

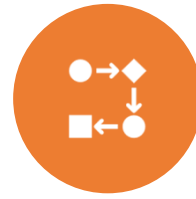
EBF FORUM – 2 DECEMBER 2020 VIRTUAL PLATFORM

The background features several sets of concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion or a circular path. A blue speech bubble shape is positioned on the left side of the slide.

Legal Compliance

By dialing into the Forum you commit to following the EBF Legal Statement?

Approval of Agenda



PROGRESS



**MARKETING
ACTIVITY**



**VIRTUAL
WORKSHOP**



**TECHNICAL
COMMITTEE**



**HACKS
OPPORTUNITY**



UWLA UPDATE



**ELECTION OF
BOARD MEMBERS**



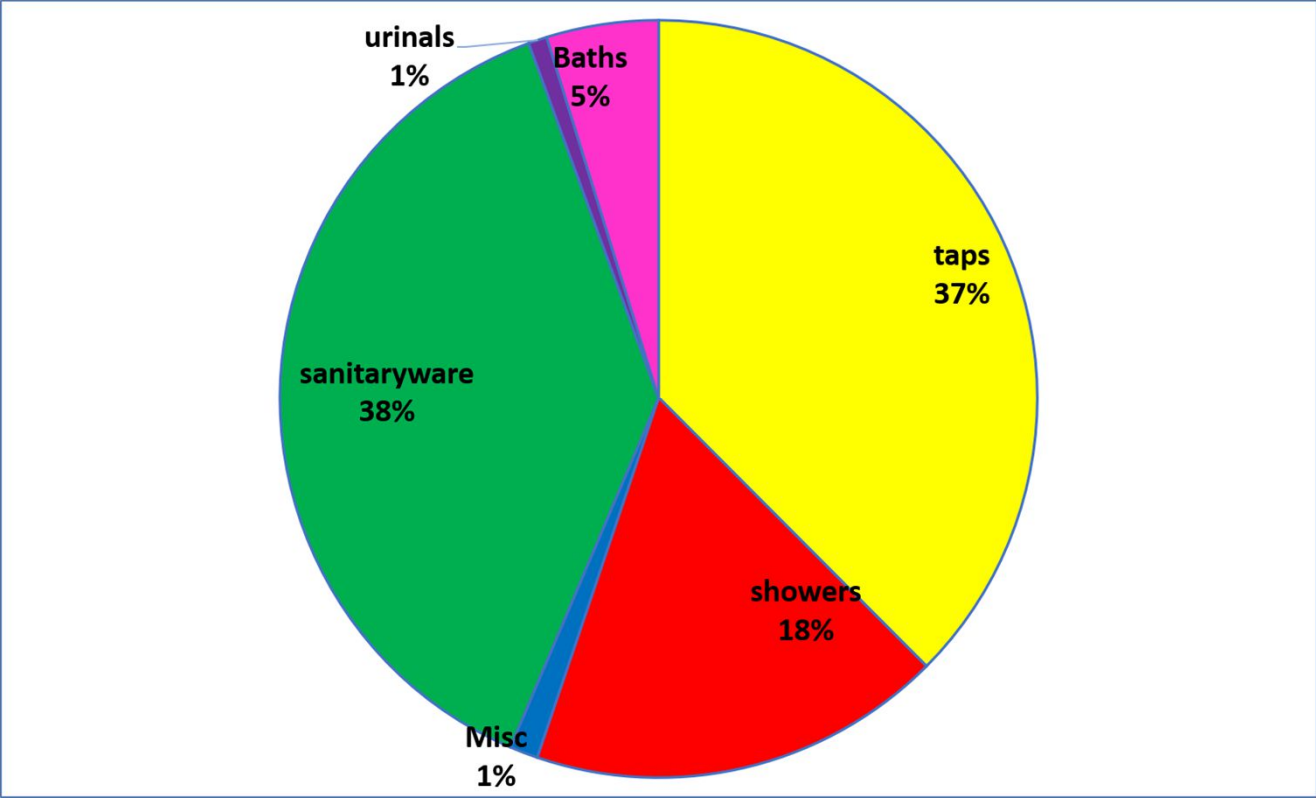
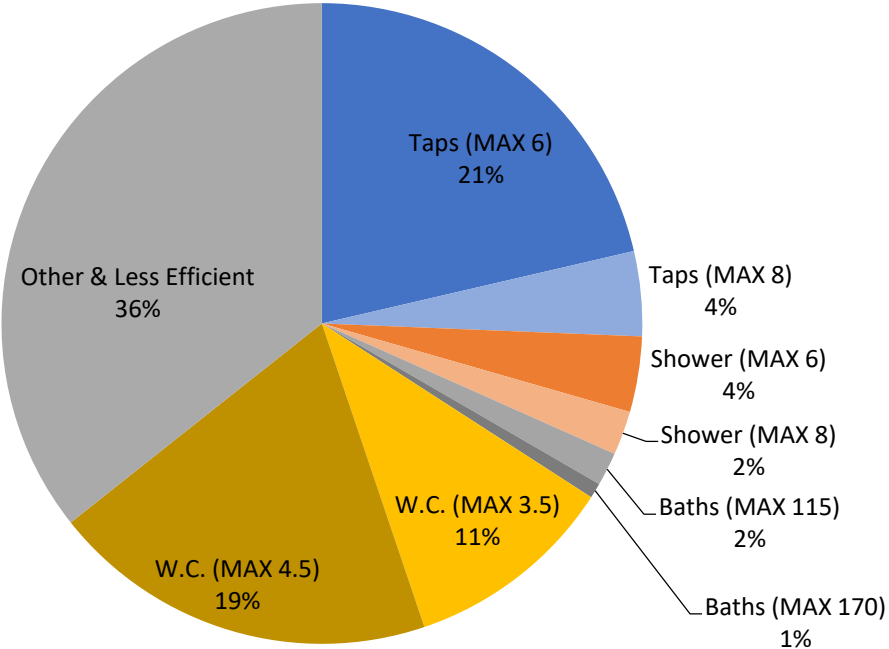
ROAD MAP

