



UWLA
Unified Water Label Association

Open Forum

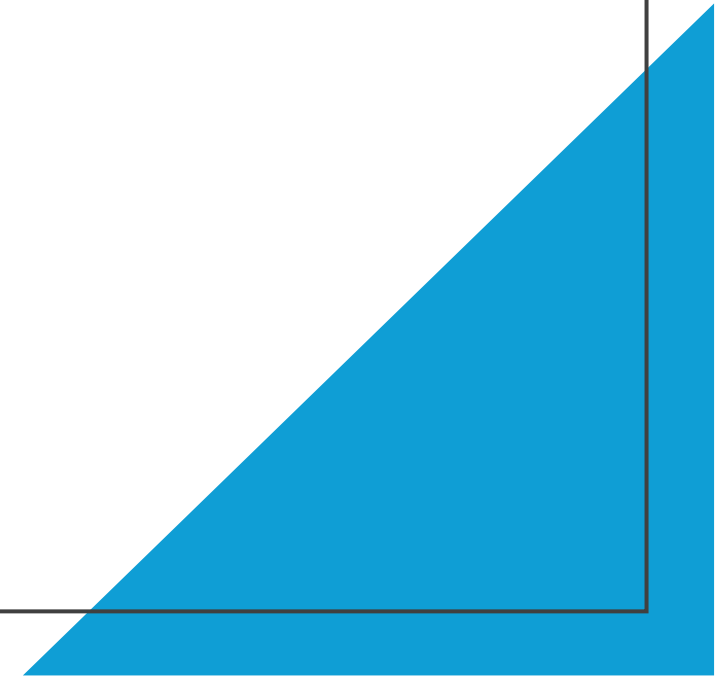
UWLA Marketing & Advocacy

Tuesday 30 June 2026 11:30 hrs – 13:30 hrs CET

FECS Offices Brussels

Hybrid Meeting

Meeting Etiquette



Committee Chair



Fiona Felix

Hansgrohe Group

Leader Public Affairs

UWLA Marketing & Advocacy Chair

Competition Law Reminder



All members are reminded of the **UWLA Competition Law Statement**, available at **www.uwla.eu**. This statement outlines the boundaries for discussion and decision-making to ensure compliance with the Competition Act.

All delegates must ensure discussions remain within **legal boundaries**. Should any participant believe these are being crossed, they should immediately **notify** the President or Managing Director. In such cases, the discussion will be **halted** and **recorded** in the meeting minutes.



Previous meeting minutes

Have been circulated, post **M&AC** held in November 2025
Still available on the **UWLA** web-site

Approval of previous meeting minutes

Agenda



Meeting Opening – Completed

Advocacy Update

European Commission

UK

Marketing Update

Daisy Digital Activities

Bee Social Activities

Event Planning

New Label Working Group

Any Other Business

Label Visibility Audit Observations

Date of next meeting – Wednesday 25 November 2026

Advocacy Update

European Commission



Directive (EU) 2024/825 (EmpCo)



Overview

- The Empowering Consumers for the Green Transition (EmpCo) Directive introduces new requirements designed to improve transparency and prevent misleading environmental claims.
- Following an assessment of the legislation, UWLA considers that the Unified Water Label remains well aligned with the objectives of the Directive.

Initial Assessment Key Points

- ✓ Supports consumer transparency
- ✓ Prevents misleading environmental claims
- ✓ No immediate changes required to the Unified Water Label
- ✓ Ongoing monitoring as implementation guidance develops

Directive (EU) 2024/825 (EmpCo) - Continued



The Unified Water Label Assessment

- Provides clear and measurable water and energy performance information
- Does **not** make generic environmental claims
- Uses transparent technical criteria
- Supported by independent product auditing
- Operates through an open stakeholder governance process

UWLA Existing Assurance

- Public technical criteria
- Annual 5% independent audit programme
- Transparent committee structure
- Published audit outcomes

Directive (EU) 2024/825 (EmpCo) - Timeline



28 February 2024

Directive adopted by the European
Parliament and Council

26 March 2024

Entered into force

27 March 2026

Member States required to transpose
into national legislation

27 September 2026

Requirements become applicable to
businesses across the EU

Manufacturer Responsibilities under EmpCo



Who is responsible for the product information?

