



EPA
WaterSense
Every drop counts.

Stephanie Thornton
January 22, 2009



Overview

- WaterSense Mission
- The Case for Water Efficiency
- Program Benefits
- Available Labeled Products & Programs
- Future Labeled Products
- New Homes
- Commercial Program
- Consumer Campaign
- Fix a Leak Week
- Partner Collaborations in Target Markets



WaterSense Mission

Promote the value of water and help Americans make smart decisions regarding water use and water-consuming products.

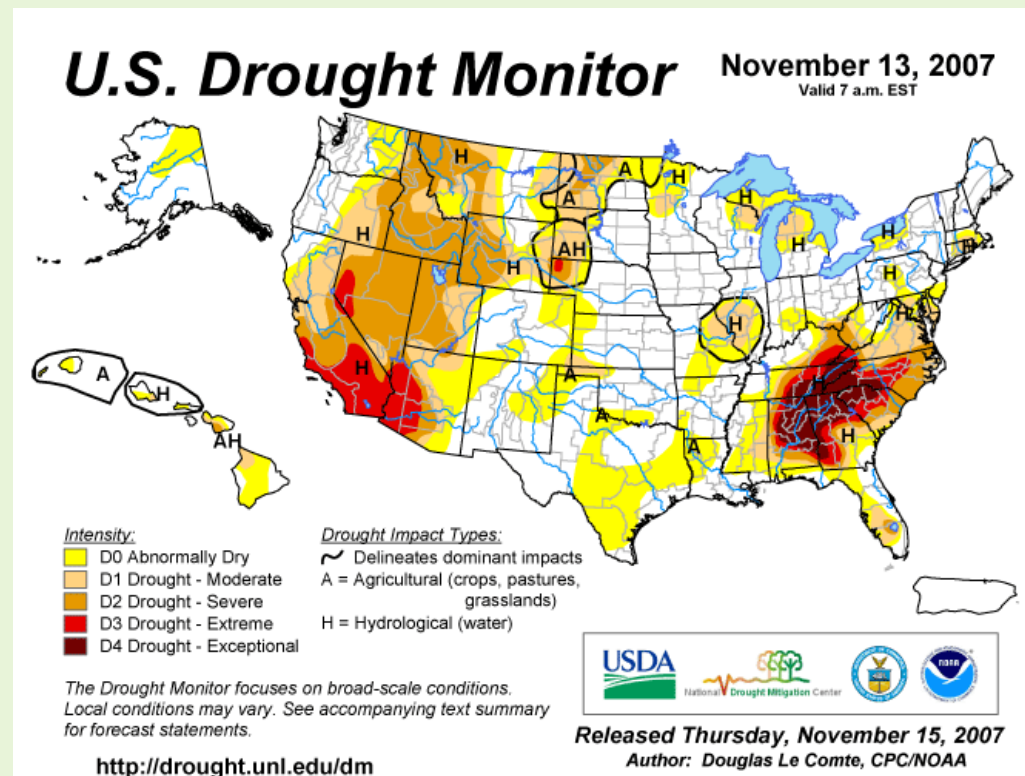
Protect the future of the nation's water supply by promoting and enhancing the market for water-efficient products and programs.



