



# 2008 Accomplishments

The U.S. Environmental Protection Agency (EPA) launched WaterSense® in 2006 to promote water efficiency among consumers and organizations nationwide. Why water efficiency? The answer is easy: It reduces stress on water supplies and helps municipalities avoid costs for new infrastructure. Water efficiency also helps consumers save both water and money, encourages innovation in manufacturing and private investment in water efficiency, and trims energy costs for both households and utilities by reducing the amount of energy required to pump, treat, deliver, and heat water. In 2008, EPA and its partners worked together to help save water for future generations and transform the market for water-efficient products and services. Following are the results of those efforts.

## A Label for Savings

The WaterSense label is a symbol for consumers that a product will save water and perform well, because it's backed by third-party testing and independent certification to ensure the product meets EPA's criteria for efficiency and performance. Residential toilets, bathroom sink faucets, and faucet accessories were the first products to bear the WaterSense label beginning in 2007.



As of December 2008, the WaterSense program included:

- 300+ WaterSense labeled toilet models
- 800+ WaterSense labeled faucet and faucet accessory models

WaterSense leverages manufacturer and retail investments to help water-efficient products gain a firm foothold in the marketplace. The total water savings from all WaterSense labeled products shipped in 2008 topped more than 9.3 billion gallons—a considerable increase from the estimated 277 million gallons associated with WaterSense labeled toilets shipped in 2007.

In 2008, WaterSense labeled toilets garnered a significant 8.8 percent market share of all toilets shipped in the United States, up from 2 percent the year before. The level of investment from private-sector manufacturers, retailers, and distributors has continued to grow exponentially. Faucets and faucet accessories (such as aerators) began bearing the WaterSense label in 2008 and earned an impressive 11.7 percent and 24.6 percent market share, respectively, as reported by WaterSense partners.

### Savings From WaterSense Labeled Products in 2008

	Water Saved	Electricity Saved	GHG Emissions Avoided
Toilets	2.19 billion gallons	7 million kWh	5,000 metric tons
Faucets and Faucet Accessories	7.19 billion gallons	1 billion kWh	700,000 metric tons

Saving water is only part of the equation, however, because reducing water use also reduces energy consumption. WaterSense labeled faucets saved U.S. households nearly 1 billion kilowatt hours (kWh) of electricity and utilities saved an additional 25 million kWh of electricity that otherwise would have been needed to pump and treat that water. This helped to avoid the production of nearly 700,000 metric tons of greenhouse gas (GHG) emissions.

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If 1 percent of American homes replaced older toilets with WaterSense labeled models, we would save enough electricity to power more than 40,000 homes for a month.

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### How Does WaterSense Add Value?

In addition to saving water for future generations, WaterSense labeled products helped consumers realize more than \$55 million in savings on their water and sewer bills in 2008. As a public-private partnership, WaterSense:

- Makes it easy for consumers to find and identify high-performance, water-efficient products.
- Provides brand credibility through third-party certification and brand monitoring.
- Encourages innovation in manufacturing.
- Assists EPA in achieving its strategic goals and supports sustainable infrastructure.
- Helps water utilities reduce their operating costs as well as future infrastructure costs by avoiding capacity expansion necessary for population growth.
- Leverages resources by providing consistent branding of water-efficient products.

### Partner Collaboration

WaterSense's industry, government, and nongovernment partners are critical to achieving and measuring water savings. These partnerships provide access to consumers and assistance in educating the public about the WaterSense brand. Participation doubled in 2008 to more than 1,000 WaterSense partners and will quickly expand during the next year as WaterSense releases the final specifications for new homes and urinals, opening enrollment for builders and commercial product manufacturers.



As of December 2008, the WaterSense program included:

- More than 1,000 partners committed to advancing the WaterSense mission.
  - Promotional: 356
  - Retail/distributor: 83
  - Manufacturer: 69
  - Irrigation: 561
  - Certifying organization: 4
- More than 80 million consumers served by WaterSense utility partners.

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

—Butler County, Ohio

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WaterSense partners use the tools they receive from EPA to enhance water-efficiency efforts within their communities. For example, in 2008, EPA helped WaterSense partners promote a sales tax holiday for WaterSense labeled products in Atlanta, Georgia. The effort attracted dozens of print and broadcast media hits, helping to raise awareness of WaterSense labeled products among consumers in the Atlanta metro area. Nationwide, residents can now find WaterSense labeled toilets and bathroom sink faucets in major retail outlets, such as The Home Depot and Lowe's, as well as in distributor showrooms.