The Unified Water Label is a **voluntary labelling scheme** that calculates a product's water and energy rating using data entered by the product registrant

Manufacturer Responsibilities

- Manufacturers and brands are responsible for the accuracy of the technical data submitted
- The information entered on to the UWLA database generates the published water and energy rating
- The UWLA does not create or modify product performance claims
- Manufacturers must ensure that all data used to support the rating is accurate, verifiable and supported by appropriate technical evidence
- Members should retain appropriate documentation to substantiate the declared performance should it be requested by market surveillance authorities or other regulators

EU Taxonomy – UWLA Response



UWLA Response to the Consultation

- UWLA welcomed the overall direction of the proposals while recommending improvements to strengthen consistency and implementation.

Our Key Recommendations

- ✓ Performance data should remain **verifiable**
- ✓ Compliance routes should be **technically equivalent**
- ✓ Clear technical definitions should underpin all recognised pathways
- ✓ Measurement methods should remain harmonised

EU Taxonomy – UWLA Response



Issues Raised

- **Demonstrating Compliance**
- Performance information should remain traceable and independently verifiable
- Flexible documentation is acceptable, provided evidence is robust

Consistent Measurement

- UWLA expressed concern over the proposed removal of **Appendix E**, which defines harmonised testing conditions
- Without common test conditions:
 - Product comparisons become less reliable
 - Different Member States could interpret requirements differently
 - Consumer confidence may be reduced

EU Taxonomy – UWLA Response



Why is this important?

- The European Commission has consulted on revisions to the **Climate and Environmental Delegated Acts** under the EU Taxonomy
- The proposed changes affect how water-efficient products can demonstrate compliance within sustainable buildings

Positive Development

- **The draft legislation includes the Unified Water Label as an example of demonstrating compliance with water and energy efficiency requirements**

Why this matters

- Recognition of the Unified Water Label at European level
- Supports greater consistency across the market
- Reinforces the credibility of the scheme
- Creates opportunities for wider adoption within sustainable construction

Advocacy Update

UK



UK Mandatory Water Efficiency Labelling Scheme (MWELS)



UWLA Engagement

The UWLA has been actively engaging with the UK Government and the European Commission to ensure that the introduction of the UK Mandatory Water Efficiency Labelling Scheme (MWELS) does not create unnecessary barriers to trade or unintended consequences for manufacturers

Our Position

- Support improved water efficiency
- Support better consumer information
- Maintain our stance that regulation is unnecessary
- Seek alignment with existing UWLA criteria

MWELS Concerns Raised



Trade & Compliance

- Separate UK packaging requirements
- Additional testing and certification
- Increased administrative burden
- Higher costs, particularly for SMEs

Consumer Communication

- Risk of dual water and energy labels
- Potential consumer confusion
- Reduced clarity at the point of sale

Regulatory Certainty

- Interaction with existing EU legislation
- Implications for products sold across both UK and EU markets

UWLA Recommendations



- ✓ Alignment with recognised European standards
- ✓ Consistent testing methodologies
- ✓ Clear implementation guidance
- ✓ Realistic implementation timescales
- ✓ Early dialogue between UK and EU authorities



Product Phasing Plan (tbc)

Manufacturer responsibility, Retailer responsibility

* product is new to the market or rebranded, i.e. it has a new model identifier code

Product Categories	Regulations Active	Enforcement Starts +6 months	+ 12 months	+ 18 months	+ 24 months	+ 30 months
Plumbing (Non-electric) Non-electric showers Taps Toilets Urinals		New* products registered and have MWEL	All manufactured products registered and have MWEL		All products sold (stock) have MWEL	
		New* products sold require MWEL	Products sold online require MWEL. Products made from this date require MWEL at point of sale.			
Electric goods Dishwashers Electric showers Washing machines Washer-dryers			New* products registered and have MWEL	All manufactured products registered and have MWEL		All products (stock) have MWEL
			New* products sold require MWEL	Products sold online require MWEL. Products made from this date require MWEL at point of sale.		

