




Welcome and thank you for listening to the Introduction to WaterSense webcast.




Meeting Purpose

- The purpose of this meeting is to:
 - Discuss the importance of water efficiency
 - Introduce the WaterSense Program
 - Discuss WaterSense partnership opportunities
 - Highlight partner resources
 - Show examples of partner collaboration

Throughout this webcast, we will provide a brief introduction to the need for water efficiency, the WaterSense program’s goals and accomplishments, WaterSense partner collaboration tools and resources, as well as how to become a WaterSense partner.

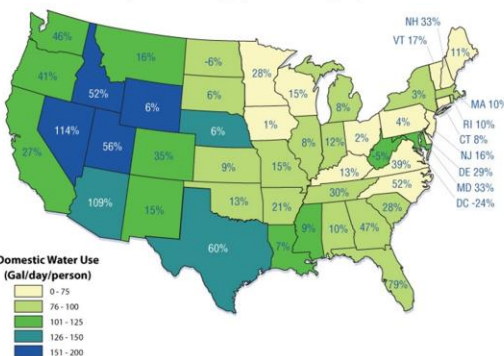


The Need for Water Efficiency



- Our national thirst for water is increasing
- Demand coupled with climate change will increase stresses on water supplies
- Water utilities may need to invest more than \$500 billion to update aging infrastructure in the next 20 years

Domestic Water Use in Gallons per Day per Person and Projected Percent population Change by 2030



Domestic Water Use (Gal/day/person)

0 - 75
76 - 100
101 - 125
126 - 150
151 - 200

•Even though it may not always seem like it, our nations water resources are under a growing amount of stress.


•As you can see on this map, many areas experiencing the most population growth correspond to the highest per capita water use.


•Our national thirst for water is increasing
 ○Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled

•Demand coupled with climate change will increase stresses on water supplies
 ○At least 36 states are predicting water shortages by 2013, even under non-drought conditions (GAO, 2003)


•Water utilities may need to invest more than \$500 billion to update aging infrastructure in the next 20 years
 ○More than \$335 billion for drinking water
 ○More than \$200 billion for wastewater

Water Scarcity is a Reality






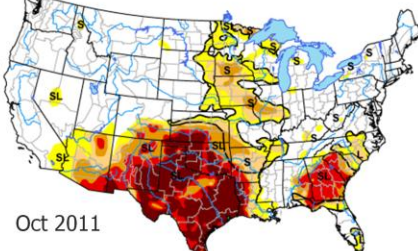
- Weather patterns change every year, but drought happens somewhere in the country every year
- Climate change only makes problems worse and increases uncertainty



