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.
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.
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!