

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



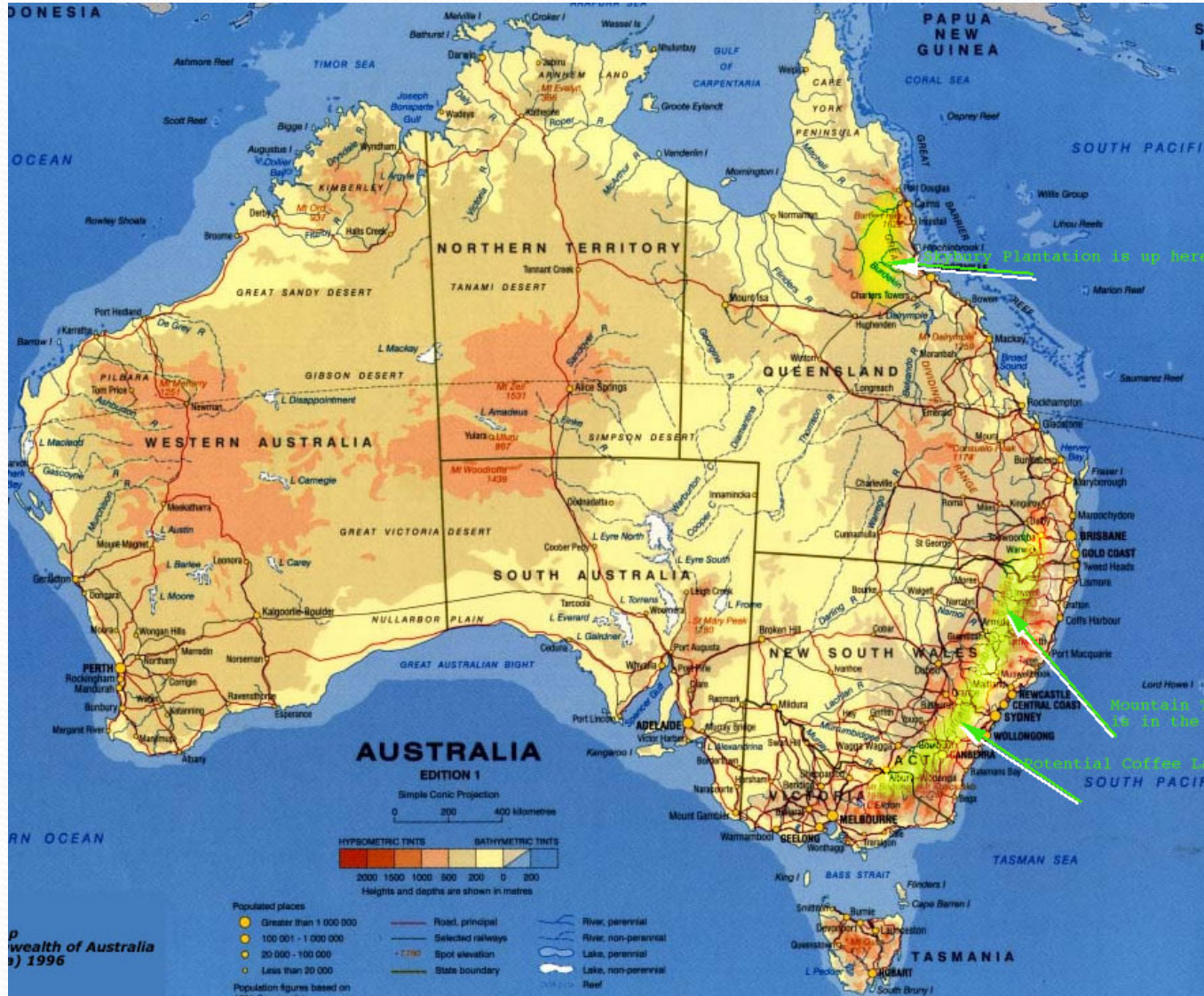


GreenPlumbers North America

***WaterSmart Innovations 2008, Las Vegas,
Nevada***

Green*Plumbers*

Genesis



Geographical Wealth of Australia
(1996)



