



WORLD PLUMBING DAY
wpd
MARCH 11



Report submitted by CIPH
April 2017

CIPH & World Plumbing Day

For several years CIPH has endeavoured to raise the profile of World Plumbing Day and the contributions of the industry across Canada.

This includes working with the **Mechanical Contractors Association of Canada** and through our nine active regions to increase discussion and recognition of the positive contributions of the plumbing sector from manufacturers, through wholesalers and including plumbing engineers and service technicians.



CIPH Initiatives

- ▶ Updated logo – For the last several years CIPH has created a unique WPD logo for use in communications
- ▶ Info-Graphic – For the past couple of years CIPH has used an informative info-graphic to show the impact of the industry and Canadians relationship with water. This is distributed to all members who are encouraged to share it.



World 2017 Plumbing Day
 March 11
 Canada's Relationship with Water

The Canadian Institute of Plumbing & Heating (CIPH) is proud to announce World Plumbing Day. Plumbing professionals across the world are joining to celebrate water with the aim of raising awareness in the important role played by the global plumbing industry.

Canada represents 20% of the world's fresh water supply.

\$6,000,000,000
 Member companies of CIPH exceed \$6 billion in annual sales.

280+ members

CIPH represents the interests of over 200,000 members and over 20,000 employees across Canada.

Health problems related to water pollution are estimated to cost Canadians \$500 million per year.

Leah Egan, 81, lives with her husband in a remote location. She is a member of the CIPH and is proud to be a part of the industry that provides clean water to the world's most remote locations.

Toronto's first public bathroom was installed in the heart of the city's financial district at the intersection of Adelaide and Toronto Streets in 1897.

Canada has 563 lakes covering an area greater than 100 square kms.

The Great Lakes provide drinking water to 8.5 million Canadians.

The combined drainage of the Great Lakes covers an area of 1,200,000 square kms.

25% of Canada's agricultural capacity is supported by the Great Lakes.

Great Bear Lake, located in the Northwest Territories, is the largest lake in Canada at 31,328 square kms.

The Lake Winnipeg watershed is the second largest watershed in Canada and includes parts of four provinces and four U.S. states.

31,328 square kms

The deepest lake in Canada is Great Slave Lake, located in the Northwest Territories, with 614 metres being the deepest point.

614 metres

About 75% of all agricultural water withdrawals in Canada take place on the Prairies, mostly for irrigation.

approximately 9% of 953,353 square kms of Canada's total area is covered by fresh water.

CIPH trade shows annually attract over 35,000 decision makers, including wholesalers, contractors, architects, engineers, designers, builders, renovators and installers.

84 years ago, CIPH was officially incorporated. The nine founding members set a legacy of purpose and commitment that continues today.

The UN says that a human being needs 60 litres of water per day in order to complete tasks and to have enough for personal hygiene. Many people in Africa must get along with 20 litres per day.

If we took all the water we're using every day out of homes, the average Canadian could swim about 600m.

40%
30%

Two thirds of Canadian water used in a home is used in the bathroom. Nearly 40% goes to flush toilets, more than 30% is used in showers and baths.

Canadians are the trustees of almost 25% of all of the world's wetlands, currently covering 14% of the land area of Canada.

Wetlands	Glaciers	Rivers
Wetlands cover 14% of the land area of Canada. They are the most productive ecosystems on the planet, providing a wide range of services to society and the environment.	Glaciers cover 10% of the land area of Canada. They are the most productive ecosystems on the planet, providing a wide range of services to society and the environment.	Rivers cover 10% of the land area of Canada. They are the most productive ecosystems on the planet, providing a wide range of services to society and the environment.

