

# **EBF FORUM – 18 FEBRUARY 2020**

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Carlos Velazquez  
Elected Chairman



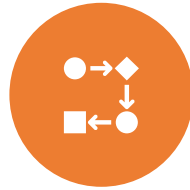
Yvonne Orgill  
Managing Director

The background features several sets of concentric, curved lines in the top-left and bottom-right corners. These lines are a light gray color and include both solid and dashed styles, creating a modern, abstract design.

# Legal Compliance

Have you signed the attendance form and read the legal commitment?

# Approval of Agenda



UPDATE



ECO-DESIGN  
CONSULTATION



2020 FOCUS



MARKETING  
PROPOSAL



REVIEW OF WEBSITE



UNIFIED WATER LABEL  
ASSOCIATION



OPEN FORUM  
DISCUSSION WITH  
Q&A SESSION



DATE AND VENUE OF  
NEXT MEETING

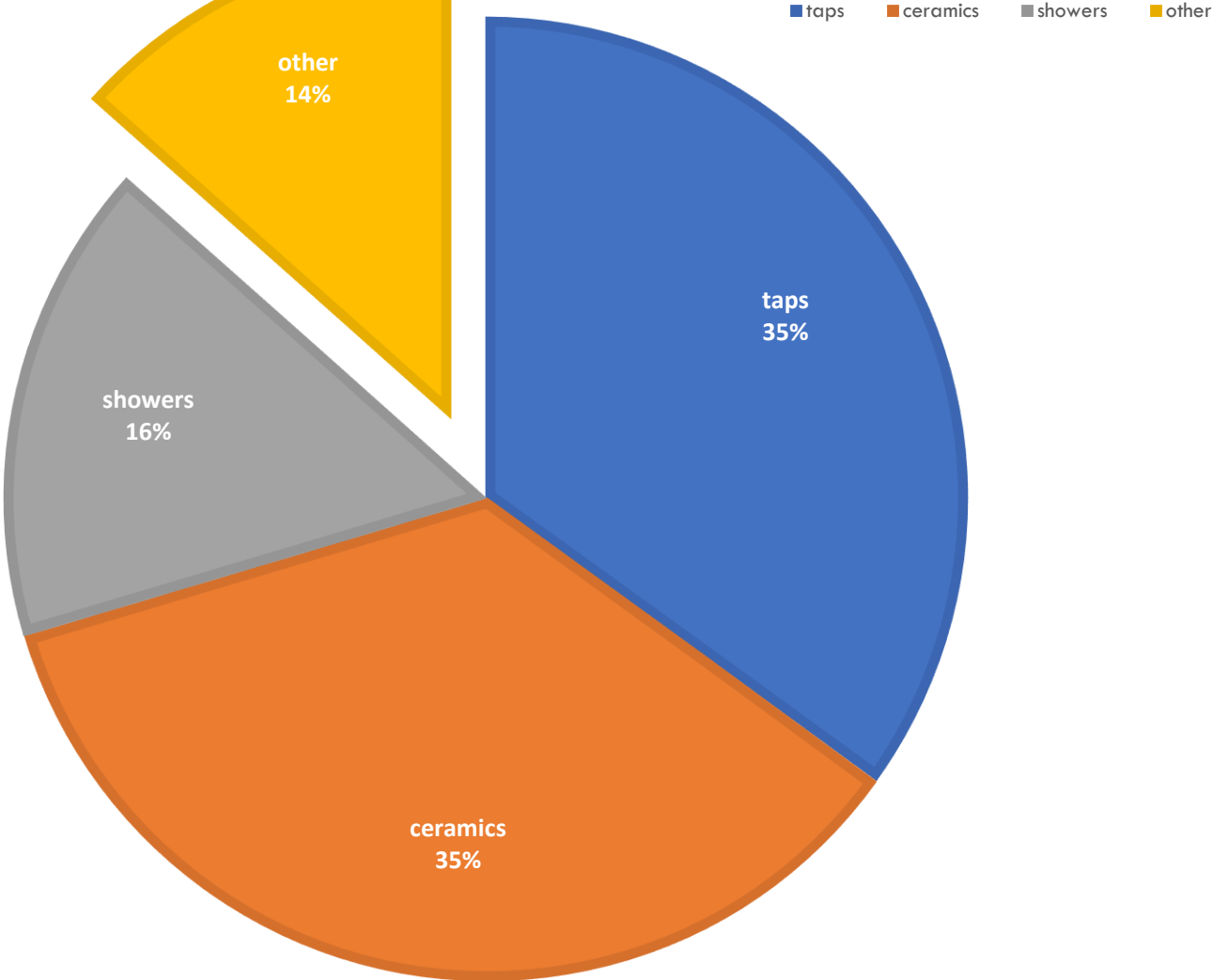
# UPDATE

- Eco-design Consultation
- UK manufacturers
- UK media
- WELL/EU-nited
- Interest received from
  - Tiemme
  - Enoglas
  - Griferias Grober
  - Porcelanosa
  - Wilo Group
  - Kingfisher Group
  - Leroy Merlin
  - Nobili
  - Yuyao Sanyin