Advocacy Activity & Next Steps



UWLA Activity

- Formal position paper submitted
- Ongoing dialogue with DEFRA and the Environment Agency
- Position shared with the European Commission
- Collaboration with other European trade associations
- Continued engagement through Technical and Advocacy Committees

Next Steps

- Monitor the final UK regulations
- Continue representing members' interests
- Keep members informed of developments
- Support implementation where appropriate

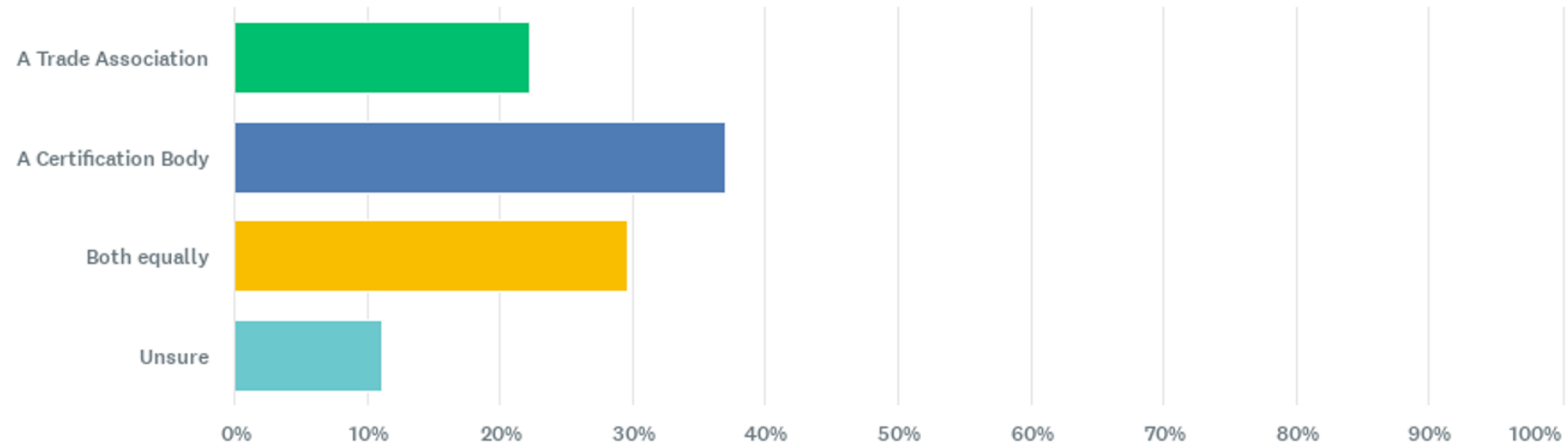
Marketing Update



Identity Concerns



Q7 Do you consider the UWLA to be primarily:



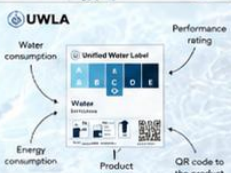
Daisy Digital Activities

Social media support partner appointed Jan 2026

- Creation of [Facebook Page](#)
- Creation of [Instagram Account](#)
- Optimisation and setup of organics
- Creation of Business Portfolio/Manager
- Setup of Business Assets and connections in Business Portfolio/Manager
- Creation of [Ads Manager account](#)
- Creation of [Meta Business Suite](#) and connection of Pages/Accounts (FB & IG)
- Creation of [organic calendar and content](#) inclusive of updates as new assets come through (updated label, landing page, info etc)
 - WIP, awaiting landing page completion for final assets to be added to the calendar
- Creation of Ad creative
 - WIP, awaiting completion of landing page to be included in the ad creative.
- Creation/setup of traffic campaigns (driving traffic to the new landing page) – WIP
- Setup of Datasets/Meta Pixel - WIP