PROGRESS

- Scheme Growth
 - Slow but positive growth
 - Increased registrations from existing members
 - Increased interest
- Data Collation
 - NDA
 - Status
- Commercial Opportunities linked to Government Strategies and Initiatives
 - Renovation Wave, Green Deals, Retrofit Initiatives
 - All linked to Carbon reduction targets and stimulating economic growth via the Green Agenda
 - UWL viewed as smart tool to support these initiatives
- No news from EU-nited joint PR

Scheme % Split

Top two efficiency grades



Market Transformation driven by new product design and innovation
55% - registered products fall within Tap and Shower categories

PROGRESS

- Annual audit postponed due to COVID 19 restrictions
- Re-assess 1st Quarter 2021
- Important role of the annual audit
 - Maintain credibility of the Scheme
 - 11 test houses offering audit and witness facility
 - BMA offers witness testing
 - Working with Test Houses to build compliance with UWL into third party certification schemes

PROGRESS Data collation & NDA

- Generic Non-disclosure Agreement available and can be issued on a one to one basis
- Copy available from the UWL Website plus data input sheet
- Market Representation must be independently verified. RSM Global appointed and now seeking data
 - Email data to **philip.jackson@rsm.com**
 - chasing by UWL Secretariat
 - Data slow to be received
 - Critical element to gain recognition by the Commission

CONSULTATION & OTHER COUNTRY INFORMATION

- UK Government undertaking consultation on mandatory label – looking to use Unified Water Label with potential backstops - no more than
- Covid and Brexit urgencies have delayed this until 2021
- BMA and UWL involved
- UK BEIS Energy Related Product initiative, further studies to follow in 2021

