



WELCOME



DO WE NEED A LABEL?

WHY A LABEL

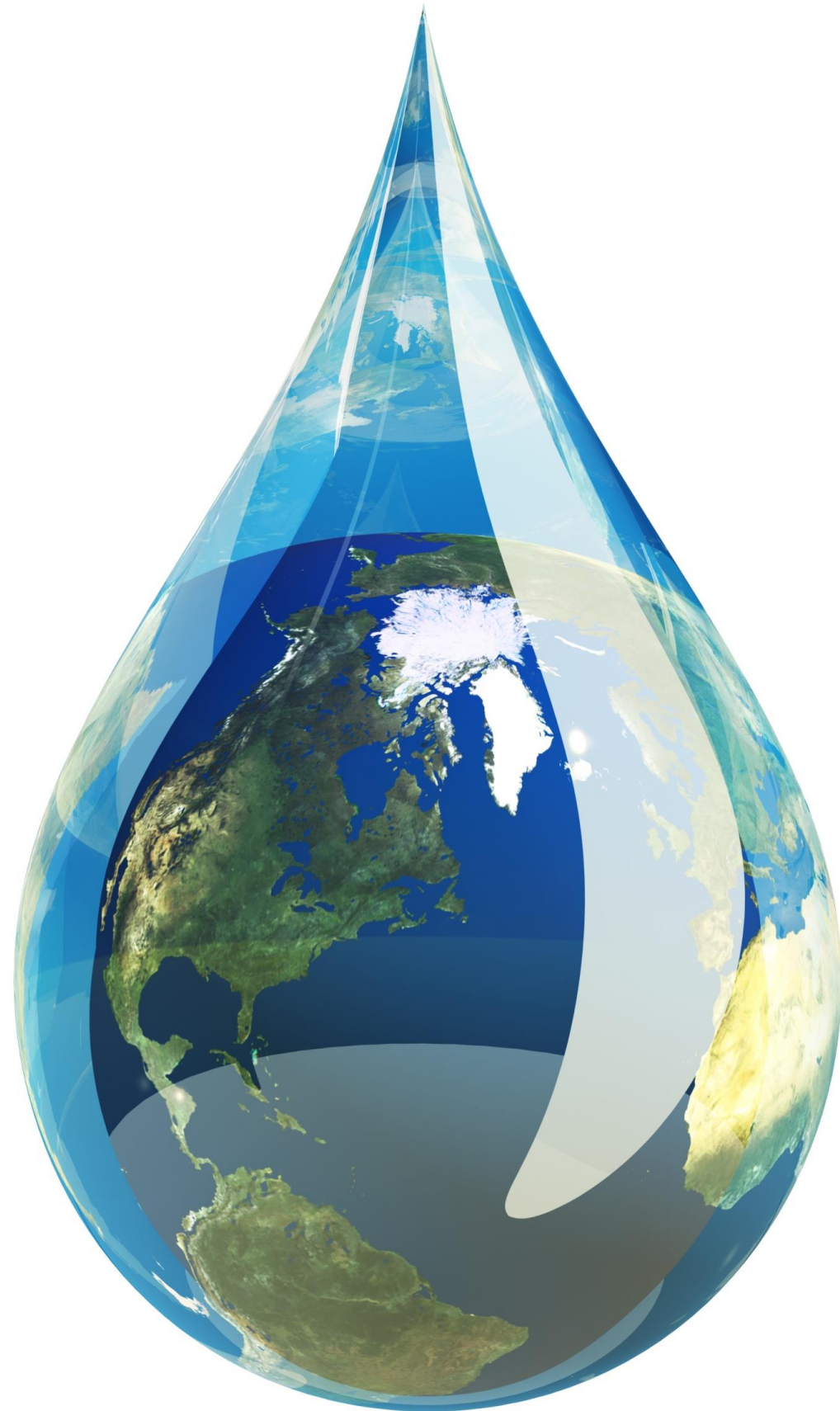
- European Commission and National Governments
- **WHY**
 - Growing population
 - Growing appetite for water using products
 - More bathrooms, increase frequency, dishwashers, automatic washing machines, garden play equipment, pressure washers, swimming pools
 - More homes
 - Limited infrastructure – balance supply and demand
 - On course for water scarcity across Europe by 2050
 - Water and energy is part of Circular Economy activity and UN Sustainable Development goals
 - A marketing tool to encourage the sale of more efficient products and drive innovation
 - The journey
 - Industry to lead to stop mandatory labelling

UN SDG – UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Sustainable Development Goals



