



## WaterSense: Helping to Reduce Water Demand

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U.S. Environmental Protection Agency  
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# Why WaterSense?

## ■ 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



# What's Special About WaterSense?



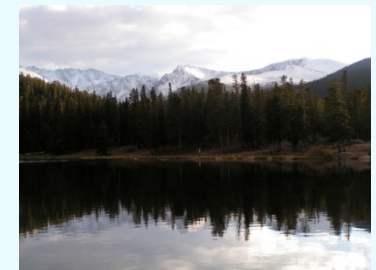
- High efficient and performing
  - Products must offer equivalent or superior performance while using about 20 percent less water than conventional models
- A label with integrity
  - Third-party bodies test and certify that products meet WaterSense criteria
  - Backed by the credibility of EPA
- Smart use of taxpayer dollars
  - Manufacturers absorb research, testing, and branding costs
  - Licensed certifying bodies certify the products and police the label's use
  - EPA leverages national network of partners to promote WaterSense



# Program Benefits



- Reduce water use today to protect the resource for future generations
- Help mitigate the devastating effects of drought
- Save energy used to pump, heat, and treat water
- Minimize water pollution and help maintain the health of aquatic ecosystems





# Utility Benefits can be Significant

The most cost effective way to find the next gallon of water may be through water efficiency

- May allow delay implementation of costly alternatives to expand capacity
- Potential reduction in physical size of surface water alternative facilities or volume of ground water pumping
- Reduction in peak demands, which reduces size of the least utilized portion of capacity
- Decreased treatment and operating costs associated with lower demand
- Savings to individual homeowners in both water and energy bills and possibly wastewater charges



# Results

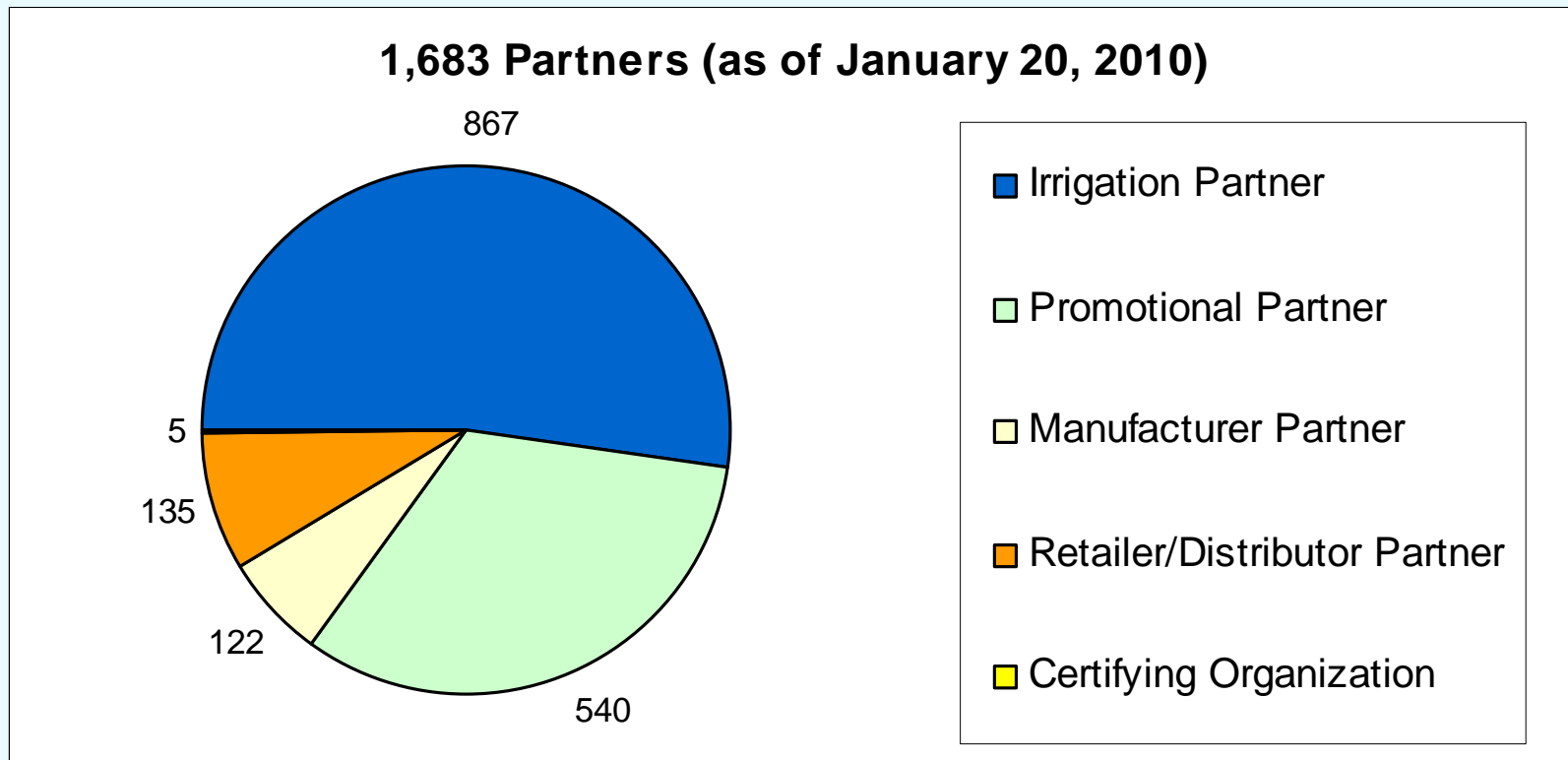
- For WaterSense products shipped in 2008
- Water Savings
  - 9.4 billion gallons
  - \$55.6 million in water & wastewater cost savings
- Energy Savings
  - Electricity saved – 1.7 billion kWh
  - GHG Emissions Avoided – 705,000 metric tons





