

2014 Accomplishments



WaterSense Partners Make a **Difference** Every Day



CREATE ◆ REBATE ◆ EDUCATE ◆ COMMUNICATE

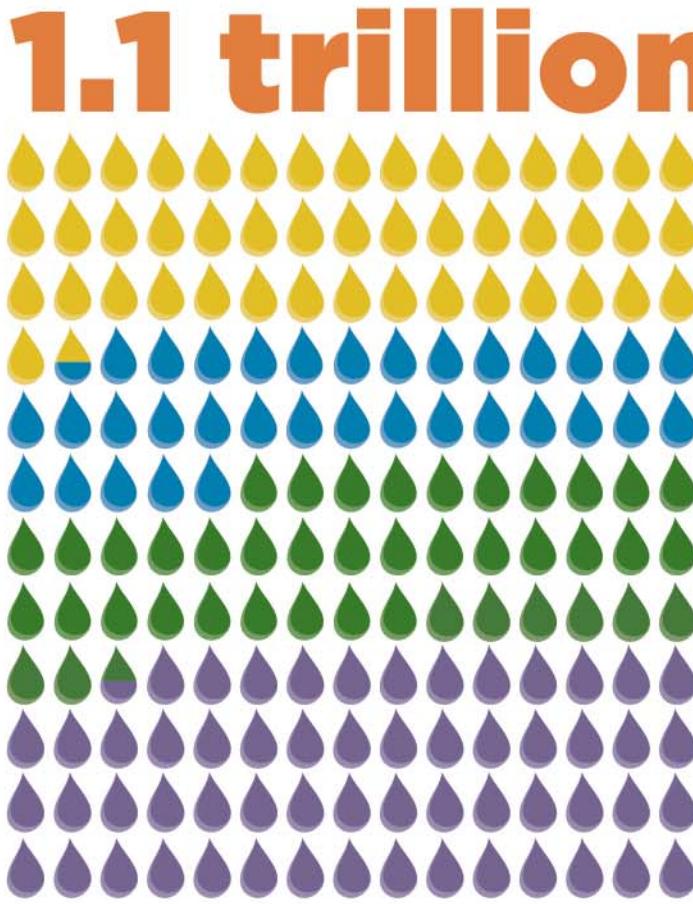
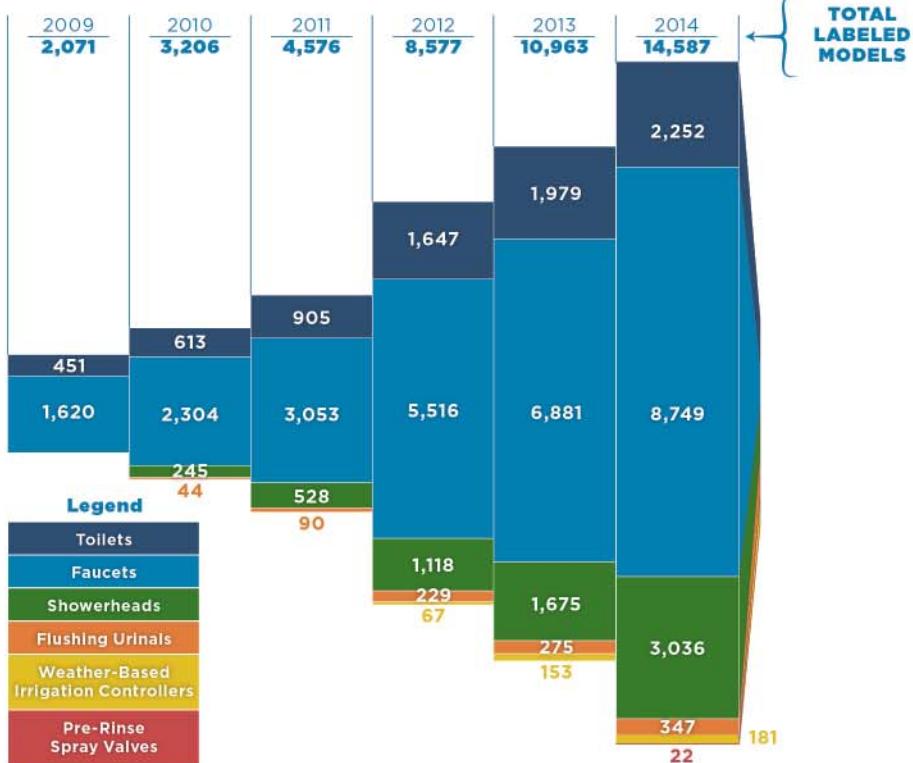
Making a Difference Every Day

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.



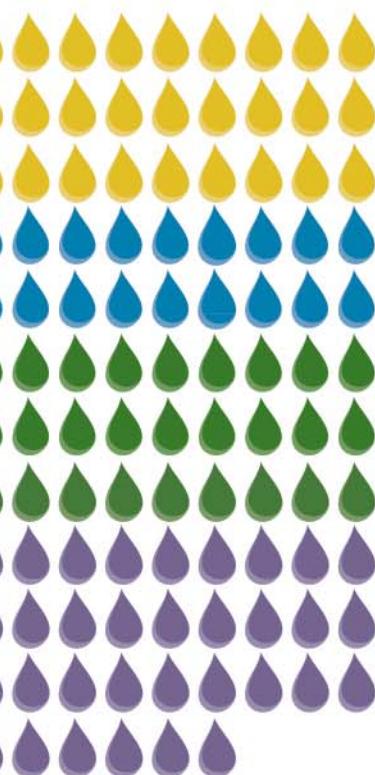
That's **more than** the amount of water used by all of the houses in the U.S. **for a year!**

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

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



gallons of water
saved since 2006!