Genesis

**August 2007 -
Alliance with
Australia**

**January 17, 2008
- Website Launch**

2007

2008

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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**September 2008
- Beta workshops**

GreenPlumbers®

SUPPORTING OUR COMMUNITY

TRAINING PROGRAMS

GreenPlumbers® training programs are designed to assist plumbers in understanding their role in relation to Environmental & Public Health, and to provide their customers with up to date information and advise on:

- latest technology and energy saving appliances
- practical appliances & installation knowledge
- environmental impacts of plumbing services, appliances and household practices
- consumer information
- energy/water/cost savings (short term and long term cost comparisons and environmental benefits)





GreenPlumbers® Training and Accreditation Program

GreenPlumbers Environmental Solutions

5 courses / 32 hours

**All courses will be offered at
WaterSmart each year!**



GreenPlumbers®

SUPPORTING OUR COMMUNITY

GreenPlumbers® Accreditation Program



GreenPlumbers®
CLIMATE PROTECTION

Tuesday, October 7th, 10:00 AM - 6:00 PM

Comprehensive instruction on **Climate Care** including gas emissions in home and business.

Topics covered include:

- Hot water heating
- Energy consumption
- Heating appliances
- Cooling appliances
- Greenhouse gas abatement



GreenPlumbers®
CARING FOR OUR WATER

Wednesday, October 8th, 7:00 AM - 2:00 PM

Caring For Our Water by understanding the water cycle process and the new technologies and behaviors that contribute to increased conservation. Topics covered include:

- Water Efficient Products
- New Technology
- Reducing Household Water Consumption
- Storm Water runoff pollution and prevention
- Introduction to household water audits



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GreenPlumbers® Accreditation Program



GreenPlumbers®
SOLAR HOT WATER

Thursday, October 9th, 2:00 PM - 6:00 PM

New **Solar Hot Water** technologies instruction including:

- Solar Hot Water Technology
- Rebate information
- Retro-fit sizing and installation
- New Technology



GreenPlumbers®
REUSE / RECYCLE WATER

Thursday, October 9th, 7:00 AM - 2:00 PM

An overview of the dynamic technologies that will shape future conservation efforts, **Water Efficient Technology** includes:

- Recycled Water
- Rain Water
- Graywater
- Septic Tanks/Wastewater Treatment Systems
- Environmental/Public Health/Safety Regulations



GreenPlumbers®

SUPPORTING OUR COMMUNITY

GreenPlumbers® Accreditation Program



GreenPlumbers®
INSPECTIONS REPORT SERVICE

Friday, October 10th, 7:00 AM - 10:30 AM

Inspection Report Service is an overview of domestic and commercial water auditing, inspections and reporting, assessment and strategies, including:

- Water and Energy Audits
- Commercial / Industrial and Residential Buildings
- Creating a Master Plan for Future Improvements





Benefits of GreenPlumbers® Accreditation

Training & Accreditation

GreenPlumbers® seeks to provide environmental training for existing journey level plumbers at a low cost, with program funding supplied through government, agency, utility and manufacturer partnerships.

- **Attain additional skill and knowledge levels**
- **Enhance the public image and become the expert on new products and technologies**
- **Increase value to employer**
- **Provide beneficial results for society and the planet**

What effect will *Climate Change* have on your business in 2008? Are your plumbers prepared to discuss water and energy conservation in an enlightened marketplace?

A recent survey revealed that only 11% of Americans consider themselves to be extremely 'green' today, but 43% believe they will be extremely green within five years!



What Attracted us to GP?

- Ability to bring change to an industry that has remained relatively stagnant for over 30 years.
 - Image shift
 - Attracting a new generation to the industry
 - Champions of Conservation



Image of Plumbers over time...