WELL/EU-Nited

- EU-NITED MEETING/OUTCOMES
- No news from EU-nited

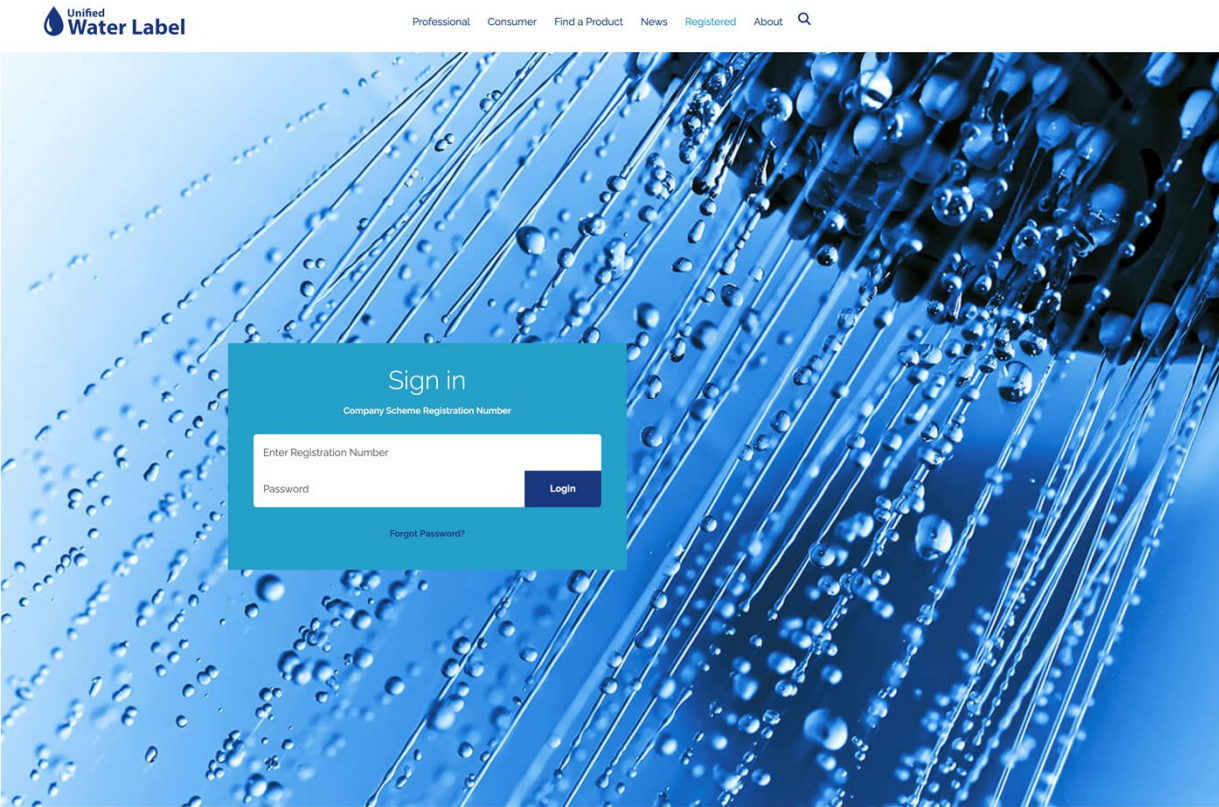
MARKETING ACTIVITY

KEY TOPICS

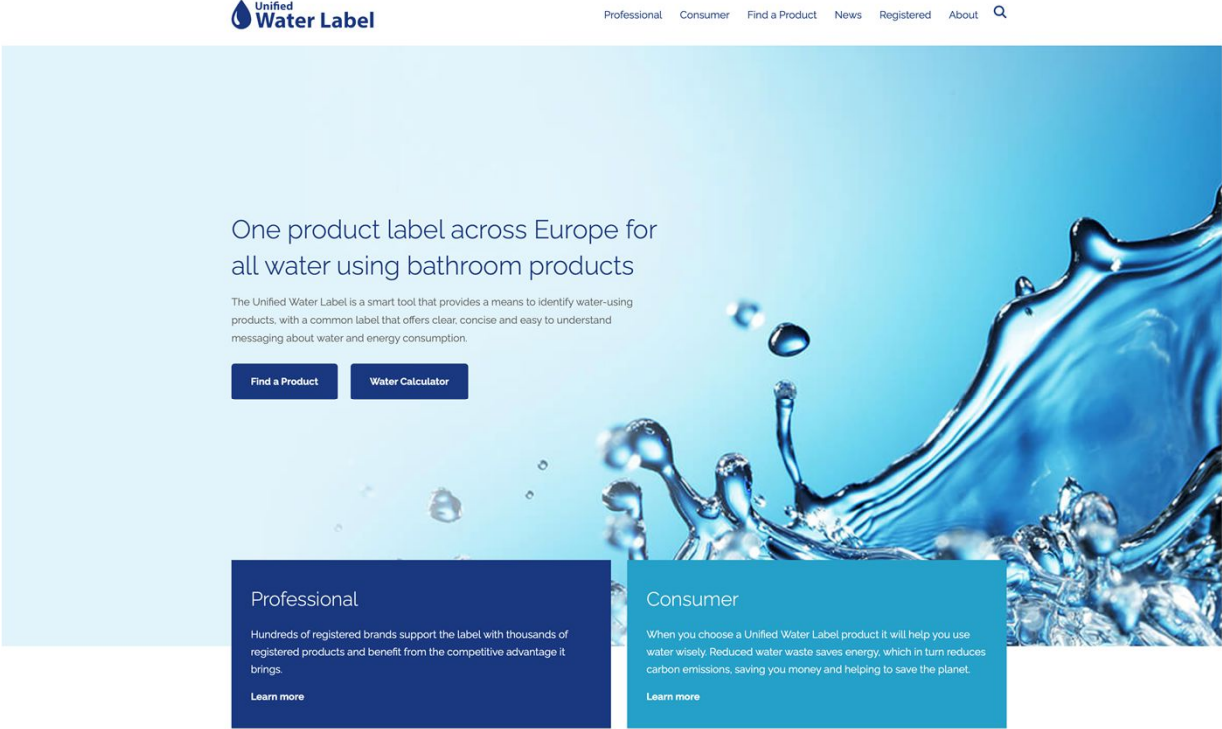
- Website and database rebuild
- PR activity - Raising visibility
- Campaign Proposal
- Spring Event 2021

Website Update

New login screen for registered companies



Consumer/User Front Page



What is the Label?