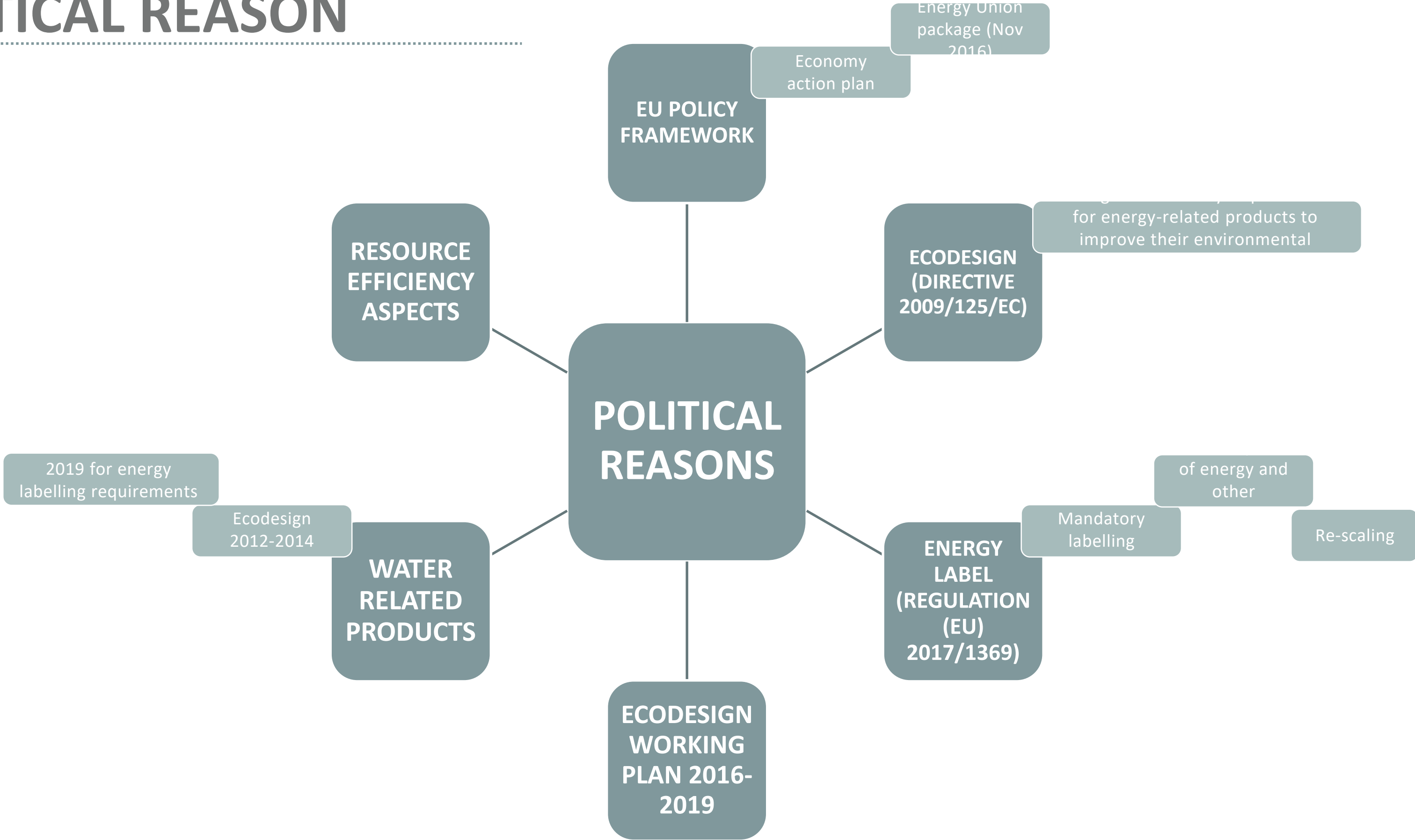
THE FACTS



- 40% of world population are in water scarce areas
- 1,000 children die each year due to preventable water and sanitation disease
- 40 billion hours are spent by women collecting water in sub-Saharan Africa
- 2.4 billion people worldwide have no access to basic sanitation like toilets
- 80% of wastewater from human activities is discharged into waterways without any pollution removal
- 663 million people are still without access to improved drinking water

