



UWLA
Unified Water Label Association

WELCOME TO THE UWLA MARKETING
MEETING 15 FEBRUARY 2022

WELCOME
UWLA MARKETING
CHAIR
TIMO KOPKA



AGENDA

COMPETITION
RULES

2021 Overview

2022 Marketing
Focus

Website

Channels to
Market Material

Messaging

Consumer views

Reflecting
technical changes
in graphics

DATE OF NEXT
MEETING



UWLA
Unified Water Label Association



- APPROVAL OF THE AGENDA
- ANY OTHER BUSINESS TO BE INCLUDED?



COMPETITION RULES

- All delegates to ensure that discussion is kept within the boundaries of legal compliance
- Notify MD and/or Chairman if you believe discussion points are entering none compliance area, discussion will immediately stop and be referenced in the minutes
- Attendance list for the virtual meeting will be downloaded and included in the minutes



2021 ACTIVITY

MARKETING ACTIVITY

- Improved awareness of the scheme
- Increased visibility
- Developed a easily downloadable portfolio of material
- Ongoing web development
- Retailer pack, developing merchant and installer packs
- Questionnaire issued to understand challenges using label
- Press Activity
- Increased social media presence

29 articles written and circulated to UK and European media titles

Link to International/Environmental days

Link to International events such as Cop26 promoting the activity of Industry and the UWL

17 features written upon request

Regular blogs and features for stakeholders

All material used

Growing social media platforms

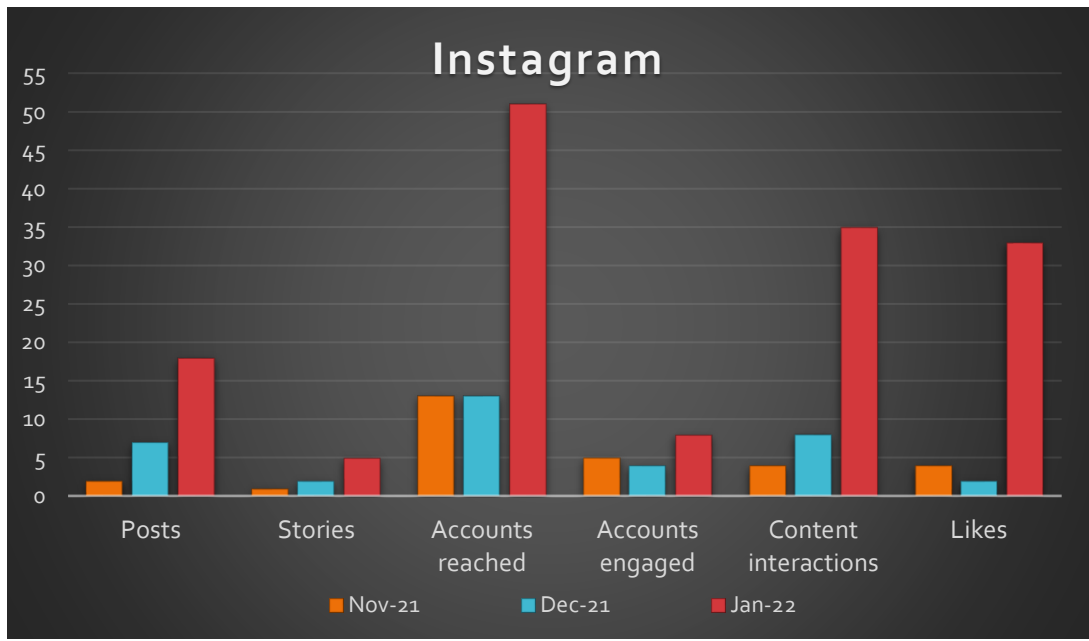
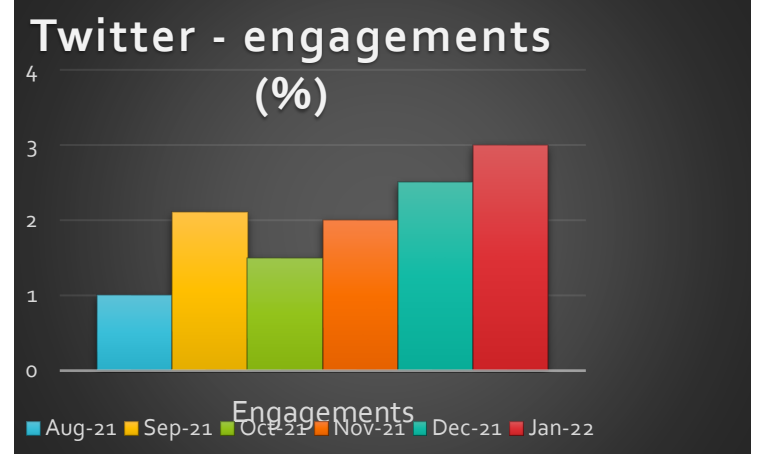
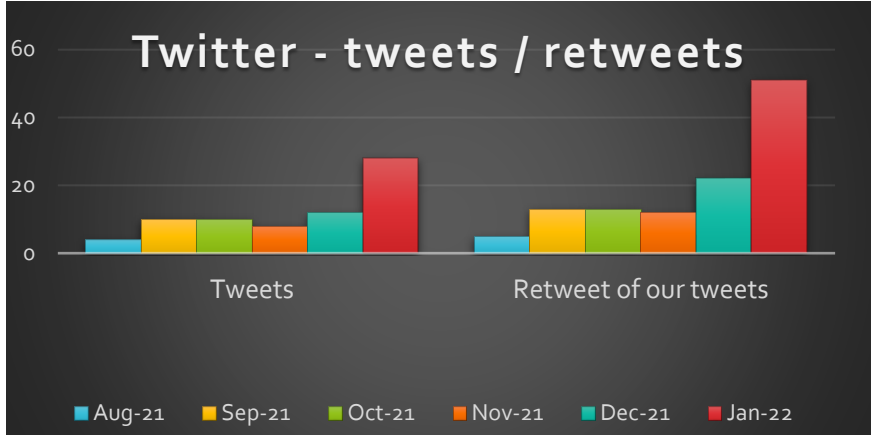
www.uwla.eu

