Solid Waste Association of North America ("SWANA"): Strategic Plan 2023-2027 Released

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The Solid Waste Association of North America ("SWANA") has released its new strategic plan.

The document is titled:

Forward, Together

SWANA Strategic Plan 2023-2027 ("Strategic Plan")

SWANA describes itself as an organization of more than 10,000 public and private sector professionals committed to advancing from solid waste management to resource management through their shared emphasis on education, advocacy, and research.

The Strategic Plan provides a history of previous plans and their outlined goals. Further, it describes the process the organization undertook to develop this Strategic Plan.

The SWANA Board is stated to have invited a cross-section of members which were divided into four working groups:

- Events/Connections Working Group
- Safety Working Group
- Subject Matter Expertise Working Group
- Young Professionals Working Group

Five "drivers of change" were identified which included:

1. Shifting Worker Priorities
2. Increasing Impacts from Climate Change
3. Expanding Use for Technology, AI, and Automation
4. Expanding Value for Resources & the Circular Economy
5. Changing Norms for Meetings and Connection

Four goals were identified which included:

- Goal 1 – Get off the Top 10 List of Most Dangerous Jobs
- Goal 2 – Become Climate Champions
- Goal 3 – Reframe Perception of Industry as Employers of Choice
- Goal 4 – Continue to Strengthen SWANA Infrastructure and Financial Viability

Each of the goals had strategies and objectives for their achievement.

The Strategic Plan also addresses the need to fill open staff positions and provide pay at industry-competitive levels. In addition, the acquisition and implementation of Association Analytics is a noted need to provide better insight into member demographics, engagement, and retention.

The Strategic Plan also includes two appendices:

- Appendix 1: Working Group Reports
- Appendix 2: ISWA Declaration on Climate Change and the Waste and Resource Management Sector

A copy of the Strategic Plan can be downloaded here.