

U.S Environmental Protection Agency Region 2

- ➔ EPA was established in 1970
- ➔ EPA employs about 17,000 people
- ➔ Region 2 = NJ, NY, PR, the USVI and seven federally-recognized Indian Nations.

Region 2 Pollution Prevention Office

- ▶ Promotes P2 approaches by providing:
 - ▶ Direct technical assistance
 - ▶ Economic assistance
 - ▶ Partnership Building
 - ▶ Outreach and education

Why Choose Water Efficiency?

- ➔ An Increasing Population
- ➔ An Aging Water Infrastructure
- ➔ Global Climate Change
- ➔ Increasing Water and Energy Costs



Our water use at Home

- ▶ Family of four uses about 400 gallons of water every day.
- ▶ 70% of this water is used indoors.
- ▶ Toilets can use up to 27% of indoor water use.

How Much Water Do We Use?



Source: American Water Works Association Research Foundation, "Residential End Uses of Water," 1999

Water and Energy Wasted

- Drips from faucets can waste 90 gallons of water a day or more.
- Older toilets are up to 60% less efficient than today's high efficiency toilets.
- Up to 50% of landscape water is wasted.
- 1,000 gallons of cold water to your tap uses about 3,300 kWh of electricity; that's a lot of light!*

* The January 7, 2009 USEPA Region 2 workshop on "Pollution Dan Cook, Water Conservation Solutions, from the proceedings of Prevention in the Hospitality Industry: How Managing the Environment can Help your Bottom Line"



The “Water Champions” Program

Recruiting High School Students to
Achieve Measurable Reductions in
Regional Water Consumption

Three Key Personnel Components

- A High School Faculty Stewardship Coordinator
- The High School Student “Water Champions”
- A Stewardship Coordinator Federal Contact



Why a “Water Champions” Program?

- ▶ EPA – The Traditional Regulatory Approach of the 1980’s
- ▶ A Proactive Approach – The Pollution Prevention Act of 1990
- ▶ Taking lessons from the Earth – Environmental Stewardship

- ▶ “Water Champions” are the environmental stewards of the future who will teach others in their local communities to protect the environment, and preserve our precious natural resources.



Stewardship is an Ethic / Practice Relevant to the Water Champions Service / Learning Community

Ethic – set of belief or values

- Acceptance of personal responsibility for using water resources in an efficient manner
- Recognition of need to sustain water resources for future generations
- Respect for inherent values of healthy natural systems to the community

Practice – set of behaviors

- Enhances community-wide awareness about responsible management practices of water resources
- Highlights smart purchasing decisions for responsible use of water resources
- Builds a service / learning community of stakeholders and measures progress around water conservation
- Encourages other partners to Invest in a secure water future
- Thinks and acts beyond the school fence line

What are the Practices and Behaviors of Sound Environmental Stewardship that EPA Wants to Encourage?

- *1. Protects natural systems and uses natural resources effectively and efficiently.*
- *2. Makes environment a key part of internal priorities, values and ethics, and leads by example.*
- *3. Holds oneself accountable.*

What are the Practices and Behaviors of Sound Environmental Stewardship that EPA Wants to Encourage?

- *4. Believes in shared responsibility.*
- *5. Invests in the future.*
- *6. Exceeds required compliance.*

Achieving Measurable Reductions

Every Drop Counts...

- The WaterSense Program
- National Partnership Program
- Sponsored by EPA
- Device Labeling Program
- 20% Water Use Reductions



What is WaterSense?

WaterSense offers people a simple way to make product choices that use less water—with no sacrifice to quality or product performance.

<http://epa.gov/WaterSense/>



WaterSense Partners

<p><i>Manufacturers</i></p>	<ul style="list-style-type: none"> ◆ Manufacture WaterSense labeled products and promote them to buyers
<p><i>Retailers/Distributors</i></p>	<ul style="list-style-type: none"> ◆ Stock, promote, and sell WaterSense labeled products
<p><i>Professional Certifying Organizations</i></p>	<ul style="list-style-type: none"> ◆ Sponsor and promote professional certification programs that highlight water efficiency (currently only irrigation) ◆ Encourage certified individuals to become WaterSense partners
<p><i>Irrigation Partners</i></p>	<ul style="list-style-type: none"> ◆ Promote WaterSense labeled products ◆ Practice water-efficient services
<p><i>Promotional Partners</i></p> <ul style="list-style-type: none"> -Utilities -State & Local Governments -Nonprofit Organizations 	<ul style="list-style-type: none"> ◆ Promote WaterSense labeled products and practices to customers ◆ Promote the concept of water efficiency and value of water ◆ Offer rebates for WaterSense labeled products (utilities)

Independent Certification

To earn the WaterSense label:



Certified by
AEC Laboratories, Inc.

