

Additional Key Achievements

Conferences and Meetings

- Presented at conferences and meetings, including those at the International Irrigation Show, the Intelligent Use of Water Summit™ (by Rainbird Corporation at the University of Arizona), and the North Colorado Conservation District Field Day.
- Designed two exhibits for display at conferences and exhibitions.
- Produced WaterSense promotional items to give away at events.

Outreach Materials

- Developed WaterSense fact sheets, brochures, and product-specific materials.
- Developed a WaterSense marketing presentation and briefings.
- Created a fact book and “water droplets” (statistics related to water usage and savings).
- Generated media sound bites, question and answer documents, and key messages.
- Authored articles about WaterSense and water efficiency for *AWWA Journal*, *Water & Wastes Digest*, and *Water Efficiency* magazines.
- Established a daily media clip service.
- Developed a regional resources Web site.
- Drafted a promotional tool kit.

New Homes

WaterSense is developing criteria for water-efficient new homes to serve as a benchmark and spur water efficiency in construction of new homes. A stakeholder meeting was held in June 2006 to learn about “green” home initiatives and to gather input on EPA’s water efficiency plans for new homes. WaterSense established a new homes stakeholder group/sub-groups and held planning meetings with these groups.

Looking Ahead

As WaterSense concludes its inaugural year, EPA anticipates many exciting new initiatives for 2007 and beyond, including:

- Issuing final specifications for bathroom faucets.
- Labeling professional certification programs.
- Releasing draft specifications for irrigation controllers, soil moisture sensors, and new homes.
- Promoting labeled toilets and faucets on retail shelves.
- Compiling a registry of WaterSense labeled products and programs on its Web site. The Web registry will also list partners certified by WaterSense labeled programs.
- Finalizing the third-party certification plan.
- Partnering with product manufacturers, retailers and distributors, and promotional partners.
- Researching additional products and programs for WaterSense labeling.
- Test-piloting promotional campaigns.
- Offering new services, such as a formal awards program, to WaterSense partners.

For more information, please visit the WaterSense Web site at <www.epa.gov/watersense> or contact the WaterSense Helpline by calling (866) WTR-SENS (987-7367) or e-mailing <watersense@epa.gov>.



Managing water supplies is a growing concern in the United States and worldwide, as demand for freshwater resources increases while the supply remains constant. While the population has nearly doubled in the past 50 years, water use has more than tripled. Using our finite water resources more efficiently will help preserve water supplies for future generations, save money, and reduce stress on water treatment systems and the environment.

On June 12, 2006, EPA Administrator Stephen Johnson launched WaterSense, a partnership program that seeks to protect the future of our nation’s water supply by promoting water efficiency and enhancing the market for water-efficient products, programs, and practices. Through this national program, local water utilities, product manufacturers, professional certifying organizations, retailers, and other partners work with EPA to encourage the development and use of water-efficient products and practices among consumer audiences.

WaterSense experienced significant growth in its first year, including the following activities and achievements.

WaterSense Label and Specifications

The WaterSense Label

The WaterSense label identifies high-performance, water-efficient products and professional certification programs that embrace and encourage the use of water-efficient practices. WaterSense labeled products use about 20 percent less water and perform as well or better than their less efficient counterparts. By using WaterSense labeled products and professionals certified by labeled programs, homeowners can help save natural resources and reduce their water consumption and utility costs.



Label and Message Development

EPA conducted six focus groups (two groups each in Dallas, Texas; Detroit, Michigan; and Portland, Oregon) in February 2006 to help develop the WaterSense brand and further understand water efficiency and water-efficient product issues. The focus groups explored purchasing behaviors regarding water-using appliances and fixtures as well as preferences for water efficiency promotional messages and taglines.



Irrigation Specifications

EPA issued final specifications in October 2006 to recognize certification programs for irrigation professionals in three areas: system design, installation and maintenance, and system auditing. These types of certification programs became the first programs eligible to bear the WaterSense label.

High-Efficiency Plumbing Fixture Specifications

In April 2006, EPA released a draft specification for high-efficiency toilets (HETs), the first product category under consideration. The specifications outline both performance and efficiency requirements that must be met to earn the label. Final specifications were issued in January 2007.



