

OUR VISION & STRATEGIC AIMS

2017 - 2021

CIWEM Chartered Institution of
Water and Environmental
Management





*Glacier 1987,
Simon Norfolk,
EPOTY 2015*

OUR VISION & STRATEGIC AIMS FOR THE NEXT FIVE YEARS



CIWEM

OUR CHARTER

Our Charter establishes our Institutional objects as working for the public benefit:

- to advance the science and practice of water and environmental management
- to promote education, training, study and research and publish such research
- to establish and maintain high standards of competence and conduct on the part of our members

CIWEM was granted its Royal Charter in 1995.

This and our Bye-Laws define our governance frameworks to further the beneficial management, conservation, knowledge and improvement of the environment in relation to:

- sustainable development and integrated environmental management
- resource protection, development, use, sustainability and conservation
- integrated pollution control
- public health, water and sanitation services
- flood and coastal risk management
- associated recreation, amenity, conservation and ecology activities



OUR PLACE IN THE WORLD

CIWEM has for many years been recognised as an authoritative voice on water and environmental issues. With our heritage stretching back into the 19th century, we have played a key role in the careers of those leading advances in water supply, sanitation and treatment, public health and environmental challenges.

In the present day we are a multidisciplinary champion for all environmental professions. But in an era of globalisation, where environmental challenges are intertwined with the everyday lives of billions of people, the needs of society, of the public and of professionals continue to evolve. So we as CIWEM will evolve to meet these needs.

*Richard Sidey,
EPOTY 2016*





OUR CHARITABLE AIMS

As an independent charity we champion professional standards, impartiality and the use of scientific evidence in the management of the environment.

The public benefits of these activities are:

- *Highly qualified* professional water and environmental managers.
- The highest standards of *professional expertise and conduct*.
- *Best practice* by our members to ensure *protection of the public* from pollution, environmental destruction and natural hazards.
- Application of *scientific rigour* and *impartiality* to ensure the *best outcomes for society* now and in the future.

"Our work with young people and students inspires tomorrow's professionals"





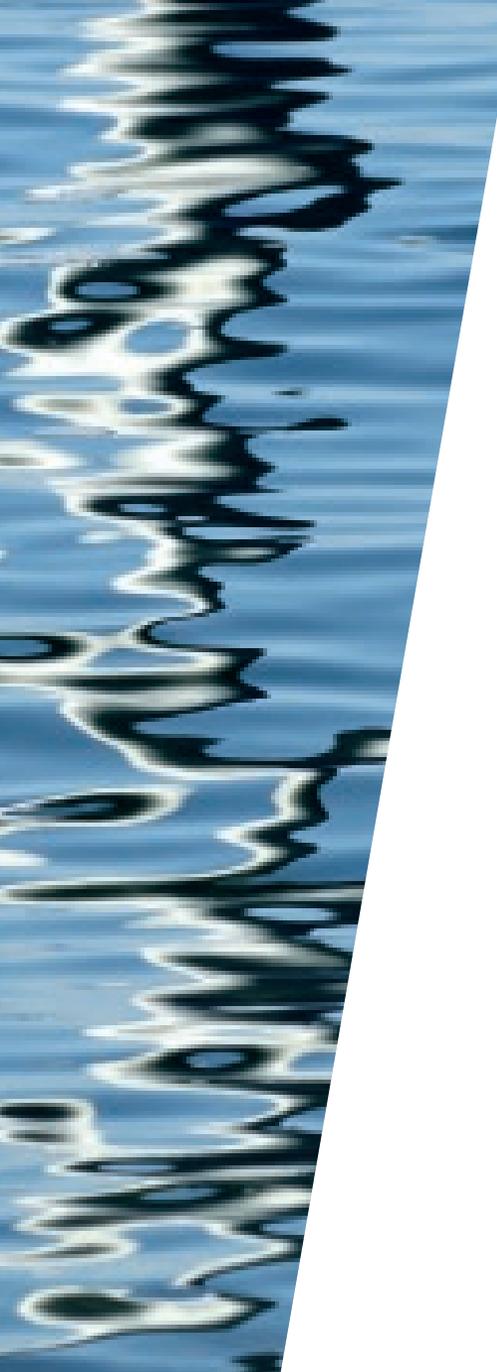
Houcheraghi,
Pooyan Shadpoor,
EPTY 2016

*"Membership of CIWEM will
enliven and enhance your
career in ways that are
otherwise not possible"*

