



## Building

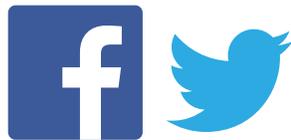


# WaterSense Accomplishments 2013

## Strong



WaterSense has  
13,000 followers



## Communities



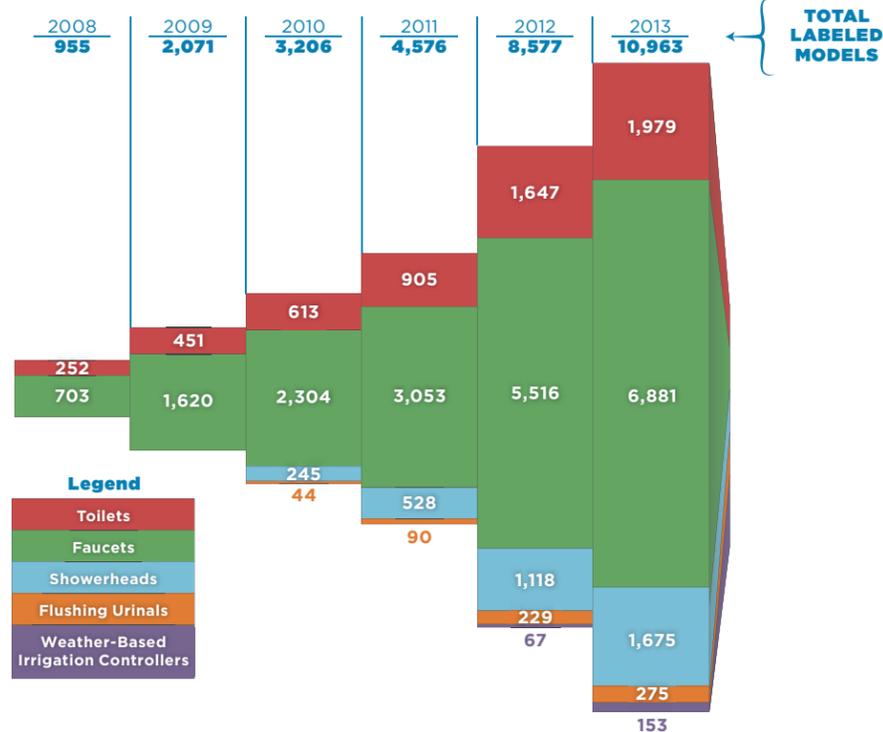
# Building on Billions Saved

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.

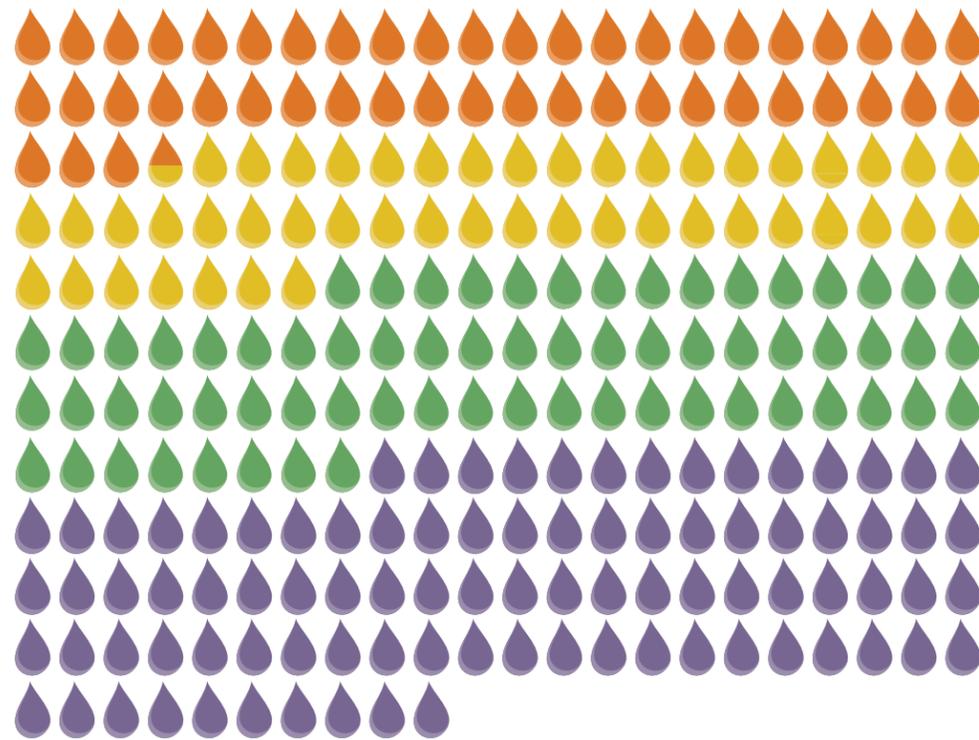
## WaterSense Labeled Products



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 has continued to grow.