Post Date	Content Pillar	Facebook	Instagram	Creative	Image	Hashtags	Review/Comments
	Introducing the Water Label	The Unified Water Label is a voluntary scheme, operated by the trade association, and open to both existing and new members. It is widely recognised and used across Europe. Adopted by global manufacturers, leading brands, and major retailers, the label provides consumers with clear, accessible information on the water and energy consumption of kitchen and bathroom products. 💧	The Unified Water Label is a voluntary scheme, operated by the trade association, and open to both existing and new members. It is widely recognised and used across Europe. Adopted by global manufacturers, leading brands, and major retailers, the label provides consumers with clear, accessible information on the water and energy consumption of kitchen and bathroom products. 💧	Animation		#waterlabel #waterview #unifiedwaterlabel #UWLA	
	Our History	In 2016, several regional labelling schemes came together with a shared vision, to create a single recognisable European label for water and energy efficiency in kitchen and bathroom products. The goal was simple, one label to replace many. Reducing trade barriers, improving consistency across markets, and making it easier for consumers to understand and compare products.	In 2016, several regional labelling schemes came together with a shared vision, to create a single recognisable European label for water and energy efficiency in kitchen and bathroom products. The goal was simple, one label to replace many. Reducing trade barriers, improving consistency across markets, and making it easier for consumers to understand and compare products.	Static Image		#waterview #waterefficiency #unifiedwaterlabel #UWLA	
	Reading the label	In this post, we've highlighted the main elements of the Unified Water Label and what each section represents.	In this post, we've highlighted the main elements of the Unified Water Label and what each section represents.	Static Image		#savewater #waterview #waterconservation #waterusage #waterlabel #UWLA	CM: moved everything up slightly – in canva
	Aims and Objectives (including cleaner and cooler homes)	The aim of our label is to inform and empower consumers with clear information on the water and associated energy consumption of kitchen, bathroom, sanitary ware products, enabling informed decisions, encouraging conscious water and energy use, and promoting the uptake of sustainable, high-performing products. Our objectives include: - To communicate water and associated energy consumption in a clear, accessible and comparable format to support consumer understanding. - To enable consumers to make informed purchasing decisions based on product performance, efficiency and sustainability. - To promote greater awareness of energy consumption and encourage conscious water and energy use. - Drive sustainable product innovation by encouraging manufacturers to develop products that combine performance, sustainability and value. - Promotes sustainability through responsible practices. - To support increased adoption of water- and energy-efficient kitchen, bathroom and sanitary ware products. - To contribute to reducing water demand, associated energy use and environmental impacts through more efficient product choices.	The aim of our label is to inform and empower consumers with clear information on the water and associated energy consumption of kitchen, bathroom, sanitary ware products, enabling informed decisions, encouraging conscious water and energy use, and promoting the uptake of sustainable, high-performing products. Our objectives include: - To communicate water and associated energy consumption in a clear, accessible and comparable format to support consumer understanding. - To enable consumers to make informed purchasing decisions based on product performance, efficiency and sustainability. - To promote greater awareness of energy consumption and encourage conscious water and energy use. - Drive sustainable product innovation by encouraging manufacturers to develop products that combine performance, sustainability and value. - Promotes sustainability through responsible practices. - To support increased adoption of water- and energy-efficient kitchen, bathroom and sanitary ware products. - To contribute to reducing water demand, associated energy use and environmental impacts through more efficient product choices.	Static Image		#waterlabel #waterview #waterefficiency #unifiedwaterlabel #UWLA	Pin post Aim To inform and empower consumers with clear information on the water and associated energy consumption of kitchen, bathroom, sanitary ware products, enabling informed decisions, encouraging conscious water and energy use, and promoting the uptake of sustainable, high-performing products. Objectives - To communicate water and associated energy consumption in a clear, accessible and comparable format to support consumer understanding. - To enable consumers to make informed purchasing decisions based on product performance, efficiency and sustainability. - To promote greater awareness of energy consumption and encourage conscious water and energy use. - Drive sustainable product innovation by encouraging manufacturers to develop products that combine performance, sustainability and value. - Promotes sustainability through responsible practices. - To support increased adoption of water- and energy-efficient kitchen, bathroom and sanitary ware products. - To contribute to reducing water demand, associated energy use and environmental impacts through more efficient product choices.

Current Landing Page



English



Professional Consumer Find a Product News Registered About



One product label across Europe for all water using bathroom products

The Unified Water Label is a smart tool that provides a means to identify water-using products, with a common label that offers clear, concise and easy to understand messaging about water and energy consumption.



