

This presentation premiered at WaterSmart Innovations

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Putting the  into
Water Efficiency

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EPA's Big Challenge

- Changing the way we think about water efficiency and water efficient products—on a shoestring!





How? Just Do It

- By putting the “swoosh” into water efficiency!





No, I mean, really...

- EPA is seeking to **brand** water efficient products and behavior through the WaterSense Program, just as
 - Nike brands sneakers and playing sports
 - Starbucks brands coffee and the coffee-drinking experience

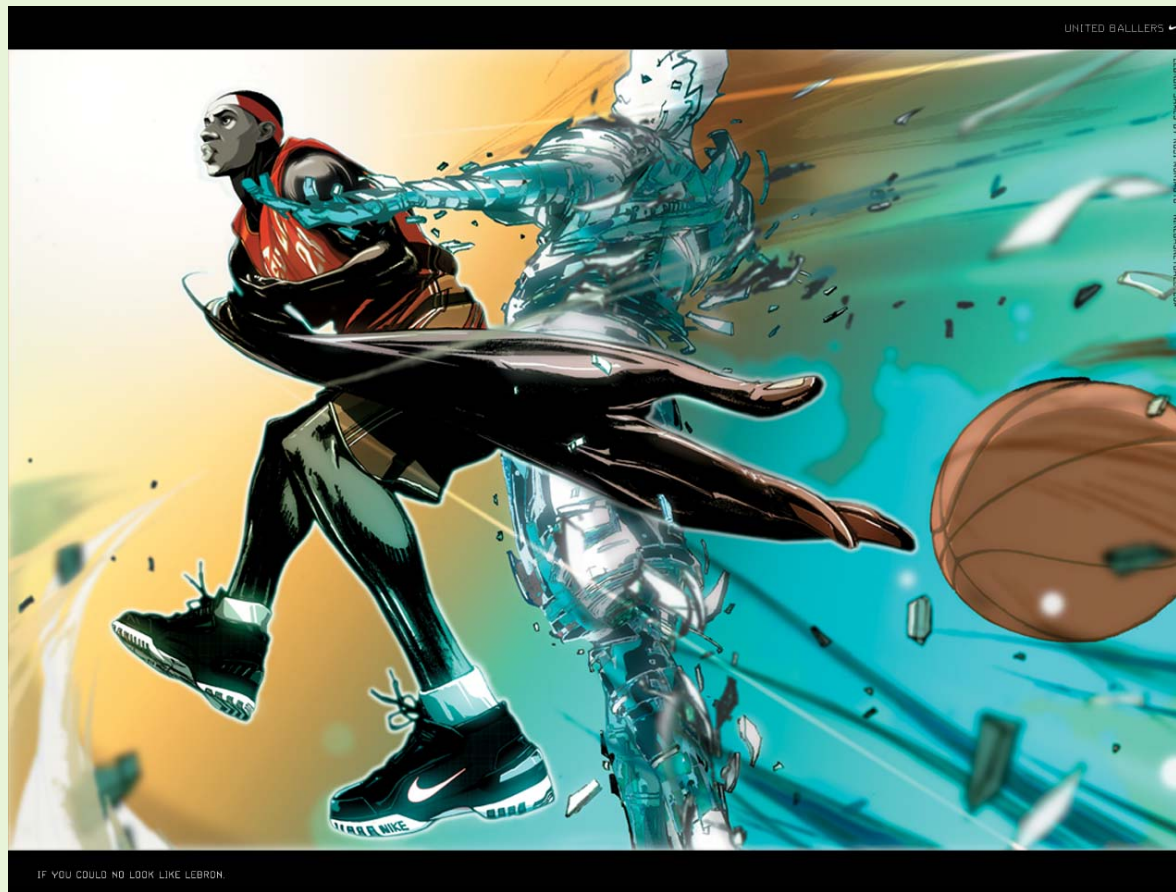


What *does* branding mean?

- Defining (labeling) products and/or behaviors
- Specifically defining *the experience* of using a labeled product or doing the behavior
- Spreading the word to create social norms around the products/behaviors to help scale up



Example #1: Nike



Birth of the



- Created by a graphic designer in 1971
- Represents wings of Nike
- Cost? \$35
- Value today? Billions (more than total corporate physical assets)

The Nike Brand



What Nike Accomplished



■ How?