# Partnership Grows Nationwide

WaterSense now has more than 1,600 partners nationwide!





# WaterSense Partners in the Colorado River Basin

Partner Type	AZ	CA*	CO	NM	NV	UT	WY	Grand Total
State Government	2		1	1	1	2		7
Local Government	8	1	4			5		18
Utility	15	5	16	5	2	2	2	47
Trade Association			1		1			2
Distributor			1		1			2
Retailer		2	2		1	1		6
NGO	4	1	6	2				13
Other	1							1
Irrig Partner	35	57	57	6	17	10		182
<b>Total</b>	<b>65</b>	<b>66</b>	<b>88</b>	<b>14</b>	<b>23</b>	<b>20</b>	<b>2</b>	<b>277</b>

\*Estimated based on proximity to CRB





# WaterSense Labeled Fixtures

- **Toilets**
  - 470+ labeled models
- **Faucets and faucet accessories**
  - 1600+ labeled models
- **Urinals**
  - Final specification released in October 2009
- **Showerheads**
  - Final specification to be released in March 2010
- **Find Products**
  - [www.epa.gov/watersense/product\\_search.html](http://www.epa.gov/watersense/product_search.html)





# WaterSense New Homes Program

- Launched in December 2009
- First national new home labeling program for water efficiency
- Criteria for indoor, outdoor, and homeowner education
- Works with other green building programs - homes can receive multiple certifications
  - ENERGY STAR®, LEED, NAHB, EarthCraft, etc.
- Inspected & certified by independent third parties
- Recoup initial investment in as little as six years





# New Homes Specification: Indoor

- **Required items:**
  - Water service pressure maximum 60 psi
  - Leak prevention measures
  - WaterSense labeled plumbing fixtures
  - Other water-efficient plumbing fixtures
  - Efficient hot water distribution system
- **Optional items must meet efficiency criteria, if installed:**
  - ENERGY STAR qualified dishwasher or clothes washer
  - Evaporative air conditioners
  - Water softeners
  - Drinking water treatment systems





# New Homes Specification: Outdoor

## Front yard + improved-upon areas

- Landscape
  - Water budget or 40% turfgrass allocation
  - Vegetated slopes
  - Mulching requirements
- Other water features *(if installed)*
  - Pools/spas
  - Ornamental water features
- Irrigation system *(if installed)*
  - Design
  - Audit
  - Scheduling



Healthy, beautiful  
landscapes that allow the  
homeowner to save water



# Schedule for Evaluating WaterSense Products

	<i>Complete</i>	<i>2010/2011</i>	<i>2011 and Beyond</i>
<i>Irrigation</i>	Professional Certification Programs	Irrigation Controllers Moisture Sensors Drip/Micro Technology	Irrigation Sprinklers
<i>Residential Plumbing</i>	Toilets Faucets	Showerheads Water Softening Systems	Water Treatment Systems
<i>Commercial Plumbing</i>	Urinals	Pre-rinse Spray Valves	Flushometer Valve Toilets Food Disposals
<i>Other</i>	New Homes	Potential Commercial and Institutional Program Activities	Autoclaves Glassware Washers Additional Professional Certifications



# Collaborating for Water Efficiency

- Success of programs hinge on collaboration between utilities, retailers/distributors, and manufacturers
  - Utilities help create demand; manufacturers, retailers, and distributors help utilities meet that demand
- Many utility partners are working with manufacturer and retail/distributor partners
  - Promoting WaterSense and tips on water efficiency
  - Offering incentives to customers that replace older, inefficient toilets with WaterSense labeled toilets





# Consumer Education Campaign

[About Us](#) [Products](#) [Services](#) [Spaces](#) [Water Efficiency](#) [Partners](#) [Resources](#)



## WaterSense

An EPA Partnership Program

[Product Search](#) | [Meet Our Partners](#) | [Contact Us](#) | [FAQ](#) | [Partner Login](#)

Turn on water savings.