Data Source, UN Sustainable Development goal 6

POLITICAL REASON



POLITICAL REASON – STEPS TAKEN

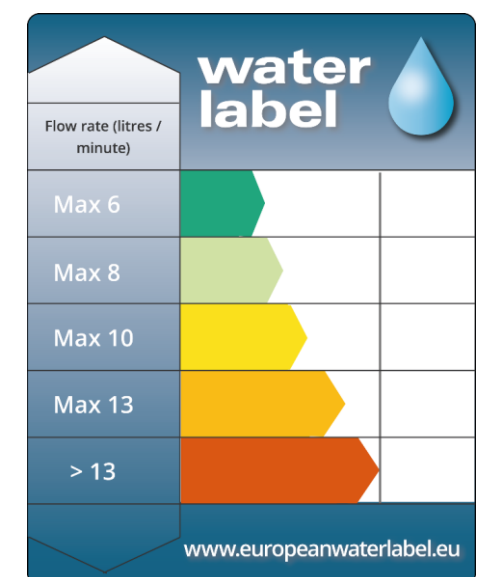
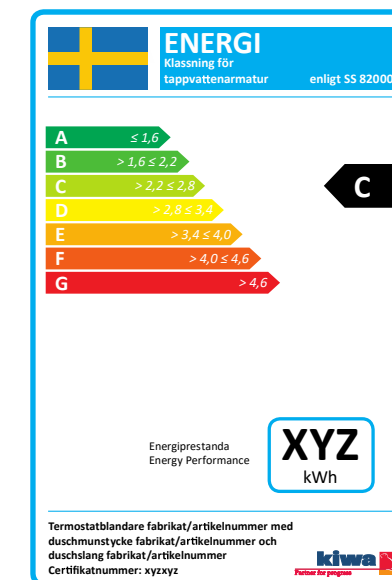
- 2010-2013: EU Ecolabel and GPP on sanitary tapware
- 2013-2014: Preparatory study
- 2016: COM (2016) 773 final 'Ecodesign Working Plan 2016-2019'
- 2017/2018: Stakeholders consultation
- 2018:
 - Final issue of the MEErP study issued November 2018
 - DG Env offer support to Industry under a VA

WHY INDUSTRY

- Understand the complexity of products
- Keep control
- Maintain choice in the market place to accommodate 500 million and differing expectations
- Less bureaucratic and can reflect market changes quickly
- Maintain health and safety of the consumer
- Criteria developed by experts
- Industry taking positive action

WHY INDUSTRY – EBF ROLE

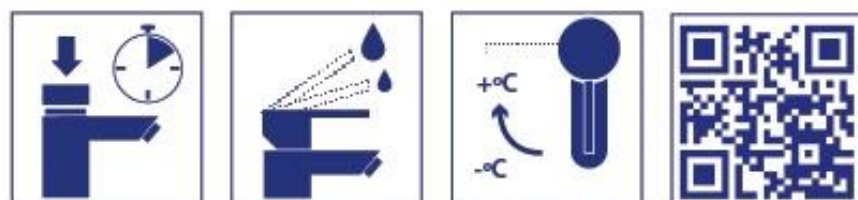
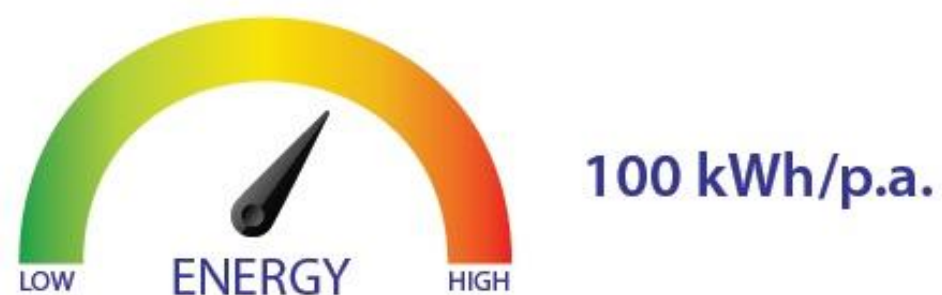
- Keeps it Neutral, no one country leading
- Building on the European Water Label
- Platform to merge all existing Labels into one
 - Swedish Energy
 - Swiss Energy
 - ANQIP
 - A platform to encourage WELL to participate
 - Meetings every 3 months
 - Strategic Committee
 - Marketing/Communication
 - Technical
 - Open Forum



MOVING TOWARDS A FORMAL PLATFORM

- Unified Water Label Association
- Brussels based
- Elected Board
- Committee structure
- One objective

