

22 March 2016

# EUROPEAN WATER EFFICIENCY LABELLING



# WHY DO WE NEED LABELLING?



- **Overconsumption**
  - *Population growth*
  - *Using twice the amount of natural resources*
- **Climate change**

# MEDITERRANEAN BASIN

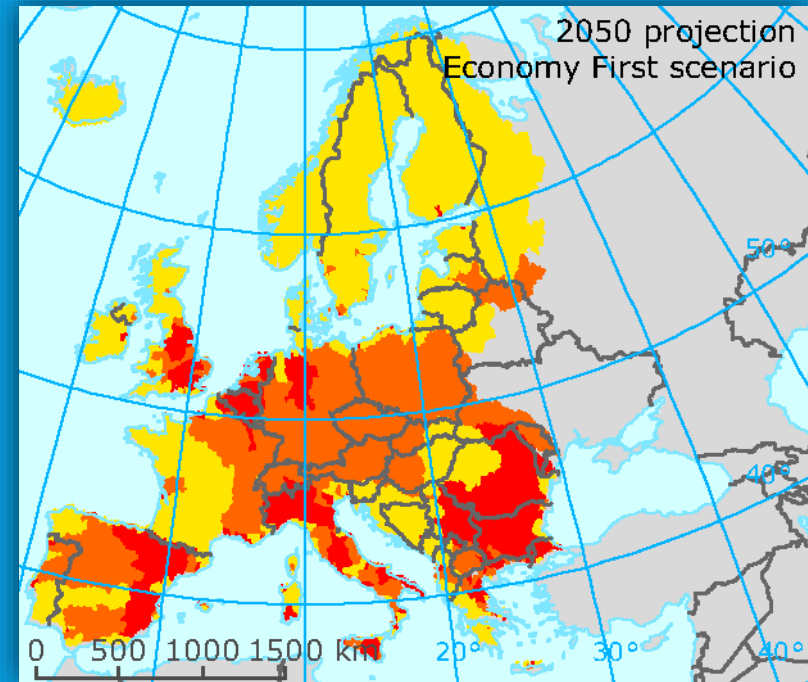
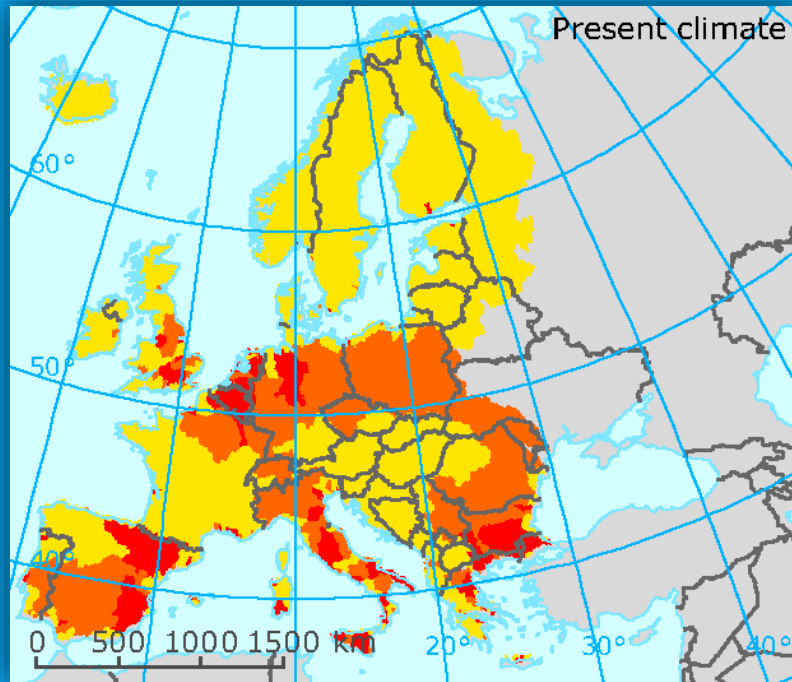
Hot spots for water stress