Sep 2007



Sep 2010



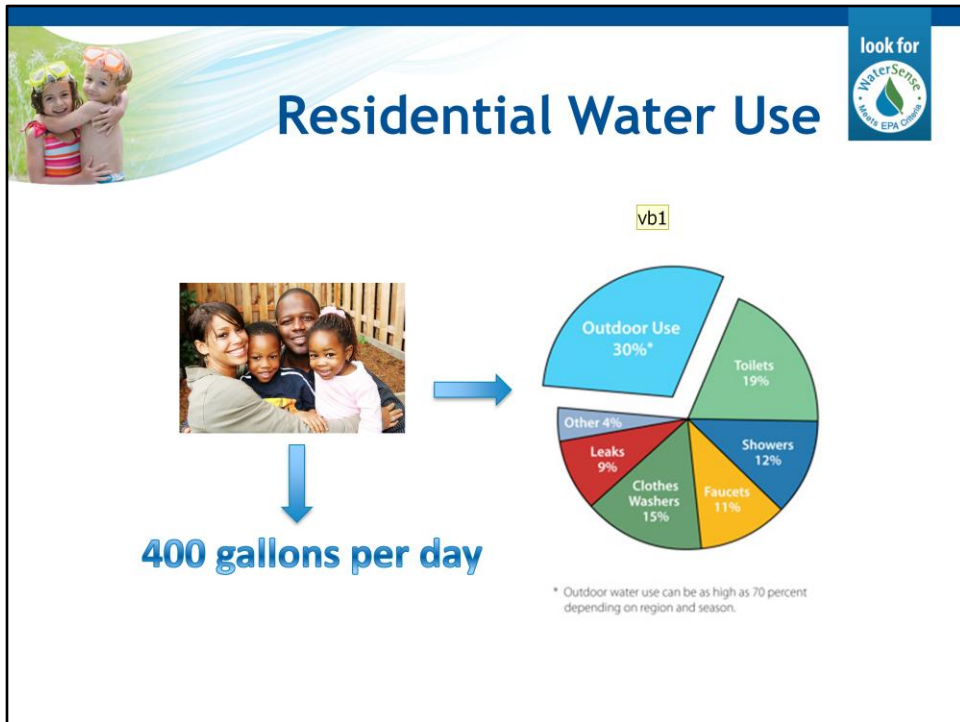
Oct 2011

•But water scarcity is not just occurring in regions where population is growing or per capita water use is high .



•Weather patterns are constantly changing across the nation, making water scarcity a reality in every region. As you can see from these ‘drought monitor’ images, different parts of the country experience drought conditions each year.

•Here are just a few examples where you’ll see this. In Texas which wasn’t experiencing extreme drought in 2007 or 2010, in the last year had extreme drought conditions. Even areas in and around the Great Lakes region have had drought conditions in the recent past.

•And climate change will only increase uncertainty.




- Residential water use makes up a significant portion of the total water use across the country.
- The USGS estimates that Americans use approximately 100 gallons of water per day – that is 400 gallons for the average American family of four.
- And how is that water used?
- Toilets are the largest indoor water users. Older toilets (3.5 gallons/flush) are 60 percent less efficient than today’s high-efficiency toilets (1.28 gallons/flush).
- Surprisingly, approximately 5 to 10 percent of American homes have water leaks that drip away 90 gallons a day or more.
- Outdoor use is estimated to be about 30 percent of total residential use. And in drier regions of the West and Southwest, outdoor water use can be as high as 70%, with the largest component being used for irrigation.
- Up to 50 percent of water applied for household lawn and garden care is wasted. (due to overwatering, improper system design and evaporation or wind)

Not Just About Water

- Moving, treating, and heating water uses energy
 - Every gallon of water has an energy “footprint”
- Water sector energy use
 - Nationally \approx 3-4%
 - California \approx 20%
 - Municipal level - can be $>$ 40%
 - System level - energy is one of the highest utility costs
- End uses
 - Energy for hot water



•It’s not just about water.




•Water is heavy. It takes energy to operate pumps that help move it from its source to where it is used. It takes energy to run treatment systems that make it safe to drink. And it takes energy to heat it for our showers and dishwashing.

•Looking nationally – it’s estimated that about 3-4% of the nation’s energy use goes into moving and treating water. On a state level, it can be even greater. For example, in California water has to be moved hundreds of miles from the north to the large cities in the south – sometimes over mountains!

•On a local level – the energy needed to run drinking water and wastewater operations can be represent a significant proportion of their operational costs.

•And in a household or restaurant, a large part of the energy bill represents the energy needed to heat water that may just end up going down the drain. Saving water can save energy!

What Is WaterSense?



- Voluntary partnership and labeling program launched by EPA in 2006
- Simple way for consumers to identify products that use 20% less water and perform well

- EPA launched WaterSense program in June 2006 as a national, voluntary effort designed to reduce municipal water use across the country. Generally speaking, the WaterSense program labels products that use 20 percent less water and perform as well as—or better than—conventional models. The easy-to-identify WaterSense label is backed by strict criteria and independent certification.



Our Vision



- All Americans will understand the importance of water efficiency and take positive actions to reduce their water use – in their homes, outdoors, and at work
- How will we achieve it?
 - By transforming the marketplace for products and services that use water
 - By promoting a nationwide ethic of water efficiency to conserve water resources for future generations and reduce water and wastewater infrastructure costs



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•The WaterSense program’s vision, is that all Americans will understand the importance of water, and take positive actions to reduce their water use- in their homes, outdoors, and at work.