Unified Water Label



www.europeanwaterlabel.eu

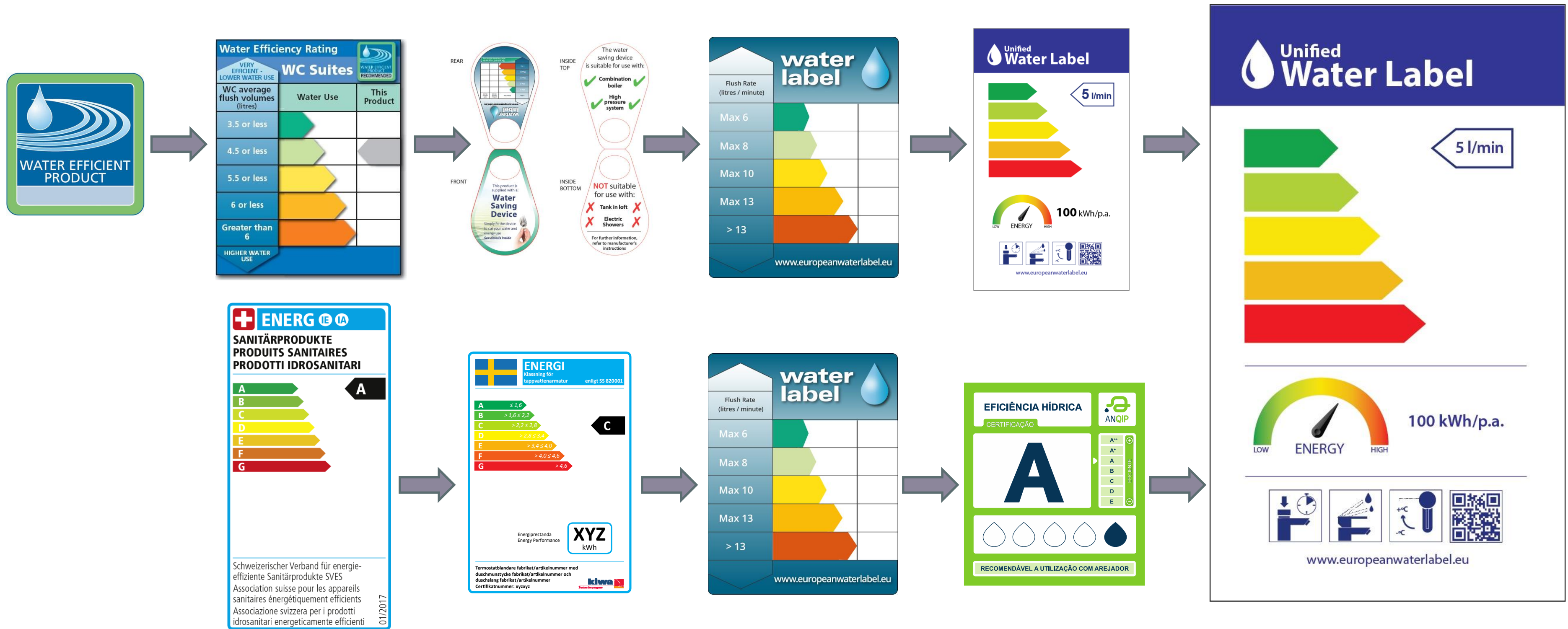
SMALL STEPS CAN MAKE A BIG DIFFERENCE

- Understanding water use and how much water you use will make a difference on rising water and energy bills and reduce carbon emissions, the European Environment Agency states that **over 15%** of Europe's carbon emissions comes from the **domestic sector**
- **The Unified Water Label** coupled with manufacturers water and energy efficiency messaging will **help consumers** to use water more wisely. The Label database of products aids selection for consumers, architects and specifiers



THE JOURNEY SO FAR...

