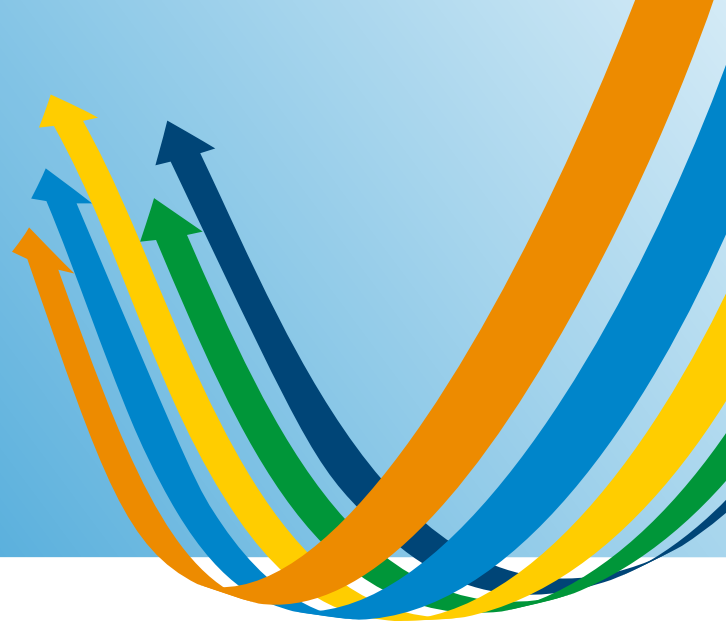


LIFT

STRATEGIC PLAN

2020-2025



What Is LIFT?

The Leaders Innovation Forum for Technology (LIFT) was created by The Water Environment Federation and The Water Research Foundation to help bring new water technologies into practical use quickly and efficiently.

LIFT is an interactive forum that supports collaboration, evaluation, and testing to accelerate the deployment of promising research and technologies across the water sector. The LIFT community includes academia, technology developers, and utility end users.

Why Innovate with LIFT?

Water systems require significant investment to maintain level of service, replace aging infrastructure, expand capacity, meet new requirements, enhance productivity, and sustain healthy communities. The drinking water, stormwater, wastewater, and water reuse service providers must enhance their ability to deploy beneficial new technologies and innovations to meet these demands. LIFT enables utilities to evaluate, test, and deploy innovative and emerging technologies by reducing the risks normally associated with the adoption of these technologies. This is accomplished through collaboration and sharing of

lessons learned via communities of practice on innovation topics. Technologies are evaluated “by utilities for utilities,” and knowledge is shared in a neutral and non-competitive platform.

How LIFT Works

LIFT supports the water sector throughout the innovation cycle, meeting innovators where they currently are to support where they would like to go. The following steps represent phases of innovation. These phases are non-sequential and LIFT users may choose to engage at one or a combination of the phases.

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- FIND IT:** Discover the most timely and relevant innovations
 - SEE IT:** Explore new technologies firsthand and understand the relevance for your utility
 - TRY IT:** Evaluate the applicability of the innovation for your context
 - DO IT:** Implement the innovation within the water business
 - SHARE IT:** Spread knowledge gained across the water sector
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LIFT VISION