Circa 1934



Image of Plumbers over time...

These Days...





The **GreenPlumber** Protects the Resources of the Planet





PLUMBING AS A CAREER

**How
valuable
would it be
if Plumbers
were part
of the
solution?**





Data from the National Employment Matrix

Occupation (SOC code) United States - May 2006	Employment
Electricians(472111)	617,370
Pipelayers(472151)	58,330
Plumbers, Pipefitters, and Steamfitters(472152)	435,960
Heating, Air Conditioning, and Refrigeration Mechanics and Installers(499021)	250,970

Occupation (SOC code) California - May 2006	Employment
Electricians(472111)	60,350
Pipelayers(472151)	5,270
Plumbers, Pipefitters, and Steamfitters(472152)	48,770
Heating, Air Conditioning, and Refrigeration Mechanics and Installers(499021)	17,060

Plumbers and Pipelayers Combined:

Current Employment = 494,290

Projected Employment by 2016 = 628,000

*U.S. Dept of Labor / Bureau of Labor Statistics



Four Out of Five College Students and Recent Grads Prefer Jobs at Green Companies

According to a survey conducted by Experience, Inc., the nation's leading provider of career services for college students and alumni.



The Traditional Role Of Plumbers In Water/Energy Relationships

- Plumbers are generally conservative
- Don't relate to “Global Warming”
- Hate Low Flow or ULF Toilets

Relating to Water Conservation...

Plumbers are part of the problem



Plumbers can be *THE* solution

Survey of Plumbing Contractors = 2.8 calls per day

If GreenPlumbers® trains 1,500 Plumbers in Northern California

x 2.8 calls per day =

GreenPlumbers® in 4,200 houses a day =

84,000 houses per month =

1,008,000 houses per year.

If the Plumber is able to save just **20 gallons of water per house per day** the savings over the course of a year will be:

7,358,400,000 gallons of water saved per year.



CHAMPIONS OF CONSERVATION

**How
valuable
would it be
if Plumbers
were part
of the
solution?**





IMAGE

**ATTRACTING NEW
PLUMBERS**

**CHAMPIONS OF
CONSERVATION**

How
valuable
would it be
if Plumbers
were part
of the
solution?



Green*Plumbers*

Progress



Progress

May 2008 –
19,000 unique
visitors to website

May 2008 –
North America
agreement

August 2008 –
To Date:
45+ workshops
1300+ GPs
trained



May 2008 –
Metro Challenge:
A Success!

July 2008 –
Requests for
workshops from
all 50 states



Website Statistics





GreenPlumbers

USA



City of
Atlanta
Department of
Watershed Management



Atlanta is in a drought Learn how you can help

Current Watering Restrictions



GreenPlumbers[®]
CLIMATE PROTECTION

Training
workshop
registration

**New Toilet
Rebate**





WORKSHOPS HAVE BEEN
REQUESTED IN ALL 50 STATES!

Green*Plumbers*

Future



Future

2008 – Major Training Expansion

Late 2008 – Launch of Online Training and Install Programs

2012 – Market served by 40,000 Champions of Conservation

2007

2008

2009

2010

2011

2012

Late 2008 – Canada Workshops Begin

Fall 2009 – WaterSmart Innovations '09

2012 – Desktop Conservation Models



Response to Demand

- Continued live workshops US and Canada
- Regional “5 workshop” packages
- On-line training



Accountability in Tracking

- Plumbers answering the call for water districts
- Partnerships with irrigators and landscapers
- Desktop Behavior Models



Install Programs and Audits

- Pilot Programs
 - City of Atlanta
 - Denver Water
 - MWD



Urban Dam Project/ 12 year plan

- Master plan for future improvement
- Reducing water usage on the demand side
- Decentralized Response



Online Training

- Provides a much needed increase in efficiency.
- Enables plumber to take training course locally instead of having to travel to our nearest workshop.
- Enables plumber to take all 5 courses with minimal absence from work.

Conclusion