•WaterSense seeks to achieve this by transforming the market for water using products, services, and homes. By giving consumers a clear, easy way to identify water saving products, WaterSense hopes to promote a nationwide ethic of water-efficiency and conservation.

What's Special About WaterSense?

- A label with integrity
 - Third-parties certify that products and homes meet EPA criteria
 - Backed by the credibility of EPA
- Smart use of resources
 - EPA provides national standardization and outreach for water-efficiency
 - Manufacturers absorb product research, testing, and branding costs
 - Licensed certifying bodies certify the products and police the label's use

- For each product that can earn the label, EPA has developed rigorous water efficiency, performance, and testing requirements. An important part of the WaterSense program is that a third-party licensed by EPA must certify the product before the manufacturer can put a WaterSense label on it.

- To ensure the integrity of the WaterSense brand, independent, licensed certifying bodies (including IAPMO, UL, CSA and others) test products to make sure they meet WaterSense specifications for efficiency and performance.
 - EPA established a process for accrediting licensed certifying bodies to certify products to meet WaterSense specifications.
 - Having third-party product certification gives consumers confidence that WaterSense labeled products excel in both efficiency and performance.
 - The certification process greatly improves the resource efficiency of the program by letting the certification bodies certify the products and police the labels.

WaterSense Labeled Products

look for
WaterSense
Made with EPA Certified

Flushing Urinals

Tank-Type Toilets

Irrigation Controllers

Showerheads

Lavatory Faucets

Labeled products are listed at:
www.epa.gov/watersense/products/index.html

- WaterSense labeled products include flushing urinals, a complete suite of residential bathroom fixtures– tank-type toilets, showerheads, and lavatory faucets, as well as irrigation controllers for outdoor water use.

- For a complete listing of WaterSense labeled products, see www.epa.gov/watersense/products/index.html



WaterSense New Homes Program



- First national new home labeling program for water efficiency
- WaterSense labeled new homes:
 - Reduce a home's water use by 20%
 - Educate homeowners about continuing water-efficient behaviors
 - Encourage community infrastructure savings

First community of all WaterSense labeled new homes in Issaquah, WA

•In addition to labeling specific products, the WaterSense program has created the first national label for water efficiency. The WaterSense label allows helps home-buyers and residents to identify water-efficient homes throughout the country that use 20% less water than standard new homes.

•WaterSense labeled new homes, like WaterSense labeled products, are certified by an independent third party.

Billions Saved since 2006!

287 billion gallons of water saved since 2006!

143 billion gallons saved in 2011

That's enough water to supply all the homes in **Georgia** or **Arizona** for a year!

- Between 2006-2011
 - 287 billion gallons of water were saved from all WaterSense labeled products shipped
 - Consumers saved \$4.7 billion in water and energy bills
 - Participation jumped to more than 2,400 partners
 - More than 4,500 plumbing fixture models were labeled

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Partners Make Savings Possible



- We wouldn't have success if not for our partners
 - Manufacturers make products possible
 - Retailers sell products and educate consumers
 - Local communities and utilities educate and offer incentives
 - Non-profits promote and educate
- EPA sets the stage and partners run with it
 - Our efforts are more powerful when partners join forces



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Categories of WaterSense Partners



- **Manufacturers** design and create products to meet specs
- **Retailers/Distributors** get products on shelves
- **Builders** construct water-efficient homes using products
- **Certification providers** inspect and label homes
- **Professional certifying organizations** who train **irrigation professionals** to help homeowners water more efficiently
- **Promotional partners** spread the word
 - Water utilities, state and local governments, nonprofit organizations, and home builder associations

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- WaterSense’s collaboration efforts help to spread the word about water efficiency. One example of a collaborative event sponsored by WaterSense and its partners is our annual Fix a Leak Week, which takes place in March. During this week, our partners host various events that inform their local communities about the significant amounts of water that can be wasted due to leaks.
- An example of our most recent Fix a Leak Week events is EPA’s efforts to partner with the Arizona Municipal Water Users Association in 2011
 - The week kicked off with an EPA spokesperson providing a tour of a local, water-efficient home. To close the week, the Arizona Municipal Water Users Association hosted “We’re for Water—Join the Chase,” a four-mile race featuring a running toilet mascot to raise awareness about finding and fixing leaks.

