WaterSense Update
A Partnership Program for Resilient Communities

Building Resiliency Through WaterSense:
Inviting Governments, Non-Profits, Professional and Trade Associations, Water Districts, Utilities, Builders to join as WaterSense Promotional Partners

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From Drought and Flooding
Residential water use accounts for 70 percent of that total. Inefficient Indoor Water Use contributes to the strain on supplies. The average family of 4 uses 400 gallons of water per day.

Residential outdoor water use accounts for nearly 9 billion gallons of water daily. Outdoor water use is estimated to account for 30 percent of total residential water use. As much as 50 percent of the water applied to lawns and gardens is wasted.
EPA’s WaterSense program can be part of the solution-It’s a Tool to $ave Water and Energy

- Label with integrity that is backed by the credibility of EPA
- Simple way for consumers to identify products, new homes, and programs that save water and perform well.
- Reduce operating costs
- Create more sustainable practices
- Labels products that use 20 percent less water
- Decrease in energy bills because of the significant amount of energy associated with heating water
Look for our WaterSense Labeled Products

- **Flushing Urinals** (≤0.5 gpf)
- **Lavatory Faucets** (≤1.5 gpm)
- **Irrigation Controllers**
- **Tank-Type Toilets** (≤1.28 gpf)
- **Showerheads** (≤ 2.0 gpm)

**NEW**: Pre-Rinse Spray Valves (≤ 1.28 gpm)

More than 18,000 product models have earned the label

Water factors are also included in many ENERGY STAR® certified products
Environmental and Health Program Benefits

- Reduces water use today so that water resources are maintained for future generations
- Maintains the health of aquatic environments
- Protects drinking water resources by decreasing the need to withdraw ground or surface water supplies for municipal or industrial demands
- Minimizes water pollution by decreasing the amount of runoff from landscaping and irrigation practices
- Helps mitigate the effects of drought
- Minimizes health risks associated with water pollution
- Reduces the amount of energy needed to treat wastewater, resulting in less energy demand and, therefore, less air pollution from power plants
Energy Bills: Celebrating a Decade of Savings

Celebrating a Decade of Saving Water, Energy, and Money

In addition to promoting innovation in plumbing and manufacturing design at all price points and styles, WaterSense is helping millions of consumers and businesses save water, energy, and money with high-performing products. More than 1,850 WaterSense partners create sustainable products by thousands of Americans, from delivering clear water to consumers and generating water conservation to producing, promoting, and selling efficient plumbing fixtures. More than 1,850 certified professionals are designing, installing, maintaining, and selling efficient irrigation systems.

WaterSense labeled products don’t just save water—when their efficient design, they reduce the amount of energy needed to heat water used for cleaning, washing clothes, showering, and much more. And these savings add up to billions of utility bills by consumers and businesses every month.

2.1 trillion gallons of water saved since 2006!

534 billion gallons saved in 2016

That’s more than the amount of water used by all U.S. households for 75 days!

WaterSense has helped reduce the amount of energy needed to heat, pump, and treat water by 284 billion kilowatt hours, enough to supply a year’s worth of power to more than 26.3 million homes.

...and saving consumers $46.3 billion in water and energy bills

WaterSense recognizes partners that go above and beyond to advance and promote WaterSense and water efficiency through its annual awards program. Since 2009, 35 partners have been recognized multiple times. In 2018, the program gave nine Excellence, seven Partner of the Year, and New Sustained Excellence awards. These Sustained Excellence Award winners have demonstrated commitment to WaterSense for multiple years: Kohler Co., a four-time winner; and Delta Faucet Company, The Home Depot, and KB Home, which have each received the Home Tech, Sustained Excellence Awards and all Partners of the Year since 2008 are shown above, with 2018 winners in orange.


And more than 2,625 irrigation pros certified by WaterSense labeled programs.

WaterSense meets EPA criteria.
Promotional Partners include:

- Municipalities and Depts, programs
- Government Agencies (federal tribal, state and local govts)
- Utilities (public and private)- including Public Utility Commissions, POTWs
- Water Districts, Agencies, Boards
- Professional and Trade Associations
- Nonprofit Organizations
- Home Builder Associations

Eligible Promotional Partners

Orange County Water Authority
Would you like to support the expansion of green businesses in your community?