- Athlete and event sponsorship agreements
- Extensive advertising

Example #2: Starbucks

- Pre-Starbucks coffee:



- Post-Starbucks coffee:



Starbucks inspired change

- Pre-Starbucks coffee experience:



Today's coffee experience





Transforming water efficiency



- Play to EPA's assets
- Build a powerful brand
- Strategic implementation of brand marketing



EPA's Assets

- **Credibility**
 - Environmental authority
 - Unbiased, not profit driven, protector of The Commons
- **Relevance**
 - Addresses environment, water quality and availability, infrastructure climate change
- **National Reach**
 - Interfaces with millions of individuals and stakeholders

EPA and Brand Building? Yes!

- Best Workplaces for Commuters

- 2000+ employers, with 20% F500

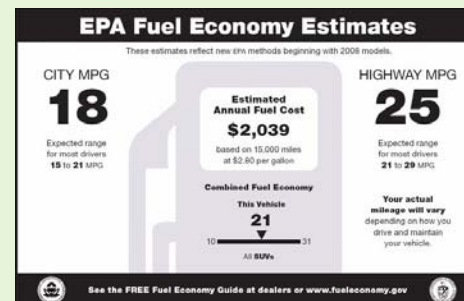


- ENERGY STAR

- ~70% public recognition of label



- Fuel Economy Label





WaterSense

- Creating a national brand for water efficient products and behavior in 3 “simple” steps:
 1. Define
 2. Differentiate
 3. Disseminate



Step 1: Define the Products

- Establish high quality standards and 3rd-party verification for products to ensure compliance
- **Status:**
 - Specs for HETs, faucet aerators
 - 7 licensed certifying bodies



Step 2: Differentiate Products

- Establish the label, encourage manufacturers to use it, encourage retailers to stock labeled products
- **Status:**
 - More than 370 products are labeled and on shelves





Step 3: Create Campaign

- Promote awareness of label and personal water efficiency ethic
- **Status:**
 - Started with “Every Drop Counts” to raise awareness of water scarcity and need for efficiency
 - Transitioning to “Because Water Matters” to emphasize personal responsibility.
 - Include messaging on “watersensibility”
 - Leverage relationships to carry message

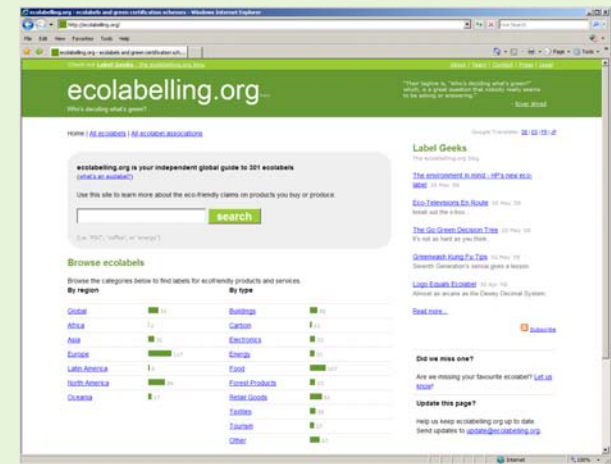


3 Potential Challenges

1. Distinguishing from other ecolabels
2. Coping with “green” fatigue
3. Keeping consumers engaged

Proliferation of Ecolabels

- More than 84 “ecolabels” in N. America!
- Potential for consumer confusion
- Example: Cradle to Cradle



- *Solution*: Emphasize EPA association



Consumer “Green” Fatigue

- Corporate greenwashing and curious products
- Example: Revolymer’s “clean gum”
 - “Gum will always be a litter...All we can do is stop the environmental aspects of it...Clean Gum will wash off after a heavy rain, or will be knocked loose by regular foot traffic and can be swept up like any other litter. “ (source: *Wired*, Sept 19 2007)



- **Solution:** Emphasize that products function the same but *perform better* and are 3rd-party verified



Keeping Consumers Engaged

Solutions:

- WaterSense offers positive solutions
- WaterSense integrates with other sustainable solutions
 - New homes
 - Drops to Watts
 - Landscaping





Our Vision

- On the Products side...
 - Setting The Standard for water efficient products
 - Transforming the retail/wholesale marketplace
- On the Behavior side...
 - Linking WaterSense to Common Sense
 - Green, water efficient living
 - “She has WaterSense, do you?”
 - A way to join a broader positive community



Thank you

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