



WELCOME TO THE GENERAL FORUM MEETING
14 December 2023



Please mute and video off

WELCOME
UWLA PRESIDENT
CARLOS VELAZQUEZ





AGENDA

- ☐ **Welcome and Competition Statement**
- ☐ **Competition Statement**
- ☐ **To agree meeting Agenda and approve 2022 minutes**
- ☐ **Status Presentation**
- ☐ **Election of WG Chairs – Technical and Marketing**
- ☐ **Aims and Objectives 2024**
- ☐ **Presentation by BIM Object**
- ☐ **Technical Activity Report**
- ☐ **Annual Audit**
- ☐ **Political Overview**
- ☐ **AOB**
- ☐ **Date of next meeting AGM**



☐ APPROVAL OF THE AGENDA

☐ ANY OTHER BUSINESS TO BE INCLUDED?



☐ COMPETITION STATEMENT

- ☐ All delegates to ensure that discussion is kept within the boundaries of legal compliance
- ☐ Notify MD and/or President if you believe discussion points are entering none compliance area, discussion will immediately stop and be referenced in the minutes



☐ STATUS REPORT

☐ FINANCE

- ☐ Account's function outsourced since April
- ☐ Cost implications on 2023 budget
- ☐ Full year Accounts 2022 were approved by the Board earlier in 2023 and identified a small surplus
- ☐ 2023 challenging year
 - ☐ Secretariat changes
 - ☐ Smaller uptake on registration than expected

☐ Viable Association



<input type="checkbox"/> BUDGET 2024	
<input type="checkbox"/> Income	
<input type="checkbox"/> Europe	134,000
<input type="checkbox"/> UK	112,000
<input type="checkbox"/> Other	36,000
<input type="checkbox"/> Supporters	3,500
<input type="checkbox"/> Total	285,500
 <input type="checkbox"/> Expenditure	
<input type="checkbox"/> Administration	182,540
<input type="checkbox"/> Activity	93,000
<input type="checkbox"/> Total	275,540

INCOME BASED ON FULL YEAR FUNDS FOLLOWING
JOINING UWL PARTYEAR 2023

	Budget	Forecast	Budget	Forecast	Forecast	Budget	Forecast	Budget
	2020	2020	2021	2021	2022	2023	2023	2024
INCOME								
UK								
Water Label Registration (Companies)	80,000	70,400	73,000	67,942	75,250	96,000	87,000	93,000
Water Label Registration (Retailers)	3,000	1,075.00	3,000	0	1,750	4,000	200	4000
Audit fee					13,000	15,000	12500	15000
Sub Total	83,000	71,475	76,000	67,942	90,000	115,000	99,700	112,000
Europe								
Water Label Registration (Companies)	60,000	56,829	60,000	60,870	66,750	75,000	75,000	98,000
Water Label Registration (Retailers)	5,000	3,334	10,000	5,676	9,000	13,000	10,000	13,000
Audit fee					14,950	17,000	17,698	23,000
Sub Total	65,000	60,163	70,000	66,546	91,000	105,000	102,000	134,000
Countries Outside the EU								
Water Label Registration (Companies)	40,000	32,936	40,000	31,900	33,000	35,000	27,000	30,000
Audit fee					6,800	8,000	5,300	6,000
Sub Total	40,000	32,936	40,000	31,900	39,800	43,000	32,300	36,000
Supporters Income	5,000		3,000	1,857	2,700	3,250	3,000	3,500
Water for life/Web Advertising	12,000	0	2,000	0	250	2,000	1,500	0
BMA Consultancy				11,300	0	0	0	0
Sub Total	12,000	0	2,000		250	2,000		
TOTAL INCOME	205,000	164,574	191,000	179,545	223,700	268,250	239,000	285,500

