



# WaterSense Makes Business Sense

*WaterSense is a partnership program sponsored by the Environmental Protection Agency (EPA).*

*The program seeks to promote water efficiency and enhance the market for water-efficient products, programs, and practices.*



# What Is Water Efficiency?

Water efficiency means using improved technologies and practices that deliver equal or better service with less water.



# Why Water Efficiency?

- Boosts employee morale and company loyalty
- Competitive advantage by differentiating yourself as a Green company
- Drought
- Expected Water Shortages
- Hope to Increase Customers
- Save Money
- Stewards of the Environment
- Not Get Left Behind

## *It's A Fact*

According to *Newsweek*, 77 percent of Americans worry “a great deal” about the environment.  
*Enterprisingwomen.com*



# Making A Plan

Water efficiency measures should be included within strategic planning.

- Prioritize needs
- Set Well Informed Goals
- Establish current performance minimums
- Carefully plan a course for action
- Line-up support and resources
- Track Results and Publicize Success

### *It's A Fact!*

Firms that use water more efficiently now will have a competitive advantage over companies that choose to wait.



# Making A Plan – Resources

- **Green Business Boot Camp**

[http://www.coccpac.com/downloads/BPB\\_Green\\_Business\\_Boot\\_Camp.pps](http://www.coccpac.com/downloads/BPB_Green_Business_Boot_Camp.pps)

- **Water Efficiency Manual**

<http://www.greenbiz.com/files/document/O16F8607.pdf>

- **Making Your Business Watertight**

[http://www.south-staffs-water.co.uk/business/water\\_efficiency.asp](http://www.south-staffs-water.co.uk/business/water_efficiency.asp)

- **Greening Your Business – A Primer For Smaller Companies**

<http://www.greenbiz.com/files/document/016F21973.pdf>

- **Going Green – A Piece of Cake**

[http://www.sba.gov/idc/groups/public/documents/sba\\_homepage/serv\\_energy\\_going-green.pdf](http://www.sba.gov/idc/groups/public/documents/sba_homepage/serv_energy_going-green.pdf)

- **The Greening of Business - How You Can Join the Hot, Cool Trend**

<http://www.startupnation.com/articles/3785/1/greening-business-join-trend.asp>

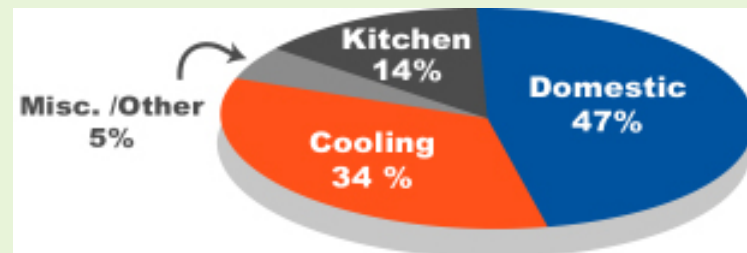
# Know Your Water Use

It is important to know how much water is being used for each of your businesses industrial processes and/or domestic needs.

- Domestic use—drinking water, washing, flushing toilets, and watering gardens

**In an average office-based businesses, water is likely be used in the following ways:**

- Toilet flushing 43%
- Washing 27%
- Urinal flushing 20%
- Canteen 9%
- Cleaning 1%



The graph above shows Average Water Use by Function at facilities studied.



## Find That Leak.....And Fix It!

- Overall: Read your water meter before and after a two-hour period when no water is being used. If the meter does not read exactly the same, you probably have a leak.
- Another indication of a leak is a high bill compared to past use or compared to how much water your neighbors may be using.
- Toilets: To tell if your toilet has a leak, place a drop of food coloring in the tank; if the color shows in the bowl without flushing, you have a leak.

### *It's A Fact!*

A leaky toilet can waste about 200 gallons of water every day.  
Leaky faucets that drip at the rate of one drip per second can waste more than  
3,000 gallons of water each year



# Don't Flush Money Down the Drain

- Toilets before 1992 use about 3.5 gallons per flush
- From 1992-present, many toilets use at least 1.6 gallons per flush
- New and improved high-efficiency toilets (HETs) use less than 1.3 gallons per flush
- Compared to a 3.5 gallons per flush toilet, a WaterSense labeled toilet can save a family of four more than \$90 annually on their water bill, and \$2,000 over the lifetime of the toilet

### *It's A Fact!*

New High-Efficiency Toilets (HETs) flush at least 20% below the standard 1.6 gallons per flush model.

Water use in restrooms accounts for more than 40% of total water consumption in many businesses.



# Low-Flow Shower Heads and Aerators

- Faucet: Aerators for faucets have their rated flow imprinted on the side. This should read 2.75 gpm (gallons per minute) or lower.
- Shower Head: Before 1992, some showerheads had flow rates of 5.5 gpm. Low-flow shower heads should read 2.5 gpm or less.

### *It's A Fact!*

Installation of a low-flow prerinse spray valve can save about \$490 on water and sewer charges and an additional \$440 on energy costs each year. At about \$50 to \$75, this piece of equipment pays for itself in less than two months.





# Energy Savings

- Electricity or gas are often used to heat water, and this costs you money.
- Your water company uses energy to purify and pump water to your business as well as in the treatment of your sewage. So part of your water and sewage bill is really an energy bill.

