

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





WaterSense:

Expanding Public/Private
Collaboration to Reduce
Outdoor Water Waste

October 7, 2009



The WaterSense Program

- Goals
 - Market enhancement
 - Behavior change
 - Marketplace acceptance





Outdoor Water Use Issues

- 30% of household water used outdoors
- Up to 1.5 billion gallons lost daily
- 50% of U.S. homes overwater
- Overwatering occurs from:
 - Lack of awareness
 - Poor practices
 - Poor design
 - Improper maintenance



Pool Design





Pool Design





Improper Maintenance



Improper Maintenance





Challenges

- Lack of awareness
- Aesthetic concerns
- Compatibility concerns
- Fear of losing convenience
- Lack of trust in technology



Objectives

- Generate awareness
- Educate on practices & technologies
- Communicate benefits
- Motivate for behavior change

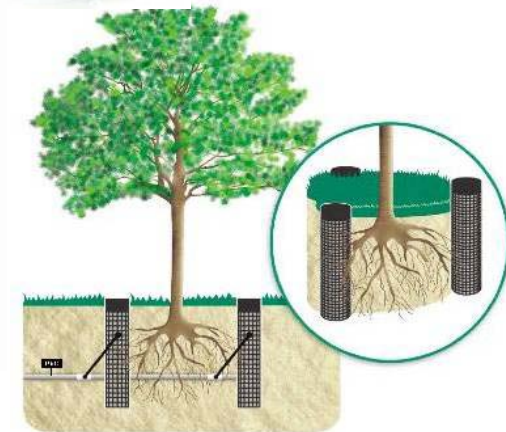




Technology Solutions

■ Irrigation control technologies

- Rain sensors
- Soil moisture sensors
- Weather-based irrigation controllers
- Drip irrigation





Practices

The professional community is a vital component to achieving efficient irrigation...

- Value of the irrigation professional
- Technologies alone can't improve efficiency

... and advocacy for change



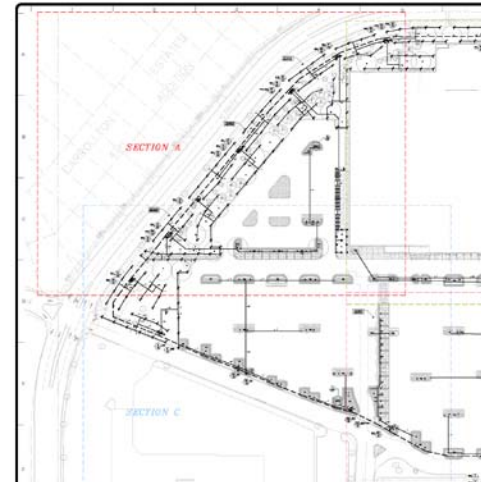
VS





Behavioral Solutions in the Industry

- Professional designs and specifications
- Qualified installations
- Proactive maintenance
- Embrace water-efficient technologies
- End user support





End User Behavioral Solutions

- Watch for leaks
- Perform regular maintenance
- Monitor watering times
- Turn off systems when it rains
- Adjust according to seasons
- Look for WaterSense partners





Consumer Messaging

- Save money
- Help the environment
- Prevent & reduce run-off
- Convenient
- Maximize landscape beauty
- Get advice from WaterSense irrigation partners





Stakeholders

- Landscape professionals
- Building/facility managers
- Irrigation professionals
- Irrigation controller manufacturers
- Irrigation controller retailers & distributors
- Promotional partners (government & utility)





Ideas for all Stakeholders

- Website
- Public relations
- Promotional materials
- Logo

The screenshot shows the 'Partner Resources' page on the EPA WaterSense website. At the top left is the EPA WaterSense logo. The title 'Partner Resources' is in a large, bold, red font. Below the title is a paragraph of text: 'Explore the WaterSense partner tool kits below. WaterSense has developed materials specific to each partner type, including signage, online tools, brand guidance, and many more resources tailored to your needs. Also, check out resources available to other WaterSense partner types to brainstorm how you can collaborate in the future. Remember: access to these tool kits is a benefit for WaterSense partners only so please do not share your user name and password.' Below this text are five tool kit cards, each with a small image and a title: 'Promotional Tool Kit' (For Utilities, Communities, States, and Other Organizations), 'Labeling Tool Kit' (For Manufacturers and Certifying Organizations), 'Sales Tool Kit' (For Retailers and Distributors), 'Irrigation Tool Kit' (For Certified Irrigation Professionals), and 'Utility Recruiting Tool Kit' (For Those Recruiting Prospective Utility Partners). At the bottom of the page is a paragraph of text: 'Questions about the tool kit materials? Please contact the WaterSense Helpline at (866) WTR-SENS (987-7367) or watersense@epa.gov. This Web site is being made available to partners in the beta testing phase. WaterSense would appreciate any suggestions for its improvement.'

Partner Resources

Explore the WaterSense partner tool kits below. WaterSense has developed materials specific to each partner type, including signage, online tools, brand guidance, and many more resources tailored to your needs. Also, check out resources available to other WaterSense partner types to brainstorm how you can collaborate in the future. Remember: access to these tool kits is a benefit for WaterSense partners only so please do not share your user name and password.

- Promotional Tool Kit**
For Utilities, Communities, States, and Other Organizations
- Labeling Tool Kit**
For Manufacturers and Certifying Organizations
- Sales Tool Kit**
For Retailers and Distributors
- Irrigation Tool Kit**
For Certified Irrigation Professionals
- Utility Recruiting Tool Kit**
For Those Recruiting Prospective Utility Partners

Questions about the tool kit materials? Please contact the WaterSense Helpline at (866) WTR-SENS (987-7367) or watersense@epa.gov. This Web site is being made available to partners in the beta testing phase. WaterSense would appreciate any suggestions for its improvement.



Ideas for Landscape Professionals & Managers

- Find certified professionals – look for WaterSense irrigation partners
- Design landscapes efficiently
- Outreach





Ideas for Irrigation Professionals

- Highlight WaterSense-labeled products
- Bill stuffers
- Events
- Water-saving tips
- Partner with WaterSense





Outreach





Ideas for Irrigation Controller Manufacturers


- Partner with WaterSense
- Apply for the WaterSense label
- Workshops & presentations
- Newsletters
- In-store marketing
- Incentive programs

Ready to start saving?
Buy WaterSense® labeled plumbing fixtures to save water and money.




www.epa.gov/watersense

We manufacture WaterSense® labeled products.



Ask us how we can help you make every drop count.





Ideas for Irrigation Controller Retailers & Distributors

- Partner with WaterSense
- Equip staff
- Brochures
- Posters
- Conferences & events
- Postcards
- Seasonal promotions
- Give away items



Ready to start saving?

Buy WaterSense® labeled plumbing fixtures to save water and money.

ask about
WaterSense
Meets EPA Criteria

www.epa.gov/watersense



Ideas for Promotional Partners

- Brochures
- Presentations
- Public relations
- Bill stuffers
- Incentives & rebates
- Irrigation audits
- Self-audit checklist
- Events





Collaboration

- Offer discounts & incentive programs
- Conduct audits & provide water-efficient tips
- Organize & sponsor events





Questions

Thank you so much for attending!

For more information, please contact:

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