EXPENDITURE

Administration charge and support	82,000	85,500	90,000	22,254	22254	0	0	0	0
Salaries pension etc				82,803	82803	105,000	108,000	107,000	112,000
Technical Support							12,000	20,000	25,000
Office/Equipment/Stationery/Software licence	1000	0	6,000	363	363	500	1,000	2,244	2,500
Computer maintenance, repairs, lease				415	415	550	700	1,000	1,000
Office rent/rates/insurance				5,150	5150	5,700	6,500	6,200	6,500
Telephones				384	384	113	250	124	150
Postage	500	8	50	2	2	50	50	50	50
Accounts/Legal	5,000	3,525	4,000	4,005	4005	5,800	4,000	21,000	24,000
Bank Charges & Interest	2,400	2,000	2,000	325	325	2,500	3,000	4,588	5,000
Depreciation	0	0	250	427	427	655	655	490	490
Brussels Office	1,750	740	1,500	711	711	668	750	831	850
Legal Entity	15,000	12,000	10,000	1,000	1000	4,322	3,000	-1,100	3,000
Sundries	1,000	55	500	285	285	3,500	3,000	1,000	1,000
Suspense account				-500	-500		0		
Bad Debts		4,546		4,613	4613	2,600	2,500	630	1,000
Sub Total	108,650	108,374	114,300	122,237		131,958	145,405	164,057	182,540
Activity									
National Agent Commission	2000	4,400	5,000	3,440		3,000	3,000	2,000	3,000
Meeting/Travel	10,000	2,750	4,000	1,340		5,000	8,000	7,500	10,000
Marketing	5000	14,350	18,000	26,868		30,000	32,000	24,000	25,000
Web Enhancements/Hosting	5,000	9,000	3,000	1,966		7,500	7,500	2,641	5,000
Membership Organisations							3,600	2,728	3,800
Exhibitions/Events	15,000	5,000	10,000	15,145		12,000	20,000	24,000	15,000
Water For Life Magazine Costs	2,000	0	1,000	0		0	1,000	0	0
Lobbying Activity/BRG Report	3,000	2,200	3,000	0		2,000	10,000	4,500	7,500
Independent Inspector/Audit	15,000	2,110	3,000	0		18,000	20,000	18,000	20,000
Product Testing	1,000	0	1,000	0		0	5,000	1,100	1,500
Sub Total	58,000	39,810	48,000	48,758		77,500	110,100	86,469	90,800
SUB TOTAL EXPENDITURE	166,650	148,184	162,300	170,995		209,458	255,505	250,526	273,340



