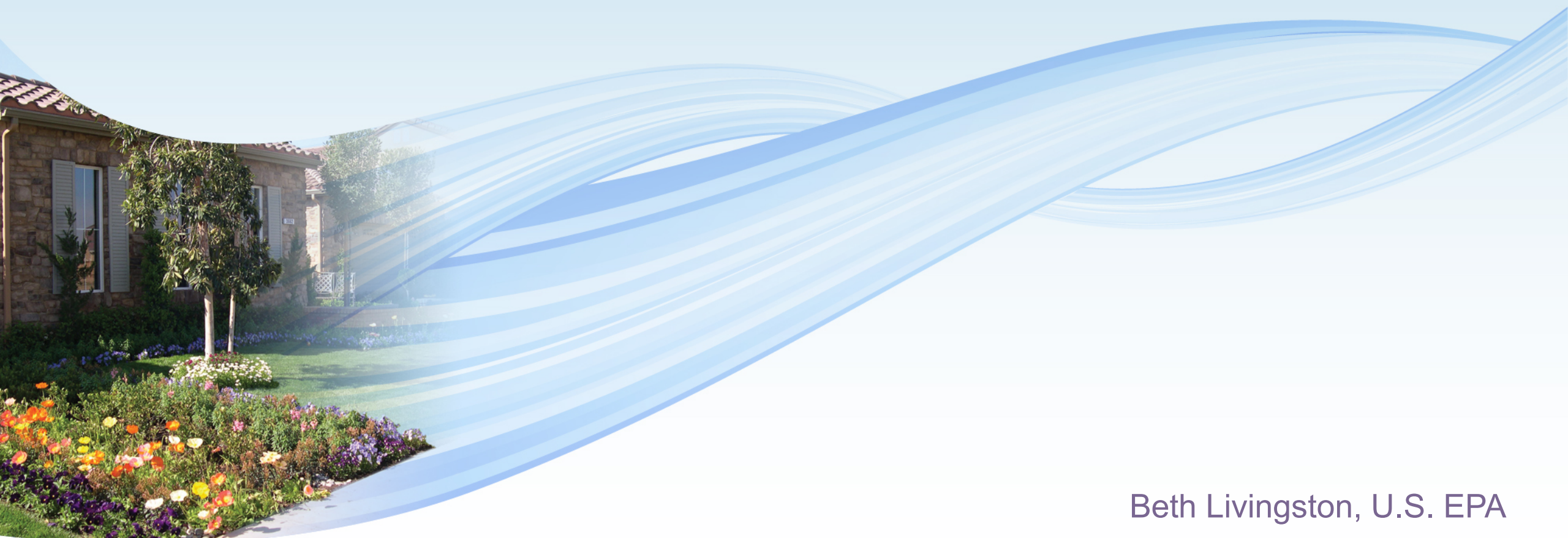




Selling WaterSense®

How to Talk About Water



Beth Livingston, U.S. EPA

Agenda

- **Section I:** What's the big deal about water?
- **Section II:** Benefits of water efficiency exercise
- **Section III:** How can you talk about water?
- **Section IV:** How does WaterSense fit in?

look for



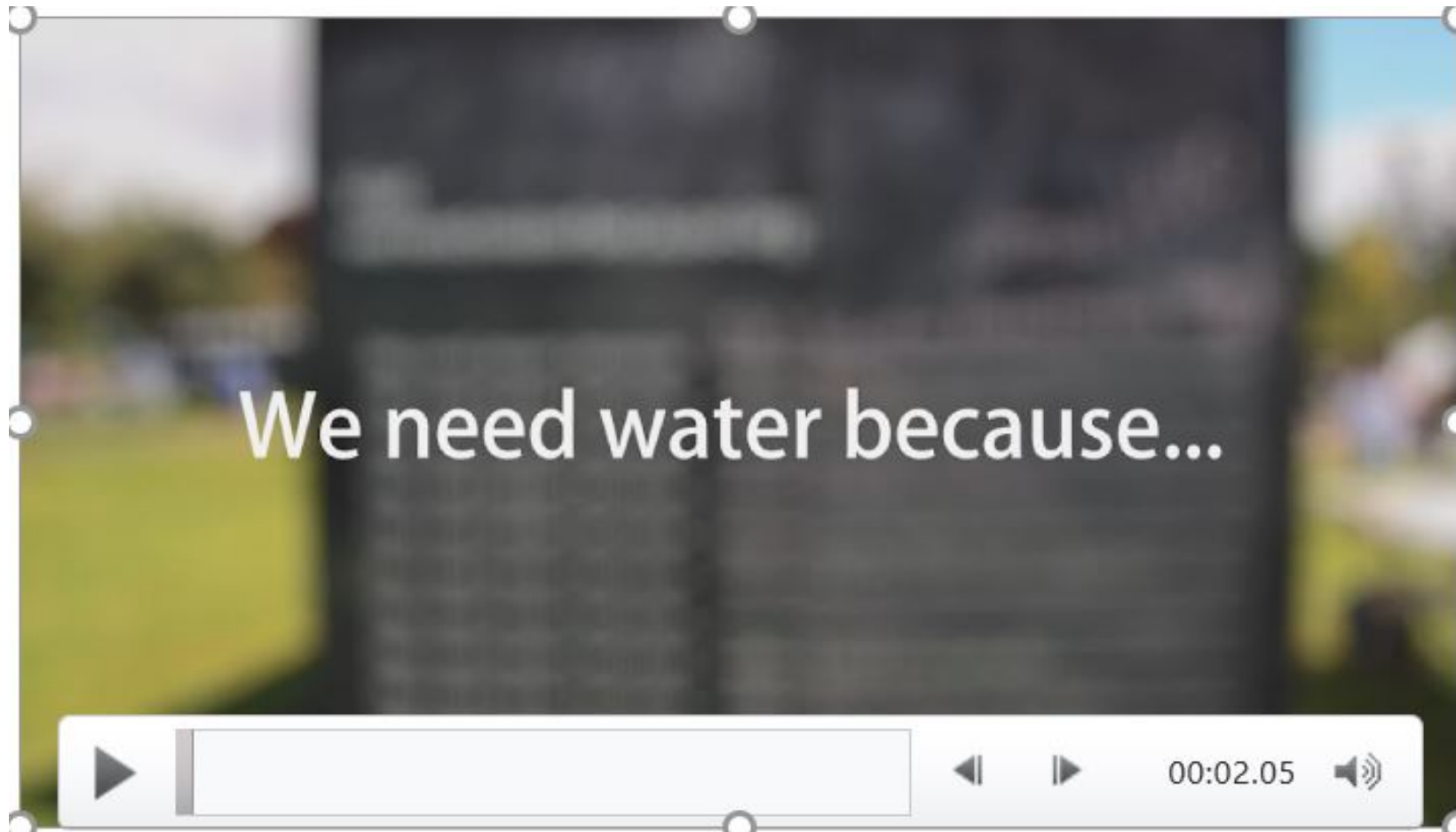
What's the Big Deal About Water?