Big or small, rebate programs stand to benefit from bringing WaterSense into the fold. Take, for example, rebates run by the Cobb County Water System in Georgia and the City of Bozeman, Montana. By offering a multi-tiered rebate program with higher rebates for WaterSense labeled toilets, Cobb County created an incentive for retailers to stock

up on WaterSense labeled products in the first year of the program. The entire rebate program is saving the county an estimated 16.2 million gallons of water per year and easing the strain on municipal water supplies. In Bozeman, the Greater Gallatin Toilet Tradeout resulted in 875 WaterSense labeled toilets sold at a special discounted rate during the six-week event. All told, the event saved an estimated 4.9 million gallons of water annually.

### Smart Irrigation Takes Root

Because EPA recognizes that water-efficiency efforts should apply both indoors and outdoors, WaterSense is partnering with hundreds of landscape irrigation system designers, auditors, and installation and maintenance professionals to “green” yards across the United States. More than 300 irrigation professionals joined WaterSense in 2008, bringing the total to more than 560. To become a WaterSense irrigation partner, these professionals must complete one of five certification programs that have earned the WaterSense label for their emphasis on water-efficient techniques and technologies in landscape irrigation.

### 2008 Partners of the Year

In October 2008, WaterSense honored its first-ever Partners of the Year at the WaterSmart Innovations Conference sponsored by the Southern Nevada Water Authority. EPA selected these partners for demonstrating overall excellence in the water-efficiency arena, advancing WaterSense’s mission, and boosting public awareness of the brand. See box to the above right for a list of the 2008 Partners of the Year.

WaterSense also recognized the Arizona Department of Water Resources, which beat out 20 other states to win the WaterSense State Challenge by recruiting Arizona utilities to join as partners.

### New Homes

For more than two years, WaterSense has worked closely with industry stakeholders to identify criteria for water-efficient new homes. After releasing a draft specification in May 2008, EPA received more



**When Every Drop Counts,  
We Count on Our Partners.**

The U.S. Environmental Protection Agency is pleased to honor our first-ever WaterSense® Partners of the Year in the following categories:

**Manufacturer:** Kohler Co.  
**Retailer/Distributor:** Ferguson  
**Irrigation Partner:** Timothy Malooly  
**Promotional Partner:** The Saving Water Partnership  
Seattle and 17 Participating Local Water Utilities

 WaterSense and its partners are working to protect water supplies for future generations by offering simple ways to identify water-saving products and practices. For more information, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

than 500 public comments from interested and knowledgeable parties nationwide. After considering comments on a second draft of the specification, EPA plans to launch a final new homes program in late 2009.

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*“Living here has enabled us to do good things for the environment, without drastically changing our lifestyle.”*

*—Jennifer Bowman,  
Owner of First WaterSense Labeled New Home*

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In the meantime, WaterSense is conducting a pilot program with seven builders located across the country who are building homes to meet the draft specification. Raising the roof over the future of water-efficient new homes in North Carolina, pilot participant Vanguard Homes unveiled the first home built and certified to meet EPA criteria in November 2008.



Surveys show that in today's economic climate, green homes are 40 percent easier to market. WaterSense labeled new homes will be 20 percent more water-efficient and will also save energy, making them increasingly attractive to homebuyers.

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

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### Looking Ahead

WaterSense is working toward releasing draft and final specifications for several new product areas in 2009, including:

- Showerheads
- Urinals
- Irrigation controllers

As final specifications for new product categories are released, WaterSense will work with our growing number of partners to raise consumer awareness of WaterSense labeled products. EPA continues to con-

duct market research and analyze other product categories for potential water savings and specification development. Close to 20 product categories have been evaluated as potential WaterSense labeled products, including pre-rinse spray valves, valve-type (commercial) toilets, steam sterilizers, water softening systems, and drip irrigation systems.



In the coming months, WaterSense will evaluate options for expanding to include a new commercial program. Providing for commercial sector participation will help increase the demand for WaterSense labeled products, result in more opportunities for partnerships, raise visibility of the program, encourage private investment, and yield significant water savings. WaterSense will utilize the same stakeholder dialogue and research techniques that have led to successful engagement in other partner and product categories.

EPA thanks its partners and looks forward to another successful year of helping preserve water for future generations and the environment. For more information, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

### WaterSense in the News

WaterSense's public service announcements and media outreach efforts have resulted in more than 1.1 billion impressions with a corresponding advertising value totaling more than \$15 million. Major media hits include CNN, Good Morning America, The Today Show, National Public Radio, Martha Stewart Living Radio, *National Geographic*, *Newsweek*, *O: The Oprah Magazine*, and *The New York Times*.

