



2007 Accomplishments

EPA's WaterSense® Program: Making Water Efficiency Easy

Dear Colleagues,

After just 18 months in operation, EPA's WaterSense program is making great strides in encouraging the development of water-efficient products and programs. In 2007, companies began earning the WaterSense label for more than 150 models of toilets, faucets, and faucet accessories that use significantly less water, but perform as well as—or better than—conventional ones. We welcomed more than 500 partners into the program, and we reached millions of people with important messages promoting water efficiency. Four irrigation professional certification programs also earned the WaterSense label in 2007, opening the door for hundreds of certified professionals to partner with EPA to encourage efficient landscape watering across the country. As we conduct research for several new products and program categories, including showerheads, irrigation controllers, and new homes, EPA looks forward to another successful year of helping preserve water for future generations and the environment.



*Benjamin H. Grumbles
EPA Assistant Administrator for Water*

A Partnership for Progress

Making water-efficient products the preferred choice among consumers will help preserve water supplies for future generations, save money on consumers' utility bills, and protect the environment. But WaterSense can't do this alone.

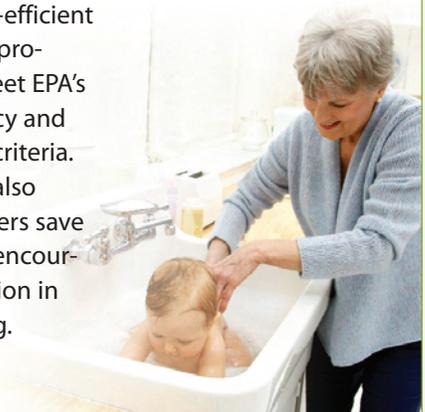
In 2007, EPA partnered with more than 500 manufacturers, retailers, distributors, local/state governments, utilities, water districts, trade associations, nonprofit groups, certifying organizations, and certified irrigation professionals to bring water-efficient products and practices to market.



Nearly 200 utilities and local governments are promoting WaterSense as a way to increase water efficiency in their communities. In 2007, EPA launched a "state chal-

Efficiency Makes WaterSense

While our population and the demand for freshwater resources are increasing, water supply remains constant. Communities across the country are facing growing water supply and infrastructure challenges. WaterSense helps relieve that burden by helping transform the market for water-efficient products and practices. The WaterSense label helps consumers identify water-efficient products and programs that meet EPA's water efficiency and performance criteria. The program also helps consumers save money while encouraging innovation in manufacturing.



lence” to encourage state governments to recruit utilities for WaterSense and began working with individual communities such as Denver and Seattle to introduce the WaterSense label to consumers.

Four programs, all sponsored by the Irrigation Association (IA), earned the WaterSense label in 2007. The labeling of IA’s Certified Irrigation Designer, Certified Irrigation Contractor, Certified Golf Irrigation Auditor, and Certified Landscape Irrigation Auditor programs opened the opportunity for hundreds of irrigation landscape designers, auditors, and installation/maintenance professionals to partner with WaterSense and demonstrate their commitment to water efficiency.

In 2007, WaterSense added three categories of partners to the program (for a full list of current WaterSense partners, visit <www.epa.gov/watersense/partners>):

- More than 30 **manufacturers** earned the WaterSense label on several of their products.
- More than 20 **retailers and distributors** are promoting WaterSense labeled products.

“A one-stop source for high-performance, high-efficiency products, WaterSense will put efficiency on the map indelibly.”

– City of Bozeman, Montana

A Label With Integrity

To add integrity to the program, EPA established a process by which third-party organizations test and certify that products meet WaterSense efficiency and performance criteria.