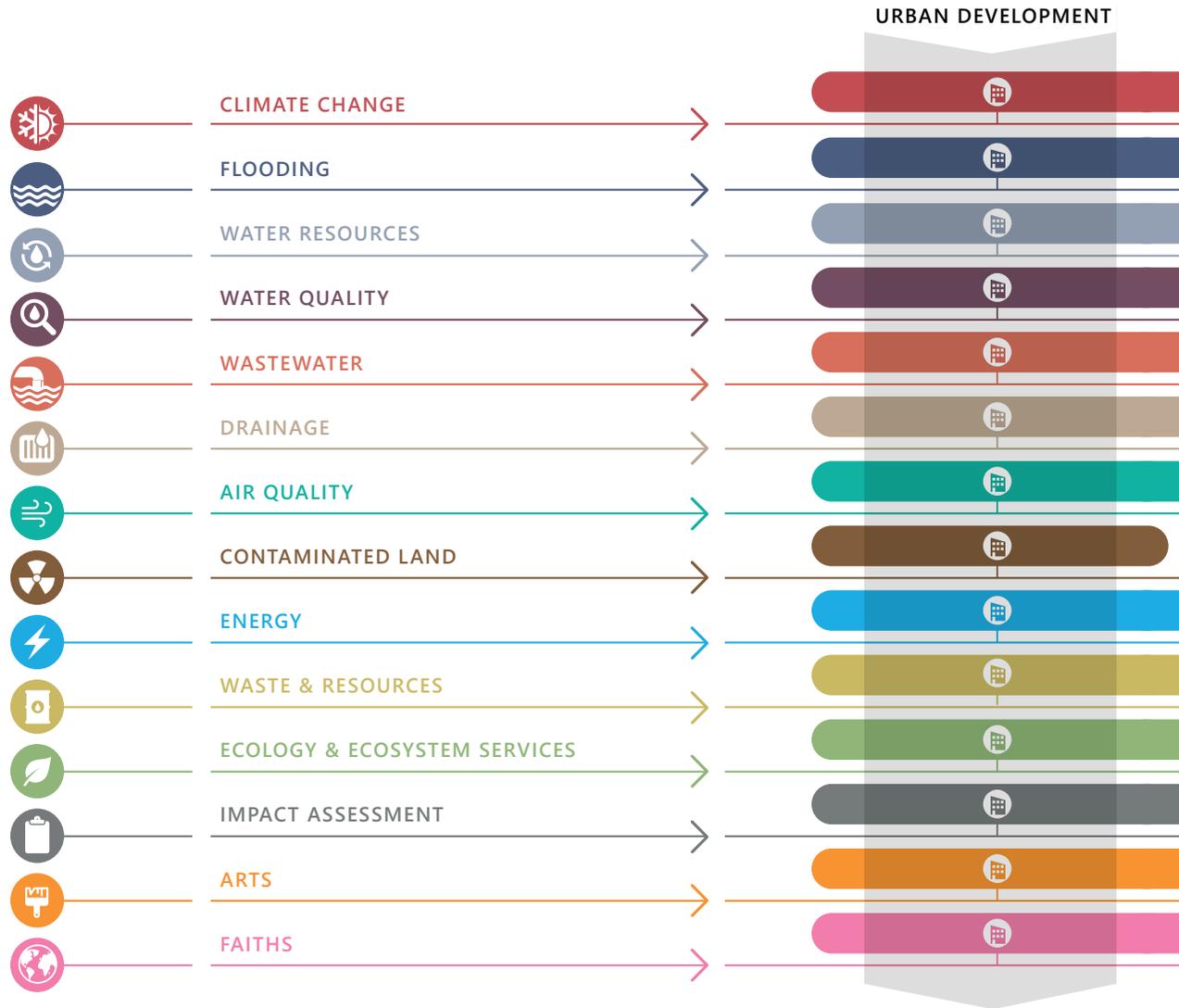
THE WAY WE WORK

To safeguard the health of people and nature for current and future generations it is vital to maintain and improve the health of the environment. Such management requires a diverse range of skills and experience, as pressure on resources grows and our climate changes.