Governor Cuomo and DEC are pleased to announce the launch of the New York Green Business (NYGB) program. NYGB provides recognition and benefits to businesses that are committed to sustainability and protecting New York’s environment. As one benefit, NYGB members will receive priority access to technical assistance programs, including experts at the New York State Pollution Prevention Institute, to help them carry out sustainability programs.

Local governments can play a role in helping green businesses thrive in their communities through planning, outreach, and incentives. Local governments can even earn points under the Climate Smart Communities Certification program for actions completed under pledge element 8: Support development of a green innovation economy. For more information on how you can promote the New York Green Business program in your community, contact brendan.woodruff@dec.ny.gov. NYGB is managed by DEC and is free and voluntary for businesses to participate in. DEC is accepting applications for the program through the close of business on Friday, December 15, 2017. DEC is holding a series of webinars to assist businesses in applying to the program. More information can be found on the NYGB website: www.dec.ny.gov/chemical/939.html
How can you become a Promotional Partner?

**Promotional Partners** help us spread the word and educate:

1. complete a Promotional Partnership Agreement online
2. take the pledge to educate residents, businesses, and institutions about the value of water, water efficiency and the WS brand
3. undertake activities and events to achieve WaterSense goals
4. Encourage eligible constituents to participate in WaterSense
5. Promote WaterSense labeled products, new homes, and programs to consumers and other organizations and
6. Send us an update about promotional activities involving water efficiency once a year
Promotional Partnership Agreement

Section I: EPA WaterSense® Program Goals

EPA’s WaterSense program aims to use water resources more efficiently to preserve them for future generations and to reduce water and wastewater infrastructure costs by reducing unnecessary water consumption. Through this program, EPA provides reliable information on high-performing, water-efficient products and practices, raises awareness about the importance of water efficiency, ensures water-efficient product performance, helps consumers identify products and services that use less water, promotes innovation in product development, and supports state and local water efficiency efforts.

Section II: Partnership Pledge

As an EPA WaterSense promotional partner, (name of organization), shares EPA’s goals as outlined above and is proud to commit to the following activities to further these goals:

1. Educate consumers, residents, businesses, and institutions located in the United States and Canada on the value of water efficiency, the importance of saving water, and the meaning of the WaterSense label. Where feasible, undertake activities and events to achieve mutual WaterSense goals.

2. As appropriate, encourage eligible constituents, members, or affiliates to participate as partners in EPA’s WaterSense program.

3. For utilities and government agencies: On a regular basis, provide data to EPA on promotional activities and incentive programs to assist in determining the impact of the program in promoting labeled products.

4. For applicable trade associations: As asked, provide aggregate data to EPA on market share of WaterSense labeled products and programs in relevant industry. Compile data submitted by members who are also WaterSense partners in a summary report to assist EPA in evaluating market trends and the success of the WaterSense program, without disclosing any proprietary information from members.

5. Adhere to all policies and procedures contained in the Program Guidelines.

6. Feature the WaterSense promotional logo and partner logo on website and in other promotional materials.

7. Adhere to WaterSense program mark guidelines and ensure that authorized representatives, such as advertising agencies, distributors, and subcontractors, also comply. Help EPA maintain program integrity by alerting EPA to any misuse(s) of the WaterSense program mark.

8. Grant EPA permission to include partner’s name on a list of participating partners on the WaterSense website, program materials, and announcements. Partners understand that from time to time, EPA will be interested in profiling partner accomplishments in case studies and articles. If selected for such promotion, partner will have the opportunity to provide input and review the final print or web document before EPA releases it to the public. Further, the partner understands that EPA might refer media contacts interested in publicizing water efficiency to partners for information about products and accomplishments.

Section III: EPA WaterSense Program’s Commitments to Partners

1. Develop national specifications for water-efficient new homes, products, and programs through an open, public process.

2. Increase awareness of the WaterSense brand by distributing key messages on the benefits of labeled products and programs, and the importance of water efficiency.

