

## EUROPEAN BATHROOM FORUM

***Best of ALL Initiative***

5 July 2018

ROCA Gallery, Lisbon, Portugal

## MINUTES

**1. INTRODUCTION**

Carlos Velazquez, Chairman of EBF, opened the meeting and welcomed participants. The participants introduced themselves (see participant list in annex). The Chairman stated that the day's presentations are purely for guidance as discussion and agreement was the order of the day.

**2. LEGAL COMPLIANCE ASPECTS**

The EBF Chairman reminded the participants about the European competition legislation and the European Bathroom Forum 'Code of Conduct' as well as the obligation to respect its principles. He circulated the sign in form with a copy of the 'Code of Conduct' attached for all to read.

**3. UPDATE**

The Chairman provided an overview of the Scheme, the main aspects of the journey so far and reinforced the goal – one label across Europe for the bathroom industry that provided an easy to understand consumer label with water and relevant energy information to make an informed choice.

The Chairman stated that the European Commission welcomed an Industry proposal for an agreed Voluntary Agreement (VA) that met the criteria of a VA and achieved a market coverage of 80% of units sold in the marketplace.

The Chairman thanked all concerned in bringing 4 Schemes to the discussion table and hoped that the days discussion on important technical and marketing issues resulted in a positive step forward.

**a. The Scheme**

The Chair reported that the Scheme continues to grow with support for the EBF also increasing. He also reported that the database of products is a living document and only contains those products which are available in the marketplace. However, it was noted that those products removed are stored on a separate database as some may remain in the marketplace.

**b. Progressing towards a Voluntary Agreement**

The Chair reported that the VA Proposal is nearing completion and will be sent to the Commission within the next few weeks by CEIR, this will be dependent on the decision of the day and whether Industry supports a VA direction. The current proposal contains

environmental modelling which had been undertaken by a third party and all questions raised by the Commission have been addressed.

#### **c. Technical Committee**

Mr Taylor-Hamlin, Technical Committee Chair gave a presentation (attached) on the Committee's proposal to address the European Commission concern that a functional test should be a key element of the 'Best of All' approach. Mr Taylor-Hamlin reported that the Committee had investigated all existing methods to ascertain which base to use across a broad spectrum of taps and showers. Their conclusion was to use the EPA Watersense method but simplify the methodology to suit EU28.

A method to apply a functional test to the broad variety of taps in the marketplace was difficult to establish. Mr Taylor-Hamlin reported that research undertaken by Portugal and the USA had also indicated similar, with the research halted due to lack of added value. The Committee agreed that the Swedish Energy test did not cover all available technologies in the EU28 market but did cover some technologies. A compromise position and proposal is to include a functional test for 'Most Green' rated products to validate pressure independence equating to no loss of functional performance.

Mr Taylor-Hamlin spoke about the technical icons and the quantified criteria that supported them. The main aspect was to determine if the feature/function provided water and/or energy saving that provided a level of performance and avoided customer dissatisfaction and discredit the Scheme.

Mr Taylor-Hamlin advised that technical issues regarding ceramics, urinals etc will be undertaken by FECS technical committee and they too should have concluded any work before end of 2018.

The conclusion of the Committee is to include all amends into the Scheme criteria for registered brands to use within the timeline to be agreed.

- **Marketing/Communications Update**

Mr Kopka, provided an update on the Label image following discussions with Swedish Energy, Swiss Energy, Anqip and Water Label. All ideas/suggestions received had been fully discussed and Mr Kopka displayed the 'Image' for discussion and agreement. The new image included water, energy and technical icons, was clear and simple for consumers to understand.

- **Open Discussion**

An open discussion commenced. There was a positive vibe in the room with several people offering opinions on how to improve consumer acceptance of the label and increase awareness of water efficiency. The chairman thanked all for their input and proposed that the first challenge is to reach a VA and then to continue to improve water and energy efficiency across EU.

#### **4. RAISING VISIBILITY OF THE LABEL**

The Chairman provided an overview on the planned activity for the next three months that will increase visibility of the label in the Italian, Spanish and Portuguese market. The Chairman asked all in attendance to help raise awareness and if any person can aid in the three exhibitions to speak with him direct.

The Chairman stressed the importance of improving visibility of the Label across all countries.

#### **5. CHALLENGES TO BE ADDRESSED**

**a. Achieving the VA**

The Chairman stated that achieving the VA also requires having 80% of units sold in EU registered onto the Scheme, with this data verified by a third party. The Chairman reported that due to the sensitivity of this data it had to be undertaken by a credible third party with no access by others. Mrs Orgill proposed that the BMA in the UK has been using such a process for their members very successfully by RSM (Accountants, Auditors and Statistician) and would be confident in providing a solution to achieving this verification. This suggestion stated that the data to be provided would be as a questionnaire and only asking for sufficient data to provide the verification towards 80%.

**b. Attracting None Supporters**

The Chairman reported that Hugo Schally, Head of Unit at DG Env at the European Commission had agreed to host a meeting to encourage none supporters to support the VA proposal. He would undertake to call this meeting once the VA proposal had been received. This meeting invite will be extended to FEST (European Merchants) and EDRA (European Retailers) two European Associations connected to the distribution of bathroom products.

**6. VOTE**

Carlos Velazquez, Chairman, thanked all for attending and participating in discussion during the meeting. He stated that the Scheme had come a long way and had reached the point where decisions had to be taken to secure the future direction.

The Chairman asked all to consider the discussion and to formally vote on the following points:

- To support the Voluntary Agreement proposal and to commence greater registration of products to enable the Industry to reach the 80% target as set by the Commission. **FULLY AGREED**
- To support the proposal by the technical committee as outlined in the attached presentation. **FULLY AGREED**
- To accept the revised label (attached) that includes suggestions by Swedish Energy, Swiss Energy, Anqip and European Water Label. **FULLY AGREED**
- To agree with the proposal by BMA to undertake a questionnaire via third party company RSM to provide verification of the path to achieving the 80%. **FULLY AGREED**

**7. TIMING FOR ACTION**

The Chairman outlined the timeline to undertake all action and implementation to ensure a smooth transition and to be ready for a major launch at ISH

- 05.07.2018 Accept and introduce new look label
- 13.07.2018 Send VA proposal to European Commission
- 13.07.2018 Communicate progress to Industry and all Stakeholders
- 31.12.2018 finalise technical detail, audit and update documentation
- 31.12.2018 finalise any technical work necessary to amend/improve ceramics section
- 31.12.2018 finalise energy calculation for baths
- 01.01.2019 introduce new technical details and operate dual details
- 01.03.2019 Update website with all new information prior to launch at ISH
- ISH 2019 major Launch to the Industry and public
- 31.12.2020 Cease dual details
- 01.01.2021 New technical criteria and Label only to be used

## **8. DATE AND VENUE OF NEXT MEETING**

The Chairman invited all to attend the next meeting which will be held 8 October in Frankfurt. During the coming months a variety of conference calls will be held to ensure progress is maintained. These will be notified and all are encouraged to participate.

The Chairman thanked all for participating and achieving a momentous step forward in the journey of the consolidation of 4 labelling schemes across EU into one acceptable Water/Energy efficiency label.