Find a Product

The Water Calculator



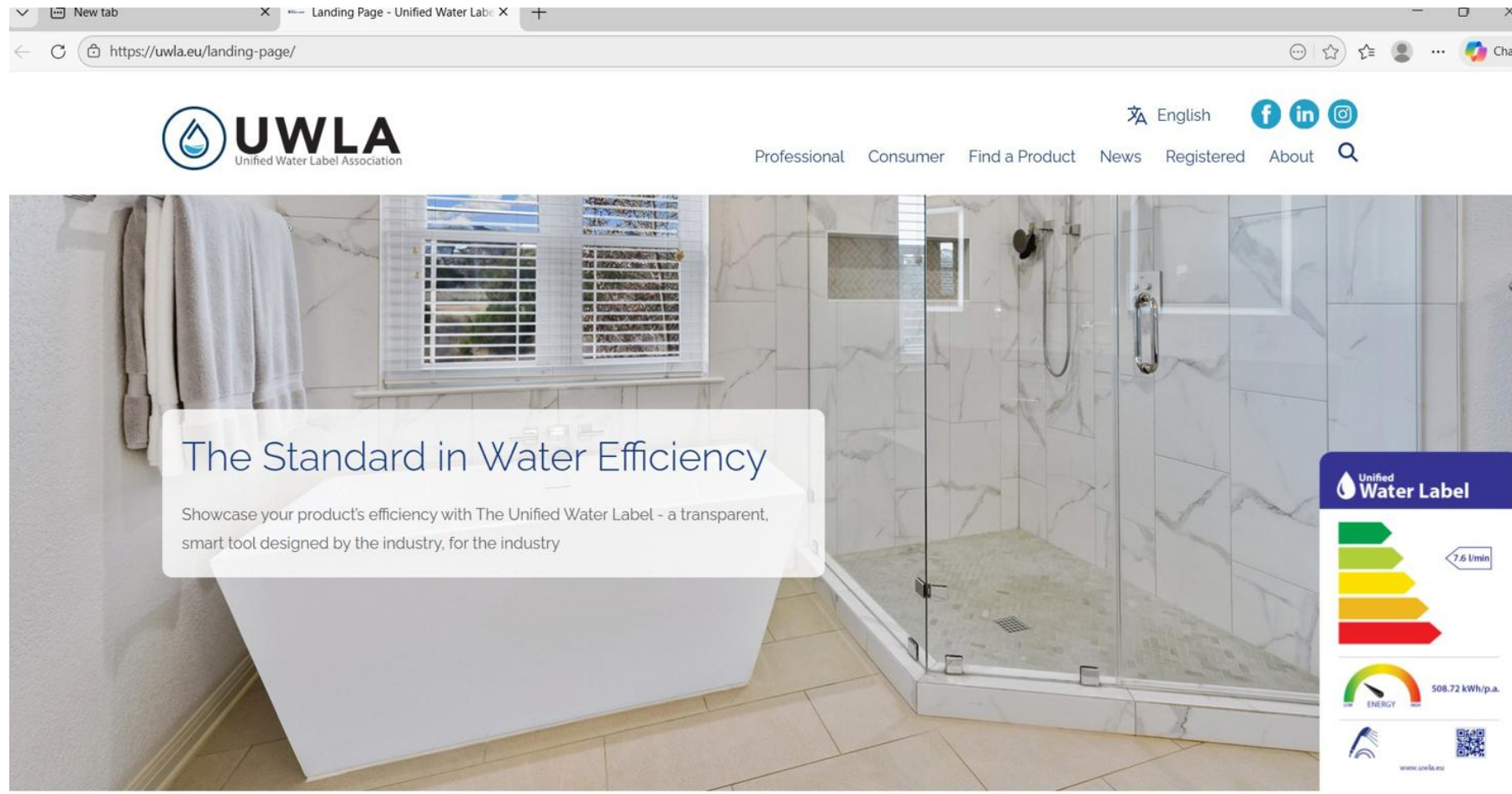
Professional

Hundreds of registered brands support the Unified Water label with thousands of registered products and benefit from the competitive

Consumer

When you choose a Unified Water Label product it will help you use water wisely. Reduced water waste saves energy, which in turn reduces