3. Provide current EPA WaterSense program news, information, and reference documents (via the program website, WaterSense Helpline, email, or other means), including a listing of labeled products and programs on the website.

4. Provide WaterSense partners with public recognition for their involvement in the program and role in protecting the environment through online listing of partners, special awards, publications, and other efforts.

5. Respond swiftly to partner requests for information or clarification on EPA WaterSense program policies.

6. Provide materials, templates, and program marks for promotional use, consistent with the WaterSense Program Guidelines.

7. Review pre-print promotional items, draft websites, packaging, or other materials that use the WaterSense marks upon request.

EPA Form Number 6100-06
Joining WaterSense is easy!

• Review the eligibility information:
  – www.epa.gov/watersense/partners/eligible.html#promotional

• Review the *WaterSense Program Guidelines*:
  – www.epa.gov/watersense/docs/programguidelines.pdf

• Take the WaterSense Pledge

• Complete and sign the online partnership agreement:
  – www.epa.gov/watersense/partners/join.html
What is the Role of a WaterSense Promotional Partner?

Promotional Partners help us spread the word:

- Educate consumers, businesses and institutions about the concept of water efficiency and value of water
- Promote WaterSense labeled products and water-efficient practices to consumers
- Encourage eligible constituents to participate in WaterSense
- Offer incentives (e.g., rebates) to consumers for buying and installing WaterSense labeled products
- Provide a brief annual update about promotional activities involving water efficiency
Partner Benefits of Participation

• WaterSense is FREE to join!

• 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
Partner Benefits of Participation: Address Local Issues

When in Drought... Use Your WaterSense

Every year, drought strikes some part of the country. If your area is experiencing a drought, there are actions you can take to help your community by reducing your water use. Even if your water shortages are not severe, consider these simple tips to save water at home.

1. FOLLOW THE RULES. If your community has taken the step of restricting water use, it’s to ensure that water is available for critical community needs such as fire-fighting, health care facilities, and local businesses.

2. CHECK FOR LEAKS. Make sure your faucets, toilets, and irrigation systems are not leaking and check your sprinkler system. If you find leaks, fix them to save nearly 1,000 gallons of water each month. Learn more about finding and fixing leaks at www.epa.gov/waterrсенse/lookfor.

3. CONSIDER AN UPGRADE. If you’re thinking about a bathroom update, now is the time to replace water-wasting fixtures with high-performance WaterSense labeled models, which are independently certified to use at least 20 percent less water than standard models. Information about WaterSense labeled products is available at www.epa.gov/waterrсенse/lookfor.

4. TAKE A SPRINKLER BREAK. Grass doesn’t have to be long green year-round. It’s natural for your landscape to go dormant and look a little brown in summer’s hottest months. You can cut back on watering and reduce stress on your local water supply. If you have an irrigation system with a clock timer, consider upgrading to a WaterSense labeled controller, which acts as a thermostat for your system and tells it when and how much to water. In the future, consider plants that need less water and are better suited to your climate. Learn how to create a water-smart landscape at www.epa.gov/waterrсенse/lookfor.

5. GO THE EXTRA MILE. If you’ve done all you can to be water-efficient, you can get creative by recycling water from dish washing or other uses and using it to water your lawn. Water-saving tips are available at www.epa.gov/waterrсенse/lookfor.
WaterSense Marketing Plans

**Access to WaterSense Monthly Campaigns**

**January**
Resolve to Save Water in 2015

**February**
H₂Otel Challenge for 2015

**March**
Fix a Leak Week (March 16-22, 2015)

**April**
Water-Smart Landscaping

**May**
Sprinkler Spruce-Up

**June**
2014 WaterSense Savings Numbers

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It's as easy as 1-2-3 to be for water:
1. Check toilets for silent leaks by putting a few drops of food coloring in the tank and seeing if the color appears in the bowl before you flush. Don’t forget to check irrigation systems and sprayers, too.
2. Fix and tighten pipe connections. To save even more water, without a noticeable difference in flow, twist in a WaterSense labeled faucet aerator or showerhead.
3. Replace the faucets if necessary. Look for the WaterSense label when replacing plumbing fixtures, which signifies the product has been certified to save water and perform well.

