

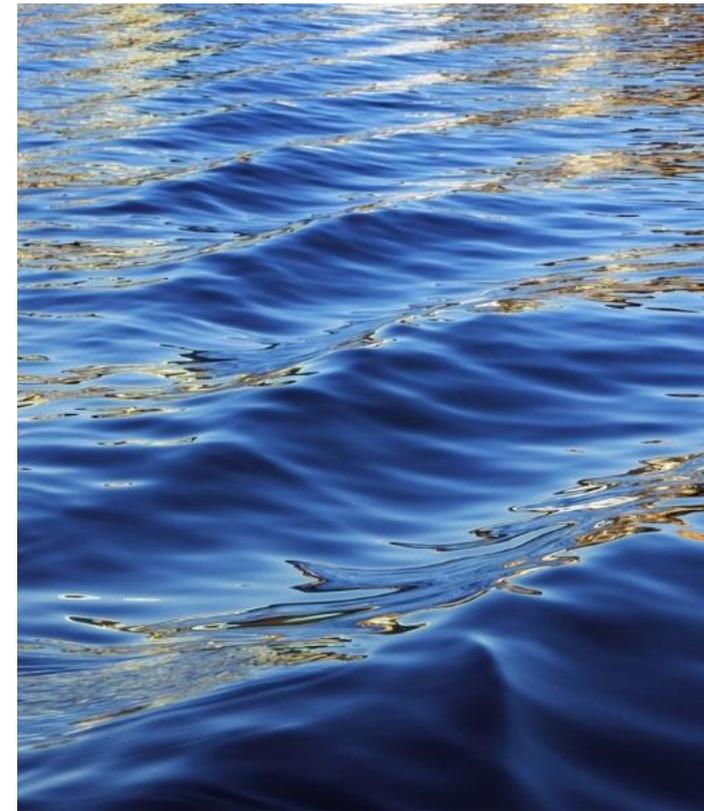


WaterReuse, *refreshed*

Board presentation by MLM

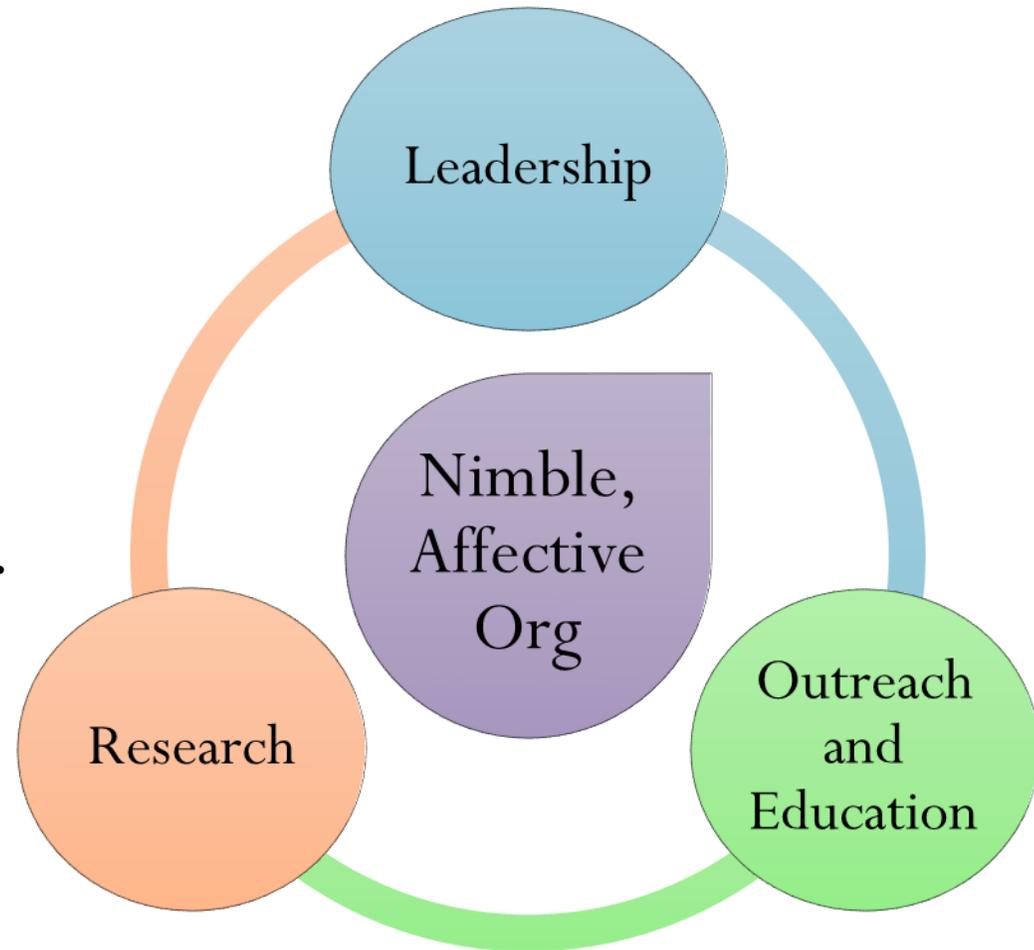


Sustainable Solutions for a Thirsty Planet®



WaterReuse

- RIGHT WATER, RIGHT USE
- *Advance utilization of the right water for the right use through leadership, education, and research.*



Leadership

- **Goal:** *Lead a one-water reuse agenda – partnering with leaders and associations world-wide*
- **Objective:** *Drive the advancement and implementation of the right water for the right use*

Leadership - Strategies

- Focus on convening parties
- “Go To” for all relevant policies
- Align with strategic partners
- Policy development
- Active engagement

Leadership - Actions

1. Policy development

- a. Provide active engagement resources for states
- b. Work with membership to determine policy and regulatory needs and actively pursue development and implementation
- c. Work with national elected and appointed interests to prioritize infrastructure funding

2. Develop web-based, user-friendly resource library/portal

- a. Build database of statutes, rules, water supply planning documents, policies, permit conditions, etc.
- b. Convene internationally recognized policy implementers and regulators to provide pros and cons OR rate on effectiveness scale

Outreach and Education

- Goal: *Transform public perception about water*
- Objective: *Drive acceptance of water reuse*

Outreach and Education - Strategies

- Define the language of water
- Go To for research driven educational and outreach tools
- Align with strategic partners to promote education and outreach tools that meet our strategic objectives
- Develop new tools
- Conduct targeted outreach/education

Outreach and Education - Actions

1. Revamp website to tell the story
2. Develop web-based, user-friendly resource library/portal, starting with what we have
 - a. Build in (through partnerships) other products, tools, etc.
 - b. Set up system to guide agencies through the process, not just give them a brochure or video
 - c. Determine value
3. Convene internationally recognized education specialists to “bless” materials and be places in library
4. Develop web-based education programs
