

WaterSense Accomplishments 2015



Saving Water for Future Generations

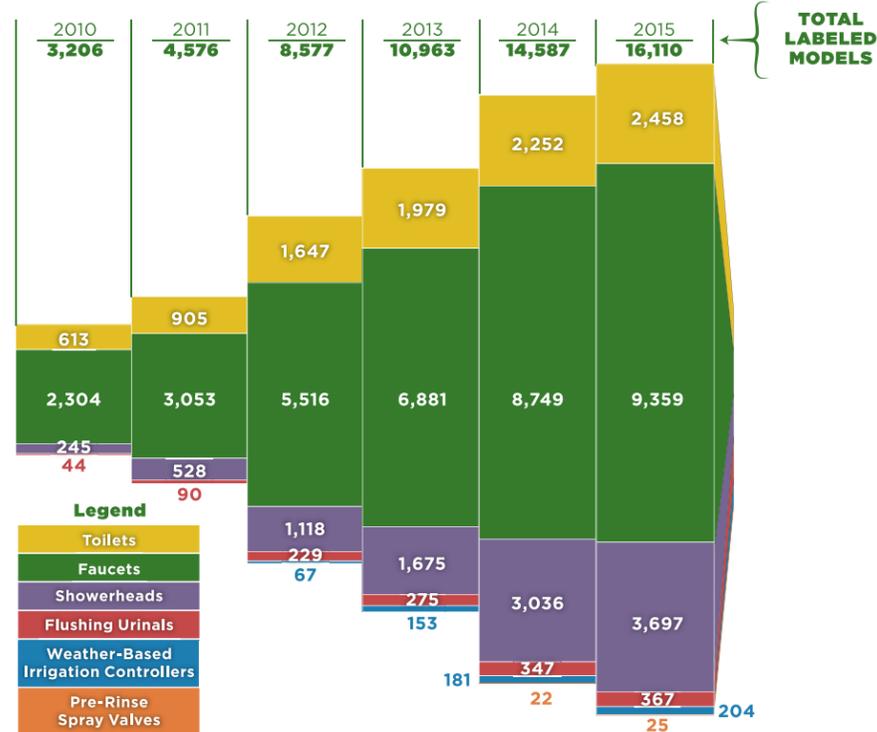
Saving Water for Future Generations

WaterSense,® a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), works collaboratively with companies, organizations, and communities to encourage innovation in manufacturing and support sustainable jobs for American workers. Since 2006, the WaterSense label has made it easy for consumers to find high-performing, water-efficient products. Across the country, millions of Americans are saving water, energy, and money by installing WaterSense labeled products in their homes and businesses.

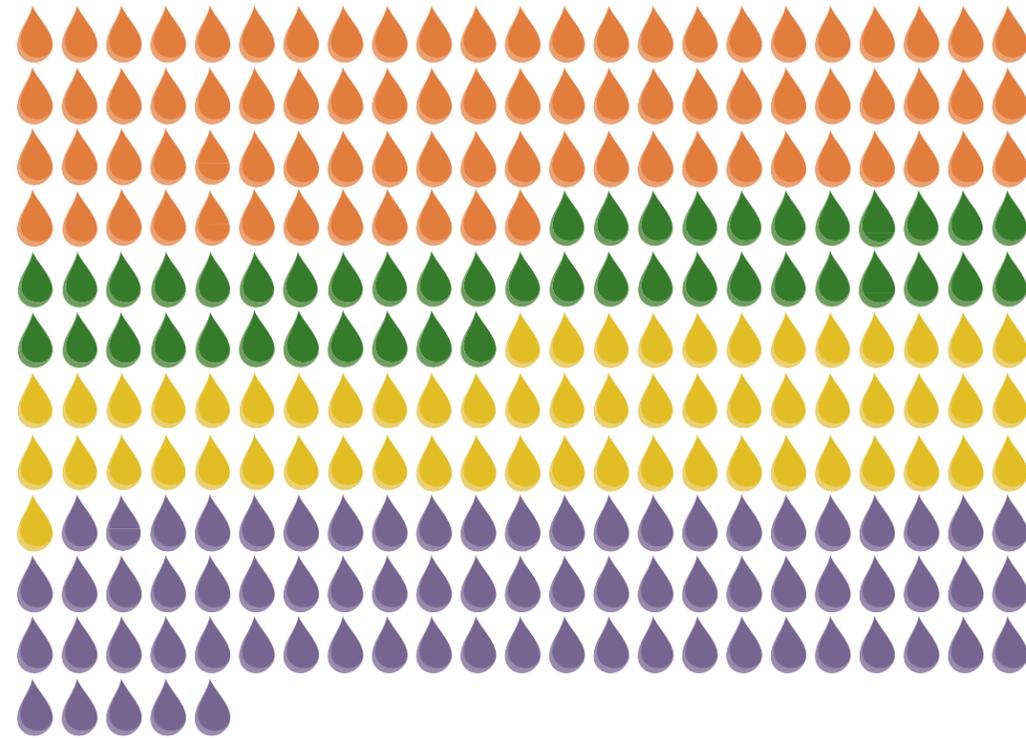
WaterSense Labeled Products



Ever since the first WaterSense labeled toilets hit store shelves in 2007, more and more product types have earned the WaterSense label, and the total number of WaterSense labeled models continues to grow.