THE JOURNEY SO FAR... BEST OF ALL



3 YEAR JOURNEY

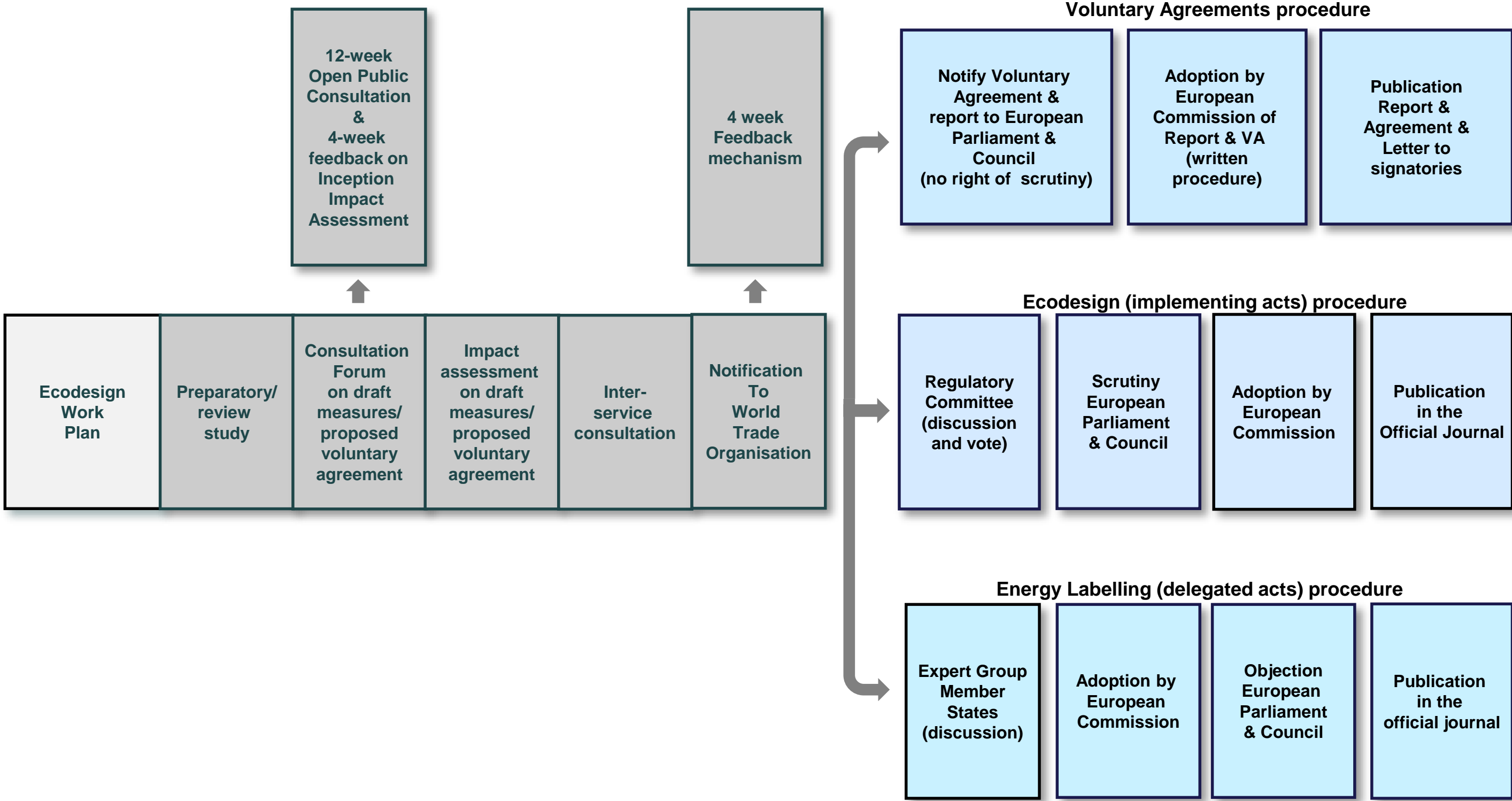


WORKING TOWARDS A VOLUNTARY AGREEMENT

ACHIEVING A VOLUNTARY AGREEMENT

- Strict criteria which is audited and verified by an Independent Inspector
- DG Env requires a proposal from the EBF/Unified Water Label, in line with the Commission Recommendation (EU) 2016/2015 of 30 November, that contains the following information – **DELIVERED** :
 - List of participating companies and proof of market coverage
 - Relevant indicators to assess market coverage - objective, measurable and verifiable by an independent body
 - Quantified objectives for water, energy saving and resource efficiency, staged in time if appropriate
 - An entry level functionality requirement
 - Commitment to include a functionality test, when the relevant standard will be approved, in the requirements for the water label
 - The operational settings of a Steering Committee and information on structure and function
 - The establishment of an Independent Inspector - RSM Global appointed
 - Information on how compliance reporting and verification will be performed

PROCESS



ACHIEVING A VOLUNTARY AGREEMENT

We have submitted the proposal for consideration
Ecodesign consultation – Scheduled for September