We're for Water

look for
WaterSense
Meets EPA Certified

We're for Water
Road Trip Schedule

Follow Flo the "spokesgallon" on her trip across the country to promote water efficiency. For more information, visit www.epa.gov/watersense.

We're for Water
www.epa.gov/watersense

We're for Water
www.epa.gov/watersense

We're for Water
www.epa.gov/watersense

- EPA created We're for Water as a national campaign to educate consumers about water-saving behaviors and WaterSense labeled products. Whether by replacing inefficient fixtures with WaterSense labeled products or by adopting water-saving behaviors, We're for Water helps show people that they can make a difference in saving water for future generations.

- The We're for Water campaign is kicked off July 15, 2010, with a cross-country road trip. A water-saving competition took place among a few families in Los Angeles the day of the campaign launch. A gallon of water was saved from the competition and become Flo, the We're for Water "spokesgallon." Flo traveled across the country stopping at national landmarks for photo ops and tourists educating about water efficiency along the way. Now partners can request Flo to come to their events for photo-ops.

- The main call to action of the We're for Water campaign—check, twist, replace—gives customers three easy ideas to help them start using less water at home.
 1. Check toilets for leaks by adding a couple drops of food coloring or a dye tab into the toilet tank. Wait 10 minutes before flushing. If dye appears in the toilet bowl during this period, the toilet has a leak.
 2. Twist on a WaterSense labeled faucet aerator to use less water without a noticeable difference in flow.
 3. Replace an old showerhead with one that's WaterSense label and use less water while still showering with the power you're used to.



Benefits of Participation

- Support national specifications for water-efficient products and services
- Access to free materials, templates, and logo or label
- Membership in a network of water efficiency experts
 - Learn new strategies
 - Collaborate with other types of partners
- Recognition from EPA as a water efficiency leader
- WaterSense is **FREE** to join!

• Besides the numerous benefits of partnering with WaterSense, which you see listed here, the WaterSense program benefits the environment and the nation's water supply in many ways, including it:

- Reduces the need for developing new water supplies and building new wastewater treatment facilities, which are very costly
- Saves energy used to pump, heat, and treat water
- Provides a competitive edge for businesses as water quality regulations become stricter and the cost of water increases
- Reduces in-house research and outreach needs
- Provides access to materials, templates, and logo or label
- Provides tools for promoting WaterSense labeled products, certification programs, and practices
- Allows for opportunity to participate in national campaigns
- Best of all, being a WaterSense partner is FREE!

WaterSense Partner Site

Basics Partner Network Media Outreach & Events Promotional Materials Measuring & Reporting

WaterSense® for Partners
An EPA Partnership Program

WaterSense Website | Product Search | Contact Us

Get Ready for Fix a Leak Week 2012!

Welcome to the WaterSense partner website! Use the resources in this site to promote water efficiency across the country, starting in your community or company.

ARE YOU INCLUDED?
Is your consumer outreach campaign included in our [WaterSense in Action](#) partner story page? Fill out our [easy to use form](#) to receive recognition from EPA and so others can learn from your success!