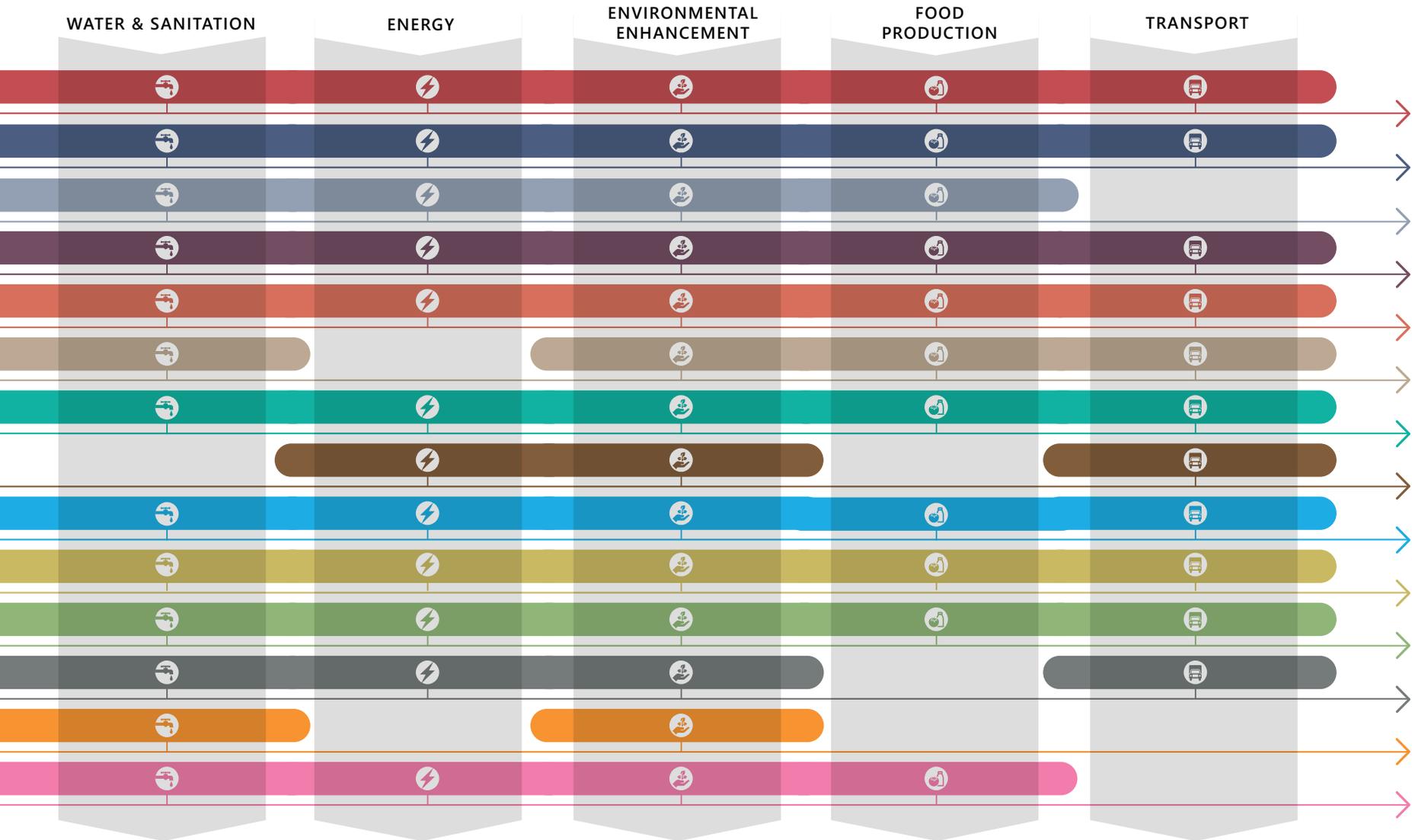
CIWEM has members from scientific, engineering and environmental backgrounds. We offer a uniquely integrated set of expertise from a wide range of disciplines to take action on complex sustainable development challenges. These are illustrated on the following pages and we intend to go beyond our current position and increase the extent of CIWEM's contribution.