☐ Scheme Progress

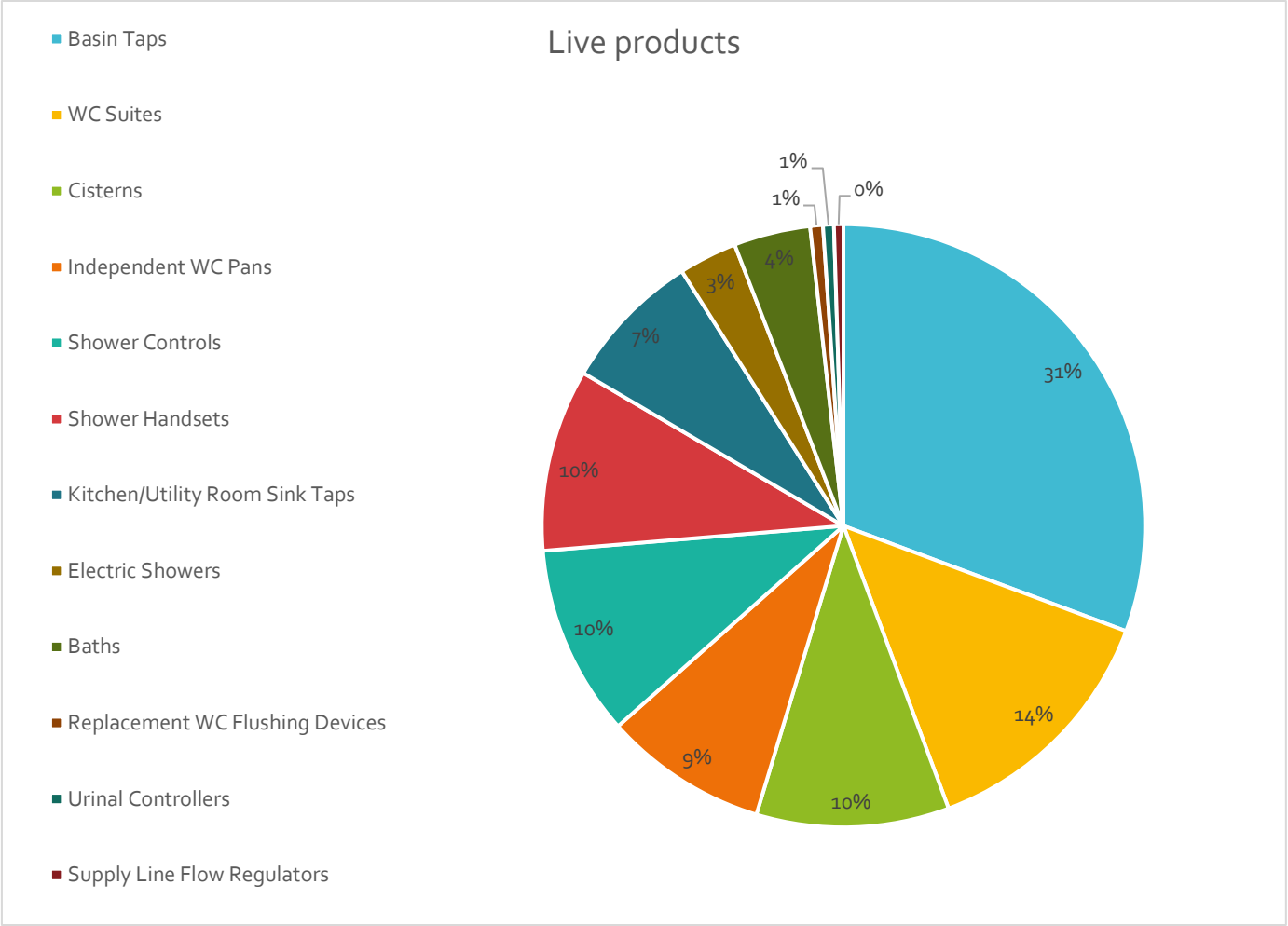
- ☐ 160+ Brands and Supporters
- ☐ Database of 16,383 products and growing as of 1.12.2023
- ☐ Several companies now heading to total registration
- ☐ Partnering with retailers/merchants/distributors encouraging their suppliers to register and support the scheme

•	Product Registrations		
•	2008	800	18
•	2009	1069	22
•	2010	1288	23
•	2011	1904	29
•	2012	2343	39
•	2013	3600	50
•	2014	7350	73
•	2015	8300	89
•	2016	9750	120
•	2017	10900	132
•	2018	11000	143
•	2019	11864	149
•	2022	14041	155
•	2023 November	16383	160+
•			
•	Products Removed	10041	
•	Brands Removed		16