Find a Product

You can search for products by category, efficiency rating, registered companies, available country or a combination of all criteria

Home > Find a Product

Search.

Category

- Basin Tap
- Bath
- Cistern
- Electric Shower
- Grey Water Recycling Unit
- Independent WC Pan
- Kitchen Tap
- Replacement WC Flushing Device
- Shower Control
- Urinal Controller
- WC Suite

Efficiency Rating

Country Available In

Make	Model	Efficiency
DURAVIT 879210001	879210001	6 L
DURAVIT 917200001	917200001	3.8 L
DURAVIT 8722178051	8722178051	3.8 L
DURAVIT 872217805	872217805	3.8 L

Product Listing

- Database being finalized now
- Search function allowing you to refine search by category, country, efficiency rating
- Larger image display

VIT 879210001



DURAVIT 879210001

Product Details

Company Name Duravit

Model Number 879210001

Efficiency 6 L

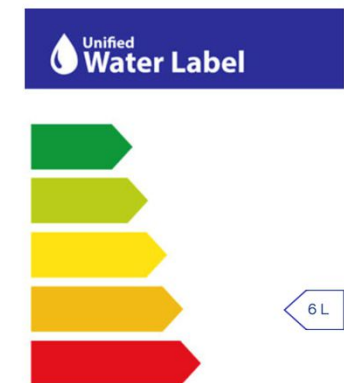
Efficiency Rating D

Category Cistern

Product Description

Cistern Duraplus, colour White, Stop & Go, bottom supply

Efficiency Rating Chart



ower
r Recycling Unit
nt WC Pan
o
ent WC Flushing Device
ntrol
roller

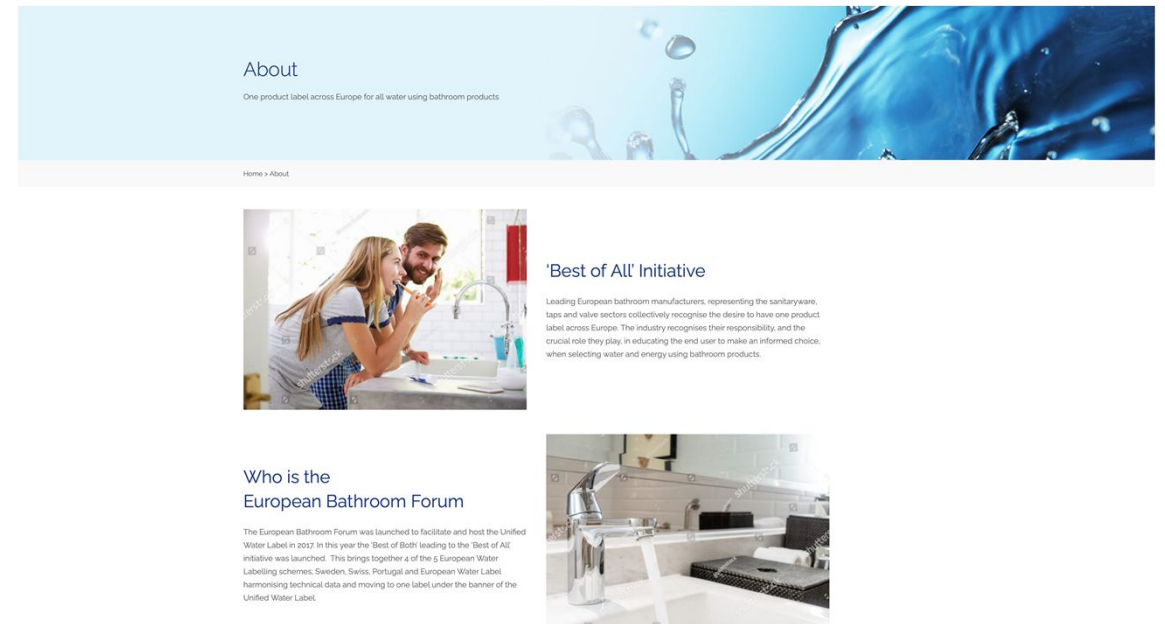
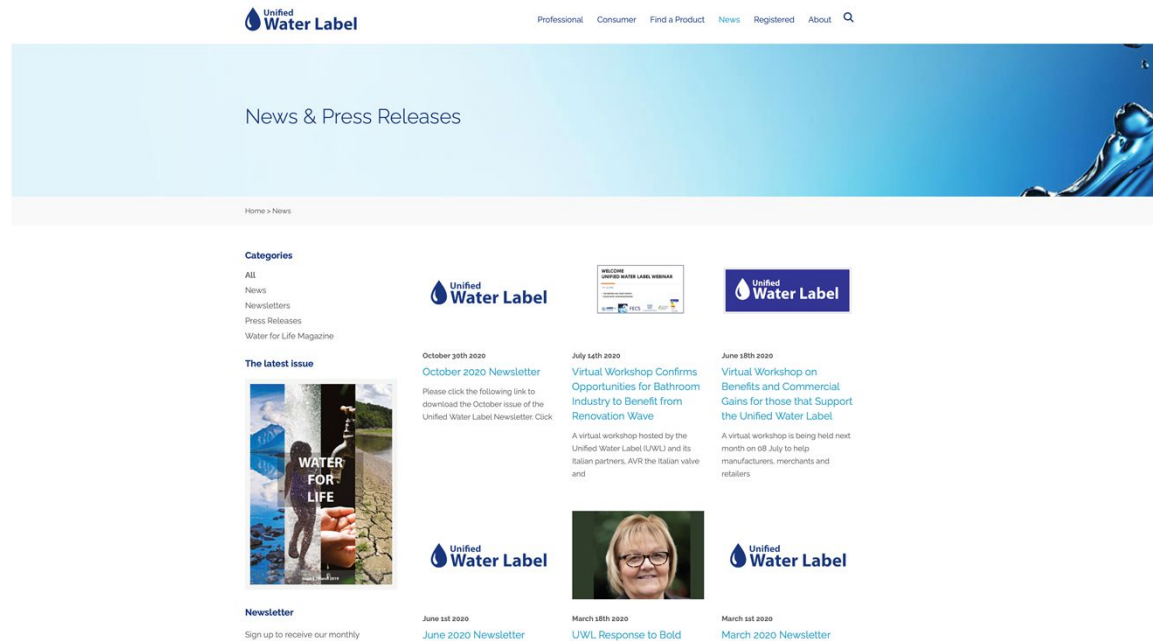
Rating

Available In

filter

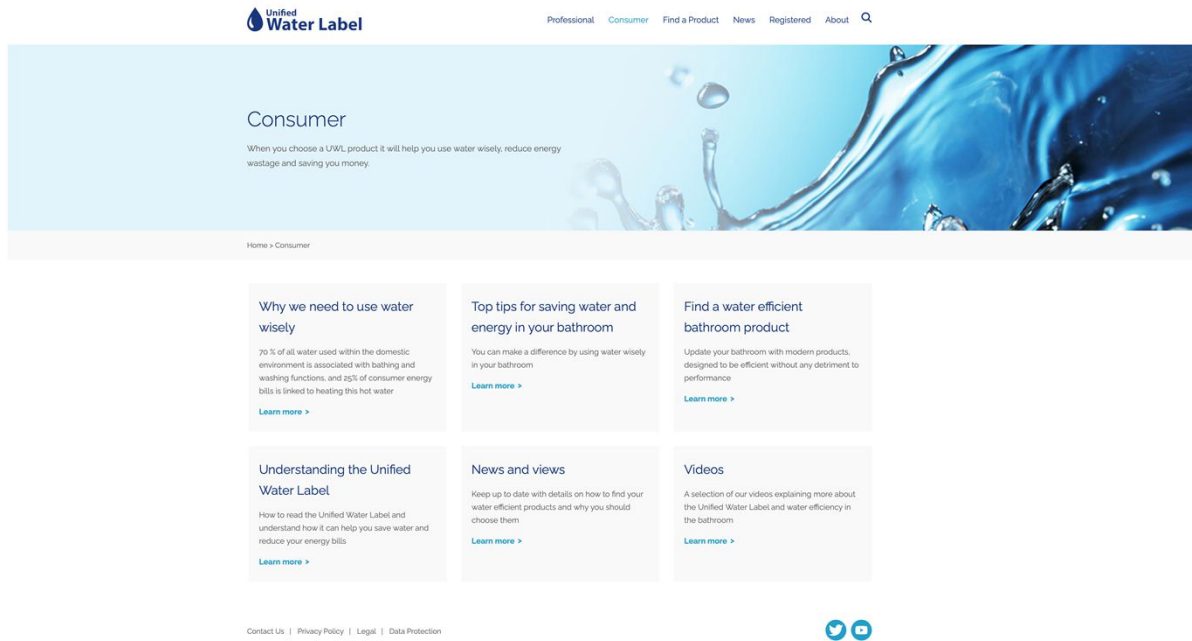
- The news section has been redesigned to enable you to select the type of news you want to view including a download function for the Water for Life publication

- New about us section which includes a section to download the latest EBF meeting minutes and agendas

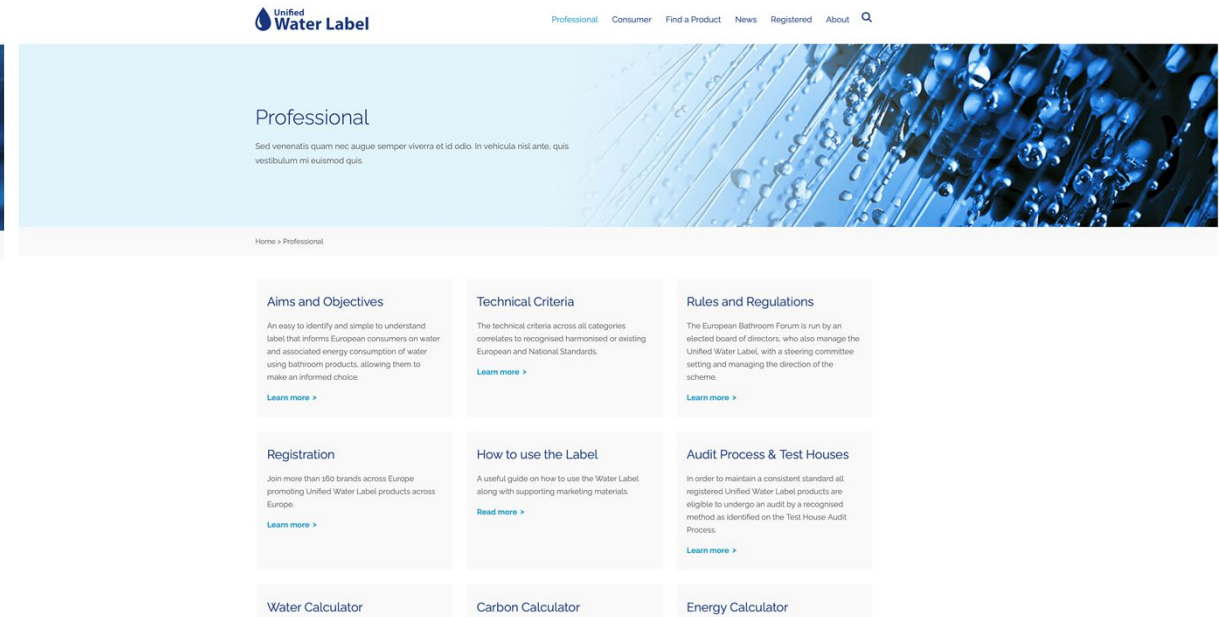


The new site has clearly defined sections for whether you are a consumer or professional visitor to the site.

Consumer section includes tips on saving water in the bathroom



The professional section includes the technical requirements to join the label, how you register and what the audit process involves.



2020 FOCUS – Website Rebuild

ADVERTISING OPPORTUNITIES

Unified Water Label Professional Consumer Find a Product News Registered About

One product label across Europe for all water using bathroom products

Find a Product Water Calculator

Professional
Learn more

Consumer
Learn more

What is the Label?

Learn more about the Labels

Bathroom Forum

PR ACTIVITY

- Growing portfolio of 'Blogs' – seeking additional partners
 - National trade bodies, Test Houses, Installer and Retailer bodies
- Series of releases sent to wide circulation, trade and consumer across Europe
 - Example of Topics:
 - Green Deals and Economic Recovery
 - Water efficiency in the home
 - Why we need to reduce water waste
 - Coverage received in 28 titles, no cutting service to identify use across other countries
 - Label appearing in retailer/merchant flyers in Germany
- Newsletter, Social media platforms utilised
- Series of 'flyers' How the Label can help drive sales
 - Installers, Distributors, Media

2020 CAMPAIGN PROPOSAL

- Aim and Objective
 - Raising Awareness of UWL
 - Driving growth
 - 80% market representation
 - Maintain choice but taking social responsibility
 - Educating
 - Building greater partnerships

SUPPORT THE UNIFIED WATER LABEL AND BE PART OF THE SOLUTION
#dontforgettheplug

- P PROMOTE** benefits of reducing water wastage
- L LINK** water, energy and carbon issues
- U UNDERSTAND** how much water is used
- G GAIN** from commercial advantage



2020 CAMPAIGN PROPOSAL

- How – what tools
 - Communication
 - Social media, virtual workshop, round table discussions
 - Identifying challenges to overcome
 - Blogs, PR releases, information flyers
 - Regular 'drip feed' the market
- Minimum spend – passion and drive by the team
- Pilot scheme in UK then roll out during Spring Event

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#dontforgettheplug

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SPRING EVENT 2021

- ISH 2021 – virtual - €15,500 to €35,000
 - High cost for 30 minute presentation – limited audience, 18 month online presence
 - Attracts regular updates, press pack,
 - Approximate spend require Premium package to do presentation/launch
 - Is it the right audience for UWL?
 - Does the online presence attract regular visitors?
 - Historically free space – not available for 2021 – usual budget €15,500
- Own Event at same time - €17,000 to €20,000
 - Upgrade format used for Workshop
 - Under pinned with communication plan
 - More targeted audience
 - Greater flexibility on timing, no restrictions other than attention
 - Utilise robust platform to host
 - Live and pre-recorded event
 - Longevity as whole event can be available from website

VIRTUAL WORKSHOP

- Virtual Workshop
 - Planned 2 – completed 1
 - Is there a requirement to repeat?
 - Is the Spring Event suffice
 - Available - Presentation online
 - Have we moved on?

TECHNICAL UPDATE

- Tap and Shower Criteria Review
 - Amended layout and design to reflect Product Standard
 - Circulated and agreed
 - Areas of amends:
 - Inclusion of technical icons in sub sections
 - Fixed Temperature agreed for energy calculation
 - Improved diagrams
- Sanitaryware, Urinals, Controls and Baths Criteria has been amended to reflect the same layout and design as Taps and Showers criteria

TECHNICAL UPDATE

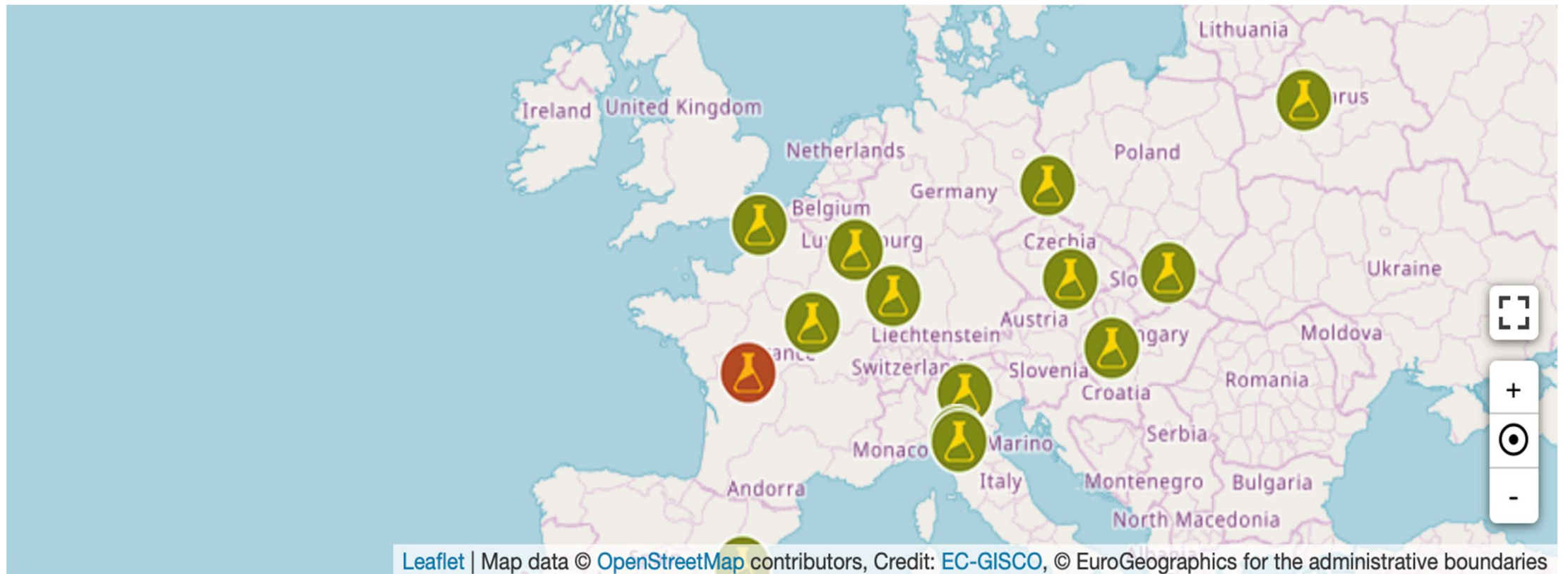
- CEN Functionality Standard Status
 - Agreed by Commission bodies
 - Now with CEN for final acceptance
- Annual Audit review to be undertaken in 2021
- Potential New Criteria
 - Smart Toilets
 - Pressure Flush Valves
 - Identify other categories
- Technical Working Group to meet early 2021

HACKS OPPORTUNITY

- European funded initiative
- Energy project
- Embraces heating, cooling solutions includes Taps and Showers
- Project managed by the French Agency for Environment and Energy
- 17 partners from EU countries
- Communications lead by UK Energy Saving Trust

HACKS OPPORTUNITY

- 17 partners from EU countries



Austria, Belgium, Switzerland, Czechia, Germany, Spain France, Italy, Lithuania, Luxembourg, Norway, Poland, Portugal, Sweden, United Kingdom

HACKS OPPORTUNITY

- Captures 6 major regions that accounts for 75% + of the EU housing and population
- Taps and Showers Criteria of HACKS
 - UWL criteria
 - Must be listed to be promoted
 - Seeking 'Top Ten' that will be rotated on a regular basis
 - Free promotion
 - Forms part of their campaign



UWLA

Unified Water Label Association

INAUGURAL MEETING



UWLA
Unified Water Label Association

- Agreed Articles of Association now with Belgium Notary
- final stage to be completed following the inaugural meeting
- Elected Board to be notified



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- The Water Label Company in UK will become a satellite office – focus on UK market
- Elected Board will oversee all activity in Brussels and UK



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SECRETARIAT

- Day to day activity undertaken by one administration function
- Yvonne Orgill will lead the UWLA supported by small team
- BMA will support during transition in 1st Quarter 2021



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TIMELINE

- Seeking to complete by end of January 2021
- Covid restrictions may mean a little longer



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ELECTION OF BOARD EBF PROPOSES

- FOUNDER MEMBERS
 - CEIR
 - FECS
 - ANQIP
 - EUROPEAN WATER LABEL
 - SWISS ENERGY LABEL
 - SWEDISH ENERGY LABEL
 - 4 further representatives



ELECTION OF BOARD EBF PROPOSES

- FOUNDER MEMBERS
 - CEIR – Carlos Velazquez
 - FECS – Anne-Claire Bruant
 - ANQIP – Armando Silva Afonso
 - EUROPEAN WATER LABEL – Tom Reynolds
 - SWISS ENERGY LABEL – Timo Kopka
 - SWEDISH ENERGY LABEL – declined to take up seat
 - 4 further representatives
 - Georg Taubert, Geberit
 - Christian Taylor-Hamlin, Neoperl



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ELECTION OF BOARD EBF PROPOSES

- **FOUNDER MEMBERS**
 - Have the right to nominate second delegate to ensure continuity – the following wish to nominate:
 - CEIR – Pierre Lucas, Secretary General of CEIR
 - ANQIP – Carla Rodrigues



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EBF PROPOSES

- EBF Board nominates:
 - Carlos Velazquez as President of UWLA
 - Georg Taubert, 1st Vice President
 - Christian Taylor-Hamlin, chair Technical Committee
 - Timo Kopka, chair Marketing Committee
- Yvonne Orgill is employed as Managing Director



2021 ROAD MAP

To be agreed by the elected Board at their 1st meeting.

- Promote the scheme at every opportunity
- Increase market representation and seek to verify with auditor
- Develop a 2021 marketing focus plan which identifies commercial advantages for registered brands
- Influence
 - Government strategies that include water efficiency or reduce water waste aspects
 - Retrofit initiatives to link to UWL
- Enhance the scheme with new categories utilising Technical committee expertise



2021 BUDGET

To be agreed by the elected Board at their 1st meeting.

- Increase current levels of income
 - From €165,000 euro to €200,000 by
 - Attracting new brands and increased product registrations
 - implement previously agreed supporters fee €250
- Expenditure
 - Secretariat/Overhead costs
 - Legal entity costs
 - Meetings
 - Lobbying
 - Events/Marketing



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OPEN FORUM



Date & Venue of Next Meeting