



# Consumer Campaign

## Alliance for Water Efficiency



# Need for Consumer Education

- What is the main barrier to consumer water conservation? A lack of understanding.
- AWE wishes to offer its members access to a unified water conservation campaign to start a national dialogue.
- The basic message: “We can’t sustain our way of life if we don’t use water more wisely. Do you know how much water you waste?”

# Our Starting Thoughts

- Traditional media sources can be expensive.
- Social media and digital communication have a wider reach and are free.
- AWE's goals for the consumer campaign:
  - ✓ A campaign that is affordable and customizable.
  - ✓ A campaign that creates "buzz".
  - ✓ A campaign that avoids high costs of implementation.

# The Power of the Collective

- We have the connections to instigate change:
  - ✓ 384 member organizations
  - ✓ 194 utilities
  - ✓ 60 million plus water users
- A well-planned coordinated campaign can harness these consumers into a movement and create “buzz”.
- Its called Never Waste.

# Our Campaign Messages

- **Not wasting water means taking small steps:**
  1. Fix a dripping faucet or a leaking toilet.
  2. Turn off the water while shaving.
  3. Fix a broken sprinkler head.
  4. Turn off the garden hose if not needed.
- **Message to the consumer: Make a minor change and create a measurable impact.**
- **The impact is more easily understood when compared to something familiar.**

# The Campaign Symbol

- We can measure the reduction in water waste using an everyday object: a water bottle.
- But this is no ordinary water bottle.
- This is a symbol that we hope will change the way your consumers will think about water forever.



**NEVERWASTE.ORG**



# The Little Bottle With a Big Impact

- High quality stainless steel, BPA free.
- Silk-screen printed with fun water facts and messages.
- Includes a QR Code that links with a smartphone to AWE's Home Water Works web site.
- When featured in advertising materials, the bottle is given an even broader voice to communicate why water is important.



**SCAN ME**  
& HYDRATE YOUR MIND



“WE CAN CLONE  
**SHEEP,**  
BUT WE CAN'T CLONE



JOIN THE  
**BLUE**  
REVOLUTION



LETTING THE WATER RUN WHILE YOU SHAVE WASTES  
**32**  
OF THESE BOTTLES.

**WATER.**



**DON'T WASTE THESE**



A RUNNING TOILET  
*wastes*  
**800 OF THESE**  
BOTTLES A DAY.



**FIX**  
**LEAKS**



**1%**

**WATER = LIFE**  
SAVE IT.

FOR MORE TIPS, VISIT OUR HOME [home-water-works.org](http://home-water-works.org)

This environmentally friendly, personal hydration device is made possible by [AllianceForWaterEfficiency.org](http://AllianceForWaterEfficiency.org) in their campaign to conserve our planet's water supply.

THAT'S ALL THE FRESH WATER ON THE PLANET

**FOR LIVING THINGS**

NEVERWASTE.ORG

Since the time of the dinosaur, the amount of water has never changed. Yet our population has increased exponentially. You do the math.

# Campaign Ads Using The Bottle

- Campaign Ads in three themes have been created:
  1. Supply vs. Demand
  2. Stop Wasting Water
  3. Marketing the bottle and the cause

THE U.S. POPULATION GROWS BY ONE PERSON  
EVERY **15** SECONDS.  
THE TOTAL AMOUNT OF WATER GROWS BY ONE GALLON  
**NEVER.**

Learn more at [neverwaste.org](http://neverwaste.org).









**← RUNNING THE WATER WHILE YOU BRUSH**

**← WASHING HALF LOADS**

**← NOT REPAIRING LEAKS**

**← OVERWATERING YOUR LAWN**



Learn what you can do at [neverwaste.org](http://neverwaste.org).

THE WATER A RUNNING TOILET WASTES  
CAN FILL **800** OF THESE BOTTLES  
IN ONE DAY.

Learn more at [neverwaste.org](http://neverwaste.org).