Survey

How often do you talk with your customers about water?

1. **Always** part of the conversation
2. **Often** part of the conversation
3. **Sometimes** part of the conversation
4. **Rarely** part of the conversation
5. **Never** part of the conversation

Consumers Care About Water



<https://cascadewater.org/water-efficiency/we-need-water-because/>
<https://vimeo.com/195514900/46c2f23af0>

However...

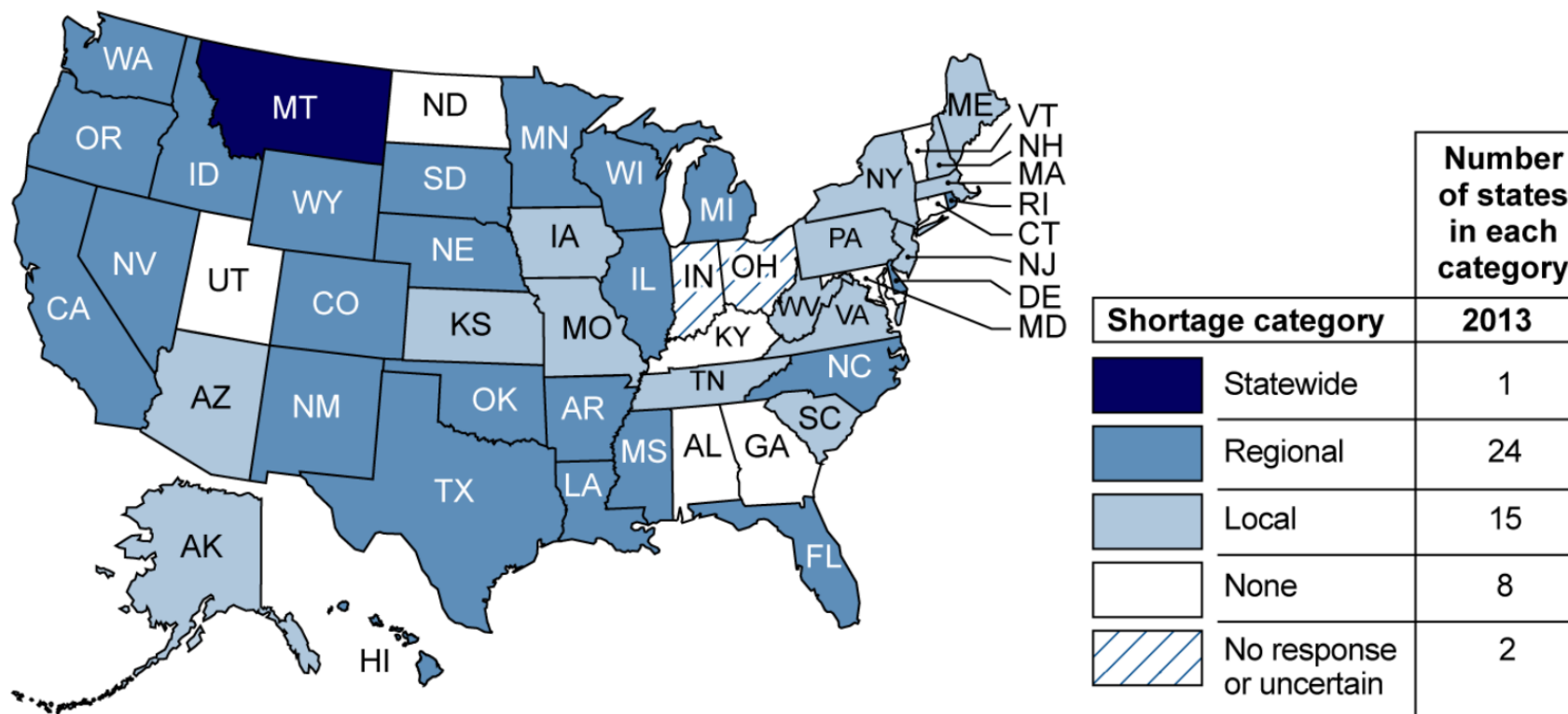
“Water is the most vital resource in every aspect of human endeavor....”

...but the economics of water are a mash-up of tradition, wishful thinking and poor planning.”

