

# WaterSense® Awards

## Instructions

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 products, services, and practices.

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, 2009**. In addition, you must have submitted your 2009 WaterSense annual reporting form.
- 2. Complete the Awards Application Form.** Please fill out the brief application form, including your contact information, 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 must 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 address WaterSense-related efforts and accomplishments that you conducted in 2008.
- 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 10, 2009**.

If you have questions, please contact the WaterSense Helpline by e-mail at [watersense@epa.gov](mailto: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® Awards

## Manufacturer Partner of the Year Application

Organization Name: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Number of Products or Models: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

1. Please verify your eligibility:

Joined WaterSense partnership prior to January 1, 2009? Date joined: \_\_\_\_\_

Submitted 2009 annual reporting form? Date submitted: \_\_\_\_\_

2. Please provide a brief description (no more than 300 words) about your organization. If you are selected to receive an award, this text will be the basis for describing your organization in award recognition materials. Attach an additional page if necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. To complete the application process, carefully review the written statement instructions and evaluation criteria, prepare your written statement, and submit your complete application package by **April 10, 2009**.

**Important Dates**  
Annual reporting form deadline: March 2, 2009  
Application deadline: April 10, 2009  
Award winner notification: June 19, 2009  
Recognition ceremony: October 7-9, 2009

# Written Statement Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2008. Organize and label your statement using the categories listed below (e.g., “Labeled Products in the Marketplace”). 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 total number of product models that have received the label, number of places you use the WaterSense marks, number of media hits, value of media impressions, or number of markets in which consumers can find your labeled products.
- Include sample materials in your application package to thoroughly demonstrate your accomplishments. For manufacturer partners, these materials might include sample marketing materials (e.g., brochures, specification sheets), photographs of products or packaging displaying the WaterSense label, print and broadcast advertisements, or samples of print and broadcast media, for example.
- 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 Marketplace (40 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 that were brought to market in 2008.

### 2. *Promotion and Public Relations Activities (30 points)*

- Describe your organization’s efforts to promote WaterSense 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 is promoting WaterSense labeled products to the public, including consumers, trade organizations, and other relevant audiences. Show samples and list the results of your efforts.
- Describe and provide examples of how your organization has promoted your partnership with WaterSense on your Web site and in other external (customer focused) and internal (employee focused) mediums.

3. *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 labeled products.

4. *Strategic Collaboration (10 points)*

- Describe how your organization has collaborated with retailers, promotional partners (e.g., utilities, nonprofits, trade associations, state and local governments), or other manufacturers to further a common goal of increased water efficiency. Provide quantifiable results, if possible, and describe how this collaboration relates to the WaterSense mission.