# RUNNING YOUR GARDEN HOSE CAN WASTE **32** OF THESE BOTTLES IN ONE MINUTE.

Learn more at [neverwaste.org](http://neverwaste.org).





# A BROKEN SPRINKLER HEAD CAN WASTE **384** OF THESE BOTTLES IN TEN MINUTES.

Learn more at [neverwaste.org](http://neverwaste.org).



# LETTING THE WATER RUN WHILE YOU SHAVE WASTES 32 OF THESE.

Learn more at [neverwaste.org](http://neverwaste.org).



# THIS CENTURY'S HOTTEST FASHION ITEM.

Introducing a water bottle that will change the way you think about water for good. Get one for yourself for the ridiculously low price of \$19.95 at [neverwaste.org](http://neverwaste.org).



IT ENTERTAINS. IT INFORMS.

And  
oh yeah,

IT HYDRATES.

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# Customizing the Campaign

- The bottle can be customized with an AWE Member logo for minimal cost.
- The ads can be simply customized by adding an AWE Member logo.
- The ads can be further customized to associate conservation with a local, familiar water source, creating an emotional connection for the customer.



# THE LITTLE BOTTLE THAT COULD THE COLORADO RIVER.

Help make it a reality. Learn more at [neverwaste.org](http://neverwaste.org).





# THE LITTLE BOTTLE THAT COULD LAKE BUCHANAN.

Help make it a reality. Learn more at [neverwaste.org](http://neverwaste.org).



# Campaign Features

- Campaign is FREE to AWE members as is
- Perfect for social media and internet channels
- Elements of campaign:
  - ✓ Bill Stuffers
  - ✓ Event Banners
  - ✓ Online (website or other advertising)
  - ✓ Print ads (additional costs for formatting)
  - ✓ Billboard ads (additional costs for formatting)
  - ✓ Bottle customization (additional costs apply)



# Customizing Options

- AWE will provide all standard ad files to AWE members free of charge.
- Any AWE member may request resizing of the ad elements for a one-time cost of \$500.
- More extensive ad customizing, such as for a local water source, can be estimated.
- AWE member logos (in black) can be added to the bottle for \$60 in artwork charges and a minimum order of 360 bottles.

# Bottle Features

- When consumers purchase & use the bottle, they become ambassadors for conservation.
- Consumers can buy bottles individually.
- Bottle orders will be centrally processed on the Home Water Works website and mailed directly from a fulfillment house.
- Consumer cost for standard bottle: \$19.95
- AWE member cost for standard bottle: \$12

# Launching the Bottle

- Bottle orders are being accepted now and continuously throughout 2013.
- Drop ship orders for standard bottles will be \$12 per bottle plus shipping for lot sizes of 24.
- Bottles customized with a logo will still be \$12 per bottle plus shipping and \$60 logo charge.
- Minimum order for customizing is 360 bottles.

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& HYDRATE YOUR MIND



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# Launching the Ad Campaign

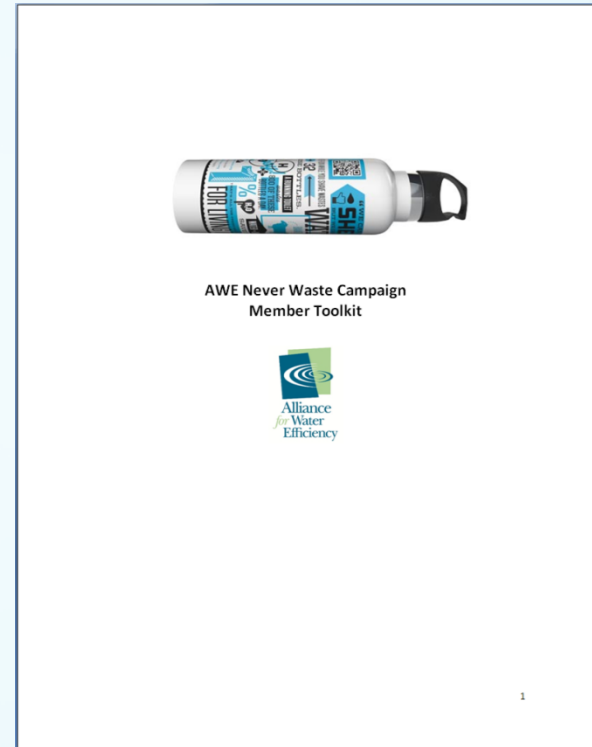
- Planned launch date: March 11, 2013
- Advance preparation with customizing artwork to take place during the winter.
- Sign up by now for just the ad campaign.
- Contact AWE for customizing information.
- The campaign can be easily used without buying any bottles.
- Let's all launch together!