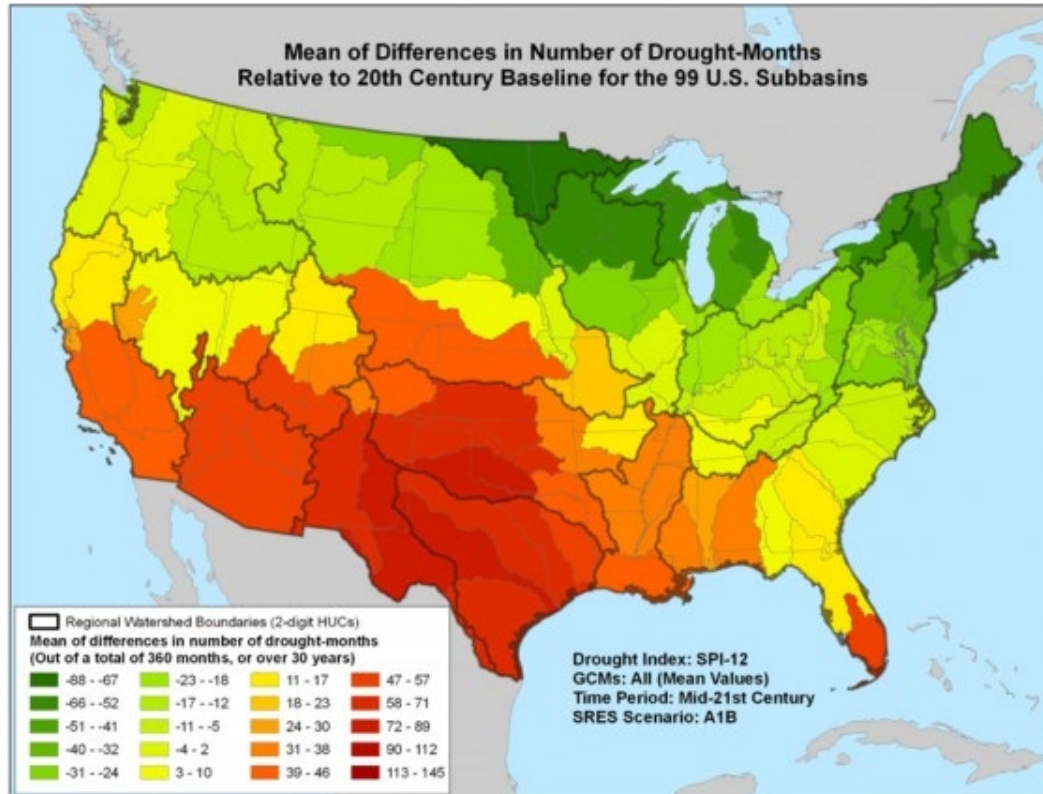
- Charles Fishman, *The Big Thirst*

Increasing State Water Shortages

- **40** out of **50** state water managers expect water shortages under average conditions in some portion of their states over the next decade
- By **2030**, water supplies will satisfy **only 60 percent** of global demand



Droughts Increasing



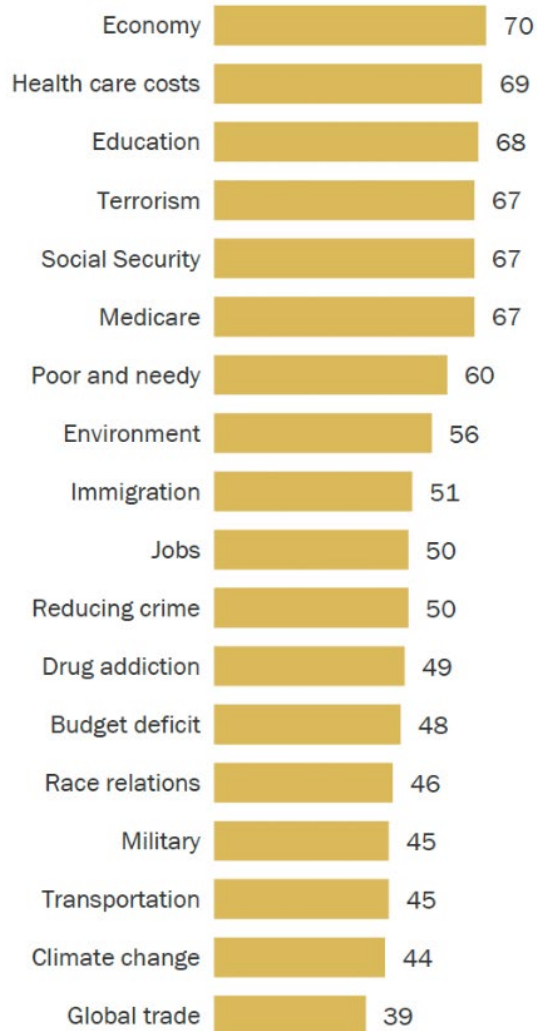
- Yellow to red areas are facing increase in droughts over a 30-year period
- As drought areas increase, consumer engagement in saving water increases
- According to a 2016 Eco-Pulse survey, 75 percent of consumers agree that they should reduce water use in a drought

Increasing Environmental Concern

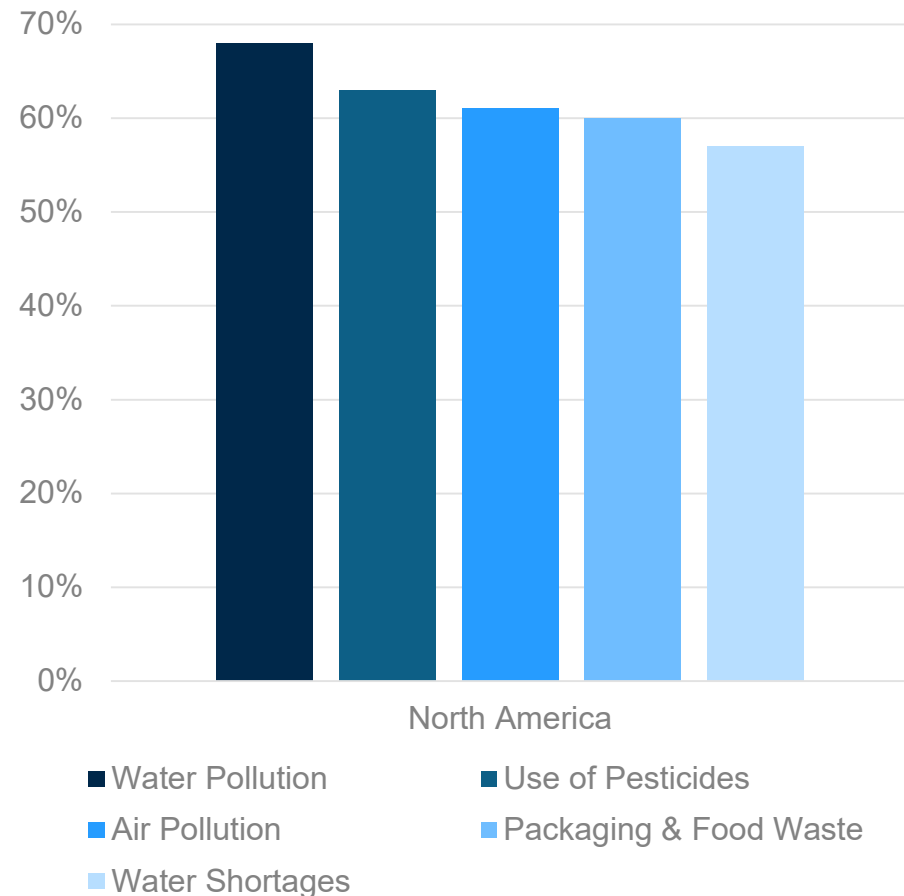
- According to a Pew Research study, in 2019, Americans care most about the economy, health care costs, and education
- But the environment has risen to **#8** (56 percent), up from **#12** in 2013

