



## **PRESS RELEASE**

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### **UNIFIED WATER LABEL MOVING FORWARD**

The Unified Water Label (UWL) has made significant progress during 2019, which was reflected in the winning of a sustainability award from Keele University in October.

The award recognises the contribution that the UWL makes to delivering environmental benefits from improved water efficiency, and enhances our efforts to promote the benefits of the UWL.

The European Bathroom Forum were hosts for the launch of the Unified Water Label at ISH 2019, which was held in Frankfurt in March.

We now have a common platform for four labelling schemes; Swedish Energy, Swiss Energy, ANQIP and the European Water Label, and have commenced a 2 year path to merge the schemes using one agreed criteria. We also have full support from DG Env for the Voluntary Agreement, subject to the meeting of certain criteria.

One of the most significant of these criteria is the requirement for the UWL to achieve 80% market share of units sold, (taps and showers). Verification of this is underway by RSM Global and with continued pressure on participating companies to support, we are confident that this will be achieved.

Raising awareness and gaining support across all sectors of the industry is crucial, hence our programme of meetings and presentation to associations, government departments and bathroom companies across Europe and beyond. Our reach has extended to Australia, Japan, and UAE, Hong Kong, Egypt and Turkey as well as our European partners.

We have produced a flyer to support our lobbying activities with national governments and provided a formal response to the recent UK Government Consultation on Labelling/Water Use Reduction.

During the balance of this year an activity alignment with the 2019 Road Map will be undertaken together with further focus in achieving the 80% market share. The European Bathroom Forum has established a steering committee to develop Articles of Association and

move the UWL towards an Association body that will have full responsibility for the Scheme and ensuring the eight criteria for the voluntary Agreement are achieved.

The last meeting of the EBF and UWL took place in 3 December 2019 at Roca Gallery Barcelona. The EcoDesign and Energy Efficiency Labelling Consultation Forum to present UWL for voluntary agreement took place in Brussels on 18 December 2019.



**Picture caption, left-right:**

*Dominic Ellerton, BMA (He undertook the environmental study)*

*Vikki Hollins, Administrator UWL*

*Professor Chris Fogwill, Director for the Institute of Sustainable Futures, Keele University*

*Yvonne Orgill, CEO UWL*

*Peter Allen, Future Networks Communications Manager, Cadent*