Calculate your water savings >

Turn on water savings.

### DID YOU KNOW?

Come Super Sunday, if everyone watching switched to a **WaterSense labeled toilet**, it would save nearly 200 million gallons of water

Save water and protect the environment by choosing WaterSense labeled products in your home and business and taking simple steps to save water each day.

[Learn more about WaterSense and what you can do to help make every drop count.](#)

- [Test Your WaterSense](#)
- [Calculate Your Water Savings](#)
- [Save Water, Save Energy, Save Money](#)
- [Find Rebates Near You](#)
- [Start At Home](#)
- [WaterSense For Kids](#)

### LOOK HERE

[Information for Commercial, Education Government, Professional and more.](#)

**2010 Partner of the Year Awards!** [Apply Today!](#)



## Fix a Leak Week



- **What:** Week to remind Americans to check their homes and irrigation systems for leaks
- **When:** March 15-21, 2010
- **Where:** Nationwide
- **Why:** To save water!
- **How:** Fix a Leak Week Tool Kit

### Goals:

- Educate consumers on the importance of fixing leaks
- Raise awareness about WaterSense
- Drive traffic to WaterSense web site





# Fix a Leak Week



Fixing leaks is as **easy** as **1-2-3**

- 1-Find Leaks
- 2-Fix Leaks
- 3-Save Water

Each year household leaks waste 1 trillion gallons across the country. The U.S. Environmental Protection Agency's (EPA's) WaterSense® program sponsors Fix a Leak Week every March to encourage homeowners to find and fix leaks.

Visit [www.epa.gov/watersense/fixaleak](http://www.epa.gov/watersense/fixaleak) for tips on finding and fixing leaks.

EPA also developed teacher materials to make learning water basics and finding and fixing leaks fun. Visit [www.epa.gov/watersense/resources/index.html](http://www.epa.gov/watersense/resources/index.html) for these resources.



**Póngale un alto a esa gotera**

Las fugas de agua pueden causar, en promedio, una pérdida de más de 10,000 galones de agua al año en cada casa. Pero usted puede detenerlas.

Aprenda cómo hacerlo en [www.epa.gov/watersense/fixaleak](http://www.epa.gov/watersense/fixaleak)



Del 15-21 de marzo de 2010  
**Semana de Reparar una Fuga**




Get a handle on your leaks




March 15-21, 2010  
**Fix a Leak Week**

- Partner tools for Fix a Leak Week 2010



March 15-21, 2010

# Fix a Leak Week



[www.epa.gov/watersense/fixaleak](http://www.epa.gov/watersense/fixaleak)



## What Can You Do?

- Become a WaterSense partner
- Recruit new WaterSense partners
  - Irrigation professionals
  - Promotional partners, retailers, manufacturers, builders
- Promote WaterSense labeled products
- Adopt irrigation certification programs
- Educate your customers about importance of water efficiency and WaterSense








# Partner Resources

- EPA has developed sector-specific tool kits to assist partners in promoting the program and water efficiency
- Access is limited only to partners

**EPA WaterSense**

## Partner Resources

Explore the WaterSense partner kits below. WaterSense has developed materials specific to each partner type, including signage, online tools, brand guidance, and many more resources tailored to your needs. Also, check out resources available to other WaterSense partner types to brainstorm how you can collaborate in the future.

-  **Promotional Tool Kit**  
For Utilities, Communities, States, and Other Organizations
-  **Labeling Tool Kit**  
For Manufacturers and Certifying Organizations
-  **Sales Tool Kit**  
For Retailers and Distributors
-  **Irrigation Tool Kit**  
For Certified Irrigation Professionals
-  **Utility Recruiting Tool Kit**  
For Those Recruiting Prospective Utility Partners

**WATER SENSE**



# Other EPA Activities Focused on Water Efficiency

- Focus: Better water management at system level
  - Water loss control management and leak detection
  - Promoting metering of water and appropriate rates
- Focus: Supporting alternative sources
  - Water reuse guidelines
  - Guidance on ASR injection well practices
  - Beneficial use of stormwater/rainwater capture
- Focus: Water-friendly design
  - Promoting low impact development, water efficient building standards and innovative stormwater management practices
- Focus: Funding infrastructure improvements
  - State Revolving Fund programs and associated green project reserve requirements



## More Information

### ■ WaterSense Information

- Web site: [www.epa.gov/watersense](http://www.epa.gov/watersense)
  - List of products
  - Partnership information
  - Educational fact sheets and resources
- E-mail: [watersense@epa.gov](mailto:watersense@epa.gov)
- Toll-free Helpline:  
(866) WTR-SENS (987-7367)



Every drop counts.