Press Activity



SOCIAL MEDIA ACTIVITY

Recent focus and improving daily





2022 FOCUS

Focus agreed in 2021 – visibility/raising awareness leading to greater registrations and market representation

UWLA Board supports continuing same message with stronger activity



WEBSITE

www.uwla.eu

- ❑ Website and Opportunities
 - ❑ Final stages of relocating database and calculators
 - ❑ Amends to documents
 - ❑ Updated forms and costings
 - ❑ Audit amends
 - ❑ Bulk upload refreshed to include additional criteria such as Anqip/Swiss/Swedish/Technical Icons
 - ❑ Automatically generate label, with Icons and energy
- ❑ Missing Data
 - ❑ Images missing – call for information to go out to brands requesting urgent action
 - ❑ Contact information requires updating
 - ❑ Brands will have access to company listing

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WEBSITE

Screen grab of database

Search facility by
flow/volume/flush

In the process of adding automatic
energy icon

Direct link to 'Best of All'
databases

The screenshot shows the Unified Water Label website interface. At the top, there is a navigation bar with the logo and links for Professional, Consumer, Find a Product, News, Registered, and About. A search bar is also present. The main content area features a large image of a shower drain with water splashing, and the heading 'Find a Product'. Below this, a search bar contains the text 'BATH\SHOWER SINGLE-LEVER MIXER'. To the left of the search results is a filter sidebar with a 'Category' dropdown menu listing various product types such as Basin Taps, Baths, Cisterns, Dishwashers, Electric Showers, Flush-Free Urinals, Grey Water Recycling Units, Independent WC Pans, Kitchen/Utility Room Sink Taps, Replacement WC Flushing Devices, Shower Controls, Shower Handsets, Supply Line Flow Regulators, Urinal Controllers, Washing Machines, and WC Suites. Below the category list is a 'Country Available In' dropdown menu and a 'Submit Filter' button. The search results display the product name 'BATH\SHOWER SINGLE-LEVER MIXER' and a 'Product Details' table with the following information:

Company Name	Sanitana
Brand Name	Atlas 40
Model Number	S50003913850705
Actual Flow Rate	8.6 litres
Category	Shower Handsets

Below the product details is the ANQIP logo and a list of countries where the product is available: Belgium, France, Germany, Ireland, Italy, Netherlands, Portugal, Russia, Spain, Sweden, and Switzerland. At the bottom of the product page, there is an 'Efficiency Rating Chart' showing a bar chart with five bars of increasing length and color (green, light green, yellow, orange, red) representing different efficiency levels. The product's rating is indicated by a yellow bar, corresponding to '8.6 litres'. Below the bar chart is a circular energy efficiency icon with a needle pointing to a value of '575.65 kWh/p.a.' on a scale from 'LOW' to 'HIGH'.

At the bottom of the page, there is a footer with links for Contact Us, Privacy Policy, Legal, and Data Protection, and social media icons for Twitter, YouTube, LinkedIn, and Instagram. A 'Close' button is also visible in the bottom right corner.

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WEBSITE

Public facing website

All documents
available

How to use the label
section will also
include
'How to Guides'

Professional

Professional

Aims and Objectives

An easy to identify and simple to understand label that informs European consumers on water and associated energy consumption of water using bathroom products, allowing them to make an informed choice.

[Learn more >](#)

Technical Criteria

The technical criteria across all categories correlates to recognised harmonised or existing European and National Standards.

