

WaterSense® Awards

Instruction Manual

The U.S. Environmental Protection Agency's WaterSense program is pleased to recognize the accomplishments of its partners. Partners in each category contribute to our shared mission of protecting the future of our nation's water supply by promoting water-efficient practices and technologies.

To apply for a WaterSense award, please complete the following steps:

- 1. Ensure Eligibility.** To be eligible for an award, you must have become a WaterSense partner prior to January 1, 2008. In addition, you must have submitted your 2008 WaterSense annual update. This annual update requirement does not apply to irrigation partners.
- 2. Complete the Awards Application Form.** Please fill out the brief application form, including your contact information, award category, eligibility confirmation, and a description of your organization.
- 3. Compose a Written Statement.** Please prepare a short, written statement that addresses each of the evaluation criteria for your award category. Your written statement should be no more than five (5) pages in length. (Please organize and label your responses to coincide with the evaluation criteria categories). **Your responses should only address WaterSense-related efforts and accomplishments that you conducted in 2007.**
- 4. Compile Supporting Materials.** Please include sample or supporting materials that clearly demonstrate how your organization has supported the WaterSense program mission. The materials should complement your written statement and provide WaterSense with tangible examples of your outreach activities. Please refer to the category-specific instructions for your sector for a list of examples.
- 5. Submit Two (2) Copies of the Complete Award Application Package.** Mail two (2) copies of your complete application package, including the application form, written statement, and sample or supporting materials to:

WaterSense
c/o ERG
2300 Wilson Blvd., Suite 350
Arlington, VA 22201

Your application package must be **postmarked no later than April 4, 2008.**

If you have questions, please contact the WaterSense Helpline by e-mail at watersense@epa.gov or by calling toll free: (866) WTR-SENS (987-7367).

The public reporting and recordkeeping burden for information collection requirements associated with the Awards Application for each respondent is estimated to be 21 hours. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.

WaterSense Promotional Partner of the Year

Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the categories listed below (e.g., "Education and Outreach Activities"). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For promotional partners, this might include the number of brochures distributed, value of media impressions, value of incentives, and estimated impact.
- Include sample or supporting materials in your application package to thoroughly demonstrate your accomplishments. For promotional partners, sample materials might include sample brochures, articles, newsletters, or other materials showcasing the WaterSense marks, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

Evaluation Criteria

1. *Education and Outreach Activities (70 points)*

- Describe how you conducted (including quantity and reach) WaterSense-related **consumer and/or member outreach activities**. For example, this may include developing Web sites, writing and publishing newsletters, managing listservs, using bill stuffers, producing public signage, and organizing events that promoted water efficiency and the WaterSense marks.
- Describe how you conducted WaterSense-related **media activities** (including quantity and reach) that resulted in increased public awareness about water efficiency and the WaterSense program. For example, this may include pitching public service announcements, creating and/or publishing articles or advertisements in newspapers, journals, or broadcast media that promoted water efficiency and the WaterSense marks.

2. *Measurable Results (20 points)*

- Describe how you measured the effectiveness of your activities to promote WaterSense.
- Demonstrate how you have increased awareness of the need for water efficiency and/or the WaterSense brand.

3. *Strategic Collaboration (10 points)*

- Describe how you have collaborated with manufacturers, retailers, builders, and other groups to promote WaterSense messages. Include how your organization selected potential partners and the value the collaboration brings to the WaterSense program and water-efficiency efforts in your region.

4. *Incentive Programs (10 bonus points)*

- Describe relevant incentive programs your organization sponsored or promoted, which encouraged consumers to purchase WaterSense labeled products.
- Highlight quantifiable details. For example, this may include the number of times you offered incentives, the number of recipients participating in incentive programs, the value of your incentives, and the number of products the incentives covered, etc.