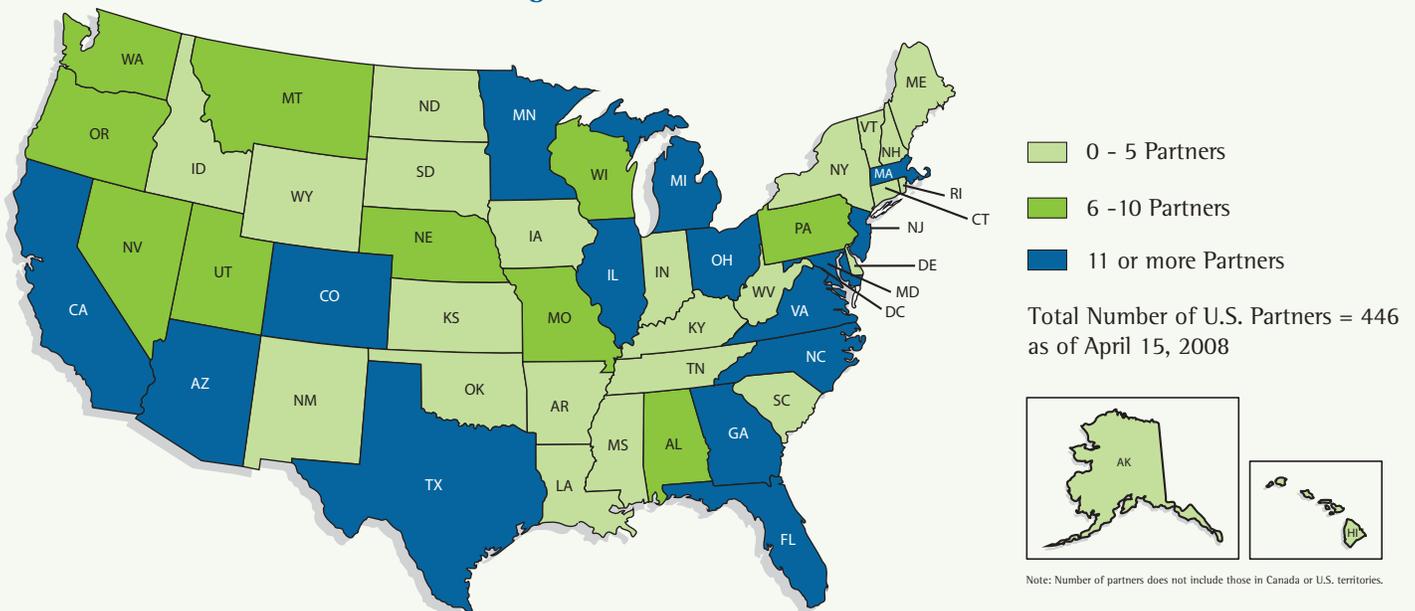


Licensed certifying bodies, independent of EPA and the product manufacturers, certify that products meet specifications, authorize use of the WaterSense label, and conduct periodic checks of the product’s continued performance and label use. EPA approved and licensed five certifying bodies to conduct certification of toilets as well as bathroom faucets and accessories under the interim certification plan.

- More than 300 **irrigation partners** have joined WaterSense to promote Smart Irrigation Month in July and water-efficient irrigation systems throughout the year.

To support its partners, EPA created a suite of promotional resources in 2007 and disseminated them nationally to create a unified and easily recognizable public brand. All new partners receive a tool kit geared towards their specific needs: promotion, sales, or labeling. EPA also created

WaterSense Irrigation Partners Across the United States



dozens of fact sheets, brochures, press release templates, giveaways, and other materials. In addition, EPA responded to more than 3,000 partner and consumer calls and queries in 2007 through the WaterSense Helpline.

WaterSense Labeled Products Deliver Efficiency and Performance

In 2007, WaterSense made great progress in labeling products, including residential toilets, bathroom sink faucets, and faucet accessories. Bathrooms were a logical starting point for the program because toilets alone use at least one-third of the water consumed by American homes.

“As a public entity, we cannot recommend one product over the other; however, we can point our customers to WaterSense to help them make a decision.”