[Learn more >](#)

Rules and Regulations

The Unified Water Label Association is run by an elected board of directors, who also manage the Unified Water Label, with a steering committee setting and managing the direction of the scheme.

[Learn more >](#)

Registration

Join more than 160 brands across promoting Unified Water Label products across Europe.

[Learn more >](#)

How to use the Label

A useful guide on how to use the Water Label along with supporting marketing materials.

[Read more >](#)

Audit Process & Test Houses

In order to maintain a consistent standard all registered Unified Water Label products are eligible to undergo an audit by a recognised method as identified on the Test House Audit Process.

[Learn more >](#)

Water Calculator

The Water Calculator provides a working example of the calculator used for the Building Regulations and the Code for Sustainable Homes. The Water Calculator uses the method set out in the "Water Efficiency Calculator for New Dwellings".

[Read more >](#)

Carbon Calculator

Our carbon calculator helps you identify how much carbon you use per litre of water in coming to the property.

[Read more >](#)

Energy Calculator

Our energy calculator helps you to identify how much energy is used to heat your water to a desired temperature.

[Learn more >](#)

Commitment and NDA

Register your commitment to support the Unified Water Label and contribute to our data collection.

[Learn more >](#)

Research

Many thousands of hours have been dedicated to research across the globe to improve knowledge on water efficiency and consequences. These links may be of use to you.

[Learn more >](#)

Useful Links

Take a look at our list of useful links relating to water and energy efficiency around Europe

[Read more >](#)

Document Section

The UWLA has produced a portfolio of material to support retailers, distributors and installers with the water efficiency message. This material is free and can be personalised - follow the link for copies.

[Read more >](#)

Find a water efficient bathroom product

Update your bathroom with modern products, designed to be efficient without any detriment to performance

[Read more >](#)

Full Supporters

Become a full supporter of the scheme and work with industry peers on its continuing development

[Read more >](#)

Industry Supporters

Support the scheme to promote this voluntary initiative and help spread the word.

[Read more >](#)

Agents

The UWLA seeks local agents at national level to further enhance the outreach of the scheme

[Read more >](#)

Declaration of Conformity

This Declaration of Conformity confirms that all product subject of application(s) conforms to the requirements of the Unified Water Label Scheme.

[Read more >](#)

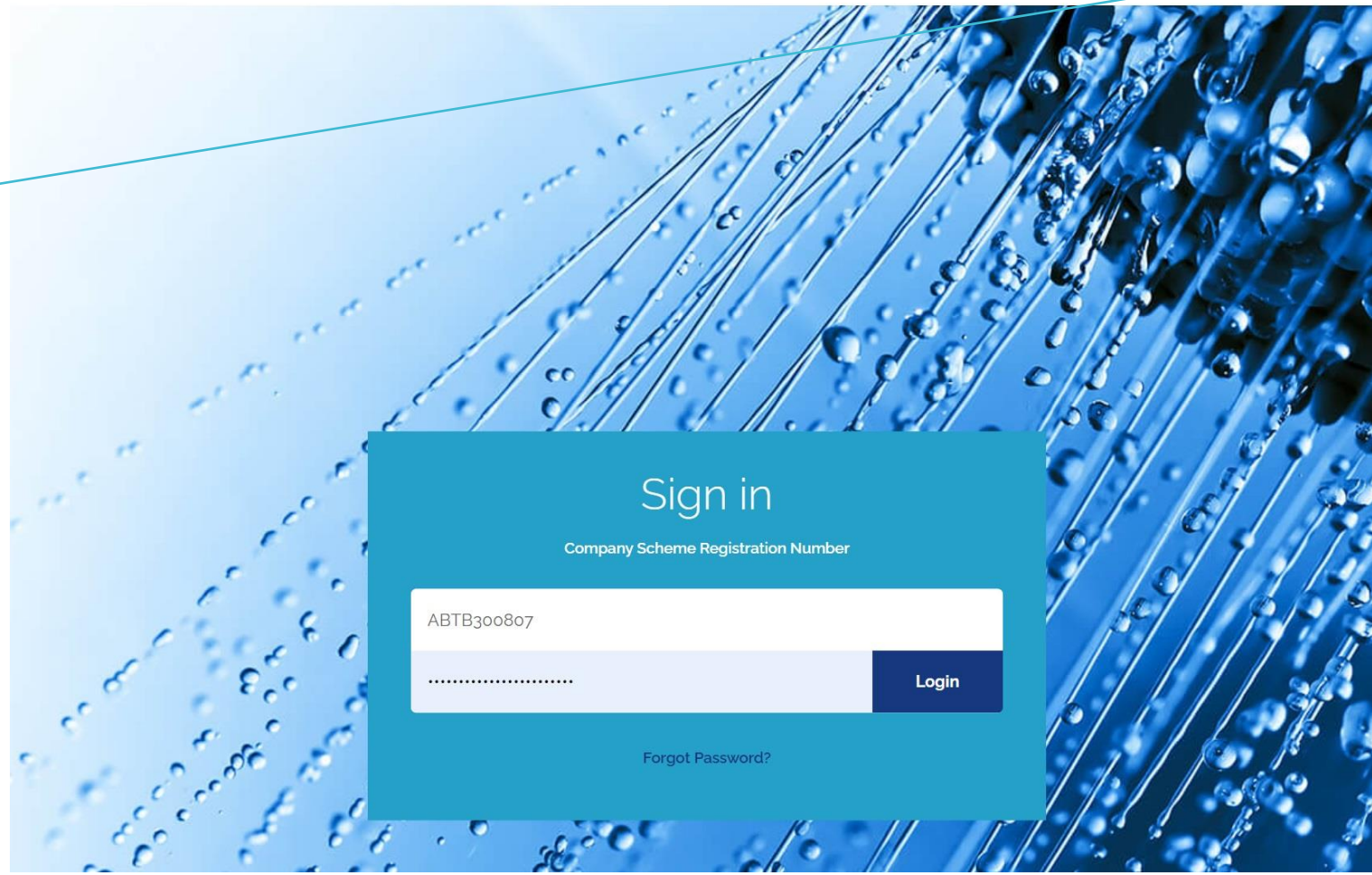
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WEBSITE