- Products must meet WaterSense specifications for efficiency and performance.
- Products must offer equivalent or superior performance while using about 20 percent less water than conventional models.

WaterSense Benefits

- If all U.S. households installed water-efficient appliances, the country would save more than 3 trillion gallons of water and more than \$18 billion dollars per year.
- If every household in Region 2 alone installed WaterSense labeled faucets only, it would save more than 18 million gallons every day.

Your HS Making a Difference

- ▶ The “Water Champions” Program acts locally and is supported by the National EPA WaterSense Program.
- ▶ Tailor your “Water Champions” Program to local community needs to provide a local environmentally-oriented community service and learning effort.
- ▶ Students gain knowledge, take action, and have fun

Youth Case Studies

Young people making a difference in their community!



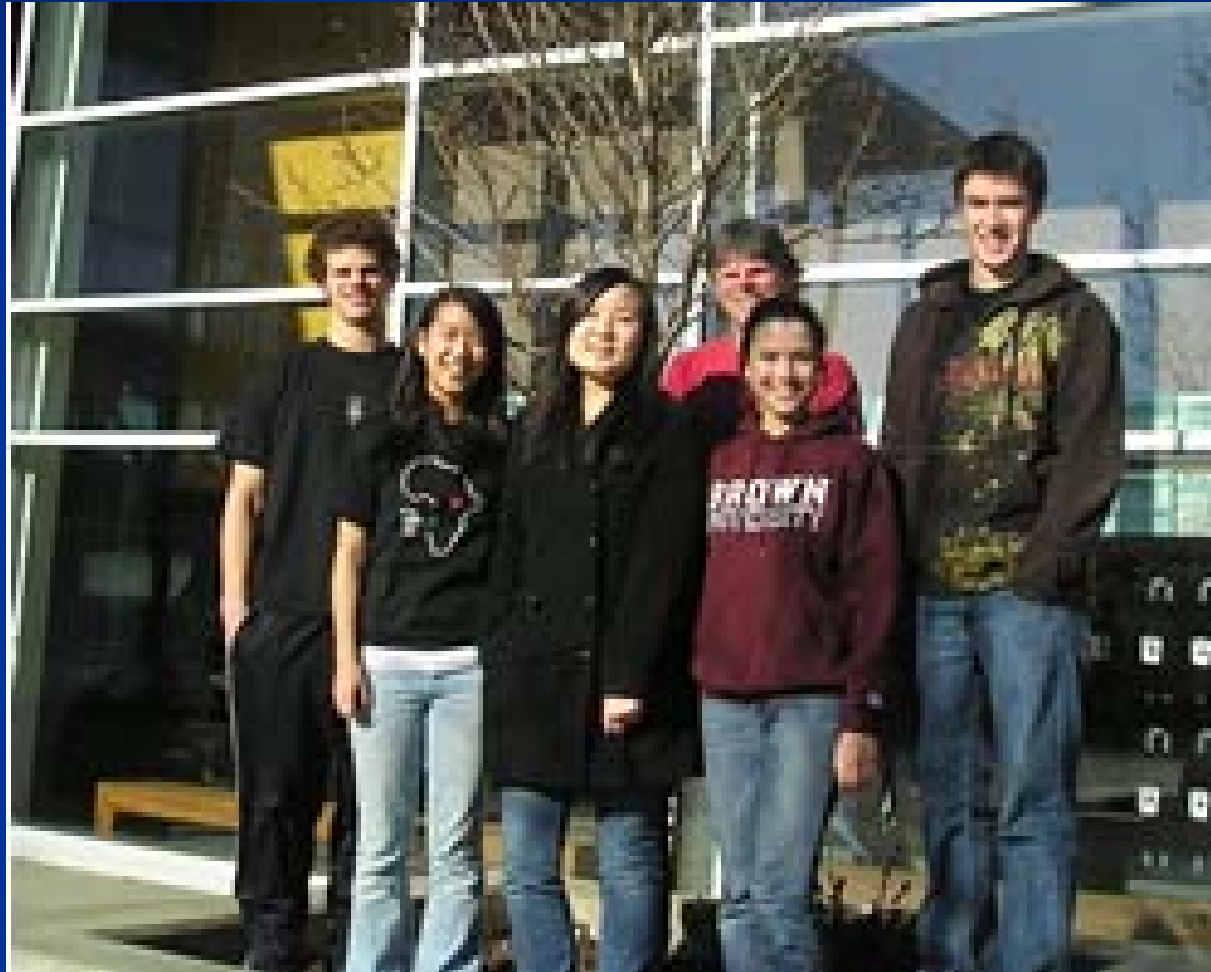
HelpLight NJ



Reeds Spring HS, Stream Team



Cool School Campaign



“Water Champion” Program Objectives

Five Objectives

- Enable schools to teach communities about responsible water management & WaterSense
- Recruit retailers to participate in WaterSense
- Gather data and calculate measurable results
- Share project outcomes and expand recruitment
- Consider participation in other partnership programs

Enable Schools to Teach Communities about WaterSense

- The Stewardship Coordinator Federal Contact provides WaterSense literature to the Faculty Stewardship Coordinator and to the Water Champions (the Team).
- The Team would then determine their interest in having their school participate as a WaterSense promotional partner.
- The Team would develop its own local Stewardship Conservation Plan (SCP).
- The Stewardship Coordinator Federal Contact and the Faculty Stewardship Coordinator would periodically coordinate to discuss the SCP progress and status.