Winter = 30 million  
people under water stress

Summer = 70 million  
people under water stress



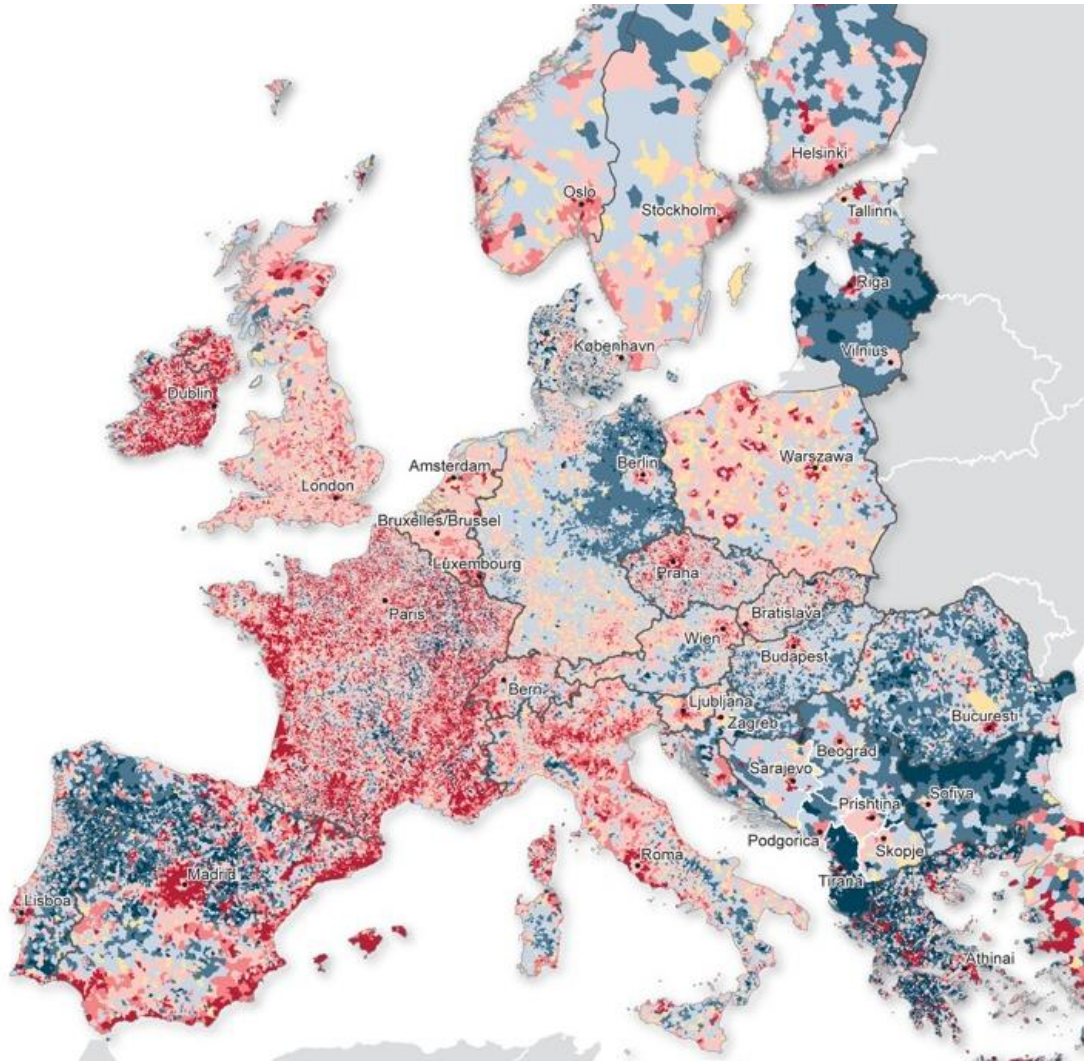
# EUROPE'S INCREASING WATER STRESS



Increasing water stress from now to predicted 2050 stress rates



# EUROPE'S INCREASING DEMOGRAPHICS



Population growth unsurprisingly matches the areas of most water stress

# FRESH WATER = LIMITED RESOURCE

The world is made up of 97% water in the form of Oceans

Only 1% of water is available to us in lakes and rivers as fresh water



2007 – UK CREATES...



