

**MARKETING WORKING GROUP MEETING  
NOTES  
Roca Gallery, Barcelona, Spain and via Teams  
14 December 2022**

**10. INTRODUCTION**

Timo Kopka welcomed all and thanked Mrs Orgill for producing the presentation that will be used as the basis for the discussion focus. The presentation is upload to the uwla.eu website and forms part of these minutes.

The agenda was accepted with no additional points added.

Mrs Orgill referred delegates to the Competition Rules for discussion, reminding all, of the boundaries for discussion and actions for non-compliance.

**11. 2022 ACTIVITY**

Mr Kopka gave an overview of activity undertaken during 2022. Areas of concern that required modification included the bulk upload form to include the previously agreed energy discount for self-closing and cold start taps. Mrs Orgill stated that she would investigate and action amends asap.

It was also agreed to develop a paper that provided an explanation of what is the UWL and include water, carbon, and energy potential annual savings.

Mr Kopka reported that the presentation provided details of updates to the website with additional search facilities and guides on how to use the upload and search facilities.

DDPR provided an overview of 2022 PR activity. Ms Downing report that the UWLA enjoys regular blogs, invite for comment, with regular inclusions in the trade media. She reported that interest in the view of UWLA increases along with social media interaction. Ms Downing stated that a regular newsletter is issued with the UWLA also having a presence at numerous exhibitions across Europe working with partners. She concluded her presentation reporting that marketing material and information packs have been updated. Full presentation is available from the website.

**12. FOCUS 2023**

Mr Kopka reported that a proposal for the focus 2023 should remain, with activity driving increased participation and raising visibility of the label in the marketplace. The marketing committee agreed with this focus (to be ratified at the AGM).

2023 will see website enhancements associated with new technical criteria and inclusion of new marketing material and videos.

It was agreed the UWLA exhibit at ISH 2023, host a media event on Wednesday 15 March, and invite influencers, senior civil servants, and key media from across Europe who may be attending the exhibition.

It was proposed that material should be translated into other languages in particular Eastern Europe and the Scandinavians countries to influence participation and raise visibility.

It was also proposed to use different terminology especially when targeting different market sectors and to further promote the schools project following the successful pilot scheme.

It was agreed to develop a generic video presentation on who and what the UWL is.

### **13. Date of Next Meeting**

It was proposed that the next meeting is held mid-year and be an online meeting.