WIP Landing Page



Analytical - Instagram



Performance

May 24, 2026 - June 20, 2026

Views >

Views ⓘ

 0 views

415 ↑ 100%

 415 views

From Instagram followers ⓘ **23.9%** --

From Instagram non-followers ⓘ **76.1%** --

Follows >

Follows ⓘ

--

Unfollows ⓘ --

Reach >

Instagram reach ⓘ

285 ↑ 100%

From followers ⓘ **11** --

From non-followers ⓘ **276** --

Interactions >

Content interactions ⓘ

15 ↑ 100%

From followers



From non-followers

| 0%

Analytical - Facebook



Performance

May 24, 2026 - June 20, 2026

Views

Views ⓘ

119 ↑ 100%

From followers ⓘ 23.5% ↑ 100%

From non-followers ⓘ 76.5% ↑ 100%

Viewers ⓘ 62 ↑ 100%

Follows

Follows ⓘ

6 ↑ 100%

Unfollows ⓘ 0 0%

Net follows ⓘ 6 ↑ 100%

Visits

Facebook visits ⓘ

89 ↑ 790%

Interactions

Content interactions ⓘ

0 0%

From followers ⓘ --

From non-followers ⓘ --

Videos and reels

3-second views ⓘ

13 ↑ 100%

Watch time ⓘ 2m 47s ↑ 100%

Conversations

Conversations started ⓘ

0 0%

New contacts ⓘ 0 0%

Response rate ⓘ --

Daisy Digital Discussions



Feedback on current social media direction

- Content themes
- Posting frequency
- Member engagement opportunities

Meta Advertising

- Proposed campaign budget: **£500 per month**
- Initial target regions: **2 priority markets** (to be agreed)

Discussion

- Suggestions to improve our social media strategy
- Additional content ideas and member contributions

Stay Connected

- Follow the Unified Water Label Association on **LinkedIn, Facebook and Instagram**
- Like, share and engage with our content to help extend the reach of the Unified Water Label

Newsletter

Progress to Date

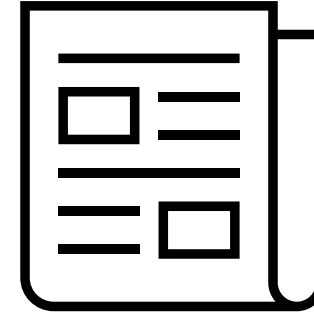
- Quarterly newsletter proposal approved.
- Newsletter content is developed by the **UWLA Secretariat**
- Design and formatting are undertaken by **Daisy Digital**
- Proposed publication schedule:
 - **June**
 - **September**
 - **December**

Improvements Implemented

- The first newsletter was distributed using **SurveyMonkey**, which proved unsuitable as a communications platform
- A dedicated **Mailchimp** account has now been established
- All future newsletters will be distributed through Mailchimp
- Newsletter open rates and engagement statistics will be monitored to help improve future communications

Member Contributions

- Members are encouraged to submit news, case studies, product launches and company updates
- To meet publication deadlines, content should be submitted by the **beginning of each publication month**



Bee Social Activities



Bee Social
Marketing



Digital lead generation activity launched in April 2026

LinkedIn network has grown from **286 to 1,027 connections**

741 new industry contacts added to the Association's network

Current growth rate averaging **around 20 new connections per day**

Activity focused on building relationships with relevant contacts across
UWLA member companies

Supporting increased visibility, engagement and future membership
opportunities

Event Planning (ISH 2027)



Exhibition Stand – Challenges

Historically relied on a **static exhibition stand** to represent the Association

High cost compared with the level of engagement achieved

Success depends on **visitors coming to the stand**, limiting proactive networking opportunities

With **only two members of staff**, it is difficult to adequately staff the stand while attending meetings and networking

The **Association office closes** for the duration of the exhibition, reducing support for members

Footfall can be unpredictable, making return on investment difficult to justify



Event Planning (ISH 2027)

Proposed Event Engagement Strategy

No static exhibition stand – a mobile, member-focused presence

Pre-arranged meetings with members and key stakeholders before the event

Ad hoc networking to maximise opportunities throughout the exhibition

Member stand visits to engage directly with exhibitors and strengthen relationships

Successfully trialled at the InstallerSHOW, demonstrating a more effective approach

Visited 13 members over two days, alongside meetings with prospective members

Positive feedback received from members on the new engagement model

More cost-effective than maintaining a traditional exhibition stand

Significantly improved member engagement and networking opportunities

Only one member of staff required, allowing the Association office to remain operational



Event Planning

ISH 2027 – Increasing Member Visibility

Current Approach

Members are encouraged to display the **Unified Water Label** as a fixed feature on their exhibition stands.

