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CIPH & CWWA Partner to Promote Water Demand Reduction

The Canadian Institute of Plumbing & Heating (CIPH) and the Canadian Water and Wastewater Association (CWWA) have joined forces to promote water demand reduction programs among Canadian municipalities.

The Board of Directors of both associations have supported a joint position statement to encourage the promotion and use of fixtures and supply fittings that have been certified by an accredited certification organization to both Canadian standards and the U.S. EPA sponsored WaterSense program. Specifically, municipalities are encouraged to reference such products in all educational and awareness materials on water conservation and efficiency.

The position statement on Page 2 also encourages the future formal adoption of WaterSense-like provisions in the applicable CSA national consensus standards for fixtures and fittings.

“The CIPH Board of Directors views this collaboration with CWWA as an opportunity for the Institute to respond tangibly to environmental and water conservation concerns at the municipal, provincial and federal level. Enhancing the Institute's ability to lead and respond to needed regulatory changes is critical to meet future demand for water,” reports CIPH Chairman of the Board Cliff Sarjeant (NCI Marketing).

Duncan Ellison, Executive Director of the CWWA notes that “many Canadian water utilities have been promoting the use of water efficient fixtures and appliances as a means of managing the demand for water. WaterSense product tests are based on a toilet testing protocol developed by CWWA's Water Efficiency Committee and its utility partners in the USA.”

Products that meet the intent of the joint position statement will hold both a WaterSense Label and the mark by the associated certification organization that has tested it to meet Canadian standards.

The Canadian Institute of Plumbing & Heating is a not-for-profit trade association. Founded in 1933, the Institute is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 260 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial PVF, waterworks and other mechanical products. CIPH wholesalers operate more than 600 warehouses and showrooms across Canada. CIPH members employ more than 10,000 Canadians and are an integral part of the Canadian economy. Total industry sales exceed \$4.6 billion annually.

The Canadian Water and Wastewater Association was established in 1986 to represent the common interest of Canada's municipal water and wastewater systems to federal and interprovincial bodies with respect to policies, programs, national codes, standards, and legislation. CWWA's membership has expanded to include other than municipal systems, giving their members an even stronger voice in Ottawa.

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POSITION STATEMENT

CWWA, in partnership with the Canadian Institute of Plumbing and Heating, encourages municipal water utilities implementing water demand reduction programs to:

- promote recognition of the presence and availability in Canada of water fixtures and devices that have been certified by an accredited certification organization participating in the U.S. EPA sponsored WaterSense program, as products of choice whose purchase and installation is to be encouraged, and
- encourage and support the formal adoption of WaterSense-like provisions in the applicable CSA/ASME consensus standards. ¹

Specifically, it is the position of the CWWA that municipalities should reference WaterSense certified products (that are also certified to Canadian requirements) in all educational and awareness materials on water conservation and efficiency and would agree to support their retrofitting in residential and other applications where retrofit support programs are offered.

These products are identified by the appearance on the packing of the WaterSense Label and the associated certification mark by the accredited certification organization. Confirmation that the mark is legitimate and not counterfeit can be made by checking the website of the certification agency. Partners in the WaterSense Program have an authorized partner logo.

Certification Label



WaterSense Partner Label



¹ CWWA supports the consensus standards development process currently underway by Technical Committees of the CSA/ASME to incorporate new performance testing protocols for fixtures, supply fittings and appliances (i.e. dishwashers, etc.)