Consequences of not achieving a VA

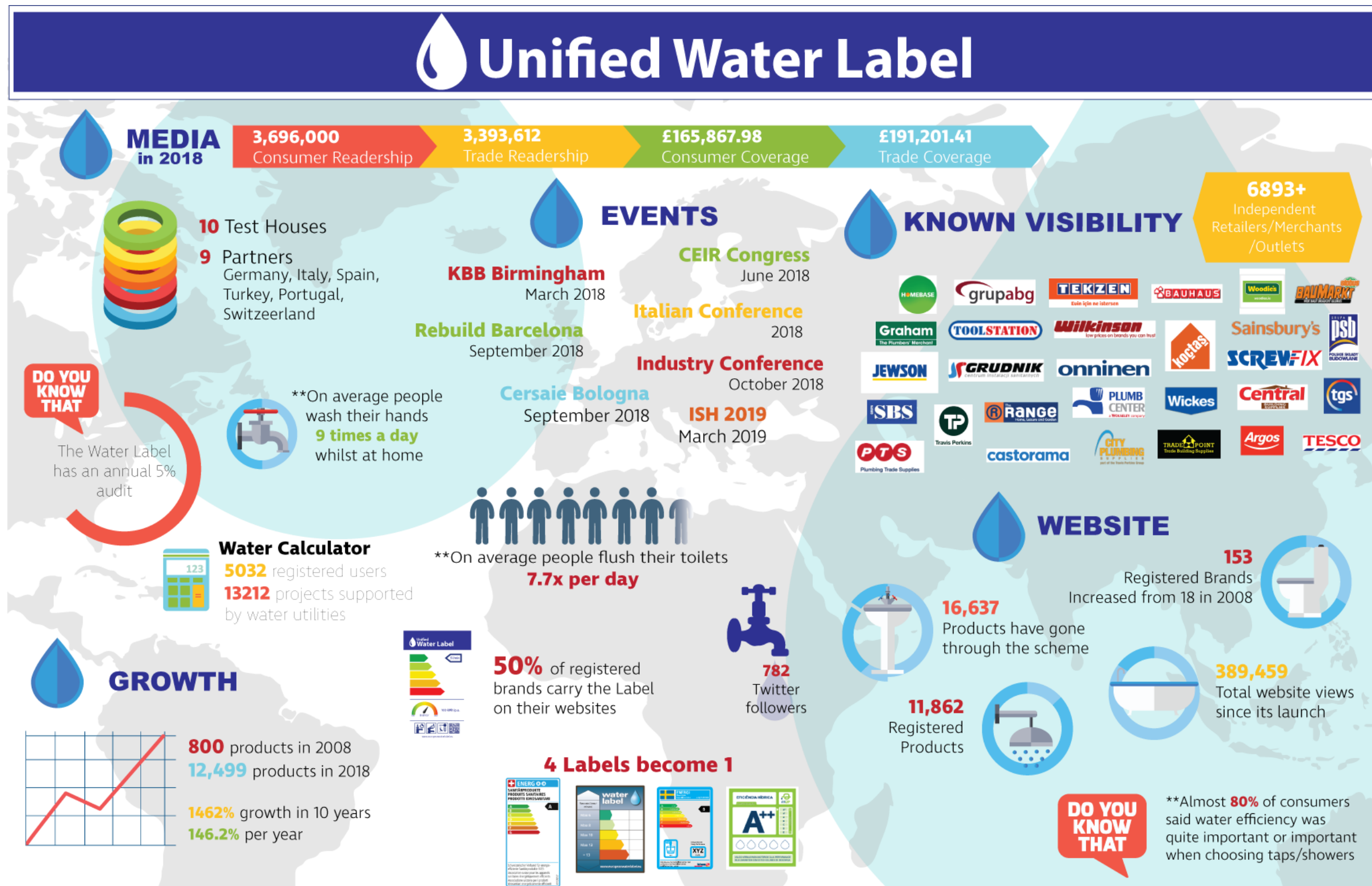
MANDATORY ENERGY LABEL FOR TAPS AND SHOWERS

DG Environment already mandated to commence if VA not successful



THE SCHEME

THE SCHEME



153 Registered Brands



The Unified Water Label, Rue Belliard 12/1040, Brussels, Belgium
 www.europeanwaterlabel.eu
 00 44 1782 631619
 @TheWaterLabel

** Stats from Bathroom Purchasing Trend Consumer Insight Report 2018 Edition - Trend Monitor & BMA

AUDIT

Annual Audit

- Mandatory for compliance to the scheme
- 5% called
- Verification, witness or third party testing

Last 3 years

- Over 1,000 products called
- Failures across – Baths, Taps, WCs
- Products removed from the scheme
- Next audit August 2019