**WEPLS – Water Efficient  
Product Labelling Scheme**

Scheme used to support  
Government initiative to reduce  
water use

Now – European Water Label  
(EWL)



OTHER EUROPEAN COUNTRIES  
ALSO CREATE SCHEMES







# EUROPEAN COMMISSION

- Recognition of increase in water stress
- Recognition of climate change
- Recognition of Population growth
- Recognition of overconsumption



# COMMISSION ACTIVITY

Ecolabel Studies for:

- Taps and Shower
- WCs & urinals



# COMMISSION ACTIVITY

Ecolabel Studies took over 2 years to complete

- Intent to identify the 10-20% most eco products
- Establish Green Public Performance (GPP) criteria



# COMMISSION ACTIVITY

Ecolabel Studies took over 2 years to complete

- Industry ignored – ecolabel covered as much as 80% of products
- Commission own research detailed education as surest way to create change



# COMMISSION ACTIVITY

Final report not released

Pilot study into the potential for:

- Possibility of mandatory labelling of taps and showers
  - *Which will cause market confusion*
- Still no focus on education



A vintage brass key with a circular ring handle and a notched bit is positioned diagonally across a piece of white, torn-edged paper. The paper is placed on a dark, textured wooden surface. The word "SUCCESS" is printed in a bold, black, serif font on the white paper, with the key's bit resting over the letter 'C'.

**SUCCESS**









# BEST OF BOTH

WELL & EWL Labeling Schemes



## European Water Label Update

| water label  |   |
|--|---|
| Flow rate (litres / minute)  |   |
| Max 6  |  |
| Max 8  |  |
| Max 10   |  |
| Max 13   |  |
| > 13   |  |

[www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)

# European Water Label update

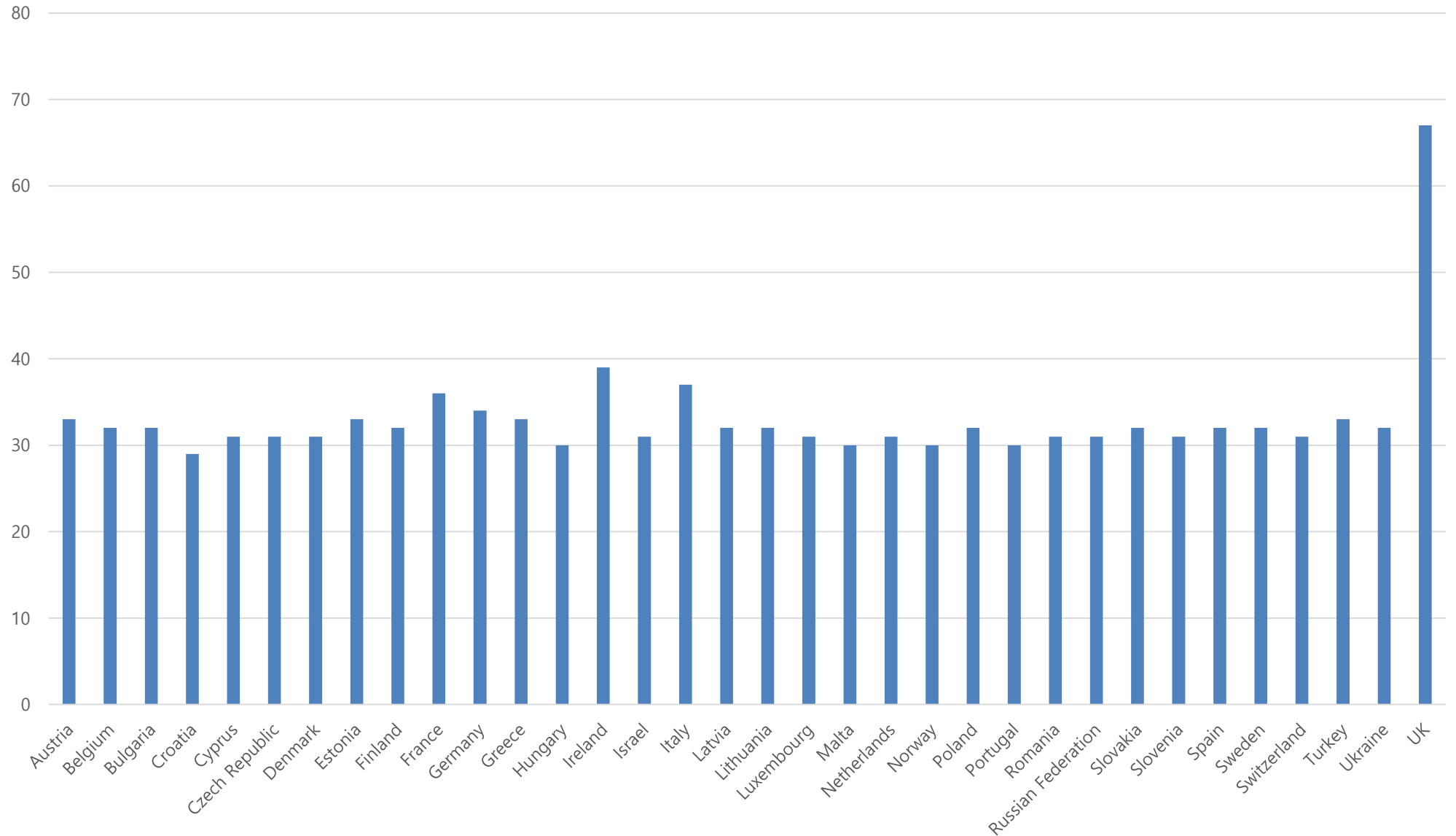
127 Brands – 7 additional brands added since January 2017