Registered

Log in details - notified

How to... guide to aid use
will be issued

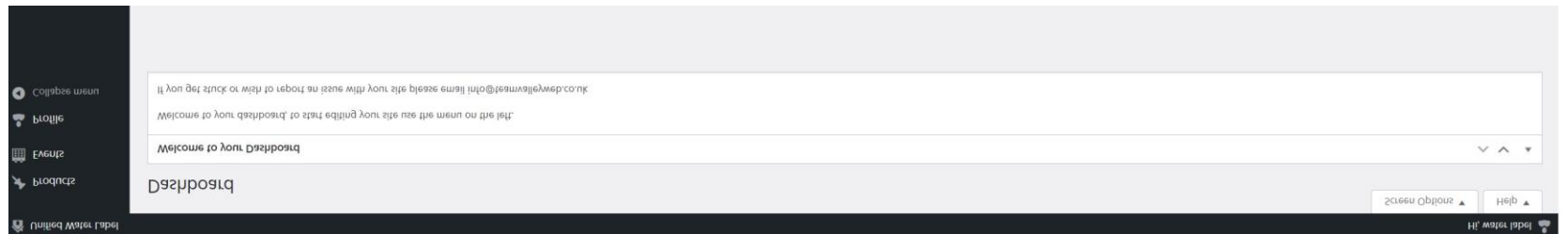
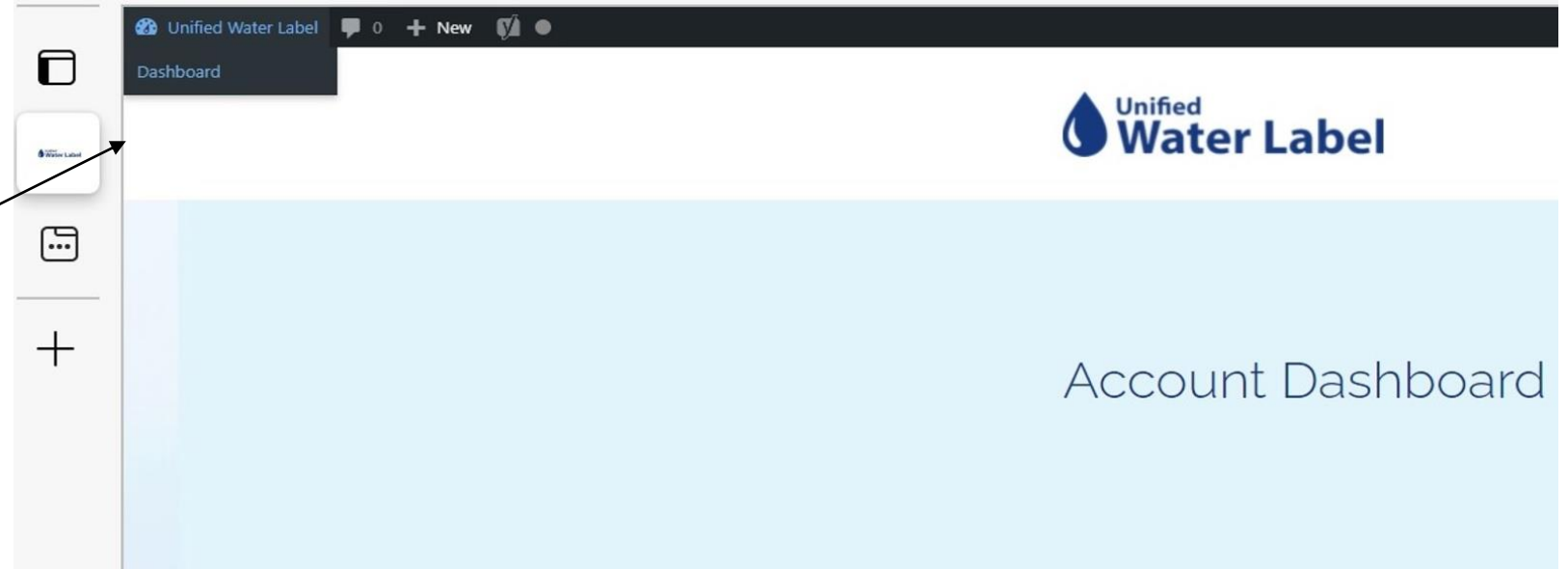