Recruit Retailers to Participate in WaterSense

- ◆ Water Champions would meet with local plumbing retailers and would encourage them to become WaterSense Partners.
- ◆ Water Champions would explain that they are educating the community about water conservation and WaterSense.
- ◆ Retailers interested in becoming WaterSense Partners would complete a partnership agreement letter and submit it to EPA. They should consult the list of WaterSense labeled products at <http://www.epa.gov/watersense/pp/lists.htm> to determine what they might carry in their inventory.
- ◆ Water Champions can check a retailers partnership status by visiting the EPA WaterSense web site, partners page.

Gather Data and Calculate Measurable Results

- Get sales info on WaterSense products from retailer partners and calculate the volume of water reduced and water and energy cost savings.
- Track product sales to see if WaterSense products are being purchased more frequently in the community.
- Identify “test” families or businesses and track their water use and expenses after the installation of WaterSense products.
- Other data gathering activities to be determined by the Team.

Share Project Outcomes and Expand Recruitment

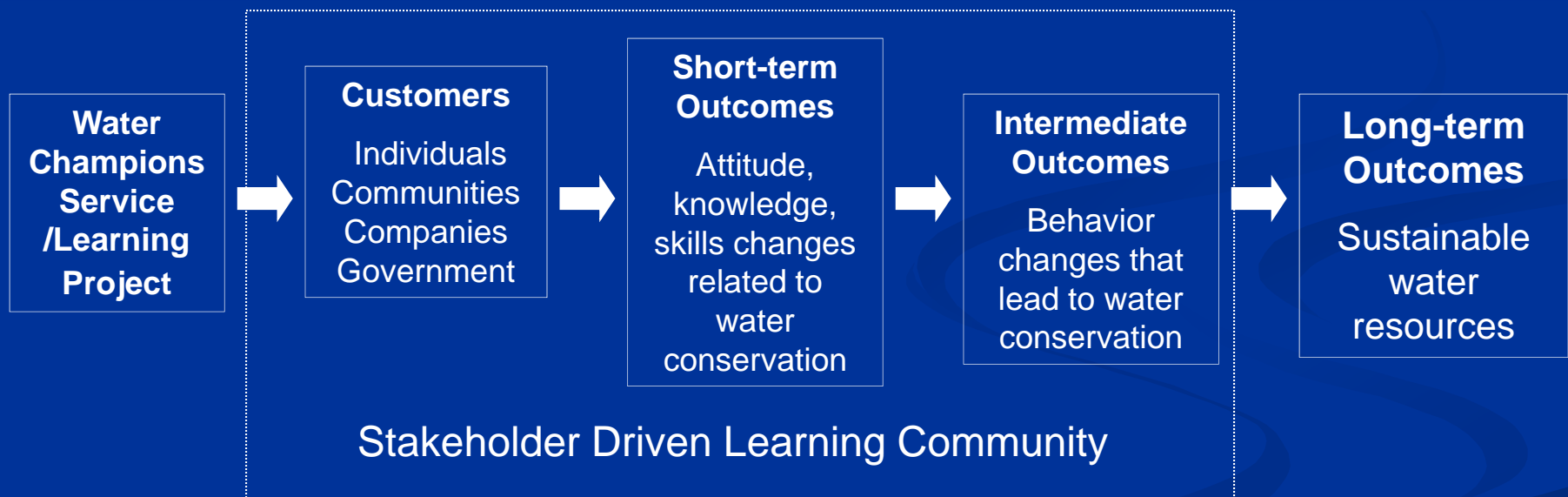
- Complete project status reports and share these reports with others.
- Give presentations to school staff and organizations.
- Write an article for the school or local community newspaper.
- Brief and/or mentor other high schools and organizations to expand on the results of the project.

Consider participation in other partnership programs

- Beyond WaterSense, there are partnership programs that introduce pollution prevention principles in areas such as:
 - Greenscapes
 - Energy Efficiency and Global Climate Change
 - Waste Management
- Information about these programs may be found at:
<http://www.epa.gov/partners/>

Community-wide Behavior change is key to Sustainable Water Resources

Logic Model Links Project Activities to Environmental Outcomes



Follow up Questions?

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