WaterSense Manufacturer Partner of the Year

Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the categories listed below (e.g., “Labeled Products in the Market”). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For manufacturer partners, this might include the number of labeled products, number of places you use the WaterSense marks, value of media impressions, etc.
- Include sample materials in your application package to thoroughly demonstrate your accomplishments. For manufacturer partners, these materials might include sample brochures, photographs of WaterSense labeled products or packaging, advertisements, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

Evaluation Criteria

1. *Labeled Products in the Market (50 points)*

- Identify the number and types of WaterSense labeled products your organization brought to market. Include the percentage of your portfolio that has earned the WaterSense label and the number and/or percentage of markets in which your WaterSense labeled products are sold.
- Describe your organization’s innovations in water-efficient design.

2. *Use and Visibility of WaterSense Marks (20 points)*

- Describe how and where your organization has used the WaterSense marks to promote the WaterSense program, your WaterSense partner status, and/or your certified products.

3. *Promotion and Public Relations Activities (20 points)*

- Describe your organization’s efforts to promote water-efficiency and the WaterSense program in print and broadcast media. Highlight how you used the WaterSense name or marks and quantify results, such as number of media impressions, direct mail pieces, or Web page views (if possible).
- Describe how your organization has used the WaterSense partner logo on your Web site and in other external (customer focused) and internal (employee focused) mediums.

4. *Strategic Collaboration (10 points)*

- Describe how your organization has collaborated with retailers, promotional partners, or other manufacturers to further a common goal of increased water efficiency. Demonstrate how this collaboration relates to the WaterSense mission.

WaterSense Retailer and Distributor Partner of the Year

Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the categories listed below (e.g., "In-Store Promotional Activities"). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For retailer and distributor partners, this might include the number of advertisements or circulars featuring WaterSense labeled products, number of Web page views, value of incentives, etc.
- Include sample materials in your application package to demonstrate your accomplishments. For retailer and distributor partners, sample materials might include, sales staff training materials, in-store marketing materials or promotional items, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

Evaluation Criteria

1. *In-Store or Showroom Promotional Activities (45 points)*

- Describe the WaterSense labeled products your organization sells and detail how your organization promotes these products to customers within the store or showroom, such as through in-store events, point-of-purchase materials, shelf talkers, or collateral placements.
- Describe your methods for training sales associates about water efficiency and the WaterSense labeled products you sell. Demonstrate how your sales associates educate customers about WaterSense labeled products and ensure that their purchasing experience is seamless.
- Provide the number and/or percentage of your organization's stores that offer WaterSense labeled products and describe how you plan to continue and expand water efficiency promotions.

2. *Other Promotional Activities (45 points)*

- Describe other efforts designed to promote WaterSense labeled products to your customers, such as by distributing advertisements, circulars, or online promotions. Describe the prominence of these efforts by including the number and frequency of the promotions.
- Describe incentives your organization offered to customers for purchasing WaterSense labeled products.

3. *Strategic Collaboration (10 points)*

- Describe how your organization has collaborated with manufacturers, promotional partners, or other retailers or distributors to further a common goal of increased water efficiency. Demonstrate how this collaboration relates to the WaterSense mission.

WaterSense Irrigation Partner of the Year

Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the following categories (e.g., "Water-Efficient Practice"). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For irrigation partners, this might include the number of brochures distributed, number of places you use the WaterSense partner logo, gallons of water saved, etc.
- Include supporting materials in your application package to thoroughly demonstrate your accomplishments. For irrigation partners, these materials might include articles or descriptions of your projects, photographs, customer education materials, marketing materials or business cards, Web site screen shots, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category. Evaluation Criteria

1. *Water-Efficient Practice* (60 points)

- Describe the water-efficient irrigation systems you have designed, installed, or maintained, including a description of the techniques and technologies you used. If possible, include quantifiable data, such as gallons of water saved.
- Demonstrate through measurements, narrative, and/or pictures the worst water-wasting site you serviced and how you improved it.

2. *Promotional Activities* (20 points)

- Describe how you use your WaterSense partnership to attract customers. For example, highlight how you use the WaterSense partner logo in conjunction with your name on Web sites, business cards, or other materials and explain how you have used other WaterSense outreach materials, such as brochures, press releases, bill stuffers, checklists, window clings, or stickers to help in your marketing activities.

3. *Education and Outreach Activities* (20 points)

- Describe how you have educated your clients, potential clients, the general public, and/or other irrigation professionals about water efficiency and the WaterSense program.