Public's policy priorities for 2019

% who say ___ should be a top priority for Trump and Congress this year



Interest in Water Savings



- Approximately **60 percent** of North Americans are extremely or very concerned about water shortages
- Americans care about saving water:
 - **44 percent** are already “water savvy conservationists,” who consistently engage in conservation practices
 - **46 percent** are “water considerate,” meaning they take some actions but have room for improvement
 - **9 percent** are not concerned with water conservation

Business Opportunity

Consumers care more than ever about corporate sustainability

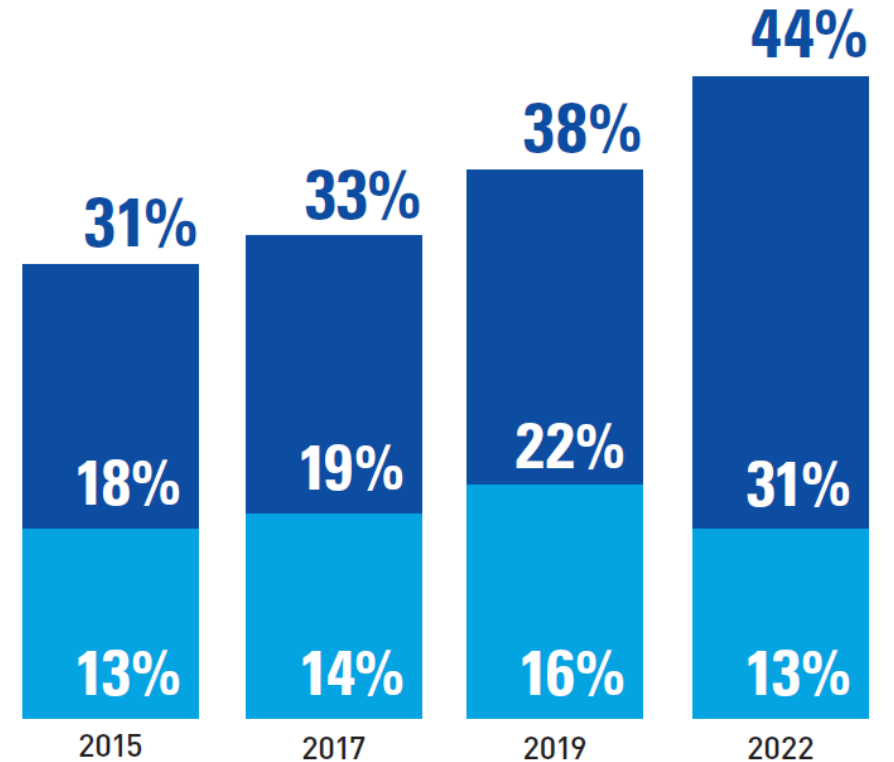
- In 2018, 85 percent of S&P 500 companies disclosed their Environmental, Social and Governance information
- In 2013, only 20 percent did

Water efficiency is joining energy efficiency as a top priority for home builders and raters

- Home builders are increasingly dedicated to green building, and consumers are willing to pay more to build green
- 65 percent of consumers recognize water-conserving fixtures and appliances as important

Single Family Builders With High Level of Involvement in Green Building

Percentage doing more than 60% and more than 90% of their new homes green



■ Dedicated to Green Building
 (More Than 90% of Projects Green)

■ High Involvement
 (61-90% of Projects Green)

Trends Driving Green Building Activity

Top Triggers Driving Future Green Building Activity (According to All Global Respondents)

Dodge Data & Analytics, 2018

Client Demands



Environmental Regulations



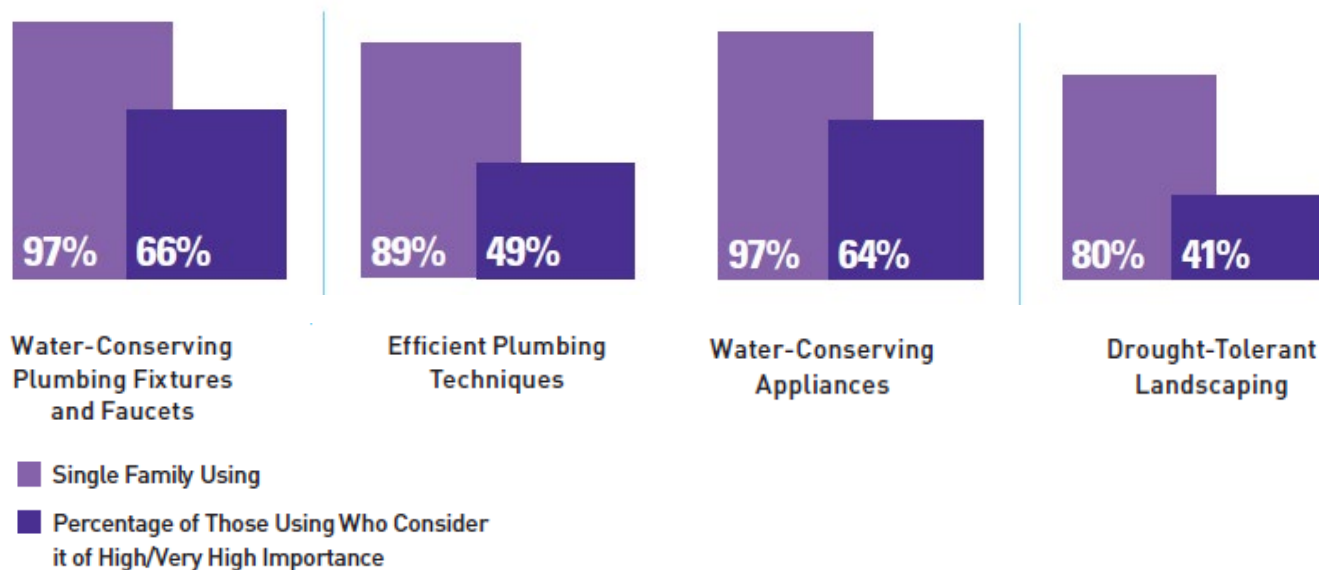
Healthier Buildings



Water Savings Gains Importance in Green Homes

Use and Importance of Water-Conserving Plumbing Fixtures and Efficient Plumbing Techniques