Scheme Progress

- 160+ Brands
- Database split



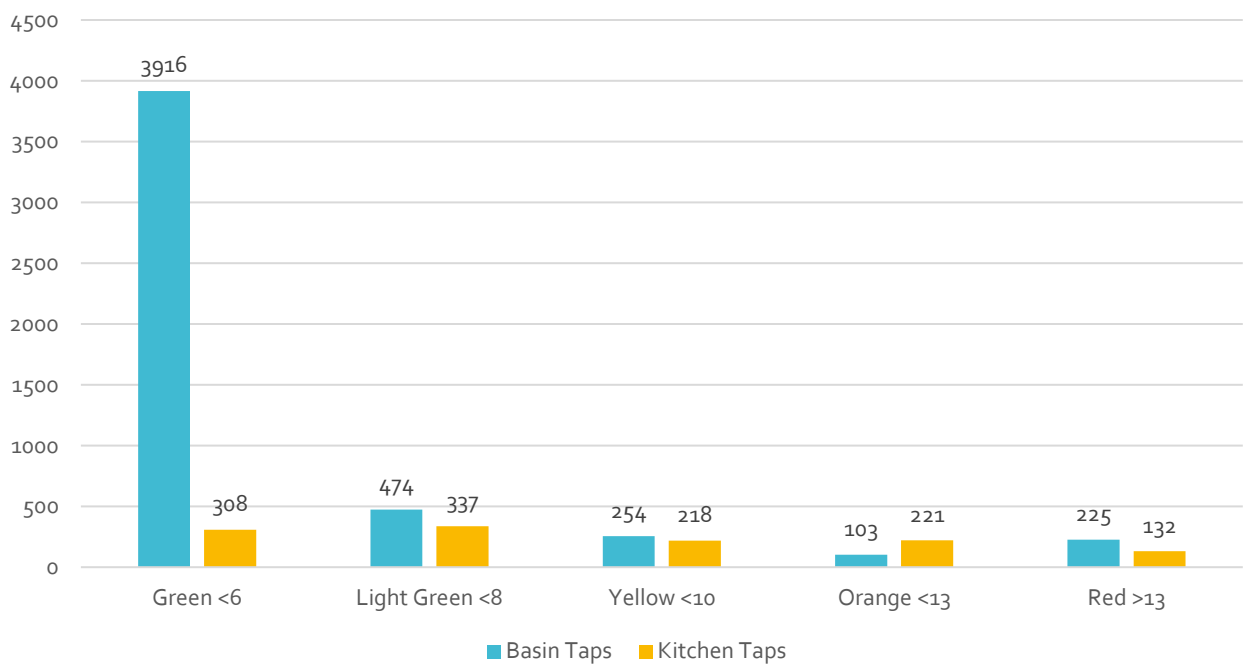


Scheme Progress

Tap Category, split across 5 grades

- 6,188 registered product
- 68% of Tap category is within the top green grade

Taps including Basin and Kitchen Taps





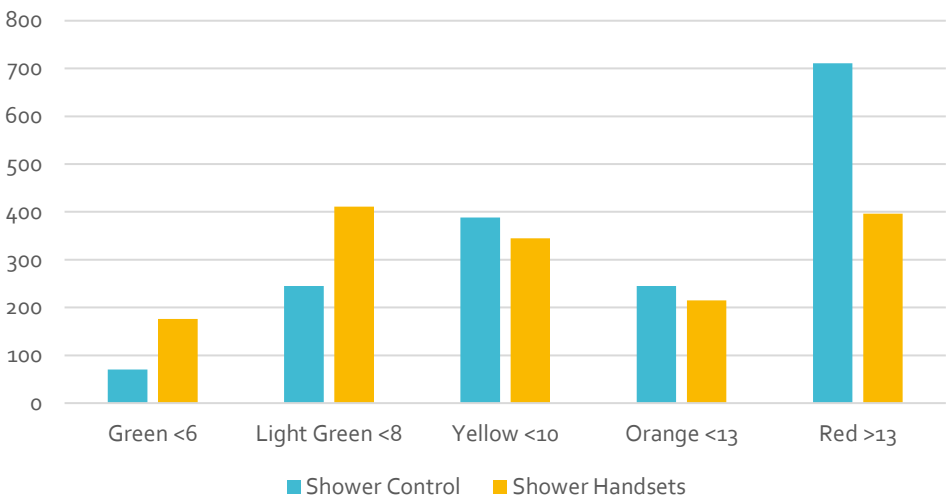
Scheme Progress

Shower Category, split across 5 grades

3202

513 electric showers – not included in the chart below as they are not graded

Shower including Handsets and Controllers

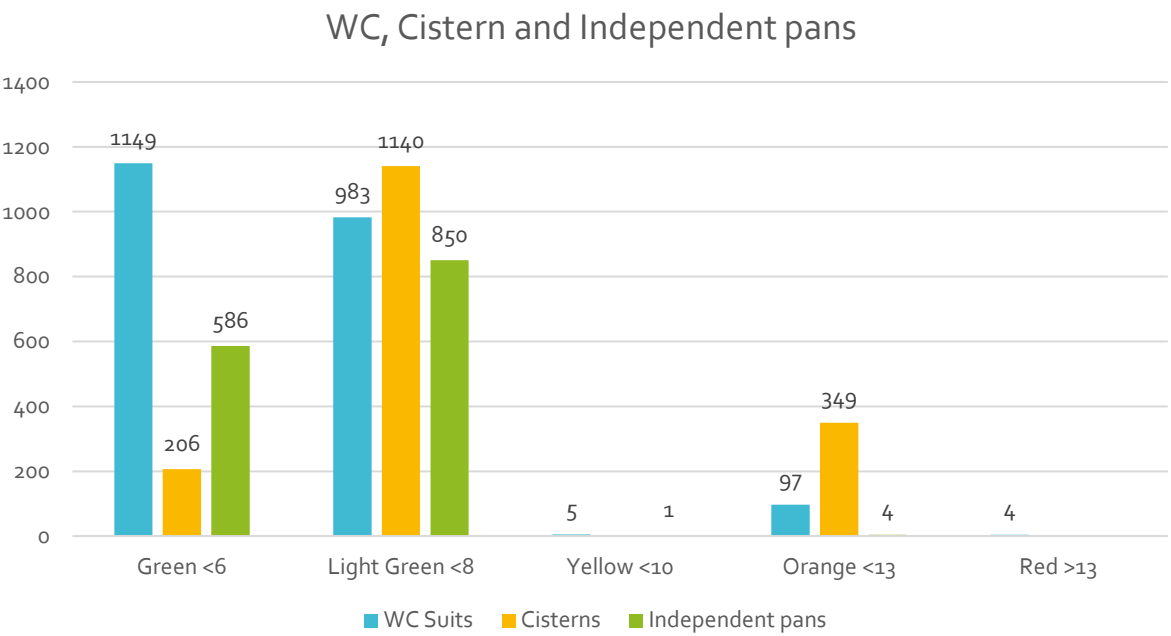


Shower Handsets & Shower Controllers Whole Site					
	Green <6	Light Green <8	Yellow <10	Orange <13	Red >13
Shower Control	70	245	388	245	711
Shower Handsets	176	411	345	215	396



Scheme Progress

- WC, independent pans and cisterns split across 5 grades
- 5,374 registered products



WC, Cisterns & independent pans Whole Site					
	Green <6	Light Green <8	Yellow <10	Orange <13	Red >13
WC Suits	1149	983	5	97	4
Cisterns	206	1140		349	
Independent pans	586	850	1	4	



2023 Overview

Events

- Cersaie
- ISH
- UK Installer
- 100+ enquiries

Presentations

- ISH
- Installer
- World Plumbing AGM
- CIPHE
- Potential members
- CEIR/FECS Updates
- Ripples



☐ Aims and Objectives 2024

- ☐ Increase market representation
- ☐ Improve visibility
 - ☐ Across European Countries
 - ☐ Partner with National Bodies
 - ☐ Improve communication across Registered Brands across Technical and Marketing departments
- ☐ Recognised as 'THE' label for Water across Europe
- ☐ Improve knowledge on water efficiency and reduce water waste
 - ☐ Retailers
 - ☐ Merchants
 - ☐ Installers