In February 2007, EPA published draft specifications for high-efficiency bathroom sink faucets. Like the HET specifications, the draft faucet specifications include both performance and efficiency requirements. EPA is currently accepting comments and meeting with stakeholders to obtain feedback on the draft.

Independent Third-Party Certification

EPA established a draft certification scheme wherein accredited third-party organizations certify that products conform to EPA specifications, before they can bear the WaterSense label.

Upcoming Specifications

In 2006, EPA also began evaluating additional product categories such as irrigation controllers, moisture sensors, and showerheads for future WaterSense labeling.

EPA considers both market and technical factors when reviewing product categories to determine those categories eligible to receive the WaterSense label. To be considered for the label, EPA evaluates the water savings potential, cost effectiveness,



ability to measure product water savings and performance, and the state of technology development. Product categories that rely on a single, proprietary technology will not be included in the program.

Partnership Program

In fall 2006, WaterSense invited two categories of partners to join the program: 1) promotional partners, such as utilities, state and local governments, nonprofits, and trade associations that work to promote the WaterSense program and water efficiency, and 2) professional certifying organizations that provide certification programs for irrigation professionals.



Partner Resources

EPA is developing resources to assist partners in promoting water efficiency and the WaterSense brand. Promotional partners, such as utilities and state and local governments, receive a partner tool kit upon joining the program. The tool kits include tips for leveraging the WaterSense brand, sample materials (e.g., press releases, bill stuffers for utilities, magnets), and suggestions for working with local media. EPA is also working on additional resources for partners such as a password-protected Web site, webcasts on topics of interest, and news bulletin updates.



Additional Key Achievements

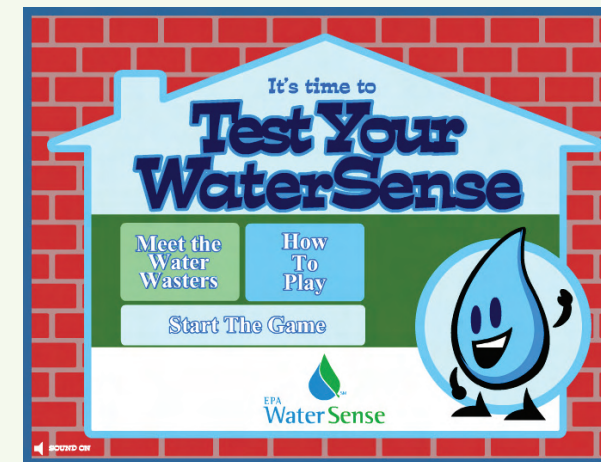
- Developed program infrastructure and tools, including the WaterSense Web site, database, and helpline.
- Established program guidelines for partners.
- Finalized partnership agreements and logo and label use guidelines.

Outreach

EPA developed fact sheets, posters, bill inserts, public service announcements, and other materials as part of an extensive outreach campaign to educate consumers about the value of water and water-efficient products.

Web Site

In 2006, WaterSense launched its Web site: www.epa.gov/watersense. In addition to general information on water efficiency, facts, and water efficiency tips, the site includes an interactive online quiz, "Test Your WaterSense." Publicized by national media, including the *USA Today* and *The Weather Channel*, the quiz is an entertaining way for adults and children to learn more about their own water usage and how they can be more water-efficient at home.



Media Coverage

WaterSense has received media coverage from its outreach efforts. Approximately 35 local newspapers printed articles about WaterSense; more than 40 articles ran in trade publications; at least 75 Web sites highlighted WaterSense; six television stations featured WaterSense online; and seven television stations aired stories about WaterSense. The articles alone reached a circulation of more than 8 million, and the ad value of the outreach efforts totaled nearly \$1.3 million.

Public Service Announcements (PSAs)

Three WaterSense PSAs encourage water efficiency with consumer audiences, and a fourth encourages organizations to join the program. To date, the PSAs have been placed in the Irrigation Association's *Show Guide and Water Environment & Technology* magazine, and several other publications have expressed serious interest.

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.