Percentage currently using each practice, and among those users, the percentage who consider it important/very important to green building



- **38 percent** of builders report incorporating more water-efficient* features into their green homes than they did two years ago
- Water-efficient features that have high importance:
 - Plumbing fixtures and faucets (66%)
 - Efficient plumbing techniques (49%)
 - Appliances (64%)
 - Drought-tolerant landscaping (41%)



Survey Results!

look for



Benefits of Water Efficiency Exercise



Exercise

Benefits to consumer for using water efficiently

-
-
-
-
-

Benefits to rater for encouraging builder to incorporate water efficiency

-
-
-
-
-

Benefits to builder for building water-efficient homes

-
-
-
-
-



How Can You Talk About Water?

Water Words Quiz: Which Is More Effective With Consumers?

Question:

- Water efficiency **or** water conservation?
- Low flow **or** high efficiency?
- Water shortage **or** drought?
- Saving water **or** reducing water?
- Use less water **or** avoid wasting water?
- Climate change **or** global warming?

Answer:

Water efficiency

High efficiency

Drought

Saving water

Avoid wasting water

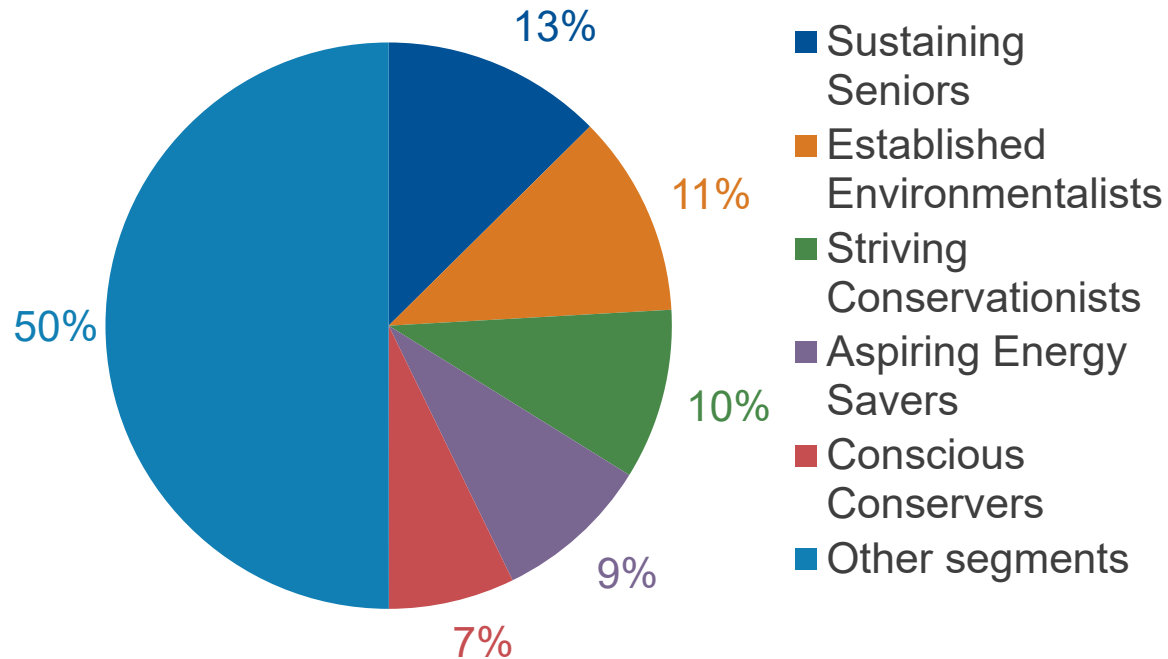
Toss up

Four Marketing Truths

1. **Know your customer**
2. **Understand decision making**
3. **Brand matters**
4. **Sell benefits, not features**

Green Consumers: U.S. Market Potential

Percentage of U.S. Households



More than 50 percent of U.S. households are receptive to green products and activities!

Sustainable Seniors:

55+, retired, higher income/education, green purchase history

Established Environmentalists:

25-54, married, suburban homes w/kids, green purchase history

Striving Conservationists:

18-54, rent, some college, lower income, want to buy green

Aspiring Energy Savers:

25-54, college degree, kids, want to buy green

Conscious Conservers:

25-54, kids, higher income/education, want to buy green

New Home Consumers

(Likely to purchase a home in next 12 months....)

Demographics

- Slight male skew (52M/48F)
- 25-39 years old
- Likely engaged
- African American, Asian, Latino
- College educated
- Homeowners (98%)
- Median household income = 48K

Psychographics

- Culture and traditions are important
- Pay attention to and follow trends
- Influence others within their communities