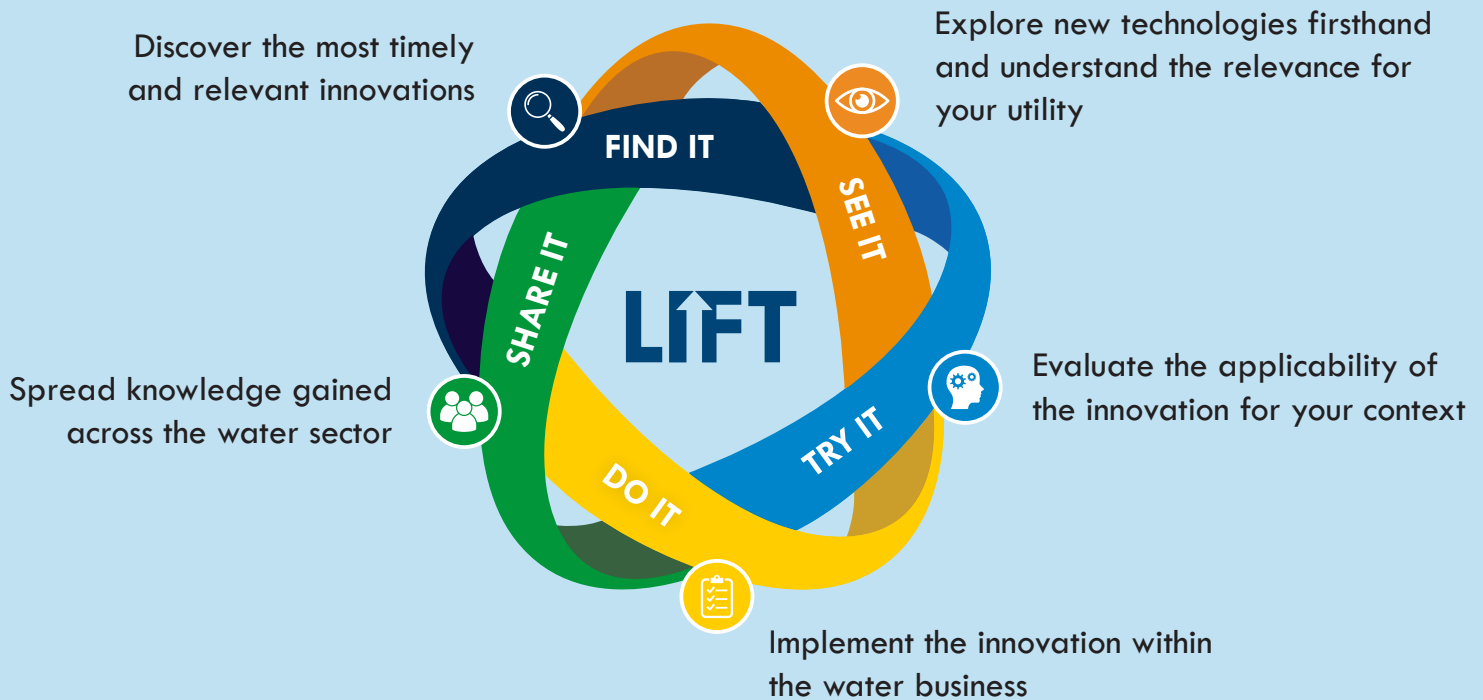
The water sector embraces innovation to support healthy, sustainable communities.

LIFT MISSION

LIFT supports the efficient evaluation, demonstration, and deployment of innovative technologies and practices by providing a forum for collaboration among water sector partners.

This process promotes the finding and sharing of knowledge and supports collaboration across the water sector. These collaborative relationships are at the center of the LIFT program, and from these discussions, common needs and priorities are identified for future innovation cycles.

The LIFT Innovation Cycle



Our Strategy for the Future

GOAL 1: Empower and Accelerate Water Technology Innovation – Empower utilities to embrace water technology innovation.

- Guide utilities to technologies and innovations that are most relevant and timely for the water sector
- Be the platform to reduce risk and share resources as utilities collaboratively evaluate the applicability of innovations for their context
- Capture critical data and metrics to understand the value and relevance of innovative technologies

GOAL 2: Energize the Water Innovation Environment – Create conditions that enable and embed innovation with partners in and beyond the water sector.

- Promote the enabling conditions at utilities for technology innovation to succeed
- Provide the platform to connect utilities, academics, manufacturers, and other technology partners to enhance exploration of technology and business process innovation opportunities
- Enhance and expand the pathway for innovation uptake through collaborative relationships with water sector policymakers and regulators

GOAL 3: Broaden and Deepen the Water Innovator Community – Grow and inspire the water innovation community to advance knowledge and technology transfer.

- Broaden engagement of the water sector in LIFT to bring new perspectives and approaches to water innovation
- Deepen engagement with utilities not yet fully benefiting from LIFT programming
- Facilitate active communities of practice between utilities
- Ensure LIFT resources are accessible, engaging, and relevant

GOAL 4: Align and Grow Resources for Impact – Ensure program sustainability by focusing and augmenting the efforts, resources, and interests of stakeholders.

- Provide curated, impactful LIFT programming
- Optimize and grow resources