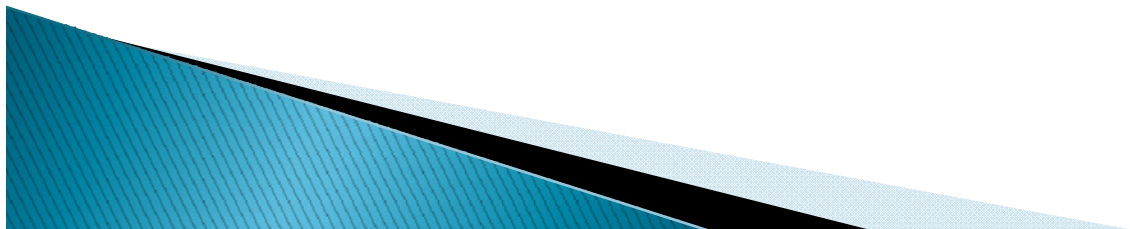
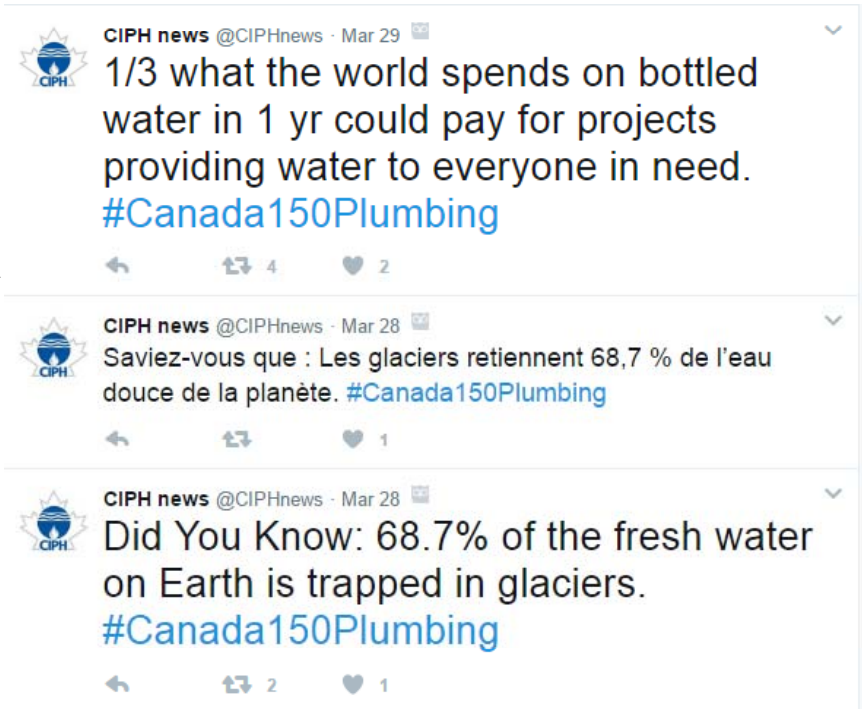
#WORLDPLUMBINGDAY
 @WPLUMBINGDAY @CIPHnews

CIPH Initiatives

▶ 150 Days of Plumbing

One of the limitations of World Plumbing Day is that the activity and interest gets overly concentrated on just one day or week. This year, CIPH undertook a social media initiative called **150 Days of Plumbing**, highlighting relevant industry information, releasing it daily through our social media channels.

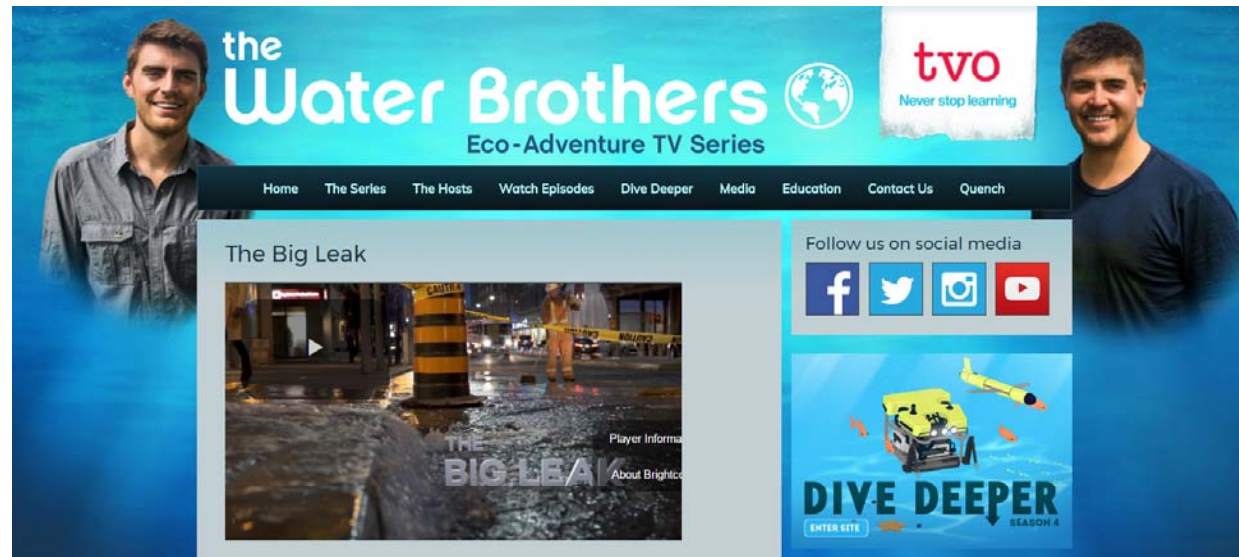
This began in February and will continue through July 1 when Canada will celebrate its 150th birthday.