Product registrations 9,700  
Over 13,000 have been registered

Interest from Italian, German and Turkish Manufacturers  
New interest coming from South America – Mexico in particular



# European Water Label update



# European Water Label update

- Database cleansing currently being undertaken
- Annual Audit complete
- Video's now in Italian and German as well as English
- Italian website translation in progress



HOME  
FIND A PRODUCT  
REGISTERED COMPANIES  
INDUSTRY & PROFESSIONALS  
THE LABEL  
BE WATER WISE  
SCHEME PARTNERS  
USEFUL LINKS  
FIND A STOCKIST  
WATER LABEL NEWS LETTER  
NEWS ROOM  
WATER EVENTS  
WATER FOR LIFE  
SCHEME ROADMAP & VISION  
CONTACT INFORMATION  
THE WATER CALCULATOR

A simple, effective Industry backed voluntary initiative

The simple classification scheme applicable throughout Europe, the label clearly shows maximum volume of water that the product will deliver.

video  
CLICK HERE

INTERACTIVE PRODUCT MAP

ISH Frankfurt am Main  
14–18.3.2017

Come see us  
Hall 4.1 FOY 18

Language: [Deutsch](#) [English](#) [Español](#) [Türkçe](#) [🌐](#)



# European Water Label update

- FEST is seeking 1 Label – written to WELL & EWL expressing their concern on why progress is not being made in bringing both schemes together
- Agents – Spain, Italy and Turkey
- A rise in visibility on websites
- 2017 Road Map developed and issued

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**FERRO**  
GRUPA FERRO

Start Firma Relacje inwestorskie Aktualności Produkty Gdzie kupić Serwis Aranzacje

Katalogi Porady Dokumentacja techniczna Centrum prasowe Kontakt

Start / Aktualności /

**FERRO pierwszym producentem z Europy Centralnej w European Water Label**

27 kwietnia 2016

20 kwietnia 2016 roku armatura marki FERRO dołączyła do systemu klasyfikacji European Water Label - inicjatywy zrzeszającej producentów zaangażowanych w promowanie efektywnego zużycia wody poprzez poprawę wydajności produktów używanych w łazience. Tym samym firma FERRO jest pierwszym producentem armatury z Europy Centralnej, którego wyroby zostały wprowadzone do internetowej bazy danych EWL.