 - ☐ Consumer
- ☐ Enhance criteria to include:
 - ☐ Repair
 - ☐ Recycle
 - ☐ Reuse



☐ BIM OBJECTS

- ☐ To receive a presentation from Jon Schroder how UWLA and BIM Object can partner for the benefit of both organisations





❑ What's New on the Website

- ❑ Recirculating Showers **NEW CATEGORY**
- ❑ Classification report function
- ❑ API facility
- ❑ Improved aesthetics

COMING SOON

- ❑ Label available in different formats and resolutions
- ❑ Bulk download of labels
- ❑ Flexibility on label information
- ❑ Relocating to site to high performance platform
- ❑ Anqip logo facility will go live in January





- ❑ Election of Technical Chair

- ❑ 1 nomination received

- ❑ Timo Kopka, supported by Board

- ❑ Election of Marketing Chair

- ❑ 2 nominations received

- ❑ Insufficient time to call election

- ❑ Secretariat will temporarily hold the chair until election can be called

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2024 Activity

- ☐ Marketing Committee met earlier and propose 2024 Focus
 - ☐ Market Representation
 - ☐ Raise visibility
 - ☐ Communication
 - ☐ Attend Events
 - ☐ Green Washing
 - ☐ Training Webinar
 - ☐ Translation of material
 - ☐ Implementing the Label

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2024 Activity

- ❑ ADENE RESEARCH
 - ❑ European Energy Network
 - ❑ 21 countries inputted
 - ❑ 74% of consumers choose labelled products
 - ❑ 13% don't take any notice of any label
 - ❑ Labels not displayed
 - ❑ 68% of consumers would make choice if UWL displayed
 - ❑ 99% of consumers correctly identified water and energy consumption

