



A National Brand For Local Results

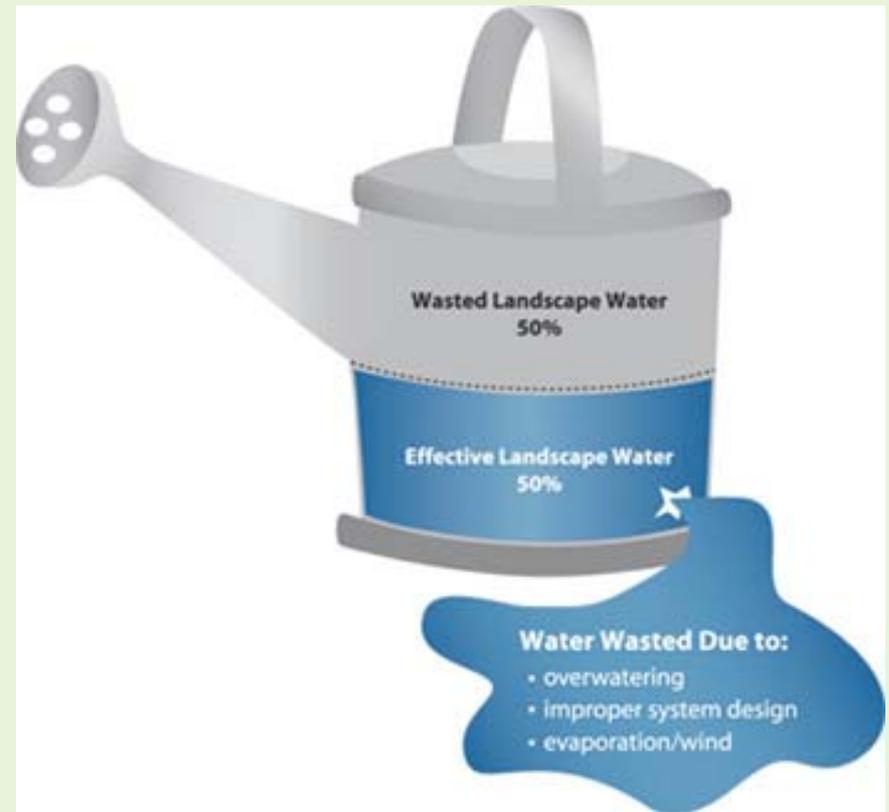
# A Thirsty Nation

- Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled.
- At least 36 states are anticipating water shortages by 2013.
- To save water for future generations, we need to use water more efficiently.