– Loudon County Sanitation Authority

Although the current standard is 1.6 gallons, toilets manufactured before 1994 use anywhere from 3.5 to 7 gallons of water per flush. In 2007, WaterSense issued its specification for high-efficiency tank-type toilets that use 1.28 gallons of water per flush or less. One dozen manufacturer partners now produce more than 120 toilet models that have earned the WaterSense label, representing 2 percent of toilets in the marketplace in 2007. More than 640 billion gallons of water per year, equivalent to 15 days of flow over Niagara Falls, could be

Bringing the Label Home

In 2007, EPA also conducted research to develop a labeling program for water-efficient new homes, including landscaping, irrigation, plumbing fixtures and appliances, and water heating and distribution. In addition to developing the technical specifications for new homes that would be more water-efficient than those that meet current standards, EPA is working on a certification plan for inspecting each home before it qualifies for a label.

saved if all U.S. homes with older, inefficient toilets replaced them with WaterSense labeled models. Most importantly, WaterSense labeled models are independently tested and certified for both efficiency and performance, so consumers know they are getting a high-efficiency toilet that will perform as well as or better than conventional models.

In fall 2007, WaterSense released final specifications for bathroom sink faucets and faucet accessories (such as aerators). WaterSense labeled bathroom sink faucets may use no more than 1.5 gallons of water per minute and must pass independent testing and certification to ensure they meet EPA's criteria for both performance and efficiency.



Faucet accessories, products that can be easily attached to existing faucets to save water, must complete the same certification process and meet the same performance and efficiency criteria to earn the WaterSense label. In 2007, 30 models of faucets and faucet accessories earned the label.

Products in the Pipeline

Showering is one of the top uses of residential water in the United States, representing approximately 17 percent of indoor water use or more than 1.2 trillion gallons of water each year. EPA completed initial technical and market research for showerheads in April 2007 and published a notification of intent to develop a specification for high-efficiency showerheads in August 2007. EPA also conducted technical and market research for urinals, pre-rinse spray valves for restaurants, and water treatment/softening systems.

WaterSense Fact

If one of every 10 homes in the United States upgraded to water-efficient fixtures, nationwide we could save more than 300 billion gallons of water and nearly \$2 billion annually.

Besides indoor plumbing products, EPA conducted initial technical and market research and held stakeholder meetings on a variety of irrigation control technologies in 2007, including weather-based controllers, soil moisture sensors, rain sensors, drip micro irrigation, and sprinkler heads. Weather- or sensor-based irrigation control technologies use local weather and landscape conditions to tailor irrigation schedules to actual conditions on the site or historical weather data. While these products are currently available in the marketplace, EPA has determined that more research is needed before WaterSense can develop a labeling specification for these products.

In 2007, EPA also began in-depth technical and market research on sprinkler heads and drip micro irrigation, above- or below-ground systems that deliver water directly to plants' roots. EPA will continue to study these technologies in 2008.

Getting the Message Out

As a program serving consumers, WaterSense will only be successful when consumers are familiar

“Having promotional materials available through WaterSense is convenient and saves us time and money.”

– *Butler County, Ohio*

with the label and know to look for it when making purchases. Toward this end, WaterSense has undertaken a concerted public outreach campaign, engaging partners and other stakeholders to promote water efficiency and WaterSense labeled products.

In 2007, WaterSense earned an estimated \$10 million worth of media coverage. More than 2,000 articles mentioning or featuring WaterSense appeared in newspapers, in trade publications, and online. Coverage ranged from *The Wall Street Journal* and *The Washington Post* to CNN and National Public Radio. EPA's public service announcements, designed to increase public awareness of the need for water efficiency, appeared in more than 20 publications. Combined, those efforts made more than 500 million “impressions” on readers of those publications.

To find products that have earned the WaterSense label, consumers can visit the WaterSense Web site, www.epa.gov/watersense, where EPA launched its labeled products registry in 2007. The Web site, which receives more than 20,000 hits per month, also includes a list of WaterSense partners, allowing consumers and interested parties to easily find WaterSense partners in their area.

Looking Ahead

In the upcoming years, WaterSense will continue to fulfill its mission by expanding the program, including:

- Coordinating outreach efforts among regional partners.
- Recognizing significant partner achievements through a formal annual awards program.
- Releasing a draft specification for shower-heads.
- Moving ahead on specifications for outdoor products as well as indoor commercial plumbing products.
- Developing best management practices (BMPs) to help federal facility managers meet their water conservation goals.
- Launching the WaterSense New Homes program.

EPA looks forward to another successful year of helping preserve water for future generations and the environment.

For more information, visit
www.epa.gov/watersense.