# UPDATE

- Company Registrations up to 157 – 2020 saw some brands removed and several added
- Product Registrations undergoing an annual cleanse – 12,200 currently registered
- Scheme % split across categories

# Scheme % Split



# UPDATE

- Annual audit 2019 concludes April 2020 with over 655 products called
- If your products have been identified, and you have not yet completed the audit contact the Administrator
- Credibility of the Scheme is underpinned with the audit
- 10 test houses offering facility
- BMA offers witness testing



# ECO-DESIGN CONSULTATION FORUM

- Outcome of Forum held 18 December
  - UWL caught up in the middle of a political storm
  - Member States and NGOs do not support VAs of any kind
    - Southern Med Countries were in support of the UWL
  - European Commission – Members States voice – EU works with Industry to closely
  - Member States/NGOs used failure to reach 80% market representation against UWL but recognised the initiative
  - DG Env seek solution that will work with Green Deal and cannot introduce a Mandatory without a functionality standard – 3, 4 or even 5 years away
  - UWL has a major role to play

# Eco-Design Consultation

Stakeholders encouraged to respond to Consultation Forum  
before end of January 2020

- Agree conclusions of the Preparatory Study
- Which options are supported by stakeholders
- Are stakeholders supportive of the development of functionality standard via CEN platform

## DG ENV MEETING 17 FEBRUARY

### UWL/CEIR MET WITH DG ENV

Positive support for UWL

- 4-5 years possible Mandatory if Industry has failed
- Areas of concern/opportunities relating to UWL
  - Colour grades - too similar to Energy Label
  - Lack of Market representation – needs quantifying
  - Requires more focus on repair/recycle aspects
  - Needs innovation growth
  - Circular Economy action plan to include water which UWL fits with
  - UWL fits with New Green Deal – supportive tool and commercial opportunity
  - EU Commission will engage with Industry on series of Workshops to educate and possible platform for Industry to lobby
  - Mandatory could include manufacturing process

# WELL/EU-Nited

- EU-NITED MEETING/OUTCOMES
- Met to access their view of the Consultation Forum and identify next steps
- Not supportive of bringing the two Schemes together – could be a future possibility if the joint PR Alliance works
- Are supportive of an Alliance against Mandatory
  - Joint Statement
  - Cohesive messaging
  - PR Campaign

# 2020 FOCUS

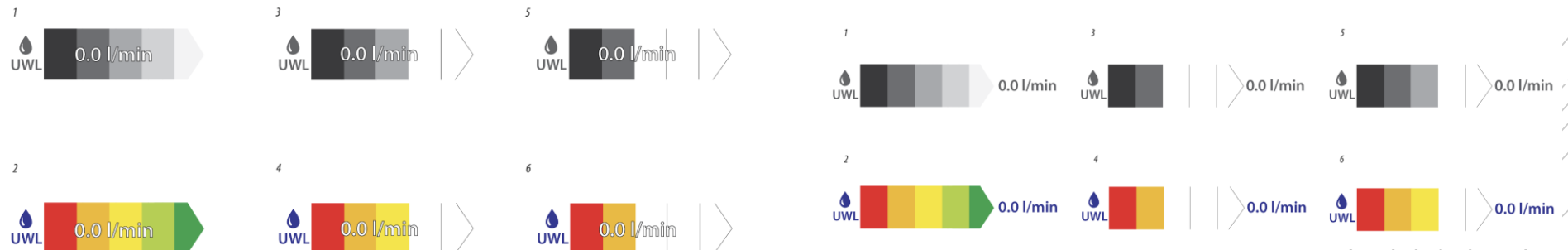
- Proposed Focus 2020
- Raising visibility
- Awareness
- Increase market representation to achieve 80% of units sold

# 2020 FOCUS - HOW

- HOW?
  - Encourage greater use of the Label which will raise visibility and awareness
  - Offer flexibility but maintain mandatory elements such as:
    - Pantone references
    - Name
    - Website
    - Water Grades
  - Optional customisation options