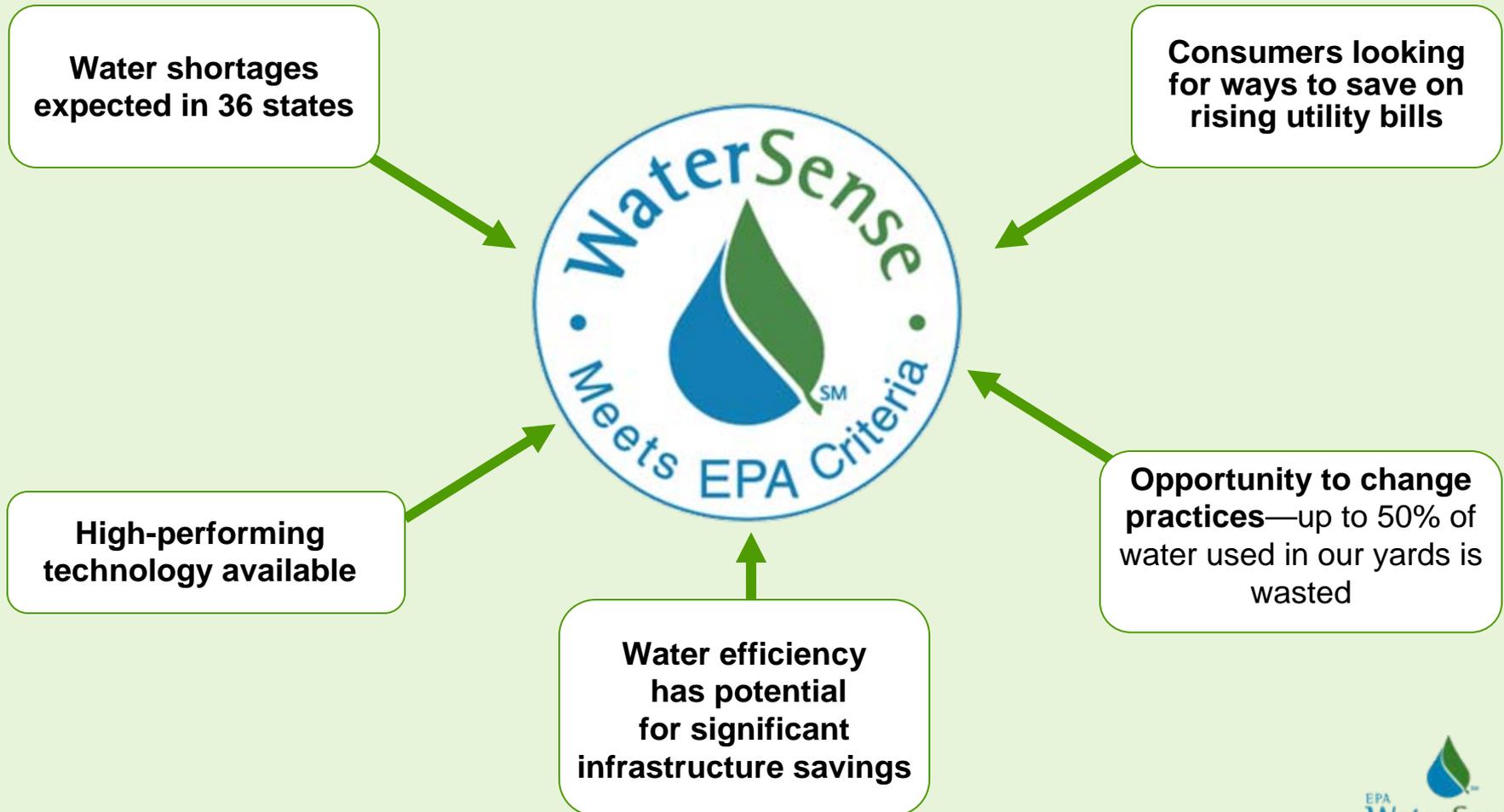


# Inefficient Water Use

- Approximately 5% to 10% of American homes have water leaks that drip away 90 gallons a day or more.
- Older toilets are 60% less efficient than today's high-efficiency toilets.
- Up to 50% of landscape watering is wasted.



# Need for Water Efficiency





# What Is WaterSense?

A partnership program  
sponsored by the U.S. EPA

## Mission

To promote the value of water and help Americans make smart decisions regarding water use and water-using products.

To increase the adoption of water-efficient products and services by consumers and organizations.





# WaterSense Overview Philosophy

## WaterSense labeled products:

- Offer equivalent or superior performance.
- Are about 20 percent more water-efficient than average products in the same category.
- Are backed by the credibility of the U.S. EPA.
- Are independently certified by a licensed certifying body to confirm that the products meet EPA criteria for efficiency and performance.
- Will result in tangible savings for both consumers and utilities.



## Program Benefits—Economic

- Reduces the need for developing new water supplies and building new wastewater treatment facilities
- Can improve your bottom line (water providers)
- 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



## Program Benefits—Environmental

- 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

# Program Benefits—Health

- Reduces the amount of energy needed to treat wastewater, resulting in less energy demand and therefore, less air pollution from power plants





# Product Testing Categories

Evaluation factors include:

- Potential for significant water savings on a national level.
- Equal or superior product performance compared to conventional models.
- State of technology development—product categories that rely on a single, proprietary technology will not be eligible for the label.
- Ability to measure and verify water savings and performance.
- Cost-effectiveness.



# Status of Product Testing

- **Draft Specifications Under Development:**
  - High Efficiency Showerheads
  - Weather or Sensor Based Irrigation Control Technologies
  
- **Draft Specifications:**
  - High Efficiency Flushing Urinals
  - Water Efficient Single Family New Homes
  
- **Final Specifications:**
  - Certification Programs For Irrigation Professionals
  - High Efficiency Lavatory Faucets
  - High-Efficiency Toilets



# Partnering With WaterSense

- Partnership Opportunities
- Benefits of Participation
- Resources for More Information





# Promotional Partners

- Promote WaterSense labeled products and practices to consumers.
- Promote the concept of water efficiency and value of water.
- Offer incentives for WaterSense labeled products.