CIWEM
MEMBER
EXPERTISE



SUSTAINABLE DEVELOPMENT CHALLENGES



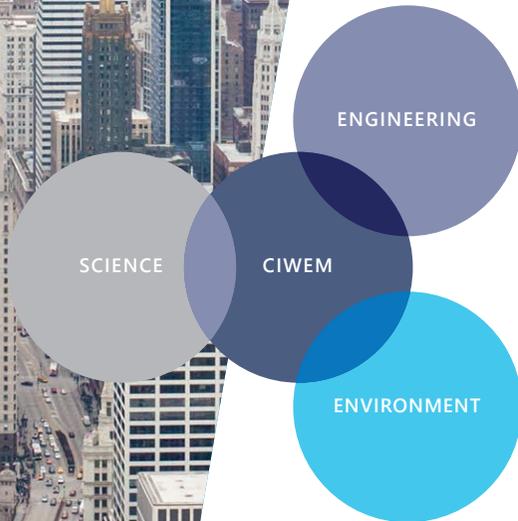
SEVEN PRINCIPLES OF ACCESSIBILITY AND RELEVANCE

OUR VISION IS A SAFER, SUSTAINABLE WORLD.

We exist to build a global community of water and environmental professionals dedicated to working for the public benefit.

Over the next five years we will work to clearly establish CIWEM as the institution of choice for all environmental professionals, enhancing our members' careers and being at the forefront of water and environmental policy and practice.

In working towards our vision, we will ensure that our actions are tested against seven principles, ensuring we are **accessible** and **relevant**.



"CIWEM qualifies members from scientific, engineering and environmental backgrounds and also offers our own Chartered Water and Environmental Manager qualification, forming a uniquely integrated set of expertise."

1. PROFESSIONALLY

By promoting and advancing the highest standards of education, professional development, ethics and conduct, and by demonstrating our own commitment to furthering the achievement of the United Nations Sustainable Development Goals.

2. TECHNICALLY

By promoting the objective use of sound science and impartial evidence to underpin decision making and practice wherever possible.

3. PUBLICLY

By objectively advocating to decision makers and the public on the best ways to achieve vibrant communities and strong economies which are founded upon a healthy, resilient environment.

4. INTERNATIONALLY

By addressing, and engaging our members with, the major global environmental challenges of our age, and by promoting access to CIWEM membership which is not precluded by economic variations across the world.

5. LOCALLY

By ensuring that our branches offer extensive opportunities for our members to engage with important local issues, other members, the public and decision makers.

6. INTERGENERATIONALLY

By ensuring that the practice and actions we promote consider the needs of current generations but also those of future generations.

7. INTRAGENERATIONALLY

By promoting the importance of, and access to, healthy environments across different genders, religions, sexualities, ethnicities, disabilities, levels of education and levels of wealth.



OUR STRATEGY

WHERE WE ARE GOING

We are working towards a safer, sustainable world, enabled by a global community of water and environmental professionals dedicated to working for the public benefit.

CIWEM has a strong asset base, a growing and diverse membership and an increasing profile and reputation. Our membership diversity enables a balance of focus across the natural and built environments. Allied to this is our standing as a leader on management of the water environment, which ensures we are uniquely positioned to advise on and champion integrated and multidisciplinary environmental management.

OUR THREE KEY OBJECTIVES:



- Build CIWEM as the institution of choice for all environmental professionals;
- mobilise and enable our diverse membership to provide impartial, evidence based advice to advance the best environmental outcomes, and
- enhance the breadth and quality of care and support to our members, whilst building and reinvesting in the profession for the public benefit.

THE ACHIEVEMENT OF THESE OBJECTIVES WILL MAKE US:



- 1 **More valued** by our members.
- 2 **More effective** in our influence.
- 3 **More sustainable** in our activities.

We will be more valued by our members

We recognise that our members seek different benefits from their membership. We champion the importance of qualifications and experience-based continuing professional development. These, together with a clear articulation and promotion of their value to employers, decision makers and the public will always be central to the value that we provide to our members.

We will enhance our offering, ensuring that we are valued highly by those who choose to join us and that we are attractive to future members by:

- **Building the profile of the Chartered Water and Environmental Manager qualification (C.WEM)** as the preminent Chartership option for water professionals and integrated environmental managers.
- **Actively developing the profile of CIWEM** as a highly respected, independent and authoritative commentator on environmental management, adding greater prestige to the value of CIWEM membership.
- **Providing career management, development tools and advice to our members at all career stages**, supporting and assisting them to achieve their highest career ambitions.