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WEBSITE

Company dashboard

Access to all company information



www.uwla.eu

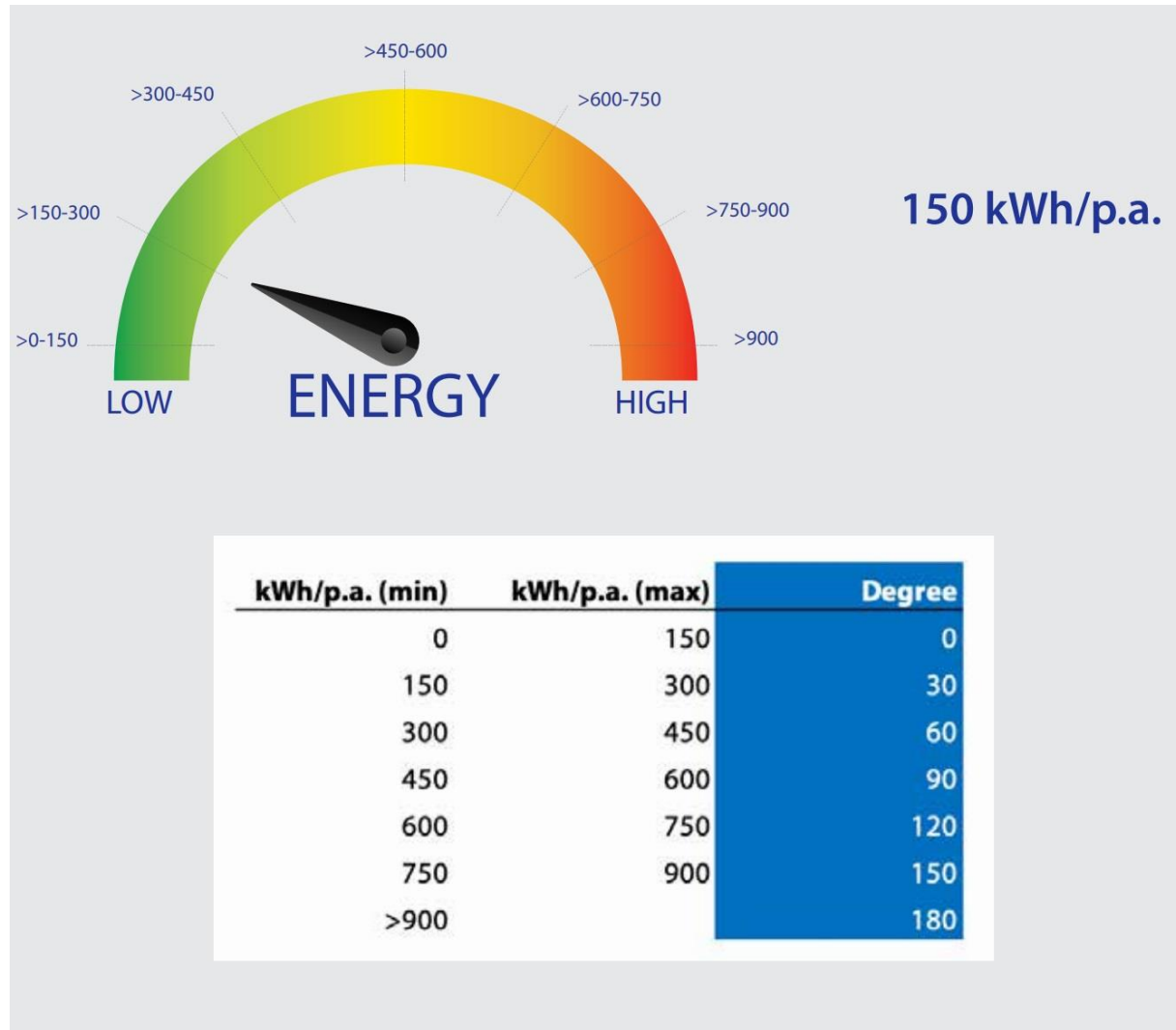
Visitors and Opportunities

- 2021 Stats
 - 375 average visitors per day
 - 65,000 unique visits
 - 202,757 page views of the database and calculator
 - 7,900 returning visitors
 - Over 10,000 architects using the two sites
 - 150,000 projects - UWL has played a part
 - Commercial opportunities to advertise on the database and water calculator – low cost
 - Key pages visited
 - Find a product
 - Water Calculator

