



## **Annual General Meeting Notes.**

**Date:** 24 November 2025

**Time:** 13:00 CET

**Format:** Hybrid (in-person and online),

**Location:** Roca Gallery, Barcelona.

### **Attendance:**

**In-Person Attendees:** Carlos Velazquez (Roca), Markus Gantenbein (Geberit), Fiona Felix (Hansgrohe), Lee Cartwright (UWLA), Carla Rodrigues (Anqip), Armando Silva (Anqip), Timo Kopka (Laufen), Daphne Doody-Green (Bathroom Association), Mike Fox (Ikea), Kanzlei Elmar Essar (IAMPO), Anne-Claire Brunat (FECS), Maite Sera (Agrival).

**Online Attendees:** Paul Skinner (UWLA), Michael Haefliger (KWC), Jonathan Weigand (Globus), Thomas Kempf (Oras Group), Tim Robertson (Save Water, Save Money), Martin Fries (TUV), Paul Harding (shower Cap), Carly Hunt (Shower Cap), Tom Roberts (ICC), Francesca Ebaldi (Conf Industria Ceramica), Amy Kirk (Bathroom Association), Judit Almunia Ruano (Roca).

**Apologies:** Henk Gieskens (Lyrical), Pau Abelló (Roca).

### **Minutes/Notes:**

**LC** opened the meeting and welcomed members attending both in person and online. It was confirmed that the meeting was being recorded to support the preparation of accurate minutes.

### **Presidents Introduction and Welcome:**

**CV** welcomed all and confirmed his decision to step down as President after more than a decade of involvement with the Unified Water Label initiative. **CV** reflected on the progress achieved during his tenure, noting the establishment of a recognised voluntary water labelling scheme and the Association's role in delaying mandatory legislation across Europe.

While acknowledging that full European implementation has yet to be achieved, **CV** emphasised the significant collective progress made.



**MG** formally assumed the role of President, expressed appreciation for **CVs'** leadership, and confirmed his commitment to strengthening the voluntary scheme, maintaining engagement with industry stakeholders, and responding proactively to evolving regulatory developments. The Association formally recorded its thanks to **CV** for his longstanding contribution.

#### **Competition Law Statement and Agenda items:**

**LC** issued a competition law reminder was issued, emphasising that all discussions must remain within appropriate legal parameters and inviting participants to raise any concerns should discussion move outside these boundaries. The agenda was presented and, with no amendments proposed, was approved.

#### **Elected Board Update:**

**LC** provided an update on the Governance and changes were noted. **CV** stepped down as President, and **TR** resigned following his departure from the Bathroom Association. **MG** now serves as President. Board responsibilities remain broadly unchanged, with **FF** overseeing Marketing and Advocacy, **TK** serving as Technical Chair, and continued representation from **ACB, CR, AS, HG, TR, and LC**.

**PA** has joined the Board replacing **CV** Roca representation, and **DDG** has taken up the Bathroom Association board seat.

A vacancy currently exists for the Vice President position following the presidential transition, and this will be addressed by the Board in due course.

Board elections are scheduled for 2026 in accordance with the two-year rotation cycle defined within the Articles of Association.

#### **Financial Update:**

**LC** presented the financial overview for 2025. Total invoicing for the year stands at approximately £234,000, subject to final adjustments.

Financial corrections were required during the year, including the crediting of an invoice to Kingfisher due to delayed re-engagement, as well as several debt write-offs associated with member liquidations and historical unpaid invoices.

Marketing expenditure was reduced to mitigate a projected operating deficit, while administrative costs were temporarily elevated due to these adjustments and the clearance of legacy accounting items.



A restructuring of Secretariat functions has taken place in response to financial and market pressures. The Office Manager and Scheme Manager roles have been removed, with responsibilities redistributed internally and supplemented through outsourced support where required, providing improved flexibility in managing costs.

The projected financial position for 2026 indicates a modest operating surplus expected to offset prior deficits and support continued financial stability.