This can be difficult due to:

Strict corporate branding and stand design guidelines.

Limited opportunities to incorporate additional display materials.

Practical constraints on displaying promotional items

Proposed Alternative (Concept)

Provide each exhibiting member with a **mobile A4 countertop display**

Display to feature:

Unified Water Label brand logo

A **QR code** linking directly to the member's product information on the UWLA website.

QR code could:

Capture visitor engagement data.

Measure traffic to each member's page.

Generate live analytics throughout the exhibition.



New Label Working Group



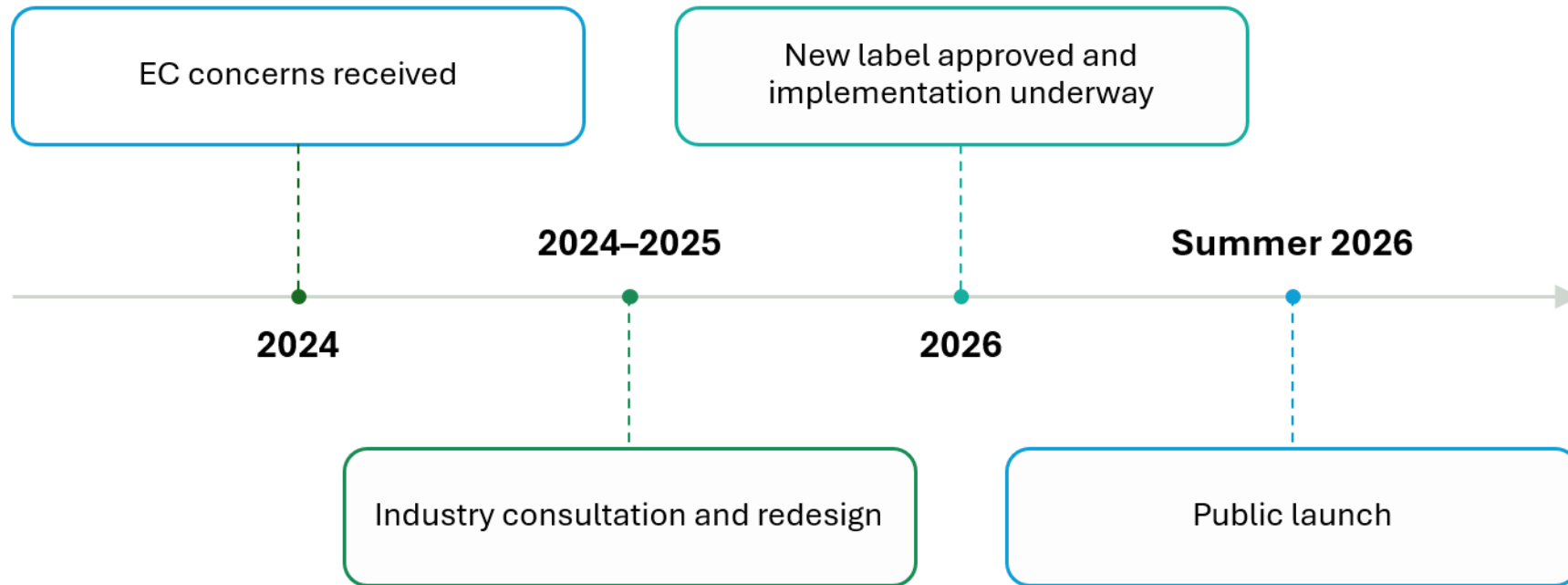
Monthly Working Group established to support development of the new label design

Comprised of marketing representatives from **member brands**

With the design phase **nearing completion**, meetings will be paused and reconvened as required

A further Working Group will be beneficial to develop an effective strategy for launch and member roll-out of the new label

