

look for



WaterSense® Overview of Certification and Labeling

EPA Technology Innovation Cluster Leaders Meeting
Veronica Blette, WaterSense Program Manager
March 2014



EPA and WaterSense – the why and what

look for



**Water shortages
expected in 36 states**

Communities face
major infrastructure
investments

**Consumers challenged
by rising utility bills**

Much of water used
outdoors is wasted

**No ENERGY STAR-like
program for water**

2006



Identify high-performing
technology

Promote water efficient
behavior/action

Help consumers
save money

Reduce need to
expand infrastructure
capacity

Save water for
critical needs

What's Special About WaterSense?



- A label with integrity
 - Third-parties independently certify that products and homes meet EPA criteria
 - Backed by the credibility of EPA
- Smart use of resources
 - EPA provides national standardization and outreach for water-efficiency
 - Manufacturers absorb product research, testing, and branding costs
 - Licensed certifying bodies certify the products and police the label's use
 - EPA, manufacturers, retailers, and other partners help market/incentivize purchase of labeled products

WaterSense Product Evaluation Factors

WaterSense uses the following factors in determining which products to label

Products must:

- Offer equivalent or superior performance
- Be about 20 percent more water-efficient than conventional models
- Realize water savings on a national level
- Provide measurable results
- Achieve water efficiency through several technology options
- Be effectively differentiated by the WaterSense label
- **Be independently certified**



WaterSense Labeled Products

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**Flushing
Urinals**



**Lavatory
Faucets**



**Irrigation
Controllers**



**Pre-rinse
Sprayers**



**Tank-Type
Toilets**



Showerheads



New Homes

**More than
11,000
Labeled
Product
Models**



Water factors are also included in many ENERGY STAR qualified products

Schedule for Product Evaluation

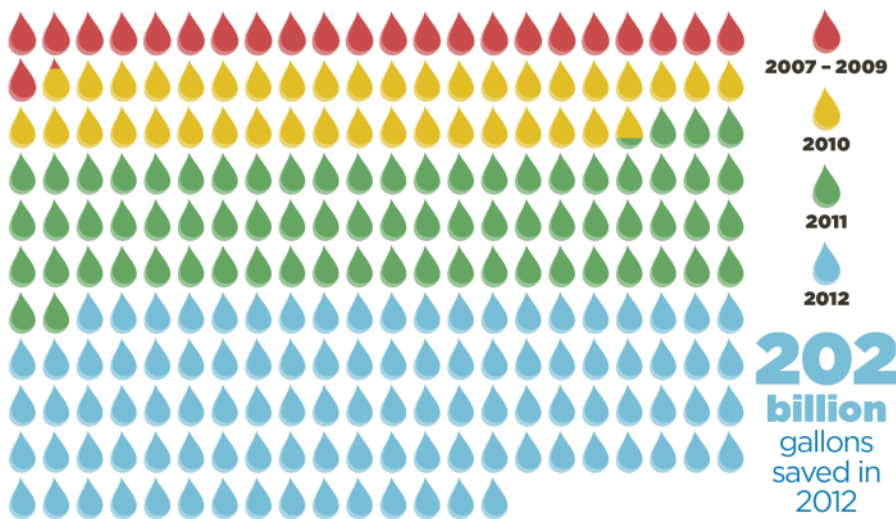
	<i>Complete</i>	<i>2013/2014</i>	<i>2015 and Beyond</i>
<i>Irrigation</i>	<i>Weather-based Controllers Professional Certification Programs</i>	<i>Soil Moisture-based controllers</i>	<i>Emission devices (sprinklers)</i>
<i>Residential Products</i>	<i>Toilets Faucets Showerheads</i>	<i>Water Softening Systems</i>	<i>Water Treatment Systems Whole House Humidifiers</i>
<i>Commercial Products</i>	<i>Flush Urinals Pre-rinse Sprayers</i>	<i>Flushometer Toilets</i>	<i>Other Sprayers Kitchen Equipment</i>
<i>Other</i>	<i>Single and multi- family Homes</i>	<i>Additional Professional Certifications</i>	<i>Water Meters</i>



Savings Add Up! 2006-2012



487 billion gallons of water saved since 2006!

