

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Home Water Works Web Site and the Water Calculator

Peter Mayer and Mary Ann Dickinson  
Aquacraft, Inc. and Alliance for Water Efficiency  
2012 Water Smart Innovations Conference



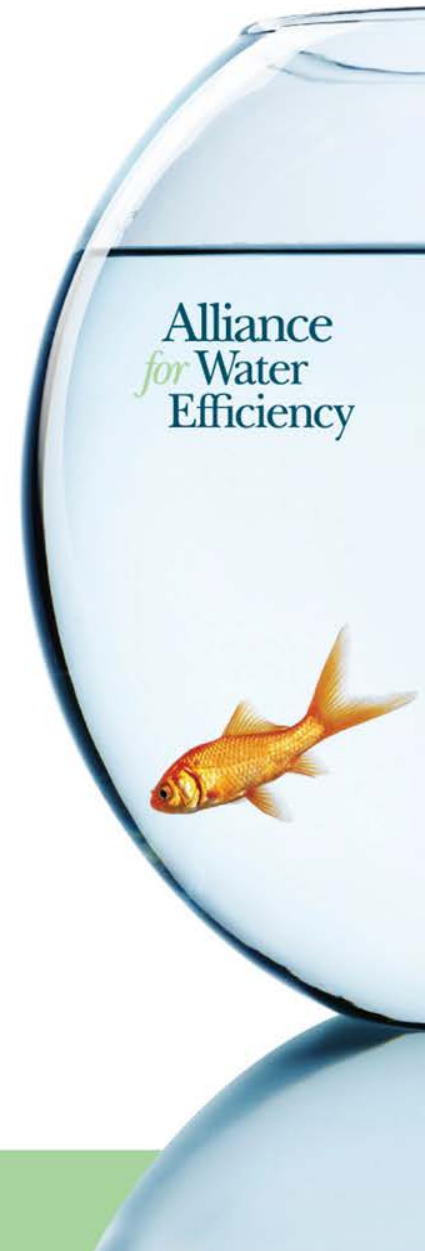
Alliance *for* Water Efficiency

A VOICE AND  
A PLATFORM  
PROMOTING THE  
EFFICIENT AND  
SUSTAINABLE  
USE OF WATER



# Involving The Consumer

- **The Problem:** How to engage end users in water efficiency and improve understanding of water use patterns?
- Water rates are increasing and people want to save money.
- Education on household level water waste is critical
- Water IQ campaign and other media efforts
- “Never Waste” Bottle Campaign Fall, 2012



# Home Water Works Web Site

- Residential consumer oriented web site
- Water Use Calculator
- Water saving tips
- Detailed info on:
  - Toilets
  - Clothes washers
  - Landscape design, installation, & maintenance
  - Irrigation
  - Faucets
  - Much more...





HOW MUCH WATER DO  
YOU REALLY USE?

FIND MY WATER USAGE



## Explore Your Water Usage With Our Water Calculator

How much water do I use? How do I compare? Estimate daily and annual water use with the Water Calculator.

Answer a few simple questions and the Water Calculator does the rest. It's quick and easy.

How much  
**water** do you use?



### Blog

- [AWE Releases First Ever Business Guide Showcasing its Business & Industry Members!](#)
- [April Showers bring May Flowers! Here's 6 ways you can get your landscape in wat...](#)
- [The global water crisis will be the central issue facing our world this century....](#)

### Does Your Landscape Have a Drinking Problem?

[Click here](#) for helpful information on how to keep your landscape looking beautiful while staying water efficient.

### Quick & Easy Tips For Saving Water at Home and Work

Looking for quick and easy ways to save water? [Click here](#) to see how easy it can be!

[Home](#)

## Water Calculator

### How much water do I use? How do I compare?

Estimate daily and annual water use with the Water Calculator. Answer a few simple questions and the Water Calculator does the rest. It's quick and easy.

**How much  
water** do you use?



click **HERE**  
to start  
NOW!



My Daily Usage  
Roll over for  
results

Carbon Footprint:

Percent Complete

Areas to Complete

Roll over for number of questions



# How much water do you use?



## Let's Get Started!

Click an area on the home to input how much water you use, and learn how you can conserve water there. Answer for yourself only, and assume you are in your home for a 24-hour cycle.



### My Daily Usage

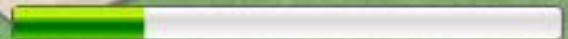
Roll over for results



Carbon Footprint:

(lbs. CO<sub>2</sub> / year)

### Percent Complete



### Areas to Complete

Roll over for number of questions



## Water Calculator

### How much water do I use? How do I compare?

Estimate daily and annual water use with the Water Calculator. Answer a few simple questions and the Water Calculator does the rest. It's quick and easy.

## How much water do you use?

### Let's Get Started!

Click an area on the home to input how much water you use, and learn how you can conserve water there. Answer for yourself only, and assume you are in your home for a 24-hour cycle.



The Water Calculator automatically compares estimated water use against an average home and an efficient home in the same region with the same number of residents. The Water Calculator also estimates the carbon footprint of household hot water use and helps identify areas where improved water efficiency may be possible.

### About the Water Calculator



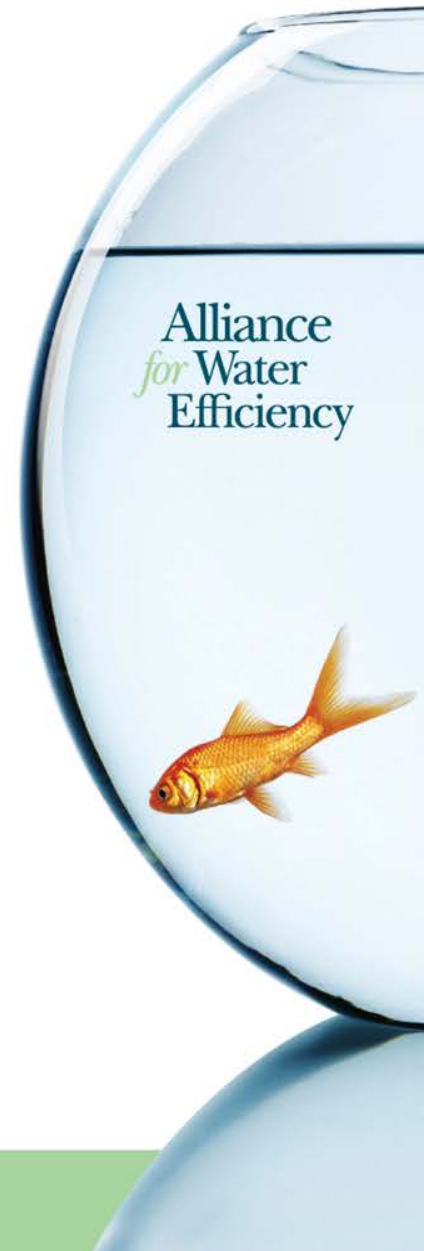
The Water Calculator is a collaborative project of the [Alliance for Water Efficiency](#) and [The Field Museum](#) and was made possible by a grant from the [Home Depot Foundation](#).

Learn more about how the Water Calculator works [here](#).



# Customized Logo

- Members of AWE can get a customized linking logo for their own web sites
- Seamless integration
- Contact AWE for more information





# Alliance *for* Water Efficiency

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