Size & Geography

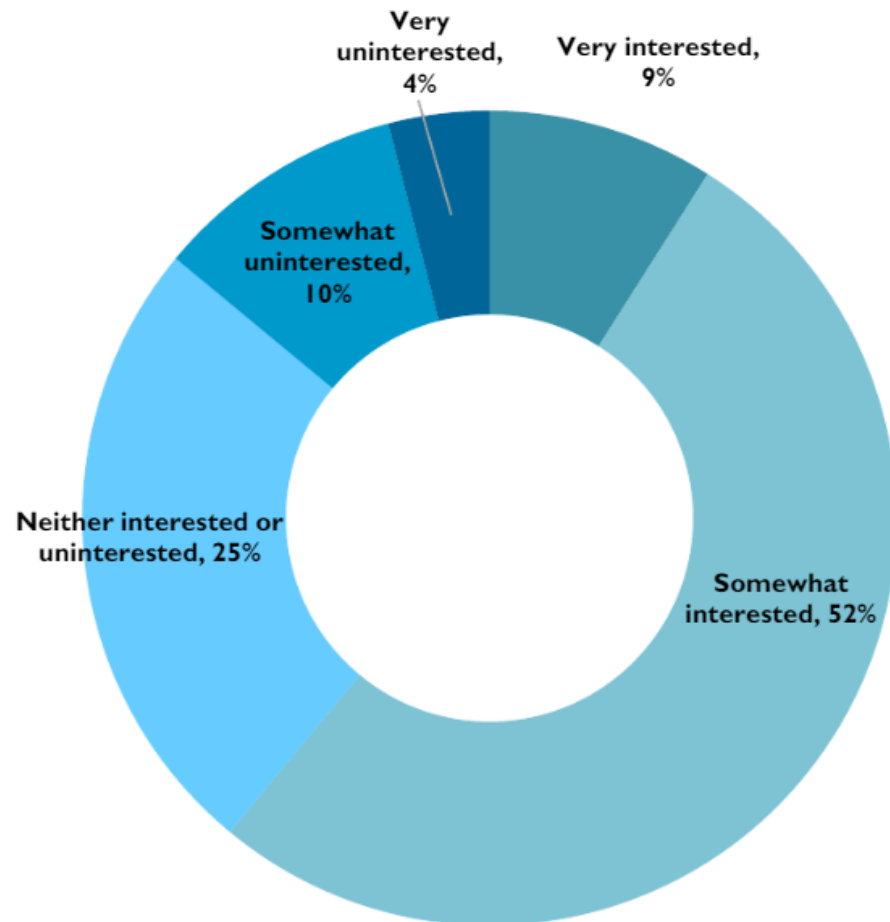
- 6% of population
- Top U.S. housing markets:
 - San Jose, CA area
 - Las Vegas, NV area
 - Boise, ID area

Media Usage

- Shop/research online
- Likely to rate products
- Play online social games
- Share what they like on social
- Read magazines
- Listen to radio

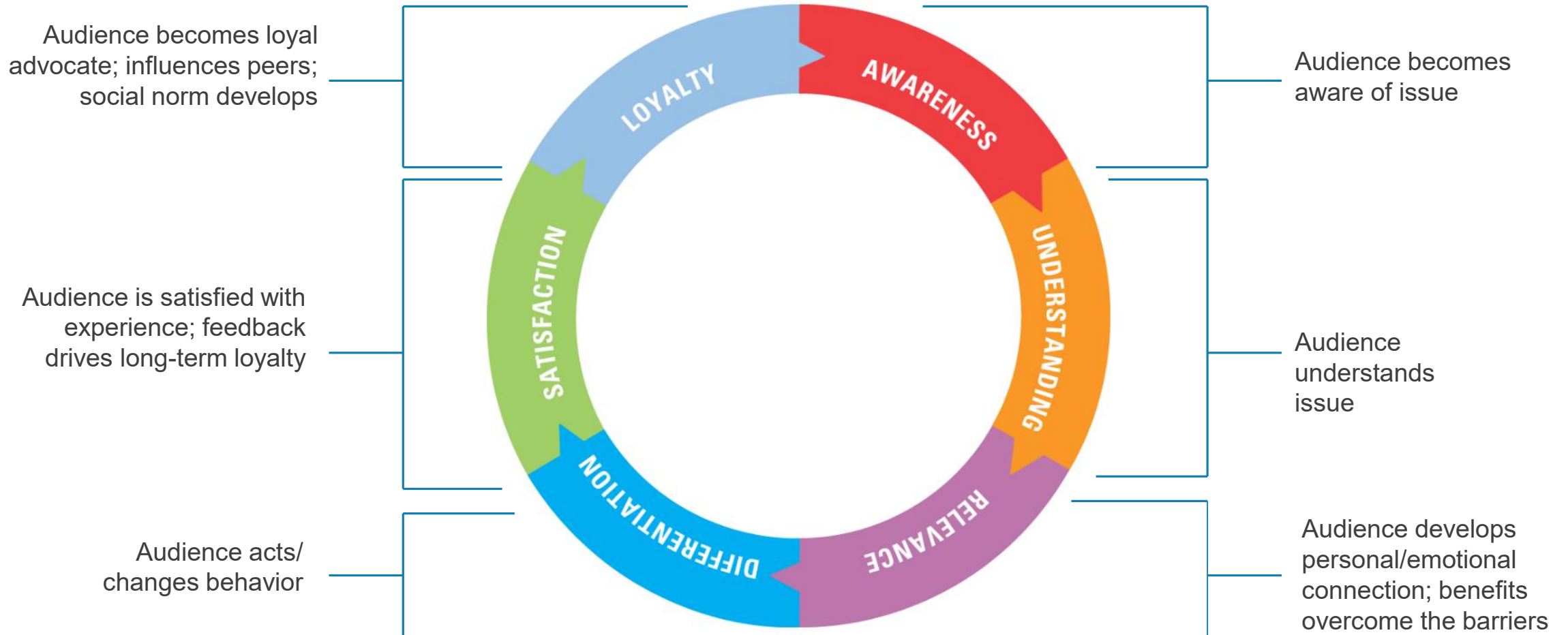
Realtors Report Interest in Sustainability

Perception of Consumer Interest in Sustainability



- **61 percent** say home buyers are at least somewhat interested in sustainability
- **40 percent** of Realtors report that their MLS has green data fields
- **71 percent** report that energy efficiency promotion in MLS listings is valuable to home buyers

Consumer Decision-Making



Why Brand Matters

- Brands are built on attributes, personality, and the promise they deliver
- Brands are built and maintained primarily through customer experience, not through marketing
- Customers must authentically experience the attributes, personality, and promise of the brand

BRAND= the way a company, program or product is viewed by its target audiences.