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Input from delegates

Request to define the energy sections to promote greater efficiency



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Input from
delegates

Request to define
the energy
sections to
promote greater
efficiency

Discussion:

Fixed points

- Temperature Showers - 38°C
- Fixed 10% reduction for cold start – member calculates when registering
- Temperature Taps
 - Kitchen 45°C
 - Basin 38°C
- Scenario based on JRC Study
 - Taps 1 minute event x 7 event
 - Shower 7 minute event x 1 per day
- 7 points on energy dial is questioned?
- OPEN DISCUSSION

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Input from delegates

Request to define a label to reflect the recirculating shower criteria for water and associated energy savings when using the recirculating aspect

RECIRCULATING SHOWER LABEL SHOPPING LIST:

- Same framework as existing label
- To display
 - Water flow
 - Conventional mode
 - Recirculating flow/energy energy mode
 - Combined new water
 - European market – minimum words
 - Keep it simple

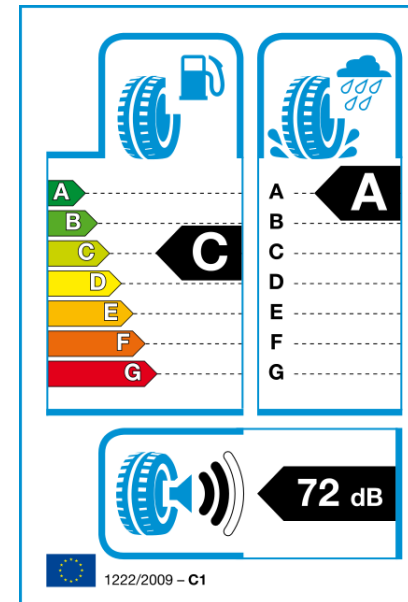
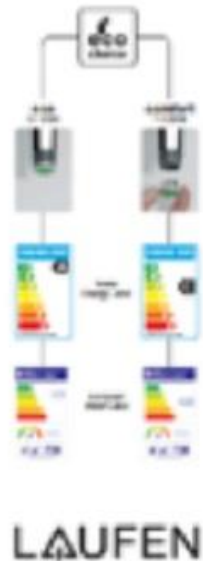
www.uwla.eu

Input from delegates

Request to define a label to reflect the recirculating shower criteria for water and associated energy savings when using the recirculating aspect

RECIRCULATING SHOWER LABEL SHOPPING LIST:

- Examples of dual information labels

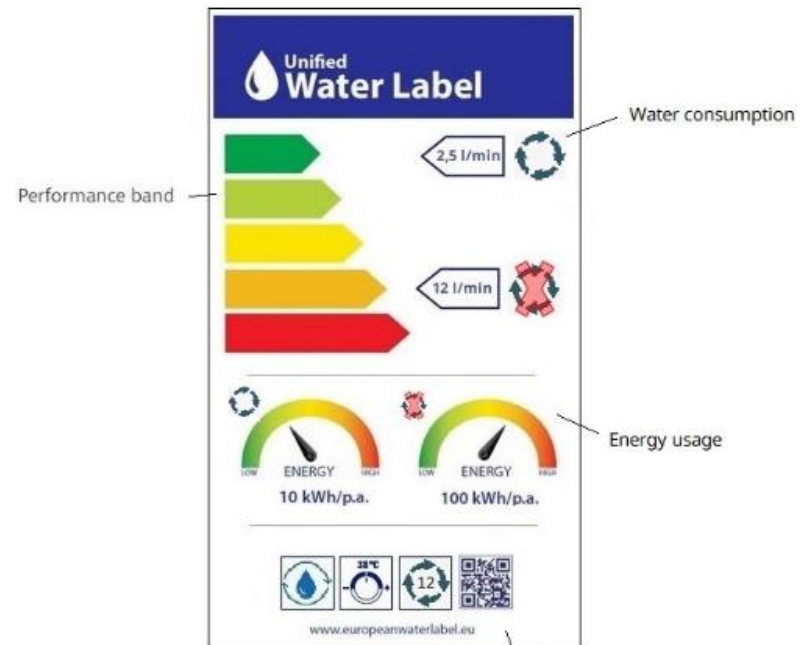


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Input from delegates

Request to define a label to reflect the recirculating shower criteria for water and associated energy savings when using the recirculating aspect

RECIRCULATING SHOWER LABEL SHOPPING LIST:

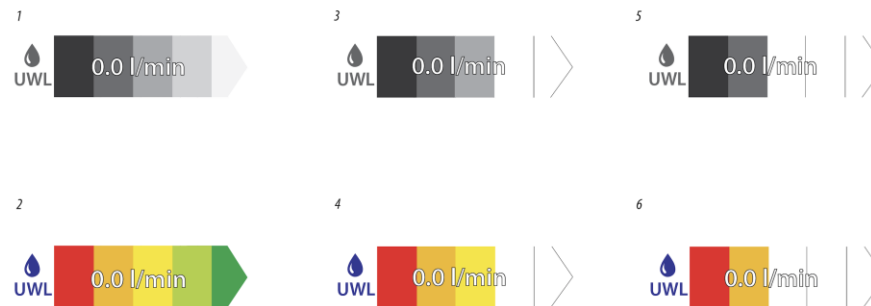
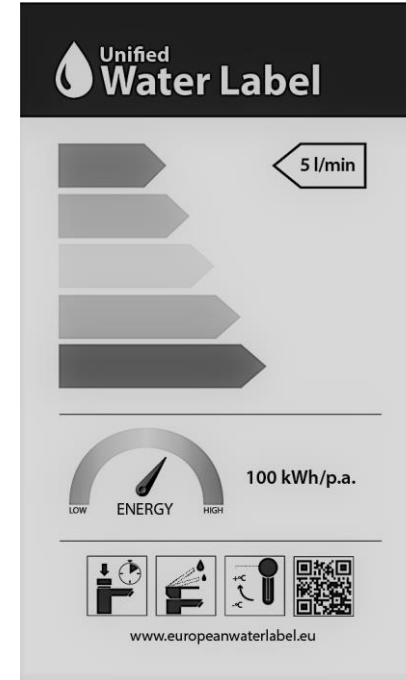
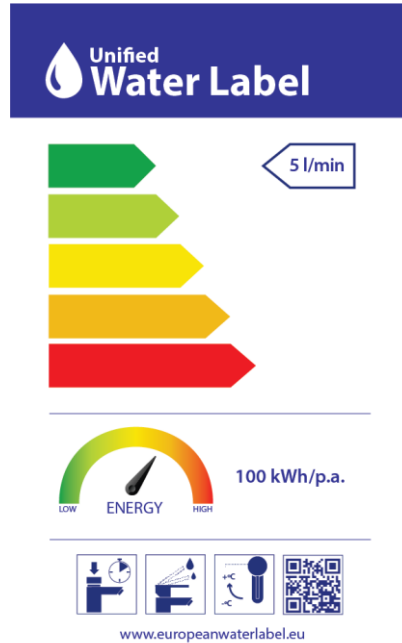


- Product feature icons, i.e.
1. Recirculating shower
 2. Thermostatic
 3. User flow rate during recirc.
 4. Other(s).....?

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Input from
delegates required

Grey Scale label?



- PR PLAN 2022

- News releases

- Trade

- Consumer

- World Days/Water/Plumbing

- Blogs

- Events/Exhibitions

- Social Media/Gifs/Training video

- Information Packs

- Website

- Newsletter

- Consumer POS

Information Packs

Developed to help retailers and partners to promote the benefits of water efficiency and the UWL

A series of GIFs is available

<https://www.youtube.com/watch?v=zDe7hfCDyn4&t=6s>

The series can be easily used via social media

Irish Green Building Council is using the material in their retailer campaign and reported good uptake

Merchant, Installer packs – ready early March

Can be translated!



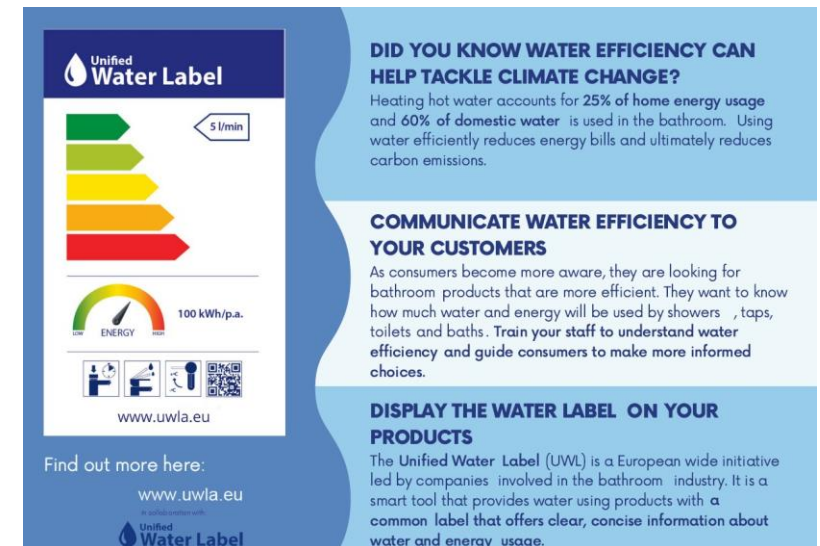
WATER MATTERS

As a bathroom retailer, you can play your part in tackling climate change by helping people to **understand the importance of minimising hot water usage** in order to save energy and reduce our carbon footprint

#WaterMatters

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The graphic features a blue background with a white faucet on the right. Below the faucet is a green and blue globe. The text is in white and blue, with a wavy line separating the top and bottom sections.