21 articles written and
circulated to UK and
European media titles

Link to
International/Environmental
days

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

2 regular monthly columns

23 Regular blogs and features
for stakeholders

903 followers

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Press Activity



❑ COMMUNICATING ENVIRONMENTAL CLAIMS

- Plethora of directives currently being drafted
- Seeking to make sustainable products the norm
- Provide consumers with the confidence and transparency
- Evidence to justify 'Green Claims' made
- Reduce waste – reuse of materials
- 'Green Claims' checklist available
- Environmental Labelling goes further – pushing boundaries
- WG to be formed to aid UWLA to input into the directives
- Repair/reuse/recycle – key aspects



☐ TRAINING WEBINAR

- Estimate bathroom fitters/plumbers/installers/retailers have little access to information on the requirement to reduce water waste and influence purchase of water efficiency products that delivers a good performance but uses less water and energy.

Key points/consideration

- Aims and objectives of webinar
- Using water wisely – reducing waste
- Why we must reduce waste
- Water system of the home – difference between low and high pressure
- What is velocity of water
- Family needs – kitchen and bathroom
- How is water reduction achieved – flow regulators
- UWL – what is it
- How can the UWL make a difference?
- How does it work
- Use less same performance

SEEKING AID TO DEVELOP – INTERESTED? CONTACT YVONNE ORGILL



☐ 2023 TECHNICAL ACTIVITY

☐ Working Groups

☐ Spray seats and WCs

☐ CEN Functionality Standard

☐ Audit Process

☐ Proposed amends to technical criteria

☐ Requested comment

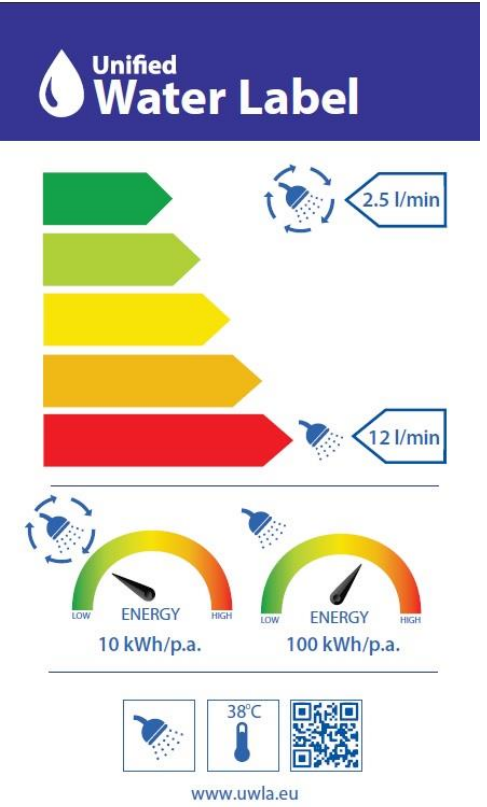
☐ Proposed new criteria



Working Groups

❑ Recirculating Shower WG

❑ Live criteria





Working Groups

☐ CEN ACTIVITY

- ☐ Update on 'functionality' standard
- ☐ Any other update?