A person

**A BRAND
IS NOT:**



A product



A copyright



A company

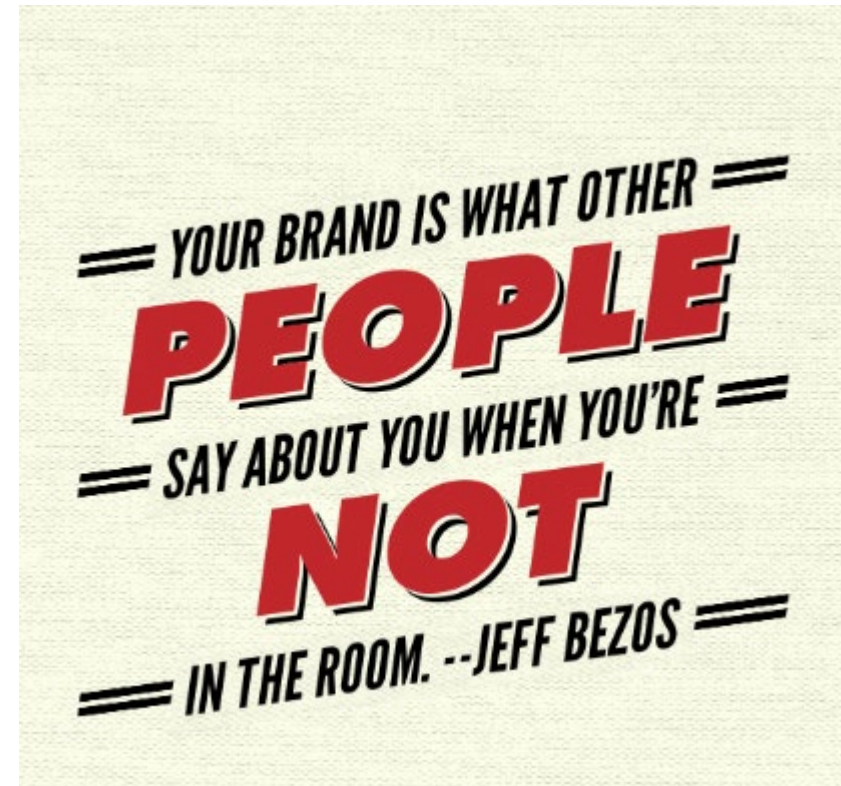


A logo




Why Brand Matters

A strong brand can help you:

- Attract new customers
- Retain customers
- Build partnerships
- Increase efficiency of your communications efforts



Elements of Strong Brands

	<p>Attributes</p> <ul style="list-style-type: none"> • Fast • Reliable 	<p>Personality</p> <ul style="list-style-type: none"> • Trusted • Professional 	<p>Promise</p> <ul style="list-style-type: none"> • On time • Package contents protected
	<p>Attributes</p> <ul style="list-style-type: none"> • Simple • Credible 	<p>Personality</p> <ul style="list-style-type: none"> • Friendly • Smart • Helpful 	<p>Promise</p> <ul style="list-style-type: none"> • Energy efficiency
	<p>Attributes</p> <ul style="list-style-type: none"> • Tech innovation • Easy to use 	<p>Personality</p> <ul style="list-style-type: none"> • Sleek • Fun • Cool 	<p>Promise</p> <ul style="list-style-type: none"> • Cutting-edge communication tools

Sell Benefits, Not Features



look for



Join Leona and Will in the Fight Against Global Warming.

They're among the one million American families across the country living in ENERGY STAR® qualified homes.

THIS YEAR, THESE FAMILIES WILL SAVE: \$270 million | 4 billion lbs. CO₂



PHOTO: RUSSQUACKENBUSH

ENERGY STAR PSA

Benefits:

- Fight global warming
- Save money
- Reduce carbon
- Greater comfort
- Lower utility bills

Homes that earn EPA's ENERGY STAR meet strict guidelines for energy efficiency. They offer greater comfort, lower utility bills, and reduce the greenhouse gas emissions that cause global warming. Learn more at energystar.gov.



What's Different About Selling Water Savings?

- It's different than selling energy savings
 - In some ways more difficult
- Value proposition is different
 - People can see water/know it's a precious resource
 - People have an emotional connection to water
- Geography matters
 - In a drought area, selling water savings is easy
 - Areas with high utility bills
- Energy-water nexus
- Think local:
 - Protecting local waterways
 - Saving existing water infrastructure



look for



Selling Water Savings



Live the American Dream.
Choose a new home that uses less water.



If you're for water like me, then you'll want your new home to bear the WaterSense label. That means your family will use 20% less water inside and out, saving more than 10,000 gallons per year. And hot water takes less time to get to the faucet, saving energy and utility costs. Even if you're not in the market for a new home, join me and thousands of our neighbors in the We're for Water campaign. Together we can stand up for water by making simple changes at home.



www.epa.gov/watersense



Find us on Facebook at:
www.facebook.com/epawatersense

Meet Your Better Bathroom

Your Style.
More Savings.



Remodel Your Way to a Dream Bathroom

You've always wanted that perfect bathroom. Distinctive fixtures. Sleek lines. The latest styles and colors.

Well, here's where that dream begins. Fixtures with the WaterSense label can transform a bathroom from merely remodeled to absolutely refined.

A polished-brass faucet can bring a touch of European style. The lines of a square showerhead can make your morning routine a post-modern

experience. And even a simple black matte faucet can add a dramatic contrast against a white tile backdrop.

And one of the best things about a bathroom with WaterSense labeled fixtures? A savings of nearly 10,000 gallons of water every year, at prices that range from reasonable to more reasonable.

Look for the WaterSense label to make that dream bathroom a reality.



For more information, visit epa.gov/watersense.



Feel good about yourself every time you lather up.

If you're for water like me, then one thing you can do is install a WaterSense labeled showerhead. This way I can get a good strong shower but use 20% less water in the process. In fact, the average household could save more than 2,300 gallons a year. So, join me and thousands of our neighbors in the We're for Water campaign. Together we can stand up for water by making simple changes at home.



www.epa.gov/watersense



Find us on Facebook at:
www.facebook.com/epawatersense

Terminology: How to Talk About Water

- Need to save precious resource
- Save water for future generations
- Performance, quality
- Better, more efficient
- Healthier homes
- Save money on utility bills
- Drought (region-specific)

Effectiveness of Terminology Used to Market Green Homes

Percentage who consider terminology effective by type of builder

Most Effective Terms		
Long-Term Utility Cost Savings	62%	58%
Operating Efficiency	46%	54%
Fairly Effective Terms		
Healthier Homes	44%	44%
Quality Construction	42%	29%
High Performance	39%	27%
Least Effective Terms		
Durable Construction	20%	6%
Sustainable	15%	8%

■ Single Family Builders and Remodelers

■ Multifamily Builders and Remodelers

How to Talk to Builders

- What does a WaterSense labeled home mean now?
 - Smart plumbing systems
 - Beautiful fixtures
 - Certified performance
- Water is the next big trend in green building
- Not a heavy lift for ENERGY STAR builders
 - Not much different from what you're doing now
- Synergy with LEED and other state/local green building programs



Timing Is Everything



- Bring it up early in the design/build process with the builder or homebuyer
- Reduces added cost down the road
- By bringing it up early, you build credibility
- Check the WaterSense spec and how it fits into design
 - www.epa.gov/watersense/homes

look for



How Does WaterSense Fit in?