Unified Water Label

5 l/min

100 kWh/p.a.

ENERGY

www.uwla.eu

DID YOU KNOW WATER EFFICIENCY CAN HELP TACKLE CLIMATE CHANGE?

Heating hot water accounts for 25% of home energy usage and 60% of domestic water is used in the bathroom. Using water efficiently reduces energy bills and ultimately reduces carbon emissions.


COMMUNICATE WATER EFFICIENCY TO YOUR CUSTOMERS

As consumers become more aware, they are looking for bathroom products that are more efficient. They want to know how much water and energy will be used by showers, toilets and baths. Train your staff to understand water efficiency and guide consumers to make more informed choices.

DISPLAY THE WATER LABEL ON YOUR PRODUCTS

The Unified Water Label (UWL) is a European wide initiative led by companies involved in the bathroom industry. It is a smart tool that provides water using products with a common label that offers clear, concise information about water and energy usage.

Find out more here: www.uwla.eu

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Unified Water Label

The information pack shows a water efficiency scale with five colored bars (green, light green, yellow, orange, red) and a water drop icon. Below it is an energy usage scale with a needle and a QR code. The text is in blue and black, with a blue background.

Questionnaire

QUESTIONNAIRE ON THE USE OF THE WATER LABEL

Headline overview of findings

- 1/3RD of respondents have a sustainability policy that includes water efficiency
- Those that don't, plan to have one within the next 12 months
- 75% of respondents share water efficiency information with their trade customers using a mix of websites, packaging, POS and factsheets
- Half share energy efficiency information
- 42% said water efficiency was very important
- 83% share water efficiency with consumers
- 50% share energy efficiency with consumers
- 50% use the UWL to illustrate efficiency measures
- 50% display the UWL

- Those that don't display said it was because:
 - Consumers are not interested
 - Doesn't fit with corporate branding
 - Don't know who is responsible, where to get information and what is available

Questionnaire

QUESTIONNAIRE ON THE USE OF THE WATER LABEL

- Ideas on how to overcome challenges
- Those that don't display said it was because:
 - Consumers are not interested
 - Doesn't fit with corporate branding
 - Don't know who is responsible, where to get information and what is available

OPEN DISCUSSION

CAPTURING RETAILER AND CONSUMER VIEWS

Capturing retailer views

- IKEA and Globus given permission to use their material produced for 2021 event
- Need to capture across other European countries – how?
- Expand to include consumer views
 - Consumers are not interested – research indicates differently
 - Doesn't fit with corporate branding – a mandatory label may not
 - Don't know who is responsible, where to get information and what is available – improve internal communications

OPEN DISCUSSION

Visible Presence at
Events

KBB BIRMINGHAM

ISH 2023?

EVENT – KBB BIRMINGHAM – RAISING PROFILE TO LOBBY UK GOV & INCREASE AWARENESS AND REGISTRATIONS

Unified Water Label

Unified Water Label

Unified Water Label

3.5 Litres

GRAVITY TOILET **USA** **UK**

www.uwfa.co.uk

DID YOU KNOW WATER EFFICIENCY CAN HELP TACKLE CLIMATE CHANGE?
Heating hot water accounts for **25% of home energy usage** and **60% of domestic water** is used in the bathroom.
Using water efficiently reduces energy bills and ultimately reduces carbon emissions

WHAT IS THE UNIFIED WATER LABEL?
A European wide initiative led by companies involved in the bathroom industry.
One product label across Europe for all water using bathroom products.
A smart tool which offers clear, concise and easy to understand messaging about water and energy consumption.

COMMUNICATE WATER EFFICIENCY TO YOUR CUSTOMERS
Consumers want to buy more water and energy efficient products
Educate your staff and communicate that you care - guide consumers to make more informed choices
Gain a competitive advantage - display the Unified Water Label on your products

WHY IKEA IS SUPPORTING THE UNIFIED WATER LABEL
"Our customers are becoming more aware of the importance of water and energy efficiency.
"The Unified Water Label provides a simple and consistent label which allows for a simple straightforward and easy to understand message for our consumers."

Therese Petersson
Ikea of Sweden AB

SCAN ME

ACTIONS

- Update
 - Website
 - How to Guides....
 - Labels
 - Scheme criteria where labels are shown
 - Other necessary documents

- Other action coming from todays meeting**

Date of Next Meeting

- Date and venue of next meeting**