# Your Never Waste Campaign

- Many ways to participate and support
- Create your own campaign
  - Events (Marathons, Education Fairs, etc)
    - Palo Alto Great Race for Saving Water
  - Contests or pledges
    - Fix a Leak Week, World Water Day
  - Local partnerships
  - Employee Engagement
- Support the national campaign
  - Marketing materials and advertising space
  - Online presence and social media

# Never Waste Campaign Toolkit

- A collection of tools and resources to help you maximize the impact of Never Waste
- Ideas for activating the campaign in your local community
- Tips and tools to get the word out through traditional and social media
- Look for it in your inbox later today!



# Get the Word Out: Media Outreach

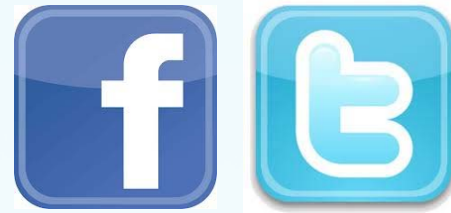
- **Media Outreach:**
  - Press announcement
  - Reporter and blogger outreach
  - Op-Eds in local papers, blog posts
- **Toolkit Resources:**
  - Key Messages
  - Fact Sheet
  - Release Template



# Get the Word Out: Social Media

- **Social Media:**

- Fan Engagement
- Contests
- TweetChat
- Blog series



- **Toolkit Resources:**

- Facebook and Twitter draft content
- Official Hashtag: #Neverwaste



HOW MUCH WATER DO  
YOU REALLY USE?

FIND MY WATER USAGE



## Explore Your Water Usage With Our Water Calculator

How much water do I use? How do I compare? Estimate daily and annual water use with the Water Calculator.

Answer a few simple questions and the Water Calculator does the rest. It's quick and easy.



### Blog

- [AWE Releases First Ever Business Guide Showcasing its Business & Industry Members!](#)
- [April Showers bring May Flowers! Here's 6 ways you can get your landscape in wat...](#)
- [The global water crisis will be the central issue facing our world this century....](#)

### Does Your Landscape Have a Drinking Problem?

[Click here](#) for helpful information on how to keep your landscape looking beautiful while staying water efficient.

### Quick & Easy Tips For Saving Water at Home and Work

Looking for quick and easy ways to save water? [Click here](#) to see how easy it can be!



**WATER CONSERVATION TIP:** Replace old toilets, fix leaks, plant a water-wise landscape.  
[Learn how here.](#) ▶

# IT ENTERTAINS. IT INFORMS. IT HYDRATES.

*And oh yeah,*

## Get the Bottle That Will Change The Way You Think About Water.

Get the Never Waste water bottle from the Alliance for Water Efficiency and show your support for water efficiency and wise water use. **Get your high quality, 20 ounce, stainless steel, BPA-free bottle for the ridiculously low price of \$19.95.** And stay in touch with the QR-code on the bottle to will keep you informed about latest tips on wise water use. Interested in more information on the Never Waste campaign itself and on customized, bulk purchases of the bottles? [Click here.](#)

**ORDER  
 HERE**



### Water is Limited. Never Waste.

Human beings are highly creative, but we cannot create more water. Our cheapest source of new supply is using the water we already have more efficiently. The incredible Never Waste water bottle helps spread the word and gives fun facts and figures about water use.

