

EUROPEAN BATHROOM FORUM
OPEN MEETING

MINUTES
FROM THE MEETING HELD 3 December 2019
ROCA GALLERY, BARCELONA, SPAIN

19. WELCOME AND INTRODUCTION

Chair, Carlos Velazquez welcomed all to the meeting and invited all attendees to provide a brief introduction to the Forum. Mrs Orgill thanked Mr Velazquez for hosting the meeting.

The presentation of the day will be made available via the website and forms part of these minutes.

20. LEGAL STATEMENT

Mr Velazquez referred delegates to the Competition Statement that provides guidance on discussion boundaries. This is attached to and forms part of the attendance list.

21. AGENDA

Mr Velazquez highlighted the format for the days Agenda and invited additional Agenda items from delegates in attendance. There were no further agenda items.

22. PROGRESS

Mrs Orgill reported that a variety of presentations, webinars and presence at many Conferences and Exhibitions have been undertaken since June. This heightened activity helped to raise awareness of the Unified Water Label across Member States and further a field in Turkey and Australia. Interest is being received from architects, specifiers and merchants seeking more information on the label.

It was reported that a meeting with German Wholesales Association, had resulted in a request to FEST to reconsider their position, and open discussion to support the UWL at a future meeting of FEST members. Mr Velazquez reported he had met with a representative from the Egyptian government, who currently use the 'old' Water Label as mandatory in Egypt, that the Label had morphed over the last 3 years under the 'Best of All' initiative, bringing 4 Schemes together to form the Unified Water Label, which is now seeking a VA from the European Commission. The representative expressed interest with taking the Label once the VA is awarded for the Egyptian market.

Additional information was reported on several initiatives being undertaken by wholesalers/distributors and retailers to promote the Label across numerous countries and

seeking support to translate in local language. The request was put to the UWL Marketing Committee Chair, Timo Kopka to investigate opportunities early 2020. In addition Mrs Orgill reported she is currently working with KIWA and NSF to embed compliance with the Scheme into their certification programmes, making compliance with the Scheme easier and underpins paper trail for the annual audit.

Mrs Orgill reported that several manufacturers, who's products do not align with the Scheme criteria had approached her to research opportunities to expand the Scheme. Mrs Orgill reported she had expressed the need to receive a proposal on new criteria that could be further debated by the Technical WG.

Filipa Newton, Portugal joined the Forum via conference call and advised that Portugal will be introducing in 2020 Water Efficiency criteria as part of their new Building Regulations. Ms Newton agreed to provide relevant information in due course.

Lobbying Material

of the Industry proposal for a VA. This had been produced to aid manufacturers and National Associations when lobbying National governments in support of the VA.

Note: Meetings had taken place with representatives from German, French, British and Italian governments, all seek clarification on how the UWL will reach the 80% market representation and verification of actual market current represented.

Scheme Update

It was reported that the UWL is currently supported by 156 brands with a database across the differing criteria in excess of 12,000 products. In addition, the Scheme has 45 supporters; media, NGOs, National and European Associations, 6 Agents working at National level and 9 Test Houses across the European market. Mrs Orgill reported that 38% of registrations related to the tap market, 26% showers, 26% WCs and the remaining across the other categories.

Road Map Goals achieved

It was noted that of the 12 identified goals for 2019 10 had been achieved. The two remaining are harmonisation with Leed and Bream 'green codes' and verification of the market share represented by the Scheme. Mr Velazquez referred to the urgency and importance of verifying via third party process and recognised that companies will have internal challenges to overcome. He also reconfirmed that the collation process for the data is via RSM Global and will not be seen by individuals.

2020 goals were also highlighted and concentrated on marketing activity that will help the Scheme achieve 80% market representation. Mrs Orgill reported she had identified 9 companies that will help to achieve this goal and asked for help in 'opening' doors to these companies to explain the Scheme and its benefits.

Eco-design Consultation Forum

Mrs Orgill reported that DG Env with DG Eng had called the Eco-Design consultation forum for 18 December in Brussels. Mrs Orgill stated that the UWL 'team' will consist of Carlos Velazquez, Yvonne Orgill, Christian Taylor-Hamlin, Timo Kopka, Armando Silva Alfonso, Luca Conti and Holger Fehrholz. A request from AVR for Alessandro Maggioni to also attend had been received as had a similar request from Carla Rodrigues of Anqip.

Mr Velazquez reported that the EBF is in the process of putting together a full presentation that highlights the benefits of the UWL and a voluntary agreement with a comparison on the potential negatives of a mandatory such as; not full bathroom only taps and showers, no additional savings, lack of cohesive messaging on influencing behaviour change, no cross border label outside of European Union.

Mr Conti advised that following the consultation there will be a public consultation, enabling any different sectors to 'have their say'. This public consultation will allow National, European Associations and the UWL to formally respond and time to lobby related bodies/stakeholders. It was reported that Member States and NGOs have concerns on Industry achieving the market representation of 80%.

23. GOVERNANCE

Mrs Orgill reported on the comments received following the circulation of the Articles of Association, taking the EBF to formal status under a proposed name of Unified Water Label Association.

Areas of concern, name of association, moving to formal status, members rights, make up of Board and focus.

A comment had been received regarding the name and that it should include 'European' Water Label Association to be more reflective of its function. Members agreed on the unified Water Label Association, together with the proposed company logo, as it reflected the 'Best of All' initiative. Members also agreed that formal status is necessary if only to save guard the membership of the Scheme and provide credibility when lobbying.

The question of members rights, voting and if 'associates' can participate without voting rights were raised. It was agreed the 4 founding Schemes are included in the Statutes as the two European Associations and further enhancement on election process of Chairman and Committee chairs should also be included. Members proposed that if the Statutes are retained as 'basic and not restrictive' then reference to supporting papers to keep track of agreements would be necessary.

Concern was raised on the focus of the organisation due to potential conflict with existing Associations. It was agreed that the UWLA primary focus will be the Label Scheme with interest in water efficiency as this influenced the scheme criteria.

Mrs Orgill reported that she would 'tidy' the articles taking into consideration comments made and re-circulate early 2020. It was also noted this should all be in place in time to move the Scheme under a VA.

Funding

Mrs Orgill reported on the necessary funding for the forthcoming 2 years 2020/21 to achieve all identified activity. The income will be generated primarily from company and product registrations, supporter membership fee, web advertising and annual issue of Water for Life. Mrs Orgill reported that in her experience an income in excess of €250,000 for operate the Scheme with administration, meeting and marketing spend is required. Income is forecast to reach €220,000 in 2020.

24. TECHNICAL

Mr Taylor-Hamlin provided an overview on technical challenges. It was noted that the Scheme had been amended to include a flow regulators section. This allowed companies currently on the Swiss Energy to register onto the UWL. The flow regulators section of the Swiss Energy Label had been copied and inserted into the UWL.

Mr Taylor-Hamlin advised that the Scheme document had been tied up and now embraces new numbering and pagination. This exercise brought comment on the testing criteria for urinals that did not reflect modern living. Members requested FECS technical committee to reflect on these comments and offer a proposal to update.

An update on activity under ISO 316 was provided that now sees the proposed structure for the ISO Standard embracing other schemes and offering a generic criteria structure for new schemes – previously heavily based on the Australian Wells scheme.

Mr Taylor-Hamlin reported that CEN had received a request from the European Commission to commence development of a functionality standard for taps and showers. CEN had sought support from the various WGs within CEN. The request was accepted by the WGs but no formal notification of commencement of work and timeline has yet been received from CEN.

Mr Taylor-Hamlin that further investigation in aligning the UWL with Leed and Bream (who currently link to the UWL) is required. He concluded his update with a call for action on aligning the technical criteria under the 'Best of All' initiative. Mrs Orgill reported that she has commenced the development of a spreadsheet that identifies the technical criteria of each scheme so that comparison can be made. Currently only Anqip has provided information. Mrs Orgill sought correct contact details from Sweden and Swiss schemes to progress this.

25. MARKETING ACTIVITY

Timo Kopka reported that during 2020 the UWL website will be reviewed and if necessary refreshed, this will also include relevant advertising opportunities. The development of a portfolio PoS material in National language to add the awareness and growth of the Label.

26. OPEN FORUM

CSTB Scheme

It was reported that CSTB has launched a 'Environmental building certification' scheme that contains criteria that could conflict with the UWL. Mr Velazquez requested further information so that an analysis can be carried out to ascertain any conflict.

Label Design

Mr Kopka report that following a meeting with a major German DIY who currently supports the Scheme, they are interested in amending the label to contain National language to help consumers understand the label. Members present supported this idea and requested the Marketing WG to investigate and develop a series of templates for use.

Mr Velazquez summarised the meeting outcomes urged members to submit their data to RSM and the schemes to submit their technical criteria for comparison to allow the merger during 2020 and in readiness for ISH 2021.

27. DATE OF NEXT MEETING

A doodle poll will be undertaken to ascertain the next meeting which will also depend on the outcome of the Consultation Forum.

Mr Velazquez brought the meeting to a close.



European Bathroom Forum

3rd December 2019

Roca Gallery, Barcelona

Name	Company	Signature
Maite Serra	Agrival	
Bellen Bailera	Applus	
Irene Ponce	Applus	here.
Andy Mclean	BMA	
Jamie Lynch	Bristan	
Luca Conti	Cerame-Unie CEI17	
Sebastien Spiret	Delabie	
Paolo Pastorino	Deltacolor	
Christof Breithaupt	Duravit	
Georg Taubert	Geberit	
Brent Hudson	Geberit	
Michael Kleuh	Hansgrohe	
Andrea Kurz	Hansgrohe	
Miguel Difinti	Ideal Standard	
Christina Mandini	Ilbagno	
Thomas Jenkins	In-Compliance	
Timo Kopka	KWC	
Christian Taylor - Hamlin	Neoperl	
Paul Taylor	NSF	
Carlos Velazquez	Roca	
Alba Beltran Pagani	Roca	

Lars Chrisensen	RWC	
Paulo Ravizzotti	USPA	PA. R. A.
Vikki Hollins	UWL	V. Hollins
Yvonne Orgill	UWL	Yorg
Assabagno		Ass
Elmer Esser	IAPMO	Elmer
Martin Hartmann	TSHI	Mart
Silva Alfonso		
FRANCESCA EBALDI	CONFINDUSTRIA GERMANICA	Francia
Anne-Claire BRUANT	FECS	AC
FILIPA NEWTON		VIA SKYPE.
Monc Robert SEAN	SIAMP	Sean
Josef Linner	Laufen Badhron	Josef
J PARKER	TDL	J PARKER
AUR/ANIMA	LOREDANA NICOLA	Aur/Anima
HOLGER FENRHOLT	Sim. LORAC	Holger