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?
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.
• 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
Trends Driving Green Building Activity

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

Dodge Data & Analytics, 2018

- **Client Demands**: 34%
- **Environmental Regulations**: 33%
- **Healthier Buildings**: 27%
Water Savings Gains Importance in Green Homes

• 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%)

*Based on ICC 700 National Green Building Standard
Survey Results!
Benefits of Water Efficiency

Exercise
# Exercise

<table>
<thead>
<tr>
<th>Benefits to consumer for using water efficiently</th>
<th>Benefits to rater for encouraging builder to incorporate water efficiency</th>
<th>Benefits to builder for building water-efficient homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>
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

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

**Percentage of U.S. Households**

- **Sustaining Seniors**: 13%
- **Established Environmentalists**: 11%
- **Striving Conservationists**: 10%
- **Aspiring Energy Savers**: 9%
- **Conscious Conservers**: 7%
- **Other segments**: 50%

**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

- **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

- Audience becomes aware of issue
- Audience understands issue
- Audience acts/changes behavior
- Audience develops personal/emotional connection; benefits overcome the barriers
- Audience is satisfied with experience; feedback drives long-term loyalty
- Audience becomes loyal advocate; influences peers; social norm develops
- Audience becomes aware of issue
- Audience understands issue
- Audience develops personal/emotional connection; benefits overcome the barriers
- Audience acts/changes behavior
- Audience is satisfied with experience; feedback drives long-term loyalty
- Audience becomes loyal advocate; influences peers; social norm develops
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
Why Brand Matters

A strong brand can help you:

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

"Your brand is what other people say about you when you're not in the room." — Jeff Bezos
## Elements of Strong Brands

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Personality</th>
<th>Promise</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fast</td>
<td>• Trusted</td>
<td>• On time</td>
</tr>
<tr>
<td>• Reliable</td>
<td>• Professional</td>
<td>• Package contents protected</td>
</tr>
<tr>
<td><strong>FedEx</strong></td>
<td><strong>Energy STAR</strong></td>
<td></td>
</tr>
<tr>
<td>Attributes</td>
<td>Personality</td>
<td>Promise</td>
</tr>
<tr>
<td>• Simple</td>
<td>• Friendly</td>
<td>• Energy efficiency</td>
</tr>
<tr>
<td>• Credible</td>
<td>• Smart</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Helpful</td>
<td></td>
</tr>
<tr>
<td><strong>Energy STAR</strong></td>
<td><strong>Apple</strong></td>
<td></td>
</tr>
<tr>
<td>Attributes</td>
<td>Personality</td>
<td>Promise</td>
</tr>
<tr>
<td>• Tech innovation</td>
<td>• Sleek</td>
<td>• Cutting-edge communication</td>
</tr>
<tr>
<td>• Easy to use</td>
<td>• Fun</td>
<td>tools</td>
</tr>
<tr>
<td></td>
<td>• Cool</td>
<td></td>
</tr>
</tbody>
</table>
Sell Benefits, Not Features

Spring rains wash excess fertilizer from our area to the Chesapeake Bay, where blue crabs have been rapidly disappearing. So skip the lawn fertilizer until fall. The lunch you save may be your own.

Find out how to keep the Blue Crabs coming at www.chesapeakeclub.org
Benefits:

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

ENERGY STAR PSA

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
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
Selling Water Savings

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 less 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.

Meet Your Better Bathroom
Your Style. More Savings.

Remodel Your Way to a Dream Bathroom
You’ve always wanted to live the American Dream. Have the dream, take the step. The latest styles and colors — it’s your dream bathroom! But it won’t be a reality until you remodel. Even a simple showerhead can make your bathroom a place of relaxation and renewal. 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 you can get a good strong shower but use 20% less water in the process. In fact, the average household could save more than 2,500 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
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)
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](http://www.epa.gov/watersense/homes)
How Does WaterSense Fit in?
How much water…?

https://www.youtube.com/watch?v=SYwEAR6CbQw
How Much Could He Have Saved?

- 8 gallons per day
- 20 percent per flush
- 5 gallons per shower
- 700 gallons per year
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

- 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\textsubscript{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 34.1 million homes...

631 billion gallons saved in 2017
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](http://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