- **Providing a diverse range of opportunities for continuing professional development and training**, designed to enhance our members' careers.
- **Enabling our members to easily access extensive networks of like-minded peers** through our branch network and providing these branches with extensive support to develop meetings and events appropriate to their local professional community.
- **Providing state of the art information management platforms** which allow our members to interact and share knowledge and best practice online.
- **Supplying our members with news and information** through high quality, engaging and respected publications and media platforms.
- **Providing opportunities to help inform policy, legislation and best practice** via our special interest groups that allow members to engage in activities outside of their daily work.
- **Building relations with corporate partners**, developing new services for our members that are relevant to employers, which showcase best practice and help our partners' businesses and activities to grow.

We will be more effective in our influence

In delivering our Royal Charter, we will engage our members' professional expertise to advise and communicate effectively with a range of audiences. We will seek to influence them to legislate, develop policy, advocate, and actively manage the environment and change behaviours for the best outcomes for the global public both now and in the future.

We are committed to ensuring that our work for the public benefit is based on sound scientific evidence, objectivity and impartiality. This approach ensures that we will be trusted by those we engage with.

Over the next five years we will develop our influence by:

- **Engaging a growing proportion of our membership in our special interest groups** to deploy their expertise to inform CIWEM's education, awareness, policy and advocacy work.
- **Supporting issues of greatest importance to the environment**, building and reviewing interest groups to focus member expertise to ensure CIWEM is relevant and authoritative.

- **Communicating actively**, using the most appropriate language and delivery media to convey professional messages to the target audience, to ensure that complex and technical issues can be understood, appreciated and engaged with.
- **Building our networks of stakeholders**, in particular informers such as journalists and the wider media, decision and policymakers such as parliamentarians, government officers and regulators to develop appreciation of the importance of the profession and ensure maximum impact for our messages.
- **Facilitating and working in close collaboration with a diverse range of stakeholders to build consensus** on optimum policy, legislation and practice for the greatest public and environmental benefit.
- **Promoting the importance of environmental management and innovation** via a diverse portfolio of flagship awards and events designed to raise awareness, encourage action and champion achievement.



OUR STRATEGY

WE WILL BE MORE SUSTAINABLE IN OUR ACTIVITIES

In order to thrive in coming decades, we will ensure that our business activities are robust, that our members are at the forefront of our thinking and that we always conduct ourselves in an environmentally responsible manner.

We are a global community of members, focused on the professions which manage water and the environment. We will achieve our aim and mission through encouraging a growing number of professionals to join CIWEM as the institution with which they will nurture, develop and enrich their careers.

We will achieve this by:

- **Providing the best customer care and opportunities to our members in their career development.** We will engage with future professionals at an early stage in their careers via schools and universities and with existing professionals through demonstration of our relevance both directly and through employers.
- **Clearly explaining the career development benefits and value to employers of each grade of CIWEM membership and associated qualifications,** and providing structured programmes to progress through to the highest levels of membership.
- **Ensuring that there is a grade of CIWEM membership attainable for all environmental professionals** throughout the world and that we meet their particular needs.

In meeting these needs we will focus on delivering the highest levels of quality and ease of access for all our members and the broader profession in key markets, through:

- **A diverse portfolio of topical events** promoting peer to peer networking and learning with professionals of the highest calibre, with both physical and online access wherever possible.
- **An extensive range of training and accreditation** designed to meet specific water and environmental career development requirements, at all stages of career, delivered through a range of mechanisms.
- **A range of well-regarded, relevant publications** promoting the latest research, practice, news and thought leadership, accessible via a range of media.
- **Building on our asset base** to develop strong, sustainable revenue streams.

In demonstrating the relevance of our services to sustainable development, we will ensure that we run our own operations in pursuit of the UN Sustainable Development Goals.

To this end we will:

- Invest in programmes, systems and infrastructure which ensure the greatest operational efficiency whilst at the same time minimising our environmental impacts.
- Recruit, support and develop our staff to be aware of and committed to the environment and the needs of the environmental management profession, to ensure staff and members engage at the highest level with the Institution's aims.



LOOKING AHEAD

We recognise that we will need an adaptive approach for our operations to respond to unforeseen events and opportunities that may change our priorities, particularly in a period of considerable political and economic uncertainty.



To ensure we are transparent we will review progress against this strategy annually and engage with our members on future developments.



*Bridge
Miguel Gomez
EPOTY 2015*



CIWEM

106-109 Saffron Hill
London
EC1N 8QS

T: 020 7831 3110
E: admin@ciwem.org
W: www.ciwem.org