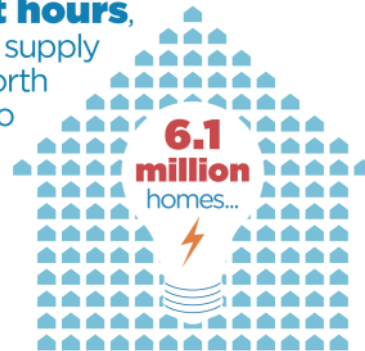


That's enough water to supply all the homes in **Colorado** and **Arizona** for a year!

WaterSense has helped **reduce** the amount of **energy needed** to heat, pump, and treat water by

64.7 billion

kilowatt hours, enough to supply a year's worth of power to more than



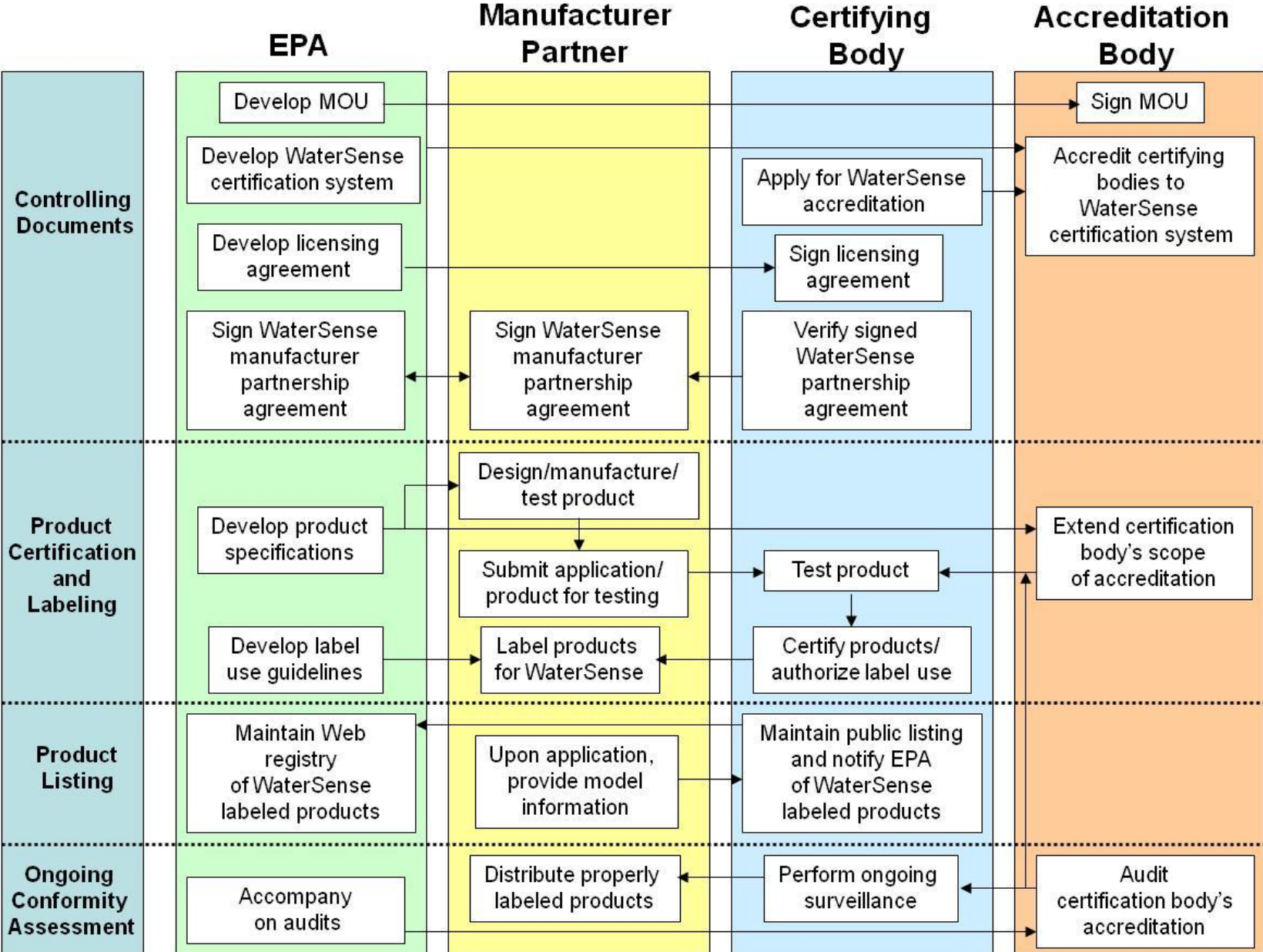
...and **saving consumers**

\$8.9 billion in water and energy bills

Product Certification Overview

- Independent third-party certification is the key to bringing labeled products to market and ensuring confidence in the WaterSense brand
- EPA established the *WaterSense Product Certification System* in March 2009 (revised in 2011)
- The system guides certification and labeling for all WaterSense labeled products and includes:
 - Eligibility and requirements for accreditation and product certifying bodies
 - Production inspection and testing requirements
 - Requirements for issuing the WaterSense label
 - Requirements for ongoing surveillance of labeled products
 - Procedures for handling label misuse
- Document available at <http://www.epa.gov/watersense/partners/certification.html>

Product Certification Overview Flow Diagram



Product Certification Overview

- Manufacturers: **274** partners across **6** product categories, labeling over **11,000** models
- Certifying Bodies (CBs): **6** Accredited and EPA licensed CBs
 - CSA Group
 - IAPMO R&T
 - ICC Evaluation Service
 - Intertek
 - NSF International
 - Water Quality Association
- Accreditation Bodies (ABs): **3** Internationally recognized ABs
 - A2LA
 - ANSI
 - IAS



Certification Infrastructure

Manufacturers



- Roles and Responsibilities:
 - Design compliant products and submit them for testing and certification
 - Promote WaterSense labeled products in the marketplace
 - Abide by WaterSense logo and label use guidelines
 - Submit to ongoing product surveillance
- Credentials:
 - Sign a WaterSense partnership agreement
 - Contract with an accredited/licensed certifying body for certification services



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Certification Infrastructure

Certifying Bodies

- Roles and Responsibilities:
 - Evaluate manufacturer's production process, test product conformance
 - Authorize the use of the WaterSense label to manufacturers of certified products
 - Maintain list of certified products and provide list to EPA