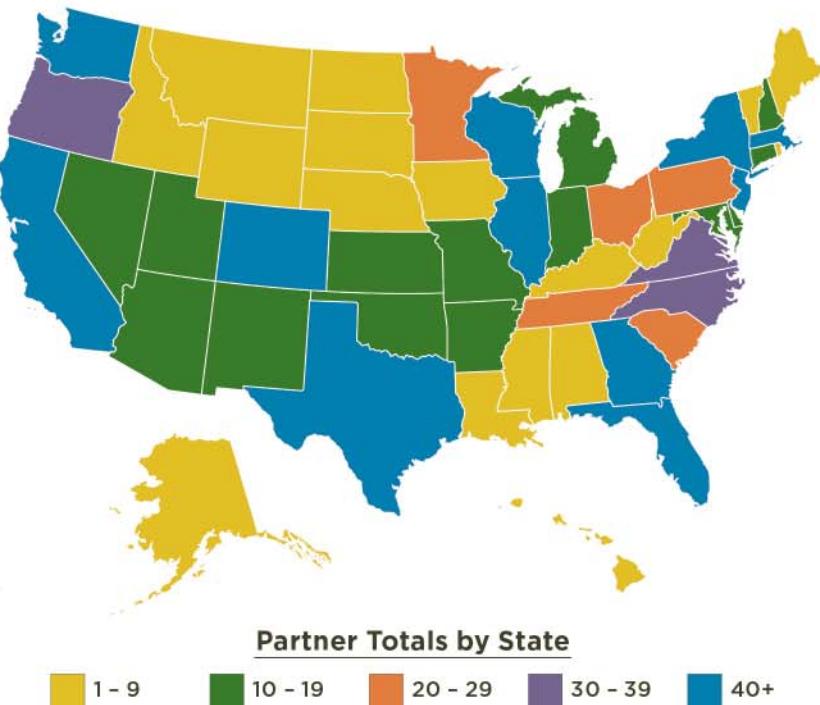
346
billion
gallons
saved in
2014

Count of households in Texas in 2019!

ed **reduce**
needed
water by

m

WaterSense has more than **1,613** **organizational partners...**



...and more than **1,483**
irrigation pros

certified by WaterSense
labeled programs

certified by WaterSense
labeled programs

54 million metric tons

of greenhouse gas emissions...



...the equivalent
of planting nearly
1.4 billion
trees...



...and **saving**
consumers

WaterSense Labeled Homes Use Less Water

A total of 133 homes earned the WaterSense label in 2014, bringing the total of WaterSense labeled homes across the country to 449. All of these homes were designed with efficient hot water delivery systems that save water and energy, as well as reduce the amount of time it takes for hot water to reach the tap. Beginning in 2014, multi-family homes are also eligible to earn the WaterSense label.



Showering Better Saves Energy

To coincide with Energy Action Month, WaterSense promoted “Shower Better Month” throughout October 2014. Using infographics, social media, and guest blogs, the campaign emphasized the water, energy, and financial savings that consumers could achieve by installing WaterSense labeled showerheads (see new infographic at left). WaterSense partners promoted the month with giveaways of WaterSense labeled showerheads, discounts, and demonstrations showing how consumers can save by switching out old fixtures.

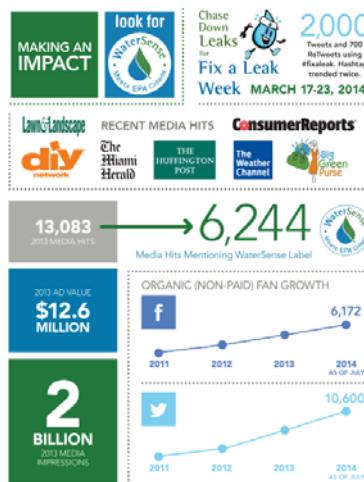
Hotels Check Into Water Savings: The H₂Otel Challenge

WaterSense launched a new commercial and institutional (C&I) campaign, the H₂Otel Challenge, in February 2014 to help hotels ACT: Assess water use; Change water-wasting products and processes; and Track their progress. WaterSense emailed hotels monthly savings tips, provided participants with recognition tools, and hosted eight webinars in 2014 to share best practices. More than 40 recruiting organizations encouraged over 800 hotels to sign up for the challenge!



Media Matters

Through its outreach efforts in 2014, WaterSense received 6.6 billion earned media impressions, which would have cost \$7 million if purchased as advertising. During Fix a Leak Week, March 17 to 23, 2014, the hashtag #fixaleak, trended twice and received 2,000 Tweets and 700 Retweets. To further promote campaigns and water-saving tips, WaterSense introduced two new tools in 2014: an editorial calendar with social media ideas for every month and a New Year's checklist of water-saving tips.



What's Next?

In 2014, WaterSense revised its specification and labeling criteria for professional certification programs. Starting in 2015, a new directory will make it even easier for consumers to find irrigation professionals certified by a WaterSense labeled program. WaterSense will also be broadening its C&I efforts to educate all facilities about water-saving best management practices and products such as flushometer-valve toilets, which will be eligible to earn the WaterSense label later in 2015.