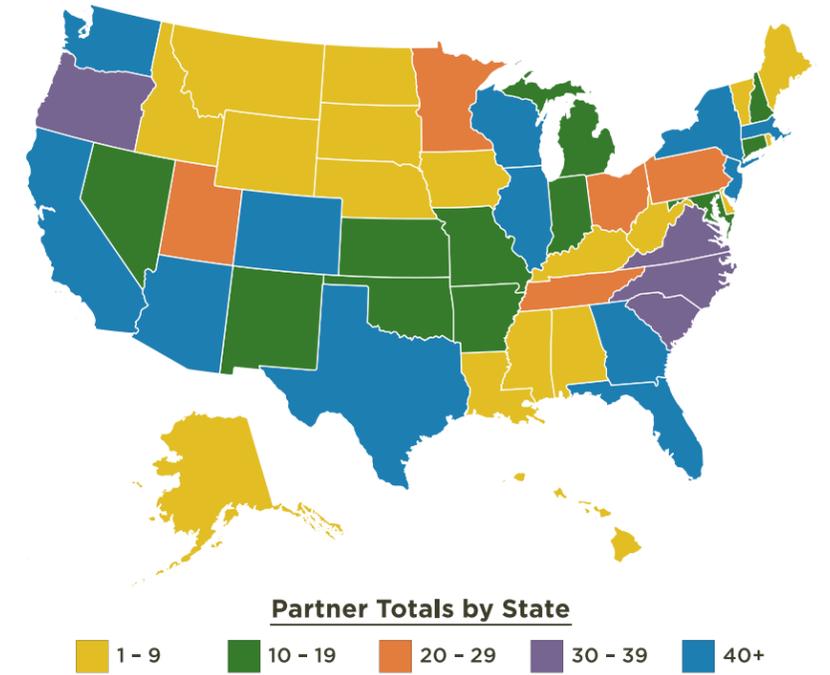
1.5 trillion gallons of water saved since 2006!



2007 - 2012
2013
2014
2015

437 billion gallons saved in 2015

WaterSense has more than **1,738** organizational partners...



That's **more than** the amount of water used by all of the households in **California** for a year!

WaterSense has helped **reduce** the amount of **energy needed** to heat, pump, and treat water by **212 billion kilowatt hours**, enough to supply a year's worth of power to more than



...eliminating **78 million metric tons** of greenhouse gas emissions...

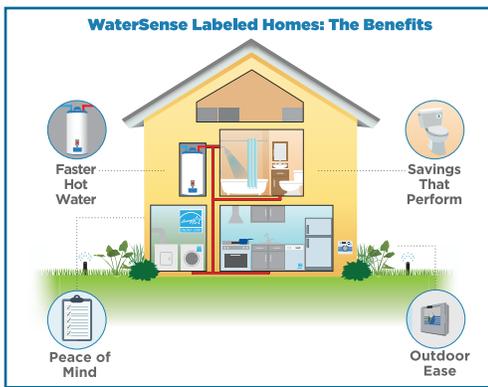


...the equivalent of planting **2 billion trees**...

...and more than **2,200 irrigation pros** certified by WaterSense labeled programs



...and **saving consumers \$32.6 billion** in water and energy bills



WaterSense Labeled Homes **Nearly Double**

A total of 246 homes earned the WaterSense label in 2015—which is nearly double the number of homes that earned the WaterSense label in 2014—as the housing market continues to recover. Whether single- or multi-family units, WaterSense labeled homes are designed for efficiency and performance, with beautiful, low-maintenance landscapes that save water and incorporate products that are certified to use less water and perform well. Builders can learn more about earning the label with the *WaterSense Labeled Homes Quick Reference Guide*.

When in Drought (or Not)

In summer 2015, WaterSense created the When in Drought (or Not) campaign. The campaign included tips, fact sheets, infographics, widgets, and another video in our series featuring Flo, the WaterSense spokesperson. During this time, WaterSense also promoted a landscape photo challenge on social media, featuring #WaterSavingYard makeovers to showcase that drought-tolerant yards can be beautiful. WaterSense and its partners encouraged consumers, landscape designers, and other professionals to inspire homeowners across the country to save water outdoors by submitting their photos. Winners were chosen by Facebook and Instagram fan voting.

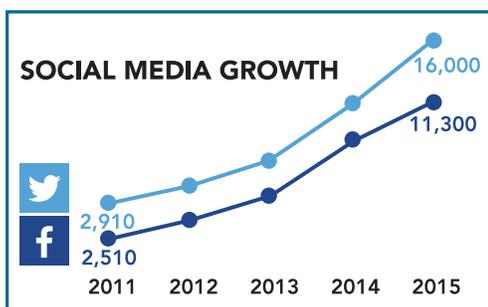


Efficient Products, Education for the **Commercial & Institutional Sector**

In December 2015, WaterSense released a final specification for flushometer-valve toilets, which are typically found in office buildings and other commercial restrooms. With this specification, commercial and institutional facilities can now access a whole suite of restroom products that save water. EPA also hosted a year-long series of technical webinars as part of the WaterSense H₂Otel Challenge; co-hosted a webinar series with the U.S. Department of Housing and Urban Development dedicated to multi-family housing and water best management practices; and began working on a new webinar series with ENERGY STAR® to help facilities use a little *WaterSense at Work* to save water and energy.

Making an **Impact**

In 2015, WaterSense received 11.5 billion earned media impressions—a 74 percent increase over 2014—with a corresponding ad value of more than



\$10 million. More than half of the program's 21,300 media "hits" mentioned the WaterSense label, enhancing consumer awareness. WaterSense was mentioned in newspapers from *The Washington Post* and *The Boston Globe* to *The Los Angeles Times* and *USA Today*.

What's **Next?**

WaterSense is taking its focus outdoors, promoting its new "Find a Pro" directory of irrigation professionals certified by WaterSense labeled programs in 2016. In outdoor products, EPA is drafting a WaterSense specification for pressure-regulating sprinkler bodies. The program is also continuing to examine soil moisture sensor irrigation control technologies.