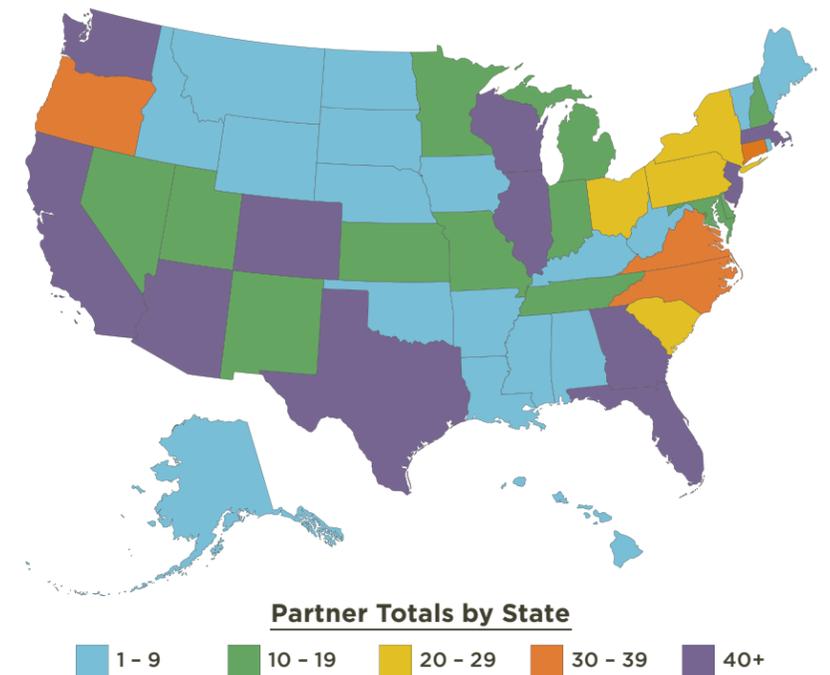
**757 billion** gallons of water saved since 2006!



2007 - 2010  
2011  
2012  
2013

**271 billion** gallons saved in 2013

WaterSense has more than **1,470** organizational partners...



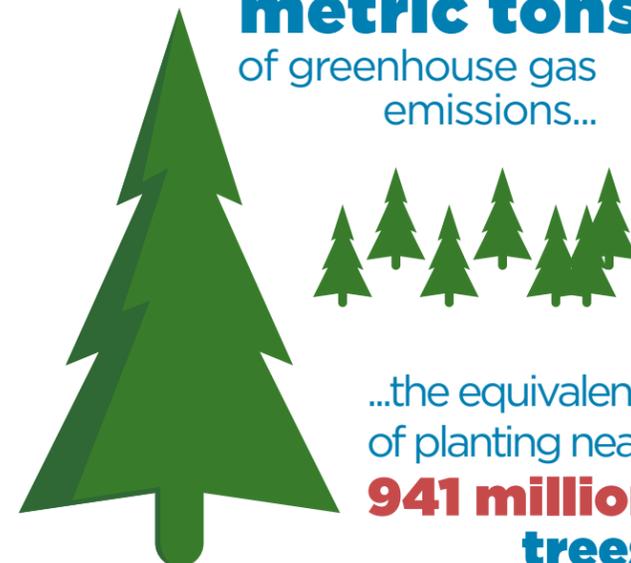
That's enough water to supply all the homes in the **United States** for **26 days!**

WaterSense has helped **reduce** the amount of **energy needed** to heat, pump, and treat water by **101 billion kilowatt hours**, enough to supply a year's worth of power to more than



...and more than **1,430 irrigation pros** certified through WaterSense labeled programs

...eliminating **37 million metric tons** of greenhouse gas emissions...



...and **saving consumers \$14.2 billion** in water and energy bills

## New Homes Save Outdoors With Water Budget Tool

A total of 316 homes had earned the WaterSense label by the end of 2013. Many of their yards were designed using the WaterSense Water Budget Tool. The tool takes local climate conditions into account to help builders create beautiful water-saving landscapes with plants appropriate for the region.



\*Potential indoor savings of a WaterSense labeled new home compared to a typical existing home. Potential savings from WaterSense labeled new homes are not considered in the program's total annual savings numbers.



Planting a beautiful yard this spring? Spruce up your sprinkler before you ramp up your water use.

## WaterSense Adds Marketing Campaign

### Sprinkler Spruce-Up in May

EPA expanded its WaterSense marketing and outreach efforts in 2013 with a new community-based social marketing campaign. Sprinkler Spruce-Up encourages consumers to “inspect, connect, direct, and select” their sprinkler systems to save water prior to ramping up watering in the spring.

## Pre-Rinse Spray Valves Get Cooking

WaterSense released a final specification in 2013 for pre-rinse spray valves, the first commercial kitchen product to earn the WaterSense label of distinction. Pre-rinse spray valves are used to remove food waste from pots and pans prior to dish washing. WaterSense labeled pre-rinse spray valves will help restaurants and other commercial kitchens save water, energy, and money.



## WaterSense Makes Media Waves

You really, really like us! WaterSense was pleased to reach the milestone of more than 13,000 Facebook and Twitter followers in 2013. In traditional media, WaterSense achieved more than 13,000 media “hits,” resulting in more than 2 billion earned media impressions, which would have cost \$12.6 million if purchased as paid advertising. A summertime infographic WaterSense published resulted in *The Huffington Post* calling it “The Best Water Infographic Ever”!



## What's Next?

As WaterSense continues to expand into commercial products, look for flushometer-valve toilets as the next product to earn the label. In 2013, WaterSense also released Notices of Intent (NOIs) to develop WaterSense labeling criteria for sprinkler heads and soil moisture sensors for irrigation systems. WaterSense also paved the way for its first commercial sector outreach effort, the H<sub>2</sub>Otel Challenge, launched in 2014. Stay tuned for results!