CIPH Initiatives

▶ The Water Brothers

The Water Brothers are documentarians highlighting a number of global water issues. In 2017 they aired an episode March 10th titled the *Big Leak* about the massive plumbing infrastructure challenges in North America. We promoted this episode to members and in exchange they promoted World Plumbing Day.



CIPH Initiatives

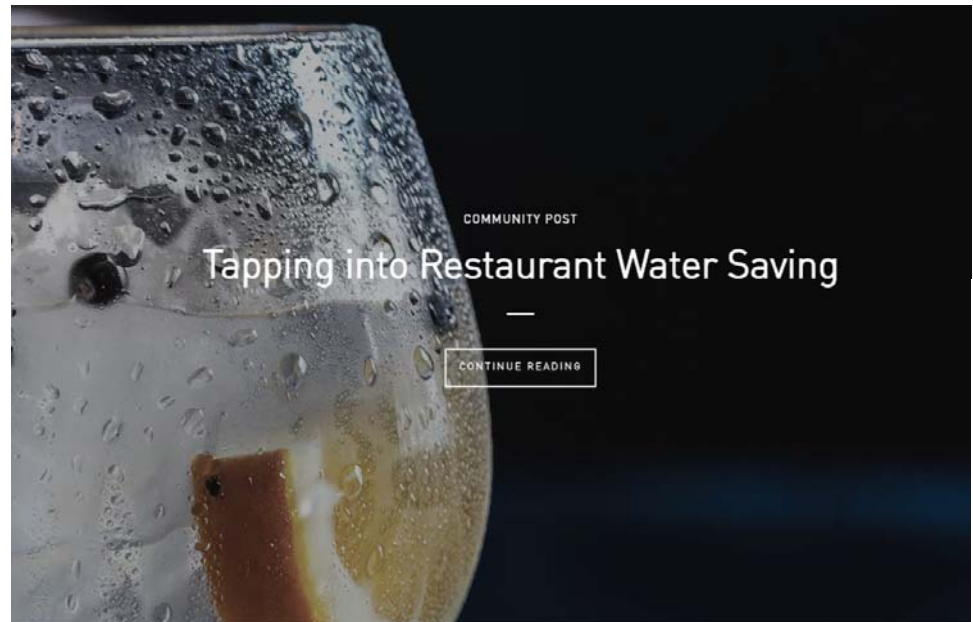
▶ Canadian Restaurant Association

This year we had a suggestion from a young adult to see if we could move the needle in terms of wasteful water practices within the restaurant industry. The result was a short video in English and French urging restaurants to only fill water glasses on WPD upon request. It was distributed as part of a guest post on the Canadian Restaurant Association blog.



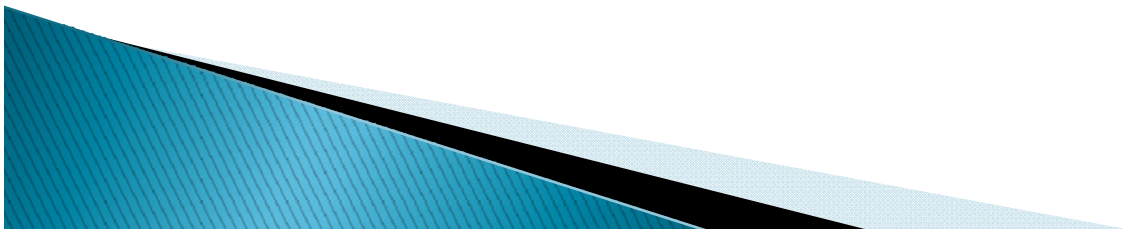
Restaurants
Canada **Blog**

The voice of foodservice | La voix des services alimentaires



Regional Activation

- ▶ CIPH has nine regions across Canada and each engages local members in different ways for World Plumbing Day.
- ▶ Here are a few highlights:
 - BC Region sold WPD T-Shirts and raises \$1100 in support of **WaterAid Canada**
 - Calgary Region members hosted BBQ with more than 150 participants
 - Fleming College promoted amongst its student and faculty highlighting its **Centre for Alternative Wastewater Treatment**



**SEE YOU
NEXT YEAR!**