### Water = Life. Never Waste.

There is no life without water, but life can be great (*and less expensive*) with lower water use. Simple steps like only running the clothes washer or dishwasher with a full load make a difference.

[Find out what steps we can take to never waste.](#)



### Get the Bottle and Never Waste Again.

Show the world your support for water efficiency and wise water use. Get the Never Waste water bottle from the Alliance for Water Efficiency.

[Buy bottles for your friends!](#)

# How much water do you use?



## Let's Get Started!

Click an area on the home to input how much water you use, and learn how you can conserve water there. Answer for yourself only, and assume you are in your home for a 24-hour cycle.



### My Daily Usage

Roll over for results



Carbon Footprint:

(lbs. CO2 /year)

### Percent Complete



### Areas to Complete

Roll over for number of questions





**WATER CONSERVATION TIP:** Replace old toilets, fix leaks, plant a water-wise landscape.  
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# To Sign Up for the Campaign:

Jeffrey Hughes, Administrative Director

E: [jeffrey@a4we.org](mailto:jeffrey@a4we.org)

P: 773-360-5100



# Let's Make this Campaign Go Viral!



## Assessing Industrial Water Use Efficiency

The Alliance for Water Efficiency, with funding from the Great Lakes Protection Fund, assessed five representative industries within the Great Lakes watershed that are supplied with treated drinking water and that discharge to a local wastewater utility. Both water conservation savings and environmental benefits were documented. [Learn more here.](#)



## AWE Publishes Results of Declining Water Sales Summit

In August 2012, AWE and The Johnson Foundation at Wingspread co-hosted a summit with water utility managers, rate experts, price regulators, economists, and advocacy groups to explore the issues surrounding declining water sales, utility revenue losses, and the impact on conservation programs. A report including the summit results, as well as a detailed background framing paper, can be downloaded [here.](#)



## Supply Shortages Looming: Colorado River Basin Water Supply & Demand Study

The Colorado River - lifeblood of 7 western U.S. states - will not provide enough water to meet future demand according to a new study. The Colorado River Basin Water Supply and Demand was released by the U.S. Bureau of



Reclamation in December after three years of research. The study forecasts a significant gap between available supply and the expected demands of a growing population within 50 years. [Learn more here.](#)

## Calendar of Events



- |           |   |
|-----------|---|
| 1/9/2013  | WEAN-CRB Webinar: Water Efficiency and the Colorado River Basin Study Options   |
| 1/15/2013 | IWA Efficient 2013 Conference Submission of Abstracts Deadline  |
| 1/15/2013 | U.S. Water Alliance Webinar: Knowing Your Watershed and Assessing Potential Environmental, Economic, and Social Impacts |
| 1/16/2013 | PERC Webinar: Drainline Transport of Solid Waste in Buildings   |
| 1/18/2013 | WSI 2013 Submission of Abstracts Deadline   |

## How Much Water Do You Use?



[Click Here to Learn More](#)

## Latest Information



-  [Water Efficiency Watch Newsletter November 2012](#)
-  [Colorado River Basin Water Supply & Demand Study Released](#)
-  [JOBS BOARD](#)
-  [AWE Water Conservation Tracking Tool](#)
-  [ISAWWA Water Utility Survey Report March 2012](#)
-  [FedCenter.gov Announces New Water Efficiency Program Area](#)
-  [USGS Report - Estimated Use of Water in the U.S. in 2005](#)
-  [Executive Order Sets Water Efficiency Goal for Federal Agencies](#)
-  [Water Use Efficiency Guide for New](#)





# Alliance *for* Water Efficiency

A VOICE AND  
A PLATFORM  
PROMOTING THE  
EFFICIENT AND  
SUSTAINABLE  
USE OF WATER

[www.a4we.org](http://www.a4we.org)

(773) 360-5100

CHICAGO



Alliance *for* Water Efficiency