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In just **10 minutes**
you could save...

- 10% percent on your water bill
- 10 thousand gallons of water
- 10 months of laundry water

Find and fix leaks!
WaterSense Marketing Plans

Access to WaterSense Monthly Campaigns

July
Using Water Wisely Outdoors

August
WaterSense Labeled New Homes

September
Saving Water in Schools

October
Shower Better/2015 Partners of Year

November
Remodeling to Save Water: Products and Plumbing Systems

December
Give the Gift of Savings: WaterSense Labeled Products

11/8/2017
Commercial and Institutional
Best Management Practices

WaterSense at Work is an online guide facilities can use to manage water use:
- Water management planning
- Water use monitoring and education
- Sanitary fixtures and equipment
- Commercial kitchen equipment
- Outdoor water use
- Mechanical systems
- Laboratory and medical equipment
- Onsite alternative sources of water

Measure water use with properly installed meters and sub-meters
Set efficiency goals
Conduct a facility water audit
Track usage in Portfolio Manager
Incorporate water efficiency into procurement language and policies
Partners have access to tools to help reach the public: Sample Resources

Infographics
Bill stuffers
Messaging and Tips
Sample social media posts
Articles for placement
Case studies
How do you cut water use by 20%?

- Run the washing machine for full loads only.
- Use a dishwasher instead of washing dishes by hand.
- When washing your hands, turn the water off while lathering.
- Turn off water when brushing teeth or shaving.
- Install low-flow shower heads.
- Consider buying a dual-flush toilet.
- Water outdoor plants early in the morning or later in the evening.
- Plant drought-resistant trees and plants.
- Use a broom to clean driveways and patios, not a hose.
Plan an Event - e.g. WaterSense for Kids

Meet Flo. She’s our WaterSense mascot and a big hit with adults and especially children. She is available to come to events along with the Region 2 liaison to support your WaterSense programs, initiatives, campaigns, etc.
Create an Education and Outreach Program
Examples of Giveaways

- Mirror cling
- Sticker
- Dishwasher Magnet
- Water Bottle
On April 26, 2016 The Home Depot hosted water conservation workshops at all 1,977 of its U.S. stores.

- How to install water-saving home improvement projects, including:
  - Drip irrigation and rotary nozzles
  - Dual-spray sprinklers
  - WaterSense labeled showerheads, faucets, toilets and irrigation controllers
- In-store signage and displays to increase water efficiency awareness
- City of Bend, Oregon, free indoor water conservation kits distributed to workshop attendees
Sprinkler Spruce-Up

- Partner tools
  - New infographic
- Widget
- NAPS article for placement
- Blog pitching
- Social media posts

More than 100 Facebook likes and shares!
• Infographic
• Bill stuffer
• Postcard
• Facts and tips
• Sample article/website text

New! Case study on putting together community event
• Sample social media posts for Facebook and Twitter

http://www2.ergweb.com/wspartner/promote/sprinkler-spruce-up.html
Educate About Water-Efficient Landscapes
WaterSense Awards: Learn from and share with other partners

- Share what you’re doing
- Partner Forums and Marketing Webinars include partner presentations
- *Partner Pipeline* and *The WaterSense Current* newsletters
- Partner of the Year Awards recognizes outstanding partners

The WaterSense Partner of the Year application is open until April each year.

Go to the [Apply for an Award](#) page to learn more about the WaterSense award application process.

The Annual Awards Ceremony is held at the WaterSense Innovations Conference in Las Vegas every October.
Non-Profits, Governments, Utilities, Trade Associations, Builders can all become WaterSense Promotional Partners
For More Information

- Website: [www.epa.gov/watersense](http://www.epa.gov/watersense)
  - Lists of products
  - Partnership information – on line applications
  - Educational fact sheets and resources

- Email: whitney.Janice@epa.gov

- Toll-free Helpline:
  (866) WTR-SENS (987-7367)
  JW: (212) 637-3790