign and will look to the survey responses to help guide us in providing the messaging and materials our members need to engage, educate, and call their communities to action.

## What's Water Worth to You? WEF Wants to Know.