

This presentation premiered at WaterSmart Innovations

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WaterSense 2020:

Ideas and Thoughts



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Energy Star Envoy

- Phenomenal success to Energy Star program
- High consumer recognition in the marketplace
- Voluntary participation program for both manufacturers and consumers
- Significant energy efficiency savings
- In 2007, consumer energy efficiency savings avoided greenhouse gas emissions equaling 27 million cars and saving \$16 billion on utility bills

Acting on Energy Star Envy

- Stakeholders asked for water labeling program as companion to Energy Star label (June, 2003)
- Benefits of energy labeling needed for water
- Consumers need clear signals as to which products are more water efficient
- The market needs to be transformed and new product developed
- Marketing surveys and focus groups showed high level of consumer interest: “tipping point”

First Steps

- Initial stakeholder meeting held by EPA on October 8, 2003
- 3 long years of organizational discussions followed with stakeholders
- Terms for program debated
- Significant difference from Energy Star: product testing
- Product performance and consumer satisfaction a key factor

A Water Label Announced

- Name shrouded in mystery
- June, 2006 in San Antonio
- Key stakeholder support
- Similar to Energy Star:
 - *Voluntary program*
 - *Consumer branding*
- EPA Issues:
 - *Modest EPA funding*
 - *Cold water products only*



WaterSense It is!

- 20% more efficient than law
- 3rd party testing required
- Product roll-out:
 - *High Efficiency Toilets*
 - *High Efficiency Faucets*
 - *Irrigation partners*
 - *New Homes*
 - *Showerheads underway*



What is Needed Now?

- Congressional Authorization and federal funding on a scale with Energy Star
- Expanded product listings
- Expanded topic areas
- More promotional partners
- Massive consumer education and participation program
- Benchmarking of progress in efficiency
- Canadian WaterSense “franchise”



WaterSense 2020

Disclaimer: These are my personal fantasies!

2020: WaterSense Products

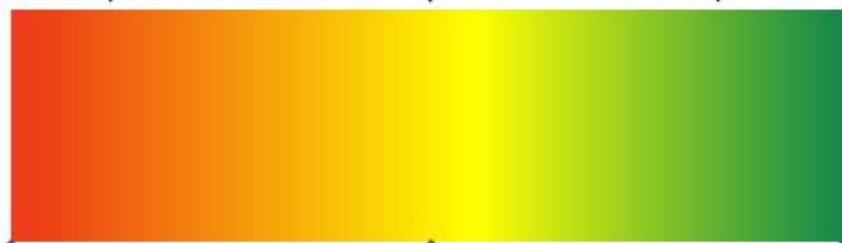
- ALL cold water-using products and appliances are WaterSense labeled, for residential and commercial
- ALL hot water-using products and appliances are co-labeled with Energy Star, for residential and commercial
- Approved products are featured on co-labeled “product showcase” web site
- Approved products are featured on co-labeled “consumer rebate finder” web site
- ALL retailers and wholesalers have mandatory consistent point of purchase displays and branding

2020: WaterSense Homes

- New Homes Version 7.9 specification is down to 35 gallons per capita per day (indoor and outdoor)
- No potable water allowed for irrigation or toilet flushing (instead gray water, rainwater and recycled water)
- Existing Home Label is a retrofit to 100% of New Homes standard
- Special water rate given for WaterSense Homes
- Beacon electronic devices to notify households

2020: Beacon Idea

- Daily water use readings from water utility AMR sends near real-time information on
 - *Water use against a target*
 - *Water use trends*
 - *Water use restrictions*
- Sends info using color and animation (pulses)
- Sends info on water use against a target:
 - *When glows **red**, consumer is above target*
 - *When glows **green**, consumer is below target*
 - *When glows **yellow**, consumer is at target*



OVER
TARGET

TARGET/BUDGETED
WATER USE

BELOW
TARGET

- RUNNING WEEKLY AVERAGE
- UPDATED DAILY
- PULSED COLOR WHEN ON TARGET FOR BILLING PERIOD PREMIUM RATE

2020: Beacon Idea

- In areas that set household water budgets:
 - *Pulses when using water on a trend would put them over budget if extended over the set time period*
- In areas that use an inclining rate structure:
 - *Pulses if on a trend to go into the next block rate at some time during billing cycle*
- Could be set to pulse or fast pulse for:
 - *Outdoor water use bans*
 - *Drought conditions*
 - *Reservoir or groundwater levels low*

