



Every drop counts . . .

*Efficiency made Easy*



# What Is WaterSense?

- A voluntary partnership program
- Encourage simple water-saving behaviors
- Establish criteria for the labeling of high-performing, water-efficient products.



# WaterSense Philosophy

- Getting the most from every drop
- Products labeled through WaterSense will:
  - Feature U.S. EPA WaterSense logo
  - Be promoted through partnerships with utilities, manufacturers and retailers

# The WaterSense Label



On...	Soon to be on...
Toilets Landscape Irrigation Certification Programs	Faucets Showerheads Landscape irrigation control technologies



# WaterSense Label Criteria

## The product must:

- Perform as well or better than their less efficient counterparts
- Be about 20% more water efficient than average products in that category
- Realize water savings on national level
- Provide measurable results
- Achieve water efficiency through several technology options
- Be independently certified



# Certifying Organizations and Labeled Programs

## WaterSense Certifying Organization Partners

- Irrigation Association
- Professional Landcare Network (PLANET)
- North Coast Water Conservation Group

## WaterSense Labeled Programs

- Irrigation Association: Certified Irrigation Contractor and Certified Irrigation Designer



# More Than 500 Labeled Faucets!



- **Toilets**
  - More than 250 labeled models
  - List available online at: [www.epa.gov/watersense/pp/het.htm](http://www.epa.gov/watersense/pp/het.htm)
- **Faucets**
  - More than 700 labeled models
  - List available online at: [www.epa.gov/watersense/pp/bathroom\\_faucets.htm](http://www.epa.gov/watersense/pp/bathroom_faucets.htm)

