



Partnering with EPA's WaterSense Program

Water Resources Commission

February 14, 2013





What Is WaterSense?



- Voluntary partnership & labeling program sponsored by U.S. EPA
- Promotes adoption of water-efficient products and services
- Simple way to identify products that use less water **and** perform well
 - *new homes & services too*





look for



What's Special About WaterSense?



- Criteria for efficiency & performance
 - Use 20% less water
 - Equivalent or superior performance
- A label with integrity
 - Third-party bodies test & certify products
 - Backed by EPA
- National specifications



WaterSense-Labeled Products

look for



Flushing Urinals



Tank-Type Toilets



Irrigation Controllers



New Homes



Showerheads



Lavatory Faucets

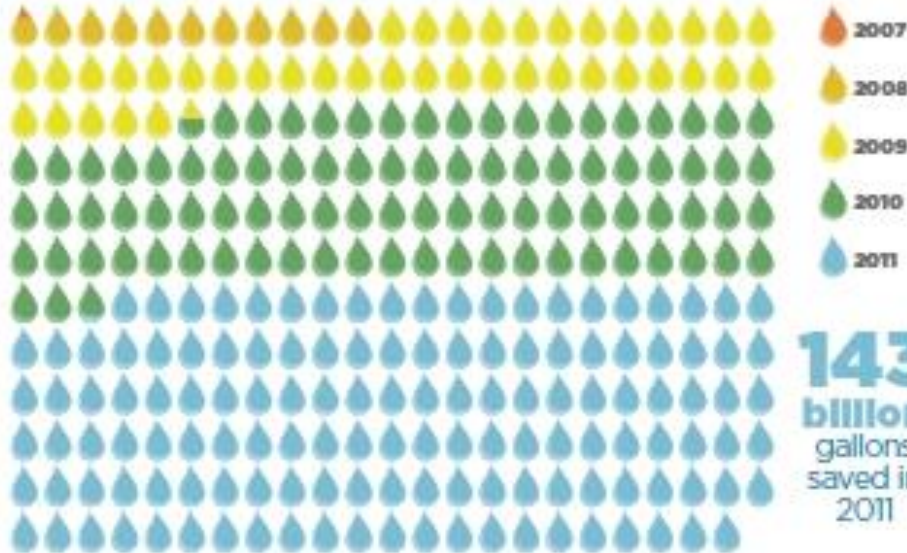
Labeled products listed at:

www.epa.gov/watersense/products/index.html



Results 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!

...eliminating **13 million metric tons** of greenhouse gas emissions...



...the equivalent of planting nearly **350 million trees**...



...and **saving consumers \$4.7 billion** in water and energy bills.



Who Can Become a WaterSense Partner?



- **Manufacturers** design and create products to meet specs
- **Certification bodies** test and label products
- **Retailers/Distributors** get products on shelves
- **Builders** construct water-efficient homes using products
- **Certification providers** inspect and label homes
- **Irrigation partners** help consumers water more efficiently
- **Promotional partners** spread the word
 - Water utilities, **state**, local and tribal governments, nonprofit organizations, and home builder associations



136 New England Partners



- 7 Manufacturers
- 59 Promotional Partners
 - 26 water utilities
 - 14 local governments
 - **7 state agencies**
 - 10 NGOs
 - 2 trade associations
- 15 Retailers/Distributors
- 54 Certified Irrigation Professionals
- 1 Builder (in CT)





What Do Partners Do?



- Promote indoor and outdoor water efficiency
- Promote WaterSense label
- Participate in national outreach campaigns & quarterly partner forums
- Submit brief annual update on water-efficiency activities
- Submit award application (Optional)



New Hampshire

look for



Water Conservation



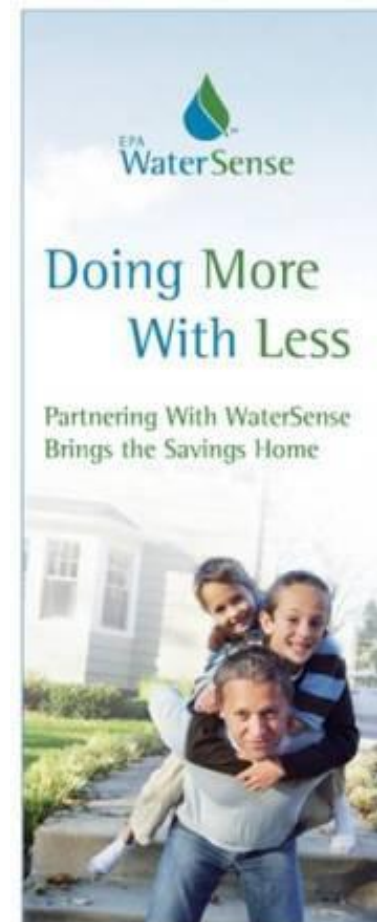
New Hampshire has been experiencing extensive demand for water as its population and economy continue to expand. In addition, natural water losses due to seasonal variation cause reduced water supplies in the state during certain parts of the year. Recent droughts have demonstrated the need to develop effective long-range water supply planning that



Why Join WaterSense?



- Access to resources to promote water efficiency
- Recognition as a water-efficiency leader
- Connect with other partners
 - Learn new strategies
 - Collaborate





What Tools Does EPA Provide for Partners?



- Press/media templates
- Marketing & Hotline resources
- Website text, widgets
- Posters, banners, artwork
- Factsheets, brochures
- PSAs, promotional items
- Bill stuffers
- National campaign opportunities
- Partners-only website





Staying in the Loop - WaterSense Partner Network

look for



- Partner Forums
 - webcast conference call for partners to share information
- Partner web site
- *Partner Pipeline*
 - quarterly eBulletin with partner-specific information

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

WaterSense[®] for Partners
An EPA Partnership Program

WaterSense Website | Product Search | Contact Us

Apply Now!
Host the 2011 Fix a Leak Week kickoff event.

WaterSense
Fix a Leak Week
March 13-20, 2011

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.

TELL US YOUR STORY NEW MATERIALS & RESOURCES

Find Resources by Partner Type

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

GET STARTED TODAY

CALENDAR OF EVENTS



WaterSense Partner- of-the-Year Awards



Heroes save water
for the future.



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



Recognizes WaterSense
partners who:

- Help advance overall mission of WaterSense
- Increase WaterSense brand awareness in a measurable way
- Demonstrate overall excellence in the water-efficiency arena
- www.epa.gov/watersense/partners/watersense_awards.html





Annual Reporting Forms



- Provide information on Partner's WaterSense activities
- Opportunity to give feedback
- Drive program direction
- Help in measuring results



Questions?



- WaterSense web site:
 - www.epa.gov/watersense
- Contact:
 - E-mail: watersense@epa.gov
 - Toll-free Helpline:
(866) WTR-SENS
(866) 987-7367