2020: WaterSense Landscaper

- More than just a promotion partner
- Tested and Certified as to ability to manage to a water budget
- Meets performance benchmark of 80% of budgets met
- Gray water and rainwater management expert
- Training and Certification at a National Water Conservation Center in Albuquerque

2020: WaterSense Green Plumber

- More than just a promotion partner
- Tested and Certified as completing all Green Plumber curriculum units
- Meets performance benchmark of 80% installation of WaterSense products and structured plumbing for hot water minimization
- Gray water expert

2020: WaterSense Water Utility

- Benchmarked water utilities only
- Meets low water loss standard: ILI less than 2.0
- 100% Conservation budgets for all accounts
- 80% conservation budgets met by consumers
- Rate structure still recovers needed utility costs
- Carbon neutral footprint
- Water and Energy are managed together

2020: WaterSense Hotel

- Benchmarked hotels only
- Meets low water use standard of 40 gallons per guest, including laundries and food service
- No potable water allowed for irrigation or toilet flushing (instead gray water, rainwater and recycled water)
- Carbon neutral footprint
- Water and Energy are managed together

2020: WaterSense Industrial Partner

- Meets benchmarked industry water use ratios for product produced
- Meets Zero water waste: all process and cooling water recycled
- Products produced carry WaterSense industrial label
- Carbon neutral footprint
- Water and Energy are managed together

2020: WaterSense Promotional Partner

- 250,000 promotion partners in United States
- 10,000 promotional partners in Canada
- Partners must document continued water efficiency performance achievements
- Partners must document public promotion of WaterSense goals
- WaterSense has a major partnership with Alliance for Water Efficiency!



Welcome to the Alliance For Water Efficiency

We are North America's voice for water efficiency and conservation. Read a [welcome letter](#) from our Board Chair. Visit our [membership page](#) for information on joining, then sign up via our on-line application. Sign up for the Alliance news email list. View the list of our founding [Charter Sponsors](#). View our growing list of [Annual Members](#). Check out our [News](#) page. Learn more about the Alliance.

Congress Approves Great Lakes Compact

The U.S. House and Senate have approved the Great Lakes Compact and sent the legislation on to the President for signature. These actions complete a historic process to protect the Great Lakes. "By approving the Great Lakes Compact today, Congress has acted in a historic manner to ensure that the Great Lakes are protected for future generations," said Michigan Governor Jennifer Granholm. The Compact strives to foster economic development through sustainable use and responsible management of Basin waters and in general bans new diversions of water from the basin. [Learn more about this historic legislation here.](#)

Calendar of Events



9/25/2008	West Coast Green 2008
10/7/2008	Alliance for Water Efficiency Board of Directors Meeting
10/7/2008	AWE Education and Outreach Committee Meeting
10/7/2008	AWE Water Efficiency Research Committee Meeting
10/7/2008	AWE WaterSense and Water-Efficient Products Committee Meeting

Latest Information



Water Efficiency Watch Newsletter
Sept - Oct 2008



Urban Drought Manual - 2008 Update



New 12th Edition MaP and UNAR Toilet
Testing Results and Info



AWE Letter to DOE on Dishwasher
Spec



Alliance
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Efficiency

Promoting the Efficient and
Sustainable Use of Water

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Resource Library

Welcome to the Alliance for Water Efficiency's Resource Library. AWE strives to provide the best on-line resources on water conservation and efficiency. Search through our collection and discover the wealth of useful, technical information assembled. Enter keyword(s) in the search box below or select an library section from the list on the right.



Resource Library Search Tool

Use the tool below to search the Alliance for Water Efficiency library:

Basic Search

Advanced Search

Site



Search

Recent Library Updates



9/24/2008	Graywater Introduction
9/24/2008	Landscape and Irrigation Introduction
9/24/2008	MaP-12th Flushometer Bowl and Valve Combinations - HETs only
9/23/2008	UNAR-ULFTs
9/22/2008	Residential Shower and Bath Introduction

AWE Library Sections



Residential Water Efficiency



Landscape and Irrigation



Commercial Institutional and Industrial



Non-Residential Fixtures, Appliances and Equipment

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