# Types of Partnerships

- Manufacturers: design and produce products
- Retailers & Distributors: products to consumers
- Promotional Partners: utilities & government
- Landscape Irrigation Professionals
- Professional Certifying Organizations

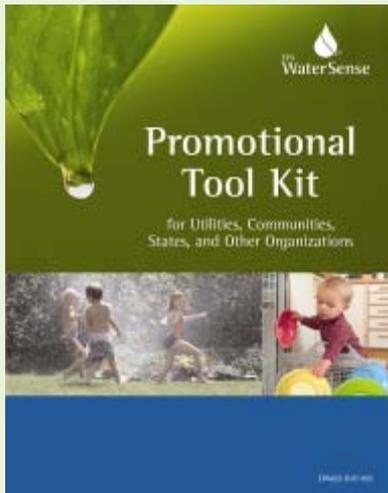


# Benefits of Partnerships

- National specifications for water-efficient products and services.
- Recognition as a leader in water efficiency from EPA.
- Membership in a national network of water efficiency leaders.
- Access to WaterSense materials, templates, and logo or label for promotional use.
- Tools for promoting WaterSense labeled products, certification programs, and practices.

# Sample Partner Resources

## ■ Tool Kits



IMAGINE  
YOUR KIDS  
RUNNING  
THROUGH THE  
WATER SPRINKLER.  
MINUS THE WATER.



It's a fact: the average person unknowingly wastes up to 30 gallons of water every day. But there is something we can do. Just practice simple water saving actions, and that will go a long way in ensuring an adequate water (and sprinkler) supply in the future. Like to learn more? Visit [www.epa.gov/watersense](http://www.epa.gov/watersense).



### Want to Cut Your Water Bill by 10 percent?

Older toilets can use 75 to 80 percent more water per flush than new high-efficiency models. Leaky faucets can waste more than 2,700 gallons of water per year.

Don't let your water and money go down the drain! Look for products with EPA's WaterSense™ label and start saving today!

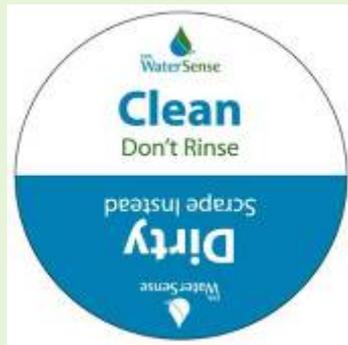
WaterSense is a voluntary public-private partnership program sponsored by the U.S. Environmental Protection Agency. Its mission is to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services. Learn more by visiting the WaterSense Web site at [www.epa.gov/watersense](http://www.epa.gov/watersense).



Your logo here

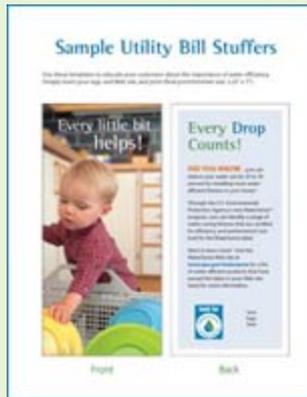
- Bill stuffer, magnet, and water bottle templates

## ■ PSAs



# Sample Resources

- WaterSense Toolkit: Bill Stuffers



# Sample Resources

- WaterSense Toolkit: Fact Sheets





## How To Join

- Review the program guidelines on the Web site at [www.epa.gov/watersense/partners/join/promote.htm](http://www.epa.gov/watersense/partners/join/promote.htm).
- Complete and sign the partnership agreement *and* promotional plan checklist.
- Submit the agreement and checklist to WaterSense:
  - Fax: (703) 841-1440
  - E-mail: [watersense@epa.gov](mailto:watersense@epa.gov)
  - Mail: c/o ERG, 2300 Wilson Blvd, Suite 305, Arlington, VA 22201.



# Contact WaterSense

- Web site: [www.epa.gov/watersense](http://www.epa.gov/watersense)
- E-mail: [watersense@epa.gov](mailto:watersense@epa.gov)
- Toll-free Helpline: (866) WTR-SENS (987-7367)



## For More Information

- WaterSense will be holding monthly informational conference calls specifically for interested utilities:
  - May 14 (3:00-4:00 pm EST)
  - July 2 (3:00-4:00 pm EST)
- E-mail the WaterSense Helpline at [watersense@epa.gov](mailto:watersense@epa.gov) to sign up!



# Contact Information

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# Questions