



## The World Water Quality Alliance (WWQA) Capacity Development Consortium (CDCm) – A Value Proposition

**An Alliance to build capacity:** The World Water Quality Alliance is excited to extend an invitation to join our Capacity Development Consortium, a group of organizations dedicated to developing and delivering high-quality training and education in the monitoring and assessment of ambient water quality globally. Together, our goal is to increase human capacity to monitor and assess ambient water quality, and ultimately to secure clean water for all.

Water quality monitoring plays a pivotal role in protecting our environment and ensuring sustainable water resources for future generations – this is why water has been included in the UN Sustainable Development Goals as SDG 6, the ‘Water Goal’. By becoming an active member of this consortium, your organization will **contribute to a more sustainable and resilient future** while **enhancing your organisation’s profile and global visibility**.

We seek like-minded organizations to collaborate by submitting their training and education products for review, co-development, endorsement, and propagation via the CDCm platform. Joining this effort is free and your organization stands to gain a wide range of benefits: **participants gain access to the expertise and experience of the CDCm’s Core Group and access to the WWQA’s extensive network of clients and donors, and approved training products receive official WWQA and UNEP GEMS/Water CDC endorsement**.

Here's a closer look at how participating in this consortium will provide exceptional value and clear benefits to your organisation, and why you should consider developing and promoting your ambient water quality monitoring and assessment training products through the consortium and the WWQA.

### ACCESS TO EXPERTISE

- **Feedback and peer review:** The Capacity Development Consortium’s Core Group comprises a diverse group of experts, including researchers, engineers, data scientists, and environmental specialists ready to share their specialized knowledge, insights, and best practices in ambient water quality monitoring and its training. All products submitted to the Consortium are reviewed by this Core Group of expert partners, granting a wealth of guidance, feedback, and advice to you at any stage of the development of your training products through a process of feedback and peer review.
- **Advice and assistance:** You can avail of this advice and assistance even if your product is not fully developed. If you believe you have a good idea for a product but are uncertain how to proceed, the CDCm Core Group is ready to extend its expertise in designing, developing, and delivering ambient water quality training products in a wide variety of formats.
- **Partnerships:** The WWQA CDCm can also help you identify potential partners for product co-development opportunities in situations where you believe your expertise might combine well with others. Collaborative projects often lead to strong, lasting partnerships. By participating in the WWQA capacity development consortium, your organization will have the chance to

forge connections with other industry leaders, researchers, and experts. These connections can lead to future collaborations, joint ventures, and knowledge-sharing opportunities.

- **Accelerated innovation:** When experts from different organizations collaborate, innovation accelerates. By joining the WWQA Capacity Development Consortium, your organization will tap into a dynamic environment that fosters the exchange of ideas, sparks creativity and drives rapid innovation. Together, we can develop solutions that are more comprehensive, efficient, and effective than anything we could achieve individually.

#### A NETWORK OF CLIENTS AND DONORS

- **A global network and a ready audience:** The global WWQA membership is growing daily, and now contains over 300 different members. This membership is always interested in the availability of water quality monitoring training products and are a ready audience for your next product. This is particularly the case if you believe you have developed high-quality training programmes but lack the resources or network to promote them. The WWQA CDCm can help by linking you into a global network through which you can identify potential donors or sources of support and target specific organisations that can help you achieve your goals.
- **Resource sharing:** Developing new capacity development products can require significant resources, both in terms of finances and time. As part of our consortium, your organization can also leverage shared resources, splitting the costs of research, development, and product creation. This cooperative approach ensures that the financial burden is distributed, making it more feasible for you to create cutting-edge products that address global demand.

#### QUALITY ASSURANCE

- **WWQA endorsement:** All products that receive endorsement by the WWQA are entitled to use the WWQA and UNEP GEMS/Water logo, and as such any clients will recognise the quality associated with these brands.
- **Enhanced reputation:** By contributing to the creation of cutting-edge water quality monitoring solutions, your organization will position itself as a thought leader and industry expert. This enhanced reputation can lead to increased market visibility, attracting new clients, partnerships, and funding opportunities.

Join us in this exciting journey of innovation and collaboration. Together, we'll shape the future of ambient water quality monitoring and drive positive change on a global scale.

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