NEW MATERIALS & RESOURCES

- [2012 Award Applications](#)
- [2011 Annual Reporting Forms](#)
- [Fix a Leak Week 2012 Tools](#)
- [Rebate Form](#)

Find Resources by Partner Type

- Builders & Providers
- Irrigation Partners & Certifying Organizations
- Retailers & Distributors
- Promotional Partners
- Manufacturers

GET STARTED TODAY

CALENDAR OF EVENTS

- March 12 - 18 - [Fix a Leak Week](#)
- April 6 - [Awards Applications Due](#)
- April 26 - [Partner Forum](#)

- As a benefit of partnership, you will receive access to a partner-only website. The site features tools and resources to help you bring your work on WaterSense to the next level. The site houses tools for consumer outreach campaigns, “how to” guides, other partner activities, access to previous webinars, promotional materials, media outreach tools and much more.



The graphic features a blue header with the text "WaterSense Partner Tools" and a "look for WaterSense Meets EPA Criteria" logo. Below the header are several promotional elements: a "we build WaterSense Meets EPA Criteria" house-shaped logo, a "WaterSense Labeled New Homes" brochure, a "Doing More With Less" brochure, and a photograph of a house under construction with a "Water-saving home under construction" sign.

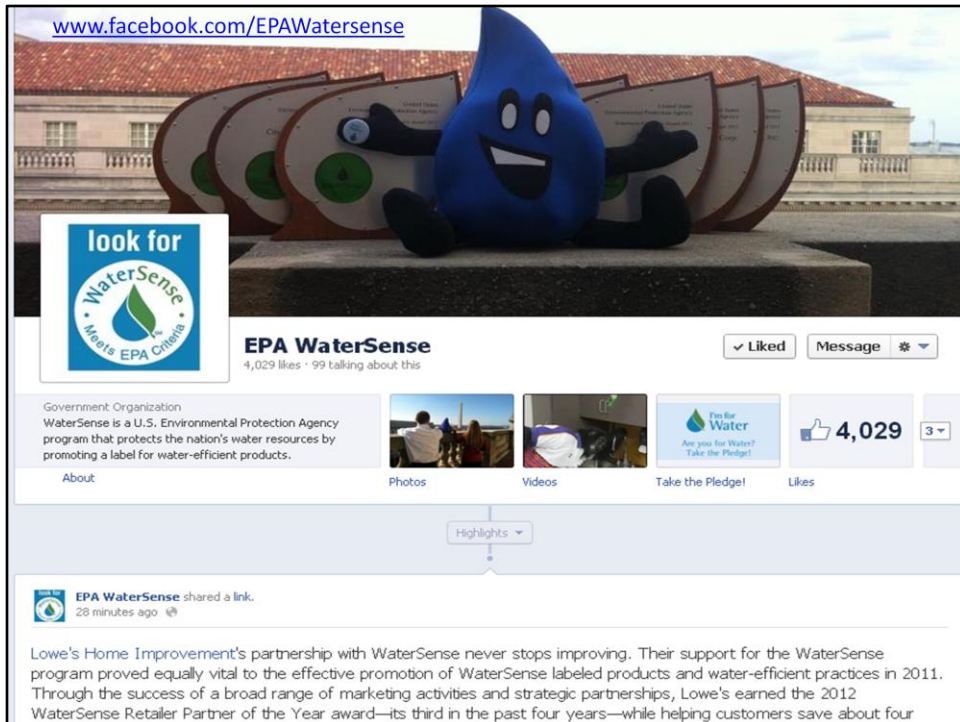
- Additionally, on the WaterSense partner website, builder partners have access to a Builder Resources Guide, sample webtext, press releases, program talking points, program marks, brochures, and fact sheets all geared specifically towards builders.

The banner features a photograph of two young children on the left, a large blue and white wave graphic in the center, and the 'look for WaterSense Made with EPA Certified' logo on the right. The text 'WaterSense Partner Network' is prominently displayed in the center.

WaterSense Partner Network

- Partner Forums and Webinars
 - Specific webcast conference call for partners to share information
- *Partner Pipeline* and *The WaterSense Current* newsletters
- Facebook at: www.facebook.com/EPAWatersense
- Twitter at: www.twitter.com/EPAWatersense

- We like to keep a partners abreast of what’s going on in the world of water efficiency and WaterSense through frequent communication.
- As a partner, you’ll automatically be signed up to receive these email correspondence.
- You may elect to opt-out at any time.
- Past Forums and newsletters are posted on the Partner Site for you to view at your convenience.