# 2020 FOCUS – Using the Label

- Using the Label
  - **Mandatory Visibility**
    - Company websites
    - Product literature – electronic, paper, both
  - **Voluntary**
    - Packaging and support material
    - Optional customisation options
  - **Recommend**
    - Additional support material
    - Retail/DIY Channels on packaging and support material
    - Trade Fairs



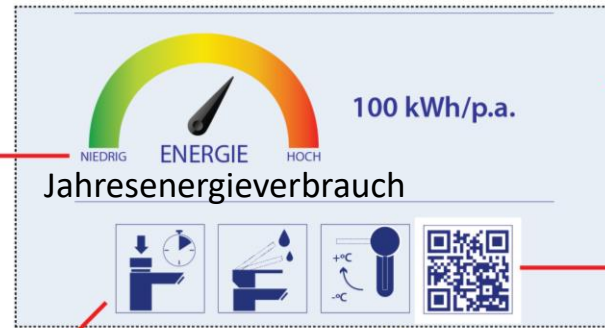
box for statement, company name or web link

Must not be translated



Dashed box represents the optional elements of the label

Can be translated to local language



Can be a QR code to the product, company website or be replaced with a company logo

[www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)

Optional technical icons

Must be on the label either below technical and energy icons or if these optional elements are not used below the grades



# 2020 FOCUS – Website Refresh

- Website Refresh
  - To be truly reflective of the ‘Best of All’ initiative
  - Easy Navigation tool
  - Advertising opportunities – every 6 weeks
  - Managed by Scheme Administrator
  - Updated consumer information
  
- **Cost €5-7,000**

# 2020 FOCUS – Water Calculator

- Water Calculator
  - Used extensively across Europe by architects and specifiers
  - Since introduction over 150,000 build projects
  - 7,000 recorded users and over 10,000 regular users
  - 16,100 projects since February 2019
  - 67,449 unique visitors to the site
  - 57,000 First time visitors

# 2020 FOCUS – Advertising

- Advertising Opportunities
  - First come basis – each 6 week period
  - Home page - €1,000
  - Water Calculator - €1,000
  - Database of Products - €1,000
  - All other pages including consumer €750
  - Water for Life – annual €1,000 per advert/advertorial

## 2020 FOCUS – PoS

- Point of Sale
  - Menu of images to allow flexibility to suit differing markets
  - Flexibility
  - Opportunity for incorporation of local language
  - Only available for registered companies

# 2020 FOCUS – Briefing

## Briefing



- Important to keep Industry informed regularly of progress and opportunities
- Propose Monthly
- Include available research
- Update on media activity
- Enables National voice to be heard on Water Label



# 2020 FOCUS – Market Data

- Market Data
  - 80% market share – verification proving challenging
  - RSM can offer encrypt/password/PDF to overcome concerns
  - Only aggregated data to be supplied
  - If we don't have 80% major market share – danger of MANDATORY

# 2020 FOCUS – Challenges

- Challenges
  - Interest from market not yet high enough to encourage participation
  - EU New Green Deal could be an opportunity
  - Reluctance due to EU delay in direction
  - Others that have not yet been identified?

# Technical



Lack of knowledge that the UWL uses Standards and registered companies declare compliance to Regulation



Scheme criteria is too marketing focus – should reflect Standards document



Is the style detrimental in attracting new registrants



Is ECAU in France a barrier to UWL acceptance in France?



If the focus for 2020 is raising awareness, visibility and improved market representation can these issues be pushed back?



'Best of All' merger of databases continues

[If desired a meeting can take place mid to late March or First week of April](#)



# PR CAMPAIGN

- PR Campaign
  - Develop series of targeted messages
  - Fully utilising social media campaigns
    - Capitalise on world days
      - World Toilet Day
      - World Water Day
      - World Water Week
  - Target installer, merchant and retail sectors
  - Engage with National and European trade bodies
  - Target media associated with our sector
  - Advertising and advertorial opportunities
    - Germany
    - Italy

# UWLA Articles of Association

- UWLA – ARTICLES OF ASSOCIATION
  - 3<sup>rd</sup> Draft tabled incorporates comments from 3 December meeting
  - Comments by end of March
  - To have approved and ready to implement during 2020

# Open Forum

To open discussion to identify challenges find solutions to further develop the Unified Water Label, working towards a robust and well supported VA



Date & Venue of Next Meeting  
June/July in Italy