Membership declined to approximately 122 following the loss of several major brands at the end of 2024 but has since recovered to approximately 133 members. Registered product numbers, following database rationalisation and brand departures, have returned to around 20,000 products, broadly consistent with historical levels.

#### **Marketing Activities Update:**

**LC** presented a Marketing activities review. Stating that Association maintained strong participation at industry exhibitions and events throughout the year.

Social media activity has increased, and newsletters and press communications continue to be produced internally following the cessation of external PR support.

The Marketing Working Group, established in September 2025, has met regularly and now serves as the principal forum for marketing strategy development, with a particular focus on redesigning the Unified Water Label and maximising communications impact within constrained budgets.

#### **New Label Design Progress:**

**TR** presented several mood boards and significant discussion focused on the redesign of the Unified Water Label. Exploratory design concepts were presented to stimulate discussion around improving clarity, simplifying consumer messaging, and addressing feedback previously received from stakeholders including the European Commission.

**FF** highlighted the importance of maintaining clear differentiation from the EU Energy Label. The group discussed minimising reliance on written text to accommodate multilingual markets, and ensuring technical credibility is preserved.

It was recognised that broad member support will be essential to successful implementation of any revised label. The redesign process will be accelerated where possible while maintaining appropriate consultation, and a refined proposal is expected to be circulated to members in early 2026.



### **Collaboration with Geberit Presentation:**

**MG** presented an example of digital label integration within Geberit’s online product catalogue, demonstrating how a reduced-size version of the Unified Water Label could improve visibility at the point of sale.

The presentation highlighted both the opportunities associated with improved consumer visibility and the technical challenges involved in implementation. The discussion identified the need to enhance database functionality, streamline bulk label downloads, and improve accessibility of label assets for members.

The group acknowledged the importance of strengthening usability and technical infrastructure to support wider adoption.

### **Save Water, Save Money Update:**

**TR** also provided an update on the UK-based “Save Water Save Money” consumer platform, which showcases certified water-efficient products and provides a consumer-facing directory linked to recognised water efficiency schemes.

The platform has achieved approximately 24,000 visits within its first two months of operation and currently features around fifteen manufacturers and approximately 500 products. The initiative aims to improve consumer awareness of verified water-efficient products and offers measurable engagement data.

Potential expansion into European markets was noted, and the initiative was welcomed as a positive contribution to increasing public visibility of water efficiency labelling.

### **Legislation and Advocacy Update:**

**LC** provided an update on advocacy and regulatory developments. Discussions continue with **UK Government** stakeholders regarding the potential introduction of a mandatory water labelling scheme. Government representatives have cited legislative complexity, limited public awareness of the voluntary scheme, and reference to international models as influencing factors.

Engagement with the **European Commission** remains ongoing, with label design identified as a key area of focus. Emerging regulatory topics such as digital product passports are being monitored, while repair, reuse, and durability requirements currently appear less urgent. The Association reaffirmed its commitment to constructive regulatory engagement and to promoting the value of a harmonised voluntary scheme.



### **Technical Activities Update:**

A Technical activities review was presented by **LC**. Terminology and definition from EN18021 had been aligned with the UWLA technical criteria. The development of criteria for electrical showers was underway, along with urinal controls. Certain additional technical initiatives have been paused pending regulatory clarity.

**PS** provided an update on the product Audit process. The annual audit program covered 543 products across 64 brands, representing an increase from the previous year.

Engagement with manufacturers has improved, although visibility of the water label across marketing channels remains inconsistent and requires continued attention.

### **Key Priorities agreed:**

Strategic priorities for 2026 were confirmed as maintaining financial sustainability, finalising and implementing the new label design, increasing label visibility and member adoption, appointing a new marketing agency, maintaining proactive engagement with regulators, and preparing a voluntary agreement proposal for consideration at European level.

### **Closing Statement:**

Indicative timing for future meetings was discussed, with an Open Forum anticipated mid-2026 and the next AGM expected toward the end of 2026. A full calendar of meetings will be circulated in January 2026.

There being no further business, **LC** thanked all attendees for their participation and formally closed the meeting.