



WATER'S WORTH IT[®]

QUESTION & ANSWER

WHAT IS WATER'S WORTH IT AND WHAT IS THE PURPOSE?

WATER'S WORTH IT is organized by the Water Environment Federation (WEF) to help raise awareness about the value and importance of water and the work that water professionals do every day to provide clean and reliable 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. You Need Water. Water Needs You. It's that simple.

HOW CAN I USE THE CAMPAIGN?

WEF has provided general usage guidelines to protect the brand and integrity of the campaign, but we encourage you to use the tagline and all related materials however you choose. This campaign is designed to be as flexible as you need it to be. You can use it to complement an existing program, as the foundation for a new outreach campaign, or as a vehicle to raise awareness about an important issue in your community. The potential of WATER'S WORTH IT is limitless and we encourage you to think about how it can be applied within your community programs and outreach efforts.

WHAT ARE THE CURRENT AND FUTURE PLANS FOR THE CAMPAIGN?

WEF has launched a new online portal, www.WEFMarketplace.org, a convenient one-stop-shop for campaign merchandise and WEF products. This new portal is a customer-friendly online service that provides access to WEF books as well as the ability to order, customize, and print a growing selection of products directly from WEF's approved vendor.

WEF intends to optimize the service for WEF members and other users by seeking feedback about the system's functionality and input on new types of inventoried and print-on-demand items.

This feedback will be used to inform the product line expansion and storefront build-out into 2019. Current plans include additional products for WATER'S WORTH IT, public education, WEF membership, and the Utility of the Future Today Recognition Program. In addition to the new online Marketplace, WEF also plans to add new resources to the free online toolkit such as Spanish and French translations.

WHAT UPDATES HAVE BEEN MADE?

To maintain the brand and integrity of the campaign, we have not changed the font and type treatment or the basic campaign elements. It is still built around the umbrella tagline of WATER'S WORTH IT, a shared call-to-action ("You Need Water. Water Needs You."), and the five focus areas of Respect, Effort, Passion, Health, and Future.

The focus areas allow for more targeted messaging about important water quality topics and action items as well as the flexibility to expand the platform to include new topics such as stormwater, resource recovery, and workforce development.

Visually, we have updated the campaign icons, imagery, and product line to be clean, modern, engaging, and relatable to a broad range of audiences. This is also reflected in the newly updated website, www.WatersWorthIt.org, which includes a complete set of resources such as fact sheets, ads, social media graphics, web banners, and logos.

Everything has been designed to grow and easily adapt to the needs of WEF, WEF Members Associations, WEF members, and the water sector.

WHAT IS THE HISTORY OF THE CAMPAIGN?

Raising awareness of the value and importance of water is as an integral component to WEF's role as a leading technical and educational water quality organization.

WATER'S WORTH IT was created and originally launched in 2012 to help WEF, its members, and the entire water sector unite under one umbrella message and call-to-action that would help raise public awareness and encourage personal responsibility for sustainably managing our water resources.

For the past six years, it was largely a grassroots and member-driven effort. In response to its continued popularity, WEF refreshed the visuals, resources, and website while remaining true to the original identity, purpose, and message platform.



YOU NEED WATER. WATER NEEDS YOU.

www.WatersWorthIt.org | #WatersWorthIt