- We use our Facebook page to interact with consumers and inform them of program updates relating to our outreach campaigns, partner activities, as well as sharing photos and videos.
- Would like to highlight that these social media tools are not only for partners, but general public as well. So this is a good way to engage with consumers on water efficiency efforts and for consumers to engage with WaterSense.
- Visit us on Facebook at the above web address.

look for **EPA WaterSense** Follow

@EPAwatersense
WaterSense helps people save water with a label for water-efficient products, new homes, and services. It is also a resource for simple water-saving tips.
<http://www.epa.gov/watersense>

926 TWEETS
 208 FOLLOWING
 4,724 FOLLOWERS

Follow EPA WaterSense

Full name
 Email
 Password
 Sign up

Tweets

- EPA WaterSense** @EPAwatersense 21h
 What do clean water and helping veterans recover have in common? @PHWFF and this #cleanwater blog piece go.usa.gov/YMm5
 Expand
- EPA WaterSense** @EPAwatersense 9 Nov
 Worried about rising water bills b/c the kids take looong showers? Lessen the blow w/ a WaterSense labeled showerhead usat.ly/Rppt1d
 Expand
- EPA WaterSense** @EPAwatersense 8 Nov
 WaterSense has entered the big leagues... of commercial water savings. You can learn to save water at your business at go.usa.gov/YeV4
 Expand

Visit us on Twitter at: www.twitter.com/EPAWatersense

- WaterSense has hosted twitter parties in the past focused on fix a leak week activities and finds it to be a very useful tool to interact with partners and the public.

Our public website: www.epa.gov/watersense

- WaterSense’s consumer-focused public website also has an abundance of resources for the average person to gain more knowledge about the importance of water efficiency.
- As a partner, you can link to this webpage in order to provide your audience with further information of what they can do to conserve water.
- On our website, visitors have access to a water savings calculator which gives potential savings by installing WaterSense products based on data input by the user.
- There are also seasonally appropriate behavior tips available which will result in savings



WaterSense Kids Web Site

look for



- Simple ways to save water
- Teacher's curricula
 - Day in the Life of a Drop
 - Fix a Leak Week Family Resources
- Test Your WaterSense game for kids
- Activity pages



Our public website: www.epa.gov/watersense

- On our website, WaterSense has designed a special page for children which features an interactive quiz that allows them to “test their WaterSense”.
- There is also a version of the interactive online quiz “Test Your WaterSense” for grown ups.

What Can You Do?

Heroes save water for the future.

It takes a real hero to save water. Learn more about the WaterSense Partner of the Year Awards.

EPA WaterSense
www.epa.gov/watersense

look for WATERSENSE Made with EPA Certified

- Promote indoor and outdoor water efficiency and WaterSense labeled products and programs
- Participate in national outreach campaigns We're for Water and Fix a Leak Week
- Become a WaterSense partner
<http://www.epa.gov/watersense/partners/index.html>
- Educate your friends, families, and constituents about importance of water efficiency and WaterSense

•Even if you can't become a partner we hope that you will carry the message about the importance of water efficiency to people you know and tell them how WaterSense can help them stop wasting water.

•Take the "I'm for water pledge" to check, twist, and replace. Check for leaks, twist and tighten pipe connections to prevent leaks or twist on a WaterSense labeled faucet aerator or showerhead, replace old fixtures where necessary with WaterSense labeled products.

•Once you take the pledge, you can sign up to receive the "WaterSense Current" our quarterly e-newsletter filled with water saving news and tips.



More WaterSense Information



- Website: www.epa.gov/watersense
 - List of products
 - Partnership information
 - Educational fact sheets and resources
- Email: watersense@epa.gov
- Toll-free Helpline:
(866) WTR-SENS (987-7367)



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