 - Conduct annual surveillance and product retesting
 - Police label use in the marketplace
- Credentials:
 - Operate product certification program in accordance with ISO/IEC Guide 65 and the WaterSense certification system
 - Accredited by an EPA approved accreditation body for each WaterSense product specification
 - Licensed by EPA to certify products



Certification Infrastructure *Accreditation Bodies*



- Roles and Responsibilities:
 - Evaluate, accredit, and oversee certifying body capability and competence to certify products to the WaterSense certification system and specifications
- Credentials:
 - Operate accreditation program in accordance with ISO/IEC 17011 *General requirements for accreditation bodies accrediting conformity assessment bodies*
 - Offer accreditation services to ISO/IEC Guide 65
 - Peer evaluated and signatory to the International Accreditation Forum Multi-lateral Agreement for product certification
 - Approved by EPA and signatory to an MOU



Certification Infrastructure

EPA WaterSense



- Roles and Responsibilities:
 - Develop and maintain WaterSense certification system requirements and specifications
 - Sign licensing agreements with CBs and MOU with ABs
 - Police label in market place and protect trademark
 - Market the label to consumers, utilities, designers



Product Certification Process



Manufacturer partners with EPA and applies to CB for certification

CB conducts product evaluation (production inspection, product testing) and certifies product

CB authorizes manufacturer to use the WaterSense label

CB notifies EPA of labeled products

EPA maintains online registry of labeled products

CB conducts ongoing conformity assessment (production inspection, label surveillance, product retesting)

Costs and Benefits

- What are the costs of getting a product labeled?
 - We do not know - it's a market-driven process 😊
 - Transactions are between CB and manufacturer
 - Multiple CBs stimulate competition, compete on price and service
- How does the program benefit vendors who participate?
 - EPA label helps manufacturers market and sell water efficient products
 - Through 2012, manufacturers reported more than 119 million products shipped



More Information



EPA
WaterSense

Helpline: (866) WTR-SENS (987-7367)

Web site: www.epa.gov/watersense

E-mail: watersense@epa.gov