How much water...?



<https://www.youtube.com/watch?v=SYwEAR6CbQw>

How Much Could He Have Saved?





What is WaterSense?

- WaterSense is a voluntary partnership program launched by EPA in 2006 that provides a simple way to identify water-efficient:
 - Products
 - Programs
 - Practices
 - Homes
- WaterSense labeled products are independently certified for water efficiency and performance
- Homes are currently required to have WaterSense labeled products, efficient water delivery systems, and water-efficient landscapes
 - Currently in the process of revisiting the specification for homes to provide more flexibility



WaterSense Labeled Products



Lavatory Faucets

Labeled since 2007
16,400 labeled models



Tank-Type Toilets

Labeled since 2007
3,400 labeled models



Flushing Urinals

Labeled since 2009
600 labeled models



Showerheads

Labeled since 2010
8,100 labeled models



Weather-Based Irrigation Controllers

Labeled since 2011
800 labeled models



Flushometer-Valve Toilets

Labeled since 2015
900 labeled models



Spray Sprinkler Bodies

Labeled since 2017
100 labeled models

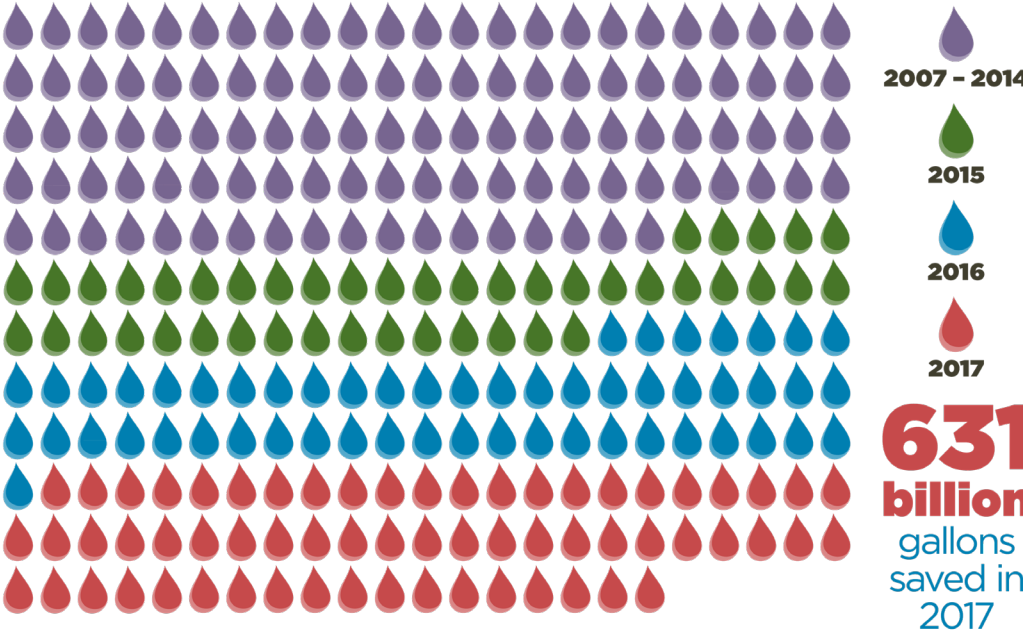
WaterSense Homes Program



- First spec released in 2009, updated 2012, 2014
- EPA is in the process of revising the spec to:
 - Increase flexibility for builders and raters
 - Improve green building program collaboration
 - More streamlined implementation/certification
- New program structure works with RESNET's existing certification process, HERS_{H2O}
- Demonstrate 30 percent water savings over traditional new home construction
- WaterSense Approved Certification Method
- Draft revision to come this spring

Saving Water and Energy

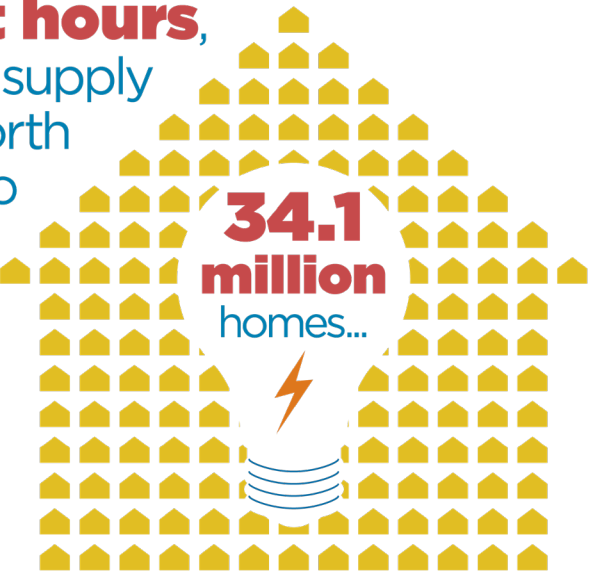
2.7 trillion gallons of water saved since 2006!



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

367 billion

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



Why Promote Water Efficiency?

- Get ahead of the curve!
- You're already an energy expert; water is up next
 - Be an expert on water efficiency
 - Understand the energy-water nexus
 - Dovetail with other green building efforts and programs that you work on
- Differentiate yourself with your customers
- Build new revenue stream with this added value service

www.epa.gov/watersense



How to Get in on the Water Conversation

- Help your organization become a WaterSense Partner
 - Licensed certification provider
 - Builder
- Use social media
 - Retweet or share WaterSense content
 - www.epa.gov/watersense
 - Twitter and Facebook
- Participate in WaterSense campaigns
 - Fix a Leak Week
 - Sprinkler Spruce-Up
 - Your Better Bathroom
 - Shower Better
 - When in Drought





Thank You!

Beth Livingston
WaterSense
U.S. Environmental Protection Agency
Livingston.Beth@epa.gov
202-564-9594
www.epa.gov/watersense