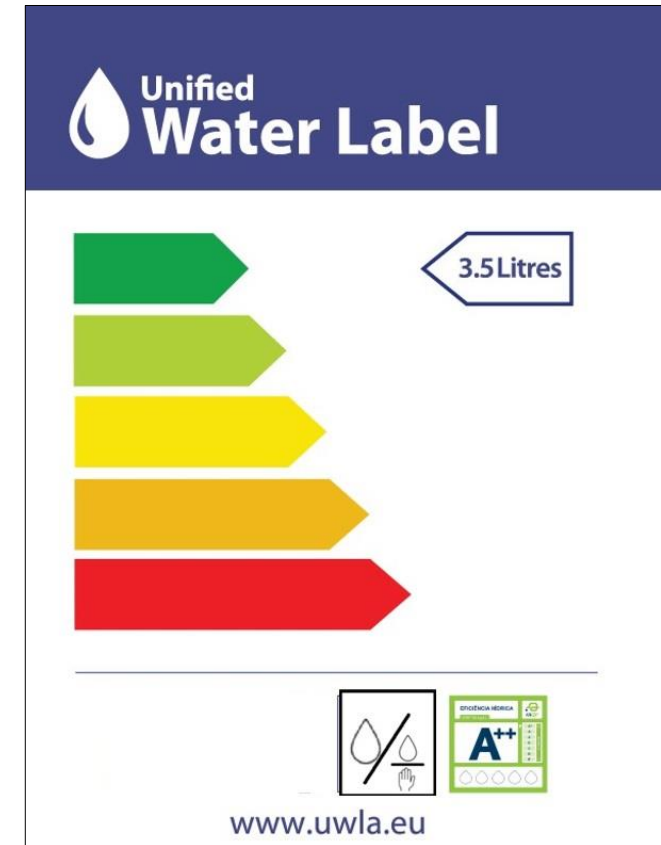
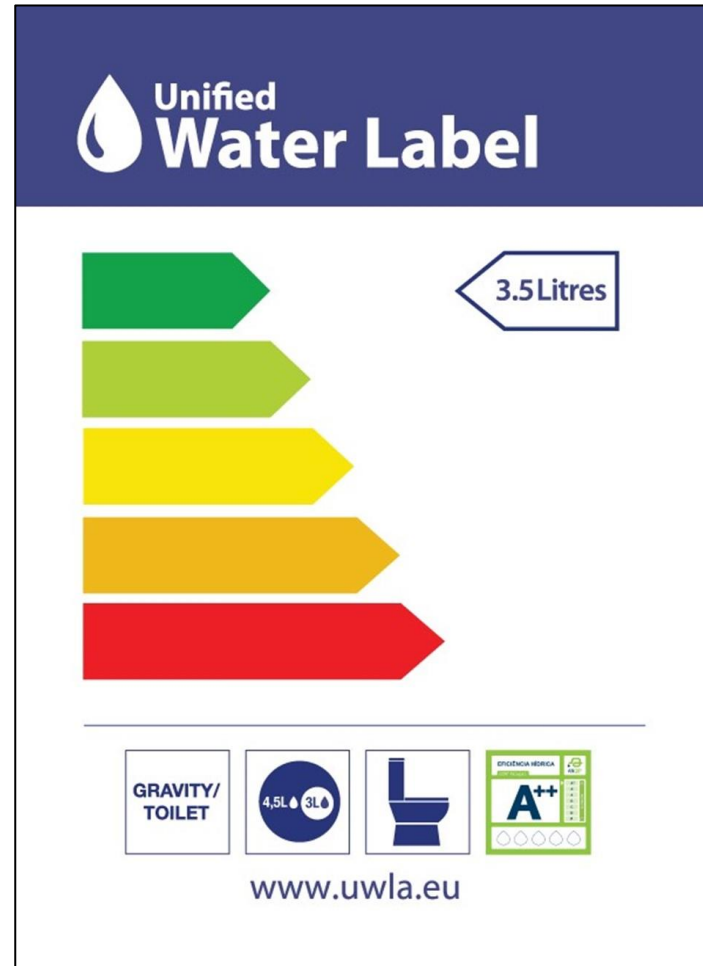
A period of transition

The UWL Technical Criteria will be followed by members of Anqip

The Unified Water Label will be used

Anqip information will be included during the transition period

Transition period to be reviewed in 12 months



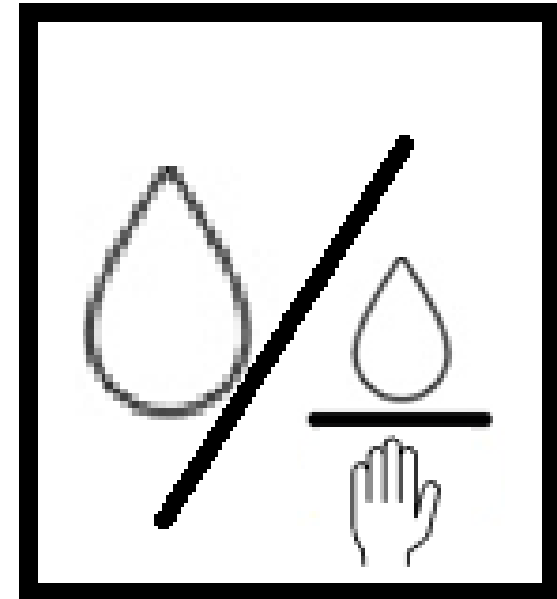
Interruptible flush

Interruptible flush already
included in the UWL Technical
criteria.