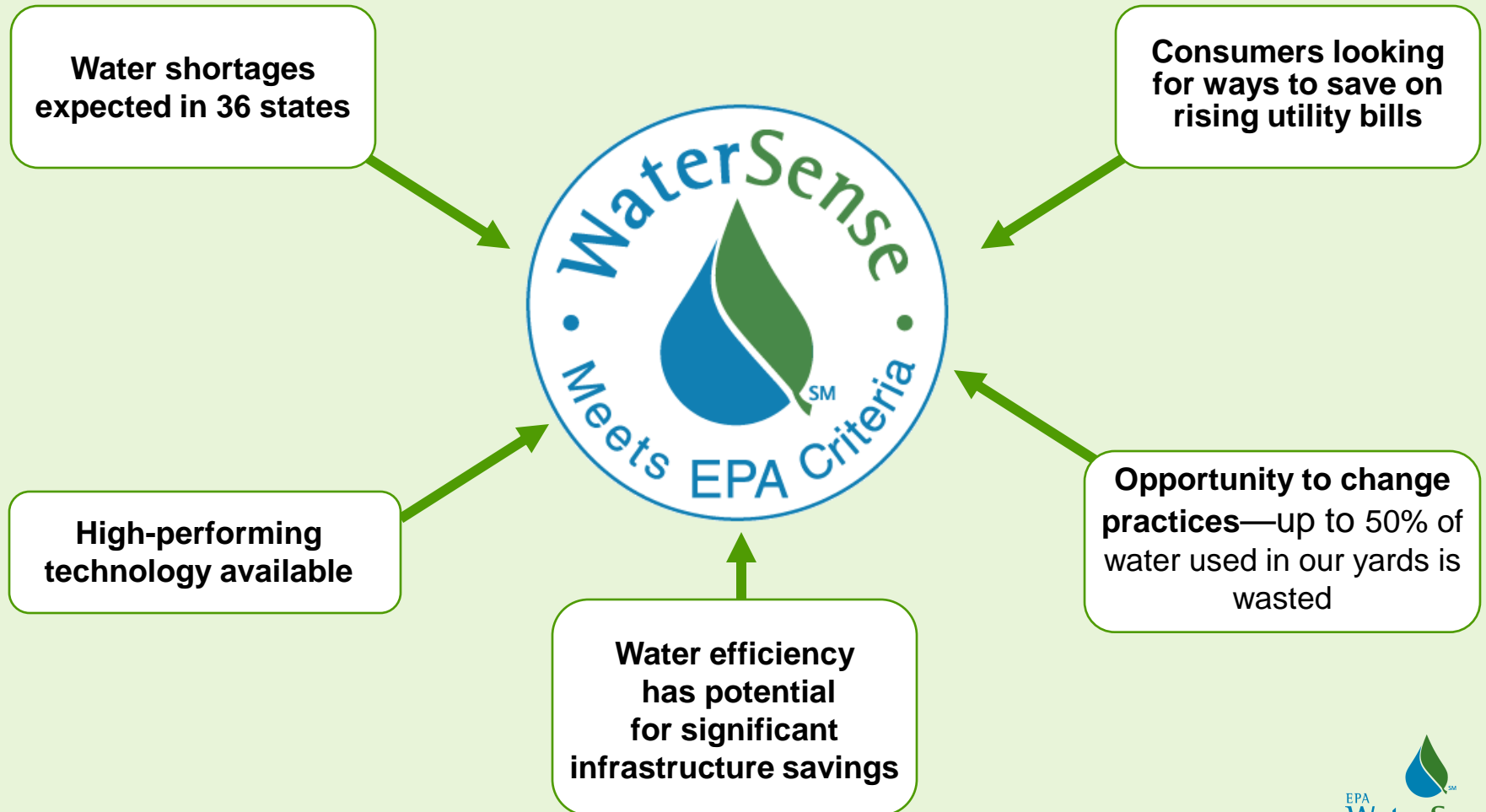


# Benefits of Participation

- National specifications
- Recognition 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