 - a. Water Reuse 101, 201, 301 for engineering firms, utilities, environmental groups, public to provide basic information on reuse for informational or training purposes
 - b. Team with other associations (IUVA) to develop training for operators (Veterans)

Research

- **Goal:** *Purpose-driven, peer-reviewed research to support a sustainable water supply*
- **Objective:** *Inform and demonstrate best practices for the right water for the right use*

Research - Strategies

- Convening authority for strategic research alliances
- Go To for reuse-related knowledge and research summaries no matter who the lead PI may be
 - Develop research review articles

Research - Actions

- Ensure superior peer-review process and expert involvement to maintain credibility and increase influence
- Define specific industry and regulatory needs by actively engaging strategic partners
 - ✓ Subscribers/members
 - ✓ Regulators
 - ✓ Legislators
 - ✓ Advocacy groups
- Develop and maintain research library/clearinghouse of all water reuse and related materials

Organization

- Goal: *Sustainable Growth*
- Objective: *Increase influence*

Organization - Strategies

- Committed Leadership and Staff
 - Requires ideas, passion, qualifications, attendance and participation, & contribution
- Enable and facilitate interactive exchange of lessons learned and latest trends.
- Develop trusted and strategic relationships with key partners including governmental, private and not-for-profit organizations.

Organization - Strategies

- Committed leadership
- Member/Section collaboration
- Align with strategic partners to maximize niche leadership
- Development
 - Expand non-dues related revenue
 - Increase membership/subscribers
 - Target philanthropic donations and grants

What does WaterReuse bring to new members/subscribers?

- Hub of international water reuse policies, data, research, and information
- Proven track record of policy development and implementation
- Understanding of the water world as a focus
- Solid independent, peer reviewed research processes
- Understanding of applied research
- Experience testing and refining new technologies
- Network of regulators and technology companies
- Social research
- Corporate/social responsibility

Be part of the party!!

