

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 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 2009

Retailer/Distributor Partner of the Year Application

Organization Name: _____

Number of Stores/Showrooms: ___ and/or Number of Customers: ___ and/or Number of Employees: ___

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., "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, number or percentage of WaterSense labeled products stocked on shelves, number or percentage of markets carrying WaterSense labeled products, for example.
- 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.
- 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 (40 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 in turn educate your 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 the promotion of WaterSense labeled products.

2. Other Promotional Activities (40 points)

- Describe other efforts designed to promote WaterSense labeled products to your customers, such as through print and broadcast advertisements, circulars, or online promotions. Provide samples and 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. Provide sample materials used with the incentives and provide quantifiable results, if possible.

3. Use and Visibility of WaterSense Marks (10 points)

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

4. Strategic Collaboration (10 points)

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