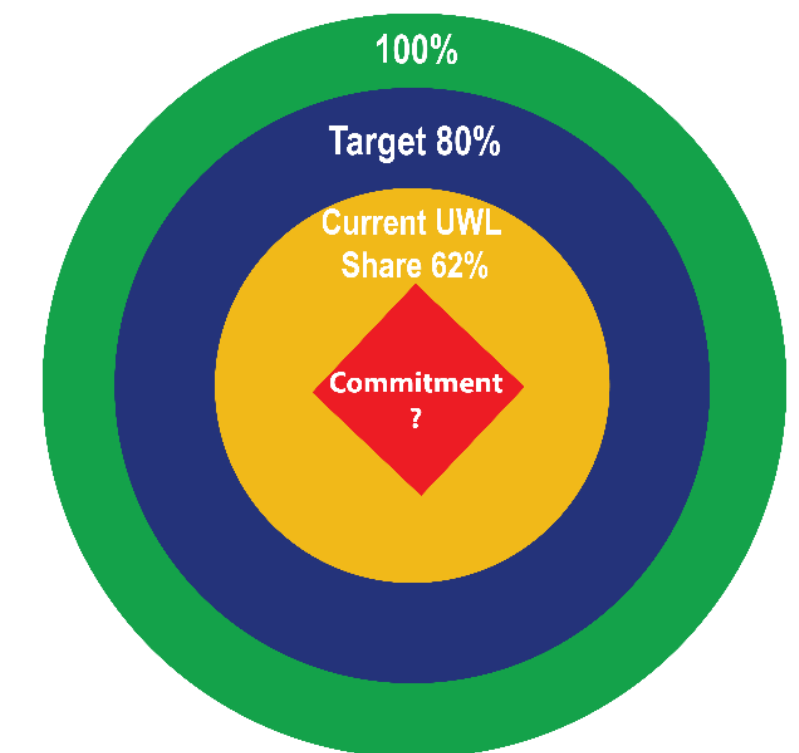


3 YEAR ROAD MAP

ROAD MAP

Our goal is to reach the 80% target of units sold in EU27

- Engage with Merchants, Retailers, Distributors, other trade bodies and members of the media
- Establish the base data to establish the true market representation with the Independent Auditor
- Continue to be open and transparent with regular uploads and refresh of the website
- Harmonise with other schemes and building codes
 - Drive the ONE label idea
 - Can UWL be accepted by Country schemes such as Egypt/Hong Kong
 - Drive towards the goal of 80% of units sold
 - Identify opportunities to improve the schemes criteria
 - Formalise the framework to host the scheme
 - Merge 4 into 1





FORMALISING THE HOSTING PLATFORM



FORMALISING THE HOSTING PLATFORM

- The EBF is an unincorporated body – proposal to formalize and move to incorporated body
- Forum too loose and should be Association
- Is it therefore relevant to change from European Bathroom Forum to **Unified Water Label Association**
- Logo change

FORMALISING THE HOSTING PLATFORM

- Either way – require Articles of Association to facilitate good practice and structure to operate the Unified Water Label which has a Brussels base and a secure Secretariat function
- Secretariat function to ensure activity meets VA criteria

FUNDING

To operate the UWL with leadership, technical and marketing activity a budget of €250,000 pa is required

- Registered Brands included in registration fee
- Other stakeholders €250 pa
- Alternative revenue by advertising opportunities

FORMALISING THE HOSTING PLATFORM

OPPORTUNITIES

- Brand advertising on website/water calculator
 - ▶ Leaderboards €750 to web link and logo €250 for a 6 month period
 - ▶ Online advertorial €1,500 for 6 month period
- Issue Water for Life annually



WHAT'S IN IT FOR ME?

WHAT'S IN IT FOR ME?

MANDATORY V VOLUNTARY

Mandatory

- Logo control
- Defined by regulation
- Customer dissatisfaction
- 3 year review by legislators
- Limited market surveillance
- Technical criteria unrealistic

Voluntary

- Keep control
- Retain choice in the market
- Takes consumers on the efficiency journey
- Easily modified with market change
- Annual audit to ensure compliance
- Industry experts define criteria
- Database of products

WHAT'S IN IT FOR ME?

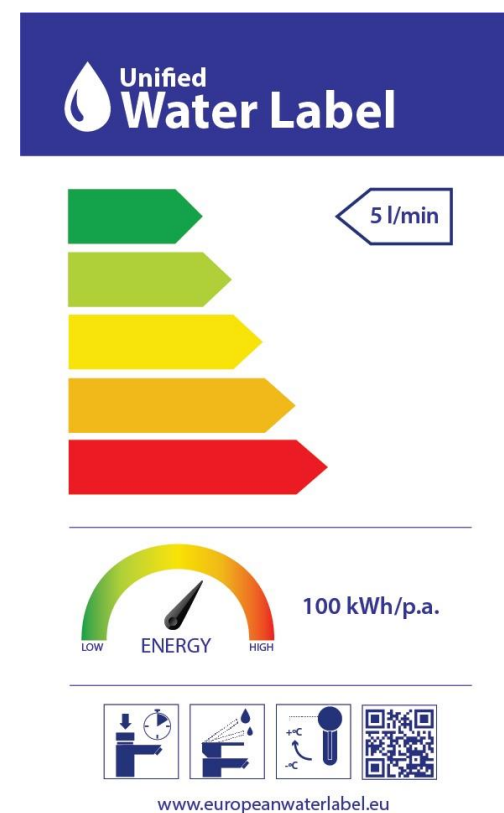
Voluntary via the Unified Water Label – What's in it for me?

