

[Insert Organization Name Here]

2013 Manufacturer Partner of the Year Written Statement Template

Please complete, save, and upload to your award application. Compose your written statement by addressing the evaluation criteria below based only on your activities in 2012, unless otherwise requested. Your written statement must be **no more than six (6) pages in length**. Organize and label your statement using the categories listed below (e.g., "Strategic Collaboration"). The point values following each category indicate the maximum potential value for all activities within that category. Some partners may not be able to address all of the evaluation criteria, but may be eligible for an Excellence Award if they exhibit outstanding accomplishments in one of the following categories.

Remember that Partner of the Year awards are based on activities that increase awareness about the WaterSense program, labeled products, new homes and services. General education on the importance of water efficiency is valued, but the focus of your application should be on activities that specifically integrated WaterSense. If you choose to submit supporting materials that complement your written statement, which is recommended, clearly reference each supporting material in your written statement (preferably with annotations).

Evaluation Criteria

1. *Strategic Collaboration (40 points)*

- Describe how your organization **collaborated with retailers, promotional partners** (e.g., utilities, nonprofits, trade associations, state and local governments), **builders or other manufacturers** to further a common goal of increasing water efficiency. Provide quantifiable results, if possible, and describe how this collaboration relates to the WaterSense mission.
- Describe how and when your organization **collaborated with the WaterSense program** and other stakeholders to develop technical specifications for new WaterSense labeled product categories. (You may include specification support that began prior to but continued into 2012.)
- Describe research your organization conducted, funded, or reviewed that furthered the development of a WaterSense product or practice specification. (You may include research that began prior to 2012 as long as such research continued into 2012.)

2. *Labeled Products in the Marketplace (30 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 were sold. If possible, provide the percentage of your total sales in various product categories (e.g., toilets, faucets/accessories, showerheads, urinals, WBICs) attributed to WaterSense labeled products and the percentage change over from the previous year.
- Describe your organization's innovations in water-efficient design that were brought to market in 2012, especially considering where you innovated to meet WaterSense specifications. Identify any design-related awards for water-efficient products that your company received in 2012.

3. *Promotion, Education, and Public Relations Activities (30 points)*

- Identify your organization's target audience(s) for WaterSense-related outreach or advertising (e.g., consumers, plumbers, contractors, utilities).
- Describe your organization's efforts to promote the WaterSense program to target audience(s) in print, broadcast, and social media. Highlight how you used the WaterSense name and/or program marks and quantify results, if possible, by including the number of media impressions, direct mail pieces, or web page views.
- Describe efforts used to train staff on the correct use of WaterSense program marks, especially the WaterSense label.

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- Describe how your organization promoted WaterSense labeled products, including to consumers, trade organizations, plumbers, contractors, home builders, or other relevant audiences. Include supporting materials and list the results of your efforts.
- Describe how your organization participated in or promoted live or online events designed to increase public awareness of the WaterSense label or water efficiency in 2012 (e.g., Fix a Leak Week, We're for Water, Shower Better Campaign, Earth Day activities).
- Describe how your organization has promoted WaterSense via online activities. Online promotions might include correctly displaying the label on the company website, hosting blogs, frequently highlighting WaterSense on social media outlets (Facebook, Twitter, etc.), initiating targeted email campaigns, or advertising online.