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Water Resources Program



# Why choose water efficiency?

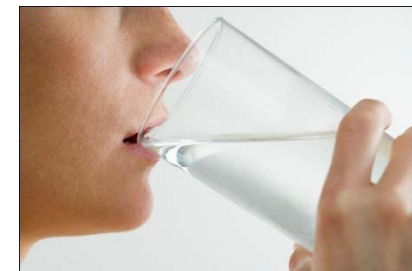
- An increasing population
- An aging water infrastructure
- Global climate change
- Increasing water and energy costs



# In New Jersey...

Promoting water conservation can be difficult

- Environmental factor  
Average 44 inches of rain per year
- Societal factor  
Keeping up with the Jones'
- Availability  
Reliable infrastructure



# About our funding

- Participation in this program is being funded through a grant to the RCE Water Resources Program from the USEPA Region 2 Pollution Prevention Program.



# Water Champions Program



## Objective:

- Service learning water conservation project for high school students.

## Goal:

- Empowering youth to educate their community about water conservation and WaterSense®. Students gain knowledge, take action, and have fun while promoting a sustainable world!

# 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

- Manufacturers
- Retailers/Distributors
- Professional Certifying Organizations
- Irrigation Partners
- Promotional Partners
  - Utilities
  - State and Local Governments
  - Nonprofit Organizations

# Economic benefits of WaterSense®

- 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 USEPA Region 2 alone installed WaterSense® labeled faucets only, it would save more than 18 million gallons of water every day.





# Your high school making a difference

- The Water Champions Program acts locally and is supported by the National EPA WaterSense® Program.
- Students have the opportunity to tailor their program to local community needs to provide a local environmentally-oriented community service and learning effort.



# Steps toward achieving our goals:

1. Conduct water audits
2. Retrofitting 2 bathrooms at the school.
3. Follow up water audits to calculate water, energy, and money savings to the school.
4. Community outreach
5. Gather data and calculate measurable results
6. Share project outcomes and expand recruitment.

# Step 1: Conduct water audits

Under the guidance of  
RCE Water Resources  
Program staff:

- Students will conduct a water audit at their school and at home.
- Report their findings



## Step 2: Retrofits

With the input of the students and approval of the School Administration:

- Grant funding will be used to retrofit two bathrooms with water saving devices.
- Students will promote the retrofit to the school community.



# Step 3: Calculate the savings

- Students will conduct follow up water audits to calculate water, energy, and money savings.





# Step 4: Community outreach

- Students will design a marketing campaign to educate the community about water conservation and the benefits of WaterSense® labeled products.
- Water Champions® will meet with local retailers and encourage them to become WaterSense partners.
- Sign up for retailers interested in participating as a promotional partner will be easy.



# Step 5: Outcomes and development

- Students will be responsible for getting sales information from participating retailers to calculate the volume of water and energy cost savings.
- They will track sales trends of WaterSense products.
- “Test” families or businesses will be identified to determine the cost/benefit analysis.



# Step 6: Share project outcomes & recruitment

- Students will complete project status reports and share these reports with others.
- Present results to the community.
- Public Relations
- Social networking
- Mentor a new group of students to carry on the project in other local high schools.





# Contact information

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