

What is our vision?

Create an ethic of water efficiency.

What is our mission?

To promote the value of water and help Americans make smart decisions regarding water use and water-using products.

To transform the marketplace by encouraging consumers and organizations to purchase water-efficient products and services.

What are the program goals/objectives?

Program Goal:

Reduce water and wastewater infrastructure costs and conserve water resources for future generations.

Program Objectives:

- Raise awareness about the importance of water efficiency.
- Ensure product performance.
- Help consumers differentiate among products and services.
- Promote innovation in product development.
- Support state and local water-efficiency efforts.

How will consumers, utilities, manufacturers, and others benefit from the program?

- **Civic benefits:** Reducing water waste and water infrastructure requirements.
- **Environmental benefits:** Watershed protection and aquatic habitat protection.

- **Economic benefits:** Cost savings to consumers, commercial buyers, and water and wastewater utilities.
- **Other benefits:** National program provides consistency in labeling of different products.

What do we do?

Make it easy for consumers and commercial buyers to choose quality products and services that use less water.

What is our product?

A label backed by independent third-party certification, indicating that both water-efficiency and performance criteria have been met.

Who are our target audiences and what action do we want them to take?

Primary Audiences:

- **Consumers:** Seek out the label when choosing products that use water.
- **Commercial, industrial, and institutional purchasers:** Seek out the label and/or certification when purchasing products and services that use water. Use the label as a procurement specification.

Strategic Partners:

- **Manufacturers:** Make products that qualify for the label. Place label prominently on products and packaging.
- **Retailers:** Stock products, identify products through in-store signage, and promote products in marketing efforts.
- **Utilities:** Adopt program as part of a broader water-efficiency strategy to help reduce the need for infrastructure investment, support sustainable infrastructure, and promote the label to customer base.

Which benefits will most likely motivate consumers to change behavior?

- Protection of the environment
- Cost savings
- No sacrifice in product performance

Why are we unique in the marketplace? What are our points of difference?

- The brand will be national in scope.
- Partnerships with retailers, manufacturers, and utilities will help promote the label to the public.
- The brand is credible—backed by EPA.

What do we want to have happen as a result of our communications efforts?

Purchasers of water-using products and services will:

- Understand that water is a valuable resource that should never be wasted.
- Be aware that there is a label that identifies products that use less water.
- Seek and try products and services with the label.

What do we believe in?

The ability to transform the marketplace for water-using products by raising awareness of the need to conserve water resources while also creating an easy, credible system that allows people to make water-efficient product choices.

What key insight should be the focus of the brand?

Water is a precious resource that should never be wasted. In order to create long-term market transformation, we need to change the way people think and feel about water. If consumers understand the value of water while also learning that they can experience the same performance with products that use less water, they will prefer the water-efficient choice. This receptivity combined with successful product trials by the consumer will lead to long-term behavior change.

What is our personality?

In other words, how do we want our target audiences to think and feel about our brand/products?

- Smart
- Steward
- Progressive
- Efficient
- Credible