# Opportunities for Water Efficiency



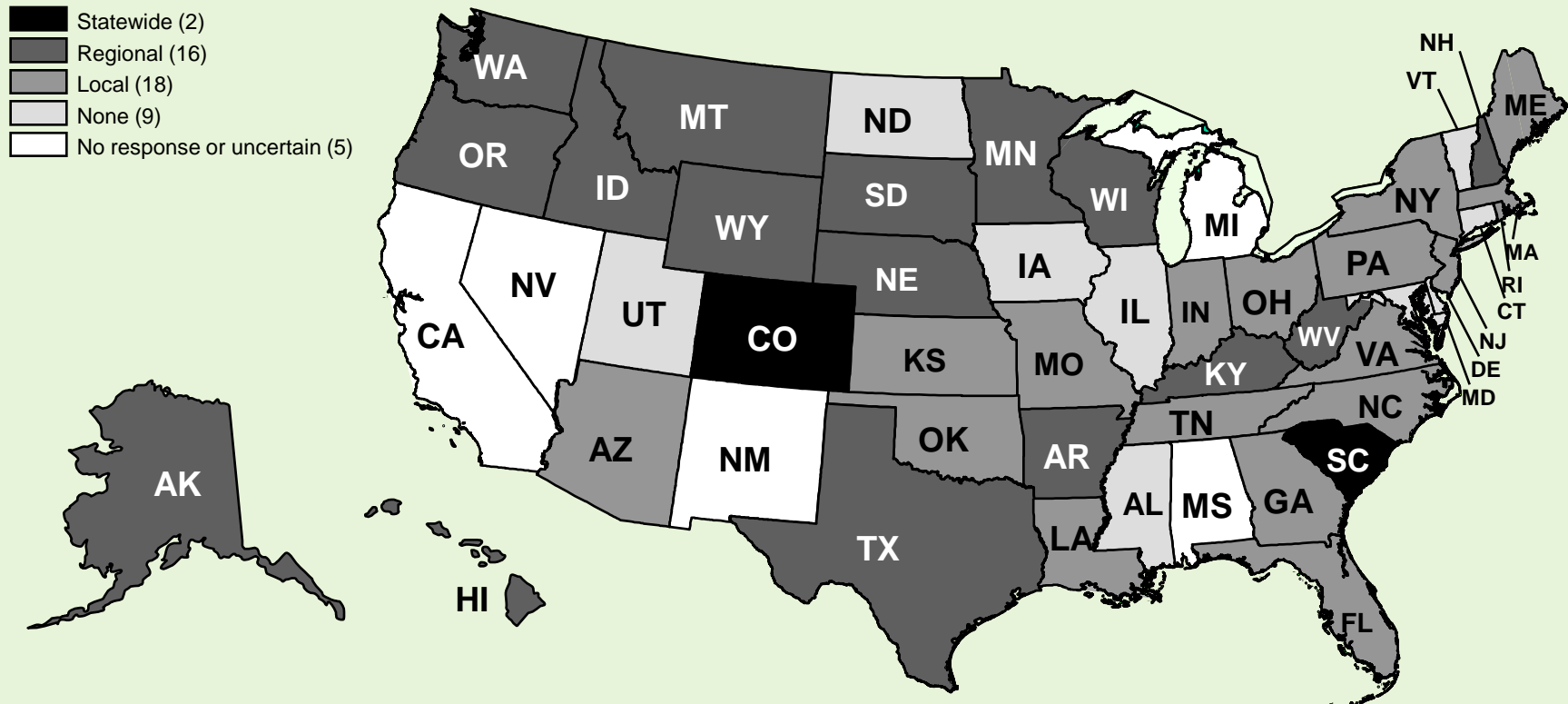


# Strained Resources

- Growing Population
- Increased Demand
- Supply shortages and uncertainty
- Aging Infrastructure:
  - Drinking water and wastewater utilities will likely need to invest between \$485 billion and \$1.2 trillion by 2019 in order to update aging infrastructure and keep pace with demand.



# Anticipated Water Shortages

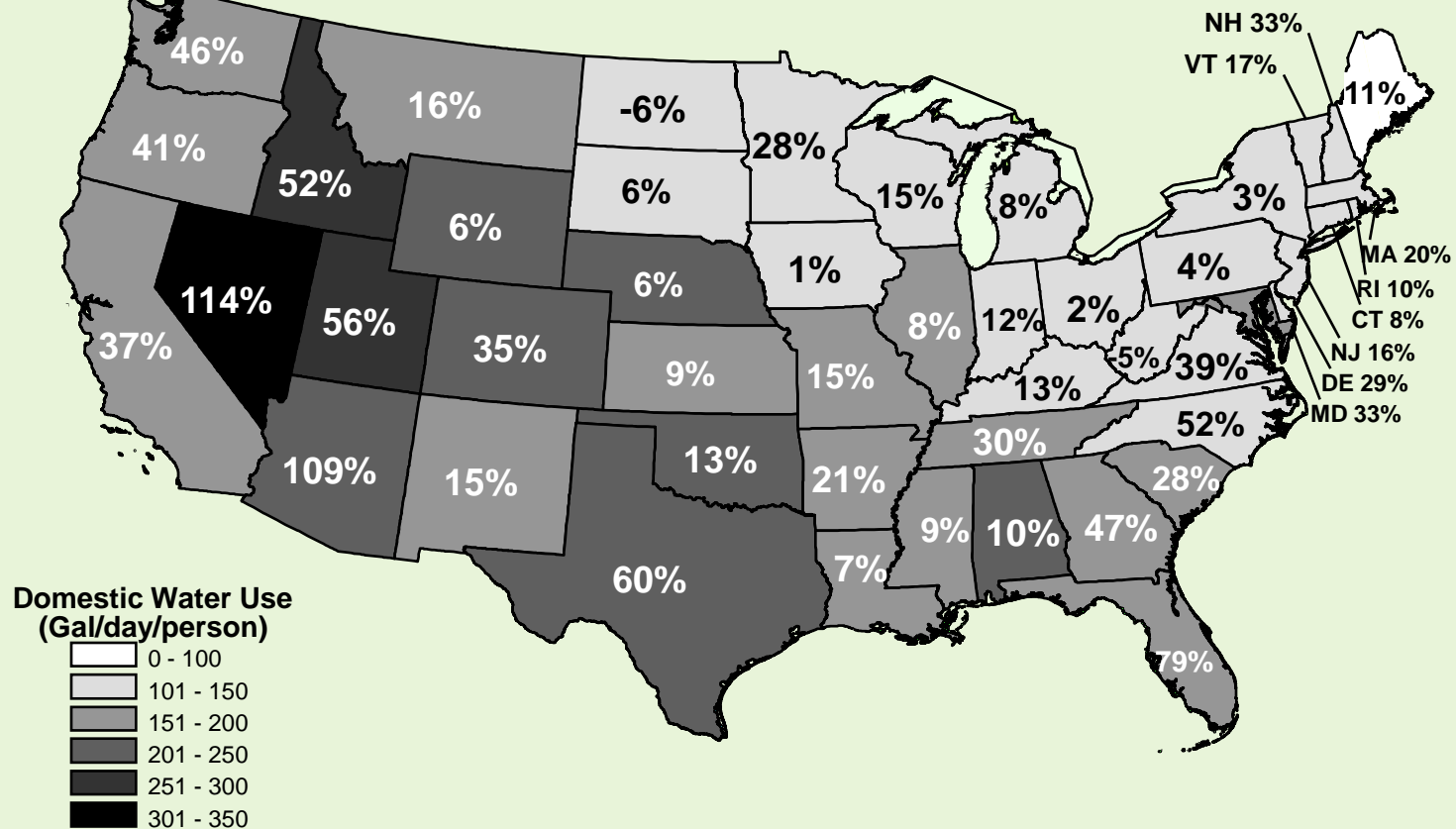


Source: GAO analysis of state water managers' responses to GAO survey

- Extent of State Shortages Likely over the Next Decade under Average Water Conditions
- White & Light Gray states expect some shortages

# Regional Water Impacts

Domestic Water Use in Gallons per Day per Person and Projected Percent Population Change by 2030





# Program Benefits— Environmental

- Reduces water use
- Maintains the health of aquatic environments
- Reduces demand on drinking water resources
- Minimizes water pollution by decreasing the amount of runoff from landscaping and irrigation practices
- Helps mitigate the effects of drought



## Program Benefits—Economic

- Reduces the need for developing new water supplies and building new treatment facilities
- 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— Global Climate Change

- Reduces greenhouse gas emissions associated with energy needed to pump, treat, and heat water
- Relieves stress on aging water and wastewater infrastructure
- Helps minimize risks associated with uncertain future climate change impacts



# Partnership Opportunities

- Promotional Partners
  - Utilities
  - State and Local Governments
  - Nonprofit Organizations
- Manufacturers
- Professional Certifying Organizations
- Service Providers
- Retailers/Distributors



# WaterSense Promotional Partners

- Includes more than 375 promotional partners and 24 international partners!

## Utilities

- El Paso Water Utility
- City of Fort Worth
- Arlington Water Utilities
- San Antonio Water System

## State and Local Governments

- Texas Water Development Board
- Texas Commission on Environmental Quality
- Lower Colorado River Authority (LCRA)
- City of Houston, P.U.D., Drinking Water Operations

## Water Districts

- Beaver Water District
- Tualatin Valley Water District
- North Texas Water District

## Nonprofit Organizations

- Alliance for Environmental Sustainability
- American Rivers, Inc
- Georgia Water Wise Council
- Water Conservation Alliance of Southern Arizona
- Obed Watershed Community Association



# Looking Ahead

Currently, WaterSense is focusing on residential water use:

- Green Savings Start at Home by Going Blue: EPA's WaterSense New Homes Pilot Program.
- Future plans for WaterSense include products and services for commercial buildings.



# Fix a Leak Week



- March 16-20, 2009
- Goals:
  - Educate consumers on the importance of fixing leaks
  - Raise awareness about WaterSense



# Fix a Leak Week

- WaterSense Tool kits Resources include:
  - Fact sheet and Fix a Leak Week logo
  - Sample Web text, animated Web banner, and widget
  - Bill-stuffers and postcards for utilities
  - Point-of-purchase materials for retailers



Every drop counts.

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



EPA  
**WaterSense**

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