No current Technical Icon

Idea proposed

- Proposed Technical Icon





Working Groups

☐ Audit 2023 – Findings

- ☐ 35 brands called for audit
- ☐ Positive response
- ☐ Teams/video/physical audit undertake – greater use of resource
- ☐ Brands improved management of UWL data
- ☐ Products comply – visibility needs improvement
- ☐ Modifications proposed to criteria
- ☐ Audit time to be increased – propose January to September

☐ Cost Review – to be implemented in 2025



Working Groups

☐ Spray seats and spray WCs

- ☐ WG met September over two days
- ☐ Moved criteria forward
- ☐ Trials of draft criteria
- ☐ UWLA to provide draft graphics depicting the measurements
- ☐ Next meeting 21/22 February at Geberit Offices in Iona



❑ COMMUNICATING ENVIRONMENTAL CLAIMS

- Plethora of directives currently being drafted
- Seeking to make sustainable products the norm
- Provide consumers with the confidence and transparency
- Evidence to justify 'Green Claims' made
- Reduce waste – reuse of materials
- 'Green Claims' checklist available
- Environmental Labelling goes further – pushing boundaries
- WG to be formed to aid UWLA to input into the directives
- Repair/reuse/recycle – key aspects



❑ **COMMUNICATING ENVIRONMENTAL CLAIMS (GREEN CLAIMS DIRECTIVE) COM (2023) 0166 – C9-0116/2023 – 2023/0085 (COD)**

❑ **COMMITTEE ON ENVIRONMENT, PUBLIC HEALTH AND FOOD SAFETY, COMMITTEE ON THE INTERNAL MARKET AND CONSUMER PROTECTION**

- Amendment 23 paragraph 4a
 - Explicit environmental claims shall be prohibited for products containing substances or preparations/mixtures meeting the criteria for classification as toxic, hazardous to the environment, carcinogenic, mutagenic or toxic for reproduction (CMR), causing endocrine disruption to human health or the environment, persistent, bioaccumulative and toxic (PBT) (vPvB) (PMT) (vPvM)
 - Any substances referred to in REACH
 - May impact on certain taps, showers or components?



Working Groups

☐ POLITICAL OVERVIEW

☐ European Commission

☐ Environmental Labelling

- ☐ Includes reuse/recycle/repair
- ☐ Providing confidence to consumer that labels have evidence to substantiate claims
- ☐ Seeking to eradicate harmful substances – maybe consequences for tap and shower markets
- ☐ WG to be formed to put together consolidated position with CEIR/FECS

☐ Green Claims – check list

☐ Several directives in draft, bringing all together under Circular Economy that will empower the consumer to purchase 'green/sustainable' products across all categories in due course

☐ Will drive incentive schemes

☐ Showing interest in progress of UWL



Working Groups

☐ POLITICAL OVERVIEW

☐ UK

☐ Consultation Findings

- ☐ Mandatory label, with third party certification
- ☐ Implementation by 2025
- ☐ Mirror the Unified Water Label
- ☐ Form WGs to discuss detail

☐ ACTUAL

- ☐ Further investigation by DEFRA – now seeking to use Unified Water Label, three challenges; cost, audit, governance. UWLA Board in direct discussion with DEFRA

☐ UWLA POSITION

- ☐ Committed to UWL
- ☐ BMA members committed to UWL
- ☐ UWL is the solution
- ☐ Demonstrate to government UWL is the solution by improve visibility of the label
- ☐ EU looking at UK direction



DATE OF NEXT MEETING

**DATE OF NEXT GENERAL FORUM MEETING WILL
BE ADVISED IN DUE COURSE - MID YEAR 2024**

**Thank you for participating into days meeting.
Stay safe and well**