- Easy identification of product for architects, specifiers and consumers located in one place
- Over 13,500 building projects have used database of registered products
- 6,000 architects using the database regularly
- Harmonised simple and effective label
- Strong, clear, harmonised efficiency message
- Opportunity to capitalize in new markets
- Cross border competitiveness

One simple solution

you have the efficient products, industry has the Unified Water Label

TOGETHER WE HAVE THE SOLUTION



MANUFACTURERS HAVE COMMENCED SIGNING COMMITMENT LETTERS WHICH SUPPORT THE JOURNEY TOWARDS A VA

Companies who have shown their commitment so far:

All selling products in EU27

<i>Roca Sanitario S.A</i>	<i>Thomas Dudley Ltd</i>	<i>GPC Ltd</i>
<i>Similor AG</i>	<i>Cerámicas Gala S.A</i>	<i>Croydex Ltd</i>
<i>Ideal Standard Int</i>	<i>Presto Ibérica Group</i>	<i>Franke Water Systems AG</i>
<i>Siamp</i>	<i>Hansa Armaturen GmbH</i>	<i>KWC</i>
<i>Idral spA</i>	<i>Sanitana - Fábrica de Sanitárcios de Anadia, S.A</i>	<i>Grupo Barros & Moreira S.A</i>
<i>Bathroom Brands Group Ltd</i>	<i>Laufen CZ</i>	<i>Oli</i>
<i>Geberit International AG</i>	<i>Scarabeo Ceramiche srl</i>	<i>Methven UK Ltd</i>
<i>Hansgrohe SE</i>	<i>Bristan Group Ltd</i>	<i>Huber Cisal</i>
<i>Ceramica Globo</i>	<i>In Compliance</i>	<i>Huber Aqua Emotions</i>
<i>Delebie SCS</i>		<i>Cisal Rubinetteria</i>

Fédération Européenne des Fabricants de Céramiques Sanitaires - FECS | Comité Européen de l'Industrie de la Robinetterie - CEIR

Associação Nacional para a Qualidade nas Instalações Prediais - ANQIP | Swiss Energy | Swedish Energy | European Water Label

The commitments received so far represent 66 brands

Market share to be determined



CHALLENGES BEING ADDRESSED

MERGING 4 INTO ONE - CHALLENGES

- Technical
- Marketing
- Financial viability

CHALLENGES

- Swedish Label seeking clarity and enhancement of the Energy aspect of the UWL
- Marketing material to encourage manufacturers to support the UWL – focused on the commercial benefits
- During the transition period it is important to understand if any challenges exist for the individual schemes of a financial nature
- Gap analysis
- Development of a functionality test with CEN

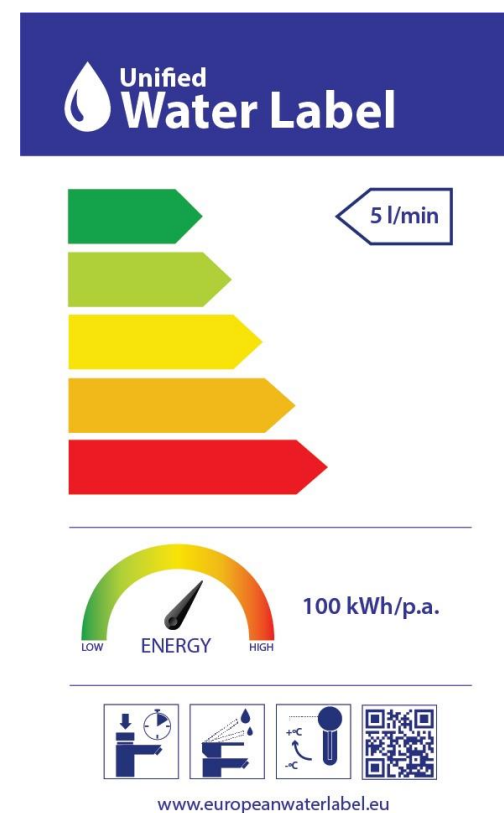
INDEPENDENT AUDITOR

Data collection has commenced to ascertain
base representation from which to build

One simple solution

you have the efficient products, industry has the Unified Water Label

TOGETHER WE HAVE THE SOLUTION



TOGETHER WE CAN SUCCEED

THANK YOU

Q&A