New Label Launch



New Label Launch



June 2026

ADCO approval received

July 2026

Database development completed

Label guidelines finalised

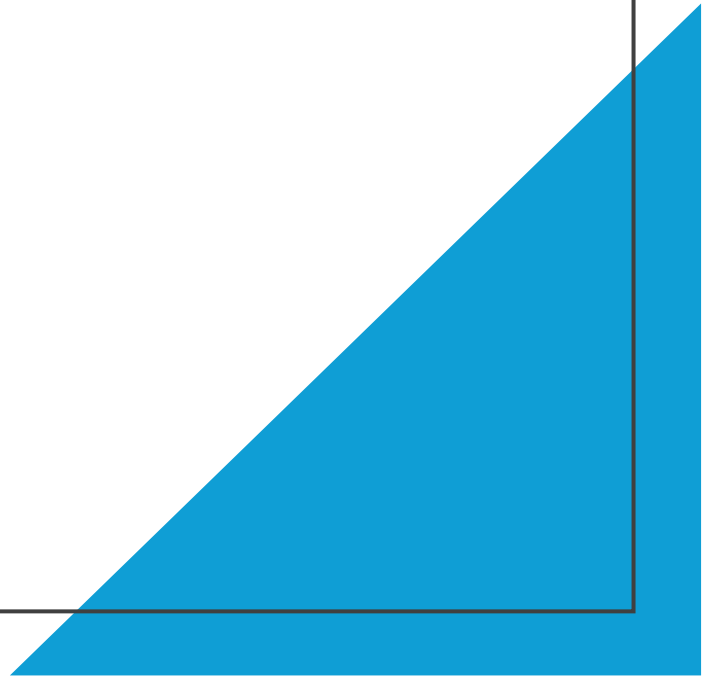
August 2026

Launch to members

Communications campaign goes live

On-Going

Website, literature, etc.



New Label Launch



Unified Water Label

A B C D E

5 l/min
334 kWh/p.a.

UWLA Voluntary Scheme 
www.uwla.eu

Unified Water Label

A B C D E

6 l/min
334 kWh/p.a.

UWLA Voluntary Scheme 
www.uwla.eu

Unified Water Label

A B C D E

7 l/min
334 kWh/p.a.

UWLA Voluntary Scheme 
www.uwla.eu

Unified Water Label

A B C D E

8 l/min
334 kWh/p.a.

UWLA Voluntary Scheme 
www.uwla.eu

Unified Water Label

A B C D E

9 l/min
334 kWh/p.a.

UWLA Voluntary Scheme 
www.uwla.eu

New Label Launch



V2 | 1:5 ratio

A 5 l/min 	B 6 l/min 	C 7 l/min 	D 8 l/min 	E 9 l/min 
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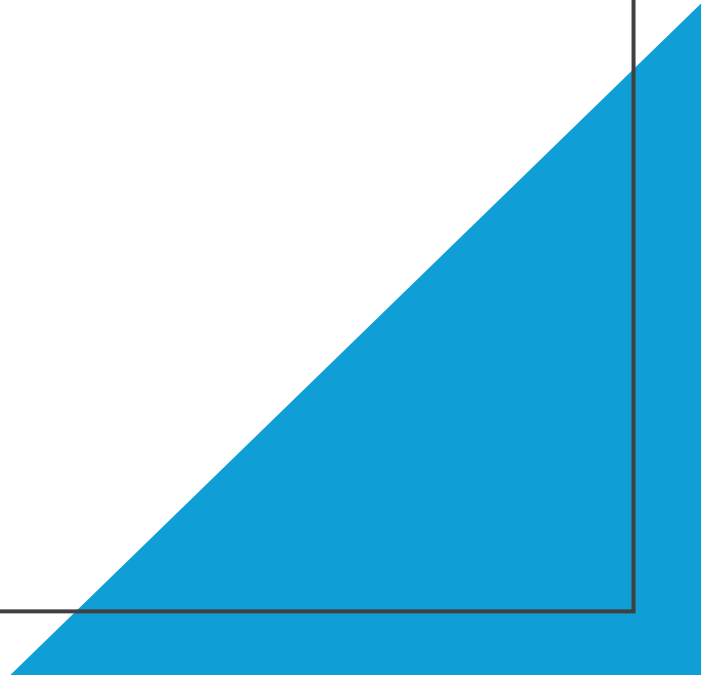
V3 | 1:2 ratio

 A 5.3l/min	 B 5.3l/min	 C 5.3l/min	 D 5.3l/min	 E 5.3l/min
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Any other business



Label Visibility Audit Observations – Paul Skinner



Open Discussion





THANK YOU FOR YOUR TIME