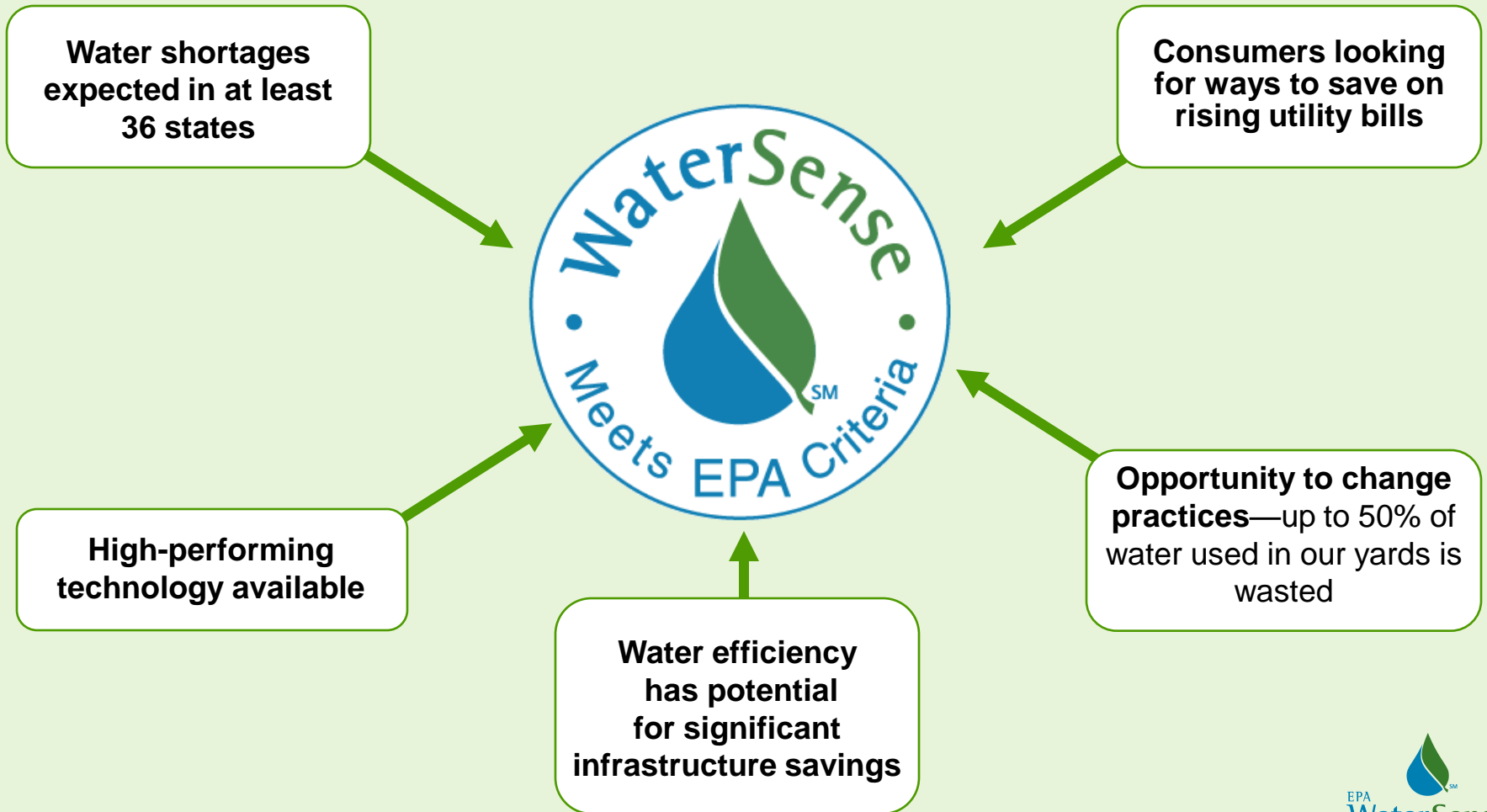
Why Water Efficiency?

The Cheapest Next Gallon is Through Efficiency

- GAO: At least 36 states are anticipating water shortages by 2013.
- Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled.
- Water efficiency can help delay infrastructure updates estimated to cost almost \$500 billion over the next 20 years.



What Is WaterSense?

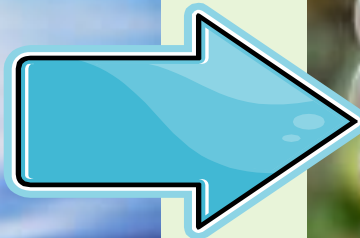




WaterSense Partners

<p><i>Promotional Partners</i></p> <ul style="list-style-type: none">-Utilities-State & Local Governments-Nonprofit Organizations	<ul style="list-style-type: none">▪ Promote WaterSense labeled products and practices to customers▪ Promote the concept of water efficiency and value of water▪ Offer rebates for WaterSense labeled products (utilities)
<p><i>Manufacturers</i></p>	<ul style="list-style-type: none">▪ Manufacture WaterSense labeled products and promote them to buyers
<p><i>Irrigation Partners</i></p>	<ul style="list-style-type: none">▪ Promote WaterSense labeled products▪ Practice water-efficient services
<p><i>Retailers/Distributors</i></p>	<ul style="list-style-type: none">▪ Stock, promote, and sell WaterSense labeled products

Program Benefits





Available WaterSense Labeled Products and Programs



- **249** Labeled High-Efficiency Toilets from over 70 manufacturing partners including all major industry manufacturer
- Over **190,000** WaterSense labeled toilets shipped in 2007

- **5** Certification Programs for Irrigation Professionals (1 currently under review)
 - 560 irrigation professionals



- **521** WaterSense labeled faucets and faucet accessories

Future Products for Labeling

Irrigation Controllers



Showerheads



High-Efficiency Urinals





WaterSense New Homes

- Reduce indoor and outdoor water usage
- Include WaterSense labeled products
- Feature landscape irrigation services performed by WaterSense irrigation partners





Commercial Program

- EPA will propose a commercial program in 2009 that will:
 - Yield significant water savings
 - Increase participation opportunities and create greater leveraging of partner resources
 - Raise visibility of the WaterSense program
 - Increase demand for WaterSense Labeled products
 - Foster a greater level of private investment
- WaterSense is currently reviewing program options for a commercial program



Consumer Campaign

WaterSense has proven to be a source of positive press for EPA. The 2009 consumer campaigns will build on this and evolve the WaterSense brand by:

- Positioning WaterSense as a “lifestyle” brand
- Creating and placing PSAs
- Spinning off an online, viral marketing activity
- Conducting grassroots outreach in select media markets



Partner Collaborations in Target Markets

- Facilitate partner collaboration to raise awareness of WaterSense in the following locations:
 - Atlanta, Georgia
 - Phoenix/Tucson, Arizona
 - Southern California
- Provide outreach support for WaterSense events



www.epa.gov/watersense

(866) WTR-SENS (987-7367)

watersense@epa.gov