### *It's A Fact!*

Qualifying steam cookers with Energy Star labels consume about 2 gallons of water per hour, compared to 25 to 35 gallons on standard models. They are 60-percent more energy efficient than standard models.



# Savings In Action

A 100-guestroom property with 75 percent occupancy will save an estimated \$25,000 per year through a linen and towel reuse program.

These cost savings are derived from an 81,000-gallon reduction in water consumption plus a 540-gallon reduction in detergent. *John Stanley, Project Planet*

At USC, this conservation initiative will reduce water consumption in residence hall laundry rooms by more than 2 million gallons per year (nearly a 30 percent reduction). The reduced water and energy consumption together is projected to save \$20,000 per year.

At NC State, the capital cost of ten water efficiency projects was \$264,000 and resulted in over 9,983,400 gallons of water saved per year. The projects will pay for themselves in approximately six years. Assuming the water rates increase 10 percent per year as proposed by the City of Raleigh, the payback period reduces to five years.



# Energy-Efficient Dishwashers and Clothes Washers

The biggest cost of washing dishes and clothes comes from the energy required to heat the water. You'll significantly reduce your energy costs if you purchase and use an energy-efficient dishwasher and clothes washer.

### *It's A Fact!*

Inefficient clothes washers can cost three times as much to operate than energy-efficient ones. And, Running your washing machine and dishwasher only when they are full could save 1000 gallons of water each month.



## Outdoor Water Use

- More than 50 percent of landscape water used goes to waste due to evaporation or runoff caused by over watering. Landscape irrigation wastes water—up to 1.5 billion gallons every day across the country.

### *It's a Fact!*

WaterSense irrigation partners can help you reduce your water consumption, save money, and maintain a healthy and beautiful landscape. Visit [www.epa.gov/watersense/pp/irrprof.htm](http://www.epa.gov/watersense/pp/irrprof.htm)



## Going, Going, Going..... Gone Green

**Recently launched Coast Brewing Co. will produce beers made with organic grains. It also will use recycled equipment and environmentally friendly manufacturing processes.**

*Demand for the product "is just exploding,"*  
*Jaime Tenny,*  
*Owner - North Charleston, South Carolina*

**Ted's Montana Grill has the slogan "Eat great. Do good" Ted Turner and his business partner emphasize that being sustainable includes everything from asking a franchiser to buy "green" to talking with community leaders to help create an infrastructure for recycling.**

**Outdoor gear retailer Half-Moon Outfitters, for one, recently built a new, energy-efficient corporate headquarters and distribution center in North Charleston. The building uses solar power and collects rainwater for flushing commodes, among other eco-friendly touches.**



# Marketing Green

## *Add a logo and tag line to promotional materials*

*Are you certified? Did you win an award? Say so! It doesn't have to be wordy. Make sure to add any logos that you are certified to use.*

## *Promote being green on your website*

*Add a separate web page that outlines all that you do to be green. Provide links to any green organizations you belong to. This is a good place to promote your green mission statement.*

## *Green your marketing efforts*

*Get a business website and e-mail address. Have professional business cards and other printed materials printed on recycled paper and use an environmentally responsible print shop.*

*-Enterprisingwomen.com*



# Marketing Green

- 1. Determine your goals and who you want to reach**
- 2. Tell your story**
- 3. Be real, and be authentic**
- 4. Focus on the benefits of using an environmentally friendly product or service**
- 5. Stay with customers, even after the sale**
- 6. Involve Customers**
- 7. Involve Employees**



# Resources

- Water Conservation

[www.business.gov/guides/environment/energy-efficiency/green-business/water-conservation.html](http://www.business.gov/guides/environment/energy-efficiency/green-business/water-conservation.html)

- Business Tips For Saving Water

[www.sbwater.org/BusinessEfficiency.htm](http://www.sbwater.org/BusinessEfficiency.htm)

- American Water Works Association - Water Wiser

[www.awwa.org/Resources/Waterwiser.cfm?ItemNumber=29269&navItemNumber=1561](http://www.awwa.org/Resources/Waterwiser.cfm?ItemNumber=29269&navItemNumber=1561)

- Fixing Leaks Fact Sheet

[www.savingwater.org/docs/leaks.pdf](http://www.savingwater.org/docs/leaks.pdf)

- WaterSense

[www.epa.gov/watersense](http://www.epa.gov/watersense)



# Leadership in Energy and Environmental Design (LEED)

The U.S. Green Building Council (USGBC) has found that **green** buildings certified at the LEED (Leadership in Energy and Environmental Design) Gold level can reduce overall energy costs by 50%.

## *It's A Fact*

The results of two recent studies—show that green building standards are not only effective, but also escalate property values.



# Use Your WaterSense

[www.epa.gov/watersense](http://www.epa.gov/watersense)

"It makes perfect sense to conserve water and energy this way while also saving the University thousands of dollars." *Dr. Gene Luna, Director of Student Development and University Housing, University of South Carolina*

"Companies are seeing that increasingly people want more efficient, cleaner products... The smart companies are looking ahead and seeing there are profits to be made here." *Fred Krup, president of Environmental Defense.*

"We can't afford to have hobbies....This was about growing our company." *Gary Sheffer, General Electric Executive Director of Communications*

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SC DHEC – An EPA WaterSense Partner

*Presentation Available At [www.scdhec.gov/water](http://www.scdhec.gov/water)*