

EUROPEAN BATHROOM FORUM  
OPEN MEETING

MINUTES  
FROM THE MEETING HELD 19 JUNE 2019  
ROCA GALLERY, BARCELONA, SPAIN

**9. 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.

**10. 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.

**11. 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.

**12. PROGRESS**

Mrs Orgill reported that she had finally submitted the full proposal to DG Env following a total review, restyle and greater clarity on potential environmental savings, after guidance from DG Env. Mrs Orgill also reported and gave thanks to Luca Conti, CEIR who had worked with her on this development.

Mrs Orgill provided an overview on the data collation process which will become a mandatory aspect of a VA. DG Env had stated that they require an Independent Auditor to verify the UWL market representation in support of the proposal. Stakeholders present supported enhanced data collation for WCs and Urinals that reflected the full scheme criteria and stressed the importance of using this data in support of the proposal to show the scheme covers more criteria than taps and showers.

Mrs Orgill advised that all data will be collated by the Independent Auditor, RSM and tabled the engagement letter, when amended to include the additional criteria the amended engagement letter will be uploaded to the website. It was also reported that any company seeking a NDA with RSM make this known at the beginning of the process.

Mrs Orgill reported that 63 brands so far had returned commitment letters from the 155 brands registered and she would be chasing those who had not returned their letter. It was stressed the importance of such letters which is evidence to the Commission that Industry is committed to the scheme.

Mrs Orgill raised the challenges yet to be addressed; functionality, gap analysis of the 4 schemes to ensure all aspects have been covered and highlighting future enhancements as it was reported several new criteria had already been identified.

Mrs Orgill reported that she had contacted the schemes to seek information on how the merger can commence and undertake a gap analysis to understand if any new criteria is required that will assist with the products merging into the central database of the Unified Water Label. It is also necessary to ensure financial viability of each scheme during the transition period. It was also proposed that a one page document is produced showing progress made, uploaded to the website and provides evidence to encourage greater update.

Mrs Orgill reported that DG Env is seeking the development of a functionality test that could be the base for the development of a CEN Product Standard. Stakeholders stated that functionality is already included in the Standards used for the scheme and therefore it was proposed and agreed that to highlight this would be advantageous and help towards a VA.

It was noted that a meeting with representatives from the UWL and Swedish Energy had recently met to address the challenge of greater clarity and visibility of the Energy aspect, especially as energy is a key Building Regulations requirement in Sweden. Mr Taylor-Hamlin reported that a solution during transition while further technical discussion is had is for the scheme to include a staged transition that will include reference to the Swedish Regulation and Scheme within the UWL core document

### **13. GOVERNANCE**

Mrs Orgill tabled a proposal to take EBF as an unincorporated body and formalise as an incorporated Association called European Bathroom Association, with a single objective; to host the Unified Water Label. Stakeholders voiced concern that there may be a conflict with founding members CEIR and FECS of the Unified Water Label and following discussion it was agreed to move to Unified Water Label Association under the same principals as the proposal. It was also agreed to circulate the proposed 'Articles of Association', that had been developed, using CEIR Articles as the base. A new logo would also be circulated that reflected the Label for comment. Both documents would be available from the website for comments/feedback.

It was proposed and accepted that the elected Board to oversee the management of the UWLA would include the 4 schemes, founding members and chair of the committees. This was agreed and will be included in the Articles of Association.

It was also agreed that Mrs Orgill would be the Managing Director of the UWLA with the administration function undertaken by the BMA until end of 2020.

## **14. FINANCE**

Mrs Orgill presented an outline of finance necessary to run effectively a Trade Body to host the Unified Water Label. It was noted that a budget of €250,000 is necessary to ensure administration, leadership with technical and marketing support is generated annually and therefore she proposed the following:

- Registered brands would have automatic membership of the UWLA – **AGREED**
- None registered brands that supported the work, direction and principles of the UWLA would pay a small fee of €250 pa **AGREED**
- Members of the media would have free membership for periodic advertorial **AGREED**
- Registered brands would be eligible to advertise on website etc for a fee **AGREED**
- Water for Life magazine will be issued annually with paid for advertising by UWLA stakeholders/registered brands **AGREED**

Mrs Orgill reported that all the accepted proposal in addition to registrations under a controlled framework could generate the required funding for the UWLA during 2020.

## **15. LEGALLY ESTABLISHING AN ASSOCIATION IN BELGIUM**

It was noted that to formalise a trade body in Belgium with a Brussels base would cost in the region of €4,000 and necessitate four steps:

- Writing and approval of Statutes
- Approval by a Notary
- First meeting of founding members
- Publication in Official Journal

Stakeholders present agreed these next steps are necessary once the Statutes are agreed.

## **16. WORKING WITH EUROPEAN AND NATIONAL ASSOCIATIONS**

It was recognised that working with European and National associations related to the European bathroom industry is crucial in raising awareness, improving visibility and registrations of the scheme.

It was agreed that a synopsis on progress and the content of the proposal be produced to aid National Associations to lobby National Governments prior to the Ecodesign Consultation forum. This paper could also be used to court support from related trade bodies.

Mr Velazquez tabled a proposal from EUnited to formally send a joint statement to the European Commission stating Industry is leading and therefore does not require a VA or mandatory label for taps and showers. Stakeholders present did not support the contents of the statement and therefore declined to support Mr Velazquez signing such a statement.

## **17. OPEN FORUM**

Mr Velazquez summarised the meeting outcomes that must consider all the legal and tax implications of the 4 schemes and urged the schemes to submit this information. Mrs Orgill was given a mandate to revise the proposed articles in line with comments received and offer proposal for logo's for the new formal platform.

## **18. DATE OF NEXT MEETING**

The next meeting will be held 3 December 2019 at the Roca Gallery Barcelona commencing at 11.30am – all Stakeholders are invited to attend.

Mr Velazquez brought the meeting to a close.