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WaterSense[®]: A Partnership Program in Action

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What Is WaterSense®?

- Voluntary partnership and labeling program launched by EPA in 2006.
- Simple way for consumers to identify products that save water and perform well.
- Labels products that use 20 percent less water.
- Backed by EPA's efficiency and performance criteria.
- Independently certified.
- More than 300 organizations and utilities, 55 manufacturers, 50 retailers and distributors, and 4 certifying organizations had joined as partners as of August 2008.





What's Special About WaterSense?



- 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



WaterSense Labeled Fixtures

- Independent Certification
 - To earn the WaterSense label, products must pass independent, third-party testing.
- Toilets
 - 200+ labeled models
- Faucets
 - Nearly 500 labeled models
- Find Products
 - www.epa.gov/watersense





Progress to Date

- Most major plumbing manufacturers are WaterSense partners.
- Manufacturers, retailers, and distributors are taking steps to promote WaterSense labeled products on Web sites, brochures, advertisements, and in conjunction with major retailers

Check with your water company for potential rebates.

1.28 COTTAGE HIGH EFFICIENCY ALL-IN-ONE TOILET

\$149

Includes tank, chair height bowl, slow close seat, wax ring. Features high-performance Niagara flapperless flushing technology and qualifies for the EPA's WaterSense program (840565)

EPA WaterSense logo

CONSERVE WATER WITHOUT SACRIFICING PERFORMANCE AND STYLE.

STERLING toilets with Dual Flush technology continue to provide customers with innovative water-saving solutions for the bathroom. When shopping for a new toilet, more and more consumers are looking for contemporary designs that coordinate nicely with existing bathroom fixtures and are easy to clean, while also delivering water-saving benefits. To meet these needs, Sterling introduces its first concealed trapway. Dual Flush toilet - the Sterling. Its compact elongated design has the same footprint as a standard toilet, making it the perfect choice for small bathrooms.

- 150" bowl height, 12" standard rough-in
- User-friendly two-button water-saving technology to easily select 1.0- or 0.8-gallon flush
- Barkley guard helps protect against dirt getting under the bowl
- Concealed trapway is extremely easy to clean
- Contemporary design coordinates nicely with an array of bathroom decor
- Compact elongated bowl design has the footprint of a standard toilet

For more information, visit KOHLER.com/conservation

Inspired by the restrooms of life.

STERLING KOHLER



Partnering for a Shared Goal

- Partnership programs are effective in achieving shared goals
 - Bring together seemingly unrelated organizations to achieve a common goal
 - Reach broader audience through multiple organizations
 - Lend credibility to an issue
 - Leverage resources across organizations for greater impact



Example #1: Susan G. Komen for the Cure®

- Organization seeking to find a cure for breast cancer and support all individuals touched by the disease.
 - Partners with many corporations, including Fortune 500 companies
 - Corporate partners include American Airlines, KitchenAid, New Balance, Yoplait USA and others
 - Corporate partners help provide the resources needed for additional research, outreach, and grassroots efforts





Activities

■ How Komen spreads the word



- Komen Race for the Cure
 - 5K run or walk held annually in cities across the country



- Breast Cancer 3-Day
 - 60-mile walk over 3 days dedicated to helping the fight



- Corporate partners
 - Komen develops outreach, awareness, and fundraising initiatives with help and dedication of corporate partners



Results

- At the end of fiscal year 2007, Komen for the Cure raised more than \$275 million in revenue
- Celebrating its 25th anniversary in 2008, the organization now spans the globe, providing funding for international research and community education
- With other organizations, has helped cement the “pink ribbon” as *the* symbol of breast cancer awareness
- Made the National Race for the Cure the largest registered 5k in the world





Example #2: *The Heart Truth*, NHLBI

- National Heart, Lung, and Blood Institute program to promote awareness of heart disease among women.
 - Partners with government agencies and respected nonprofits
 - Leverages resources and sponsorships from corporate partners to spread message to broader audience



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MAKE-UP PARTNER: BOBBI BROWN



Activities

- How *The Heart Truth* spreads the word
 - *The Red Dress* icon and *National Wear Red Day* event to help build awareness
 - *The Heart Truth* Ambassador engages in media outreach and speaking events across the country
 - Empowers other organizations and citizens to organize events promoting heart health awareness





Results

- 57% of women now recognize the *Red Dress* as the national symbol for women and heart disease awareness
- 57% of women now aware that heart disease is their #1 killer
- From 2000 to 2005, heart disease deaths among women declined each year



Partnering with WaterSense

- WaterSense is partnering with utilities, local governments, manufacturers, retailers, distributors, and other entities to bring water-efficient products to the marketplace and spread the word about water efficiency.



Collaborating for Water Efficiency

- Many utility partners are working with our 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.
- Notable programs:
 - Cobb County, GA
 - Miami-Dade County, FL
 - City of Bozeman, MT



Cobb County Water System

- Cobb County Water System Rebate Program
 - Historic drought provided opportunity to educate customers about water efficiency and WaterSense
 - Began to focus on indoor water use and implemented two-pronged rebate program in late 2007
 - 1.6 gpf toilets = \$50 rebate
 - 1.28 gpf, WaterSense labeled toilets = \$100 rebate
 - Program launch widely publicized in press. Resulted in 15 print and 20 television stories.
 - As of March 2008, Cobb County had rebated nearly 1,000 WaterSense labeled toilets.



Miami-Dade County

- Miami-Dade County Rebate Program
 - Offers residents up to \$100 for each HET they purchase and install.
 - Miami-Dade incorporated WaterSense labeled toilets into its list of eligible HETs.
 - Aggressive print and broadcast media campaign and dedicated Web page



City of Bozeman, MT

- From mid-March through early May, the City, Kohler, and Ferguson Enterprises collaborated to educate citizens about water efficiency and provide WaterSense labeled toilets at a discounted price.
- The coalition promoted the special pricing through:
 - Public events
 - Utility mailers
 - Broadcast ads
 - Print articles
- Plumbers around the city agreed to install the toilets at a lower price
- City processed more than 300 applications in 6 week span, resulting in more than 3 million gallons of water saved annually.



Additional Partner Coordination & Activities

- Bringing together partners to facilitate outreach in targeted metro areas.
- Communicating with all partners to promote overall awareness of program and labeled products.
- Working with major manufacturer, retail, and distributor partners to promote labeled products.



Focus on Targeted Markets

- Working with coalition of national and regional partners in two target markets: Denver and Atlanta.
- Coordinated targeted outreach efforts that achieved greater recognition of the WaterSense brand, as well as helped achieve positive changes in local attitudes and behaviors toward water efficiency.
- In Atlanta - efforts focused on the Sales Tax Holiday for WaterSense labeled products (Oct.2 - 5).
- In Denver - efforts focused on promoting the program, as well as the increasing availability of WaterSense labeled products.



Results

■ What Were the Results?

- Preliminary results are positive:
 - Additional WaterSense labeled products available in stores
 - Dozens of media hits, including many television spots
 - Nearly a dozen additional utility partners

The Atlanta
Journal-
Constitution

THE DENVER
POST





Plans for 2009

- Continue to work with partners to promote WaterSense and WaterSense labeled products
- Continue to target priority markets in different areas of the country





More Information

■ WaterSense Information

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





Every drop counts.