Baterie i natryski FERRO znalazły się wśród 85 marek i ponad 8 tysięcy produktów, które orientują się na maksymalną przepływność i maksymalną wydajność urządzeń pracujących w łazience i kuchni. System oznakowania European Water Label w czytelny sposób informuje konsumenta o ich parametrach, a w szczególności o poziomie zużycia wody. Każdy oraz liczby umieszczone na etykiecie dołączonej do baterii lub natrysków mówią o rzeczywistym przepływie wody w litrach na minutę. Intensywnie zielony wskazuje na najniższy przepływ i maksymalną wydajność urządzenia. Produkty Ferro klasyfikują się w dwóch najbardziej oszczędnych, zielonych kategoriach, a są nimi: szlachetkowe baterie umywalkowe Sirocco-Sensor (BBB101, BBB101M, BBB101S, BBB101SM), baterie umywalkowe i zlewomywalkowe Cassino VerdeLine (BCS2VL, BCS2VL, BCS4VL), baterie umywalkowe i zlewomywalkowe Genova VerdeLine (BGE2VL, BGE4VL), baterie umywalkowe i zlewomywalkowe Veneto VerdeLine (BVN2VL, BVN2VL, BVN4VL) oraz natrysk Doppio VerdeLine (N360VL). Przy maksymalnym obciążeniu, przez armaturę marki Ferro przepływa, w zależności od modelu, od 5,3 do 7,1 litra wody na minutę, podczas gdy przez standardową baterię ok. 12 - 15 litrów.

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Welcome to Roca - UK Product search

Our Company Products Sustainability Design and Innovation News and events Where to find us

Home > The Water Label

About our products

Product Care

The Water Label

Product Guarantees

FAQ's

**The Water Label**  
Many of our products are registered with the Water Label scheme

Many of our products are registered with the Water Label scheme, meaning they have been independently verified as being water efficient. Throughout our main brochure 'Everything In Bathrooms' you will see the Water Label logo next to a product which is registered on the scheme.

The water label was developed by the Bathroom Manufacturers Association and is now run by the Water Label Company. As a voluntary labeling scheme this allows consumers to identify and compare water saving taps, showers, WCs and baths.

For more information on the scheme please visit: [www.europeanwaterlabel.eu](http://www.europeanwaterlabel.eu)

TR EN

VALFSEL ARMATÜR SANAYİ A.Ş.

E.C.A.  
YILLARCA BERABER

Elginkan Vakfimiz Sosyal Sorumluluk Kurumsal Ürünlerimiz Bayi - Servis Medya İletişim ARA

Tasarruflu ve estetik,  
üstelik çok ekonomik,  
**E.C.A. Zafir**

# ISH

- Stand displaying and highlighting all logo's
- Water for Life – third issue
- Event – Wednesday
- Political tour
- Visibility of the label



Frankfurt am Main  
14–18.3.2017


Come see the  
European Water Label  
**Hall 4.1 FOY 18**



The image features the ISH logo in yellow, blue, and red. Below it is a small graphic of the European Water Label, which includes a water tap icon and a scale with categories: Max 0 (green), Max 5 (yellow-green), Max 10 (yellow), Max 13 (orange), and > 13 (red). The website address www.europeanwaterlabel.eu is visible at the bottom of the label graphic. To the right of the text is a large image of a globe split vertically, with the left half being orange and textured like the Moon, and the right half being blue and showing Earth's continents and oceans.

## Water For Life

Make Every  
Drop **Count**



Issue Three      March 2017

The image shows a dynamic splash of water in shades of blue and white against a white background. The water is captured in mid-air, creating a sense of movement and freshness. The splash starts from the left and moves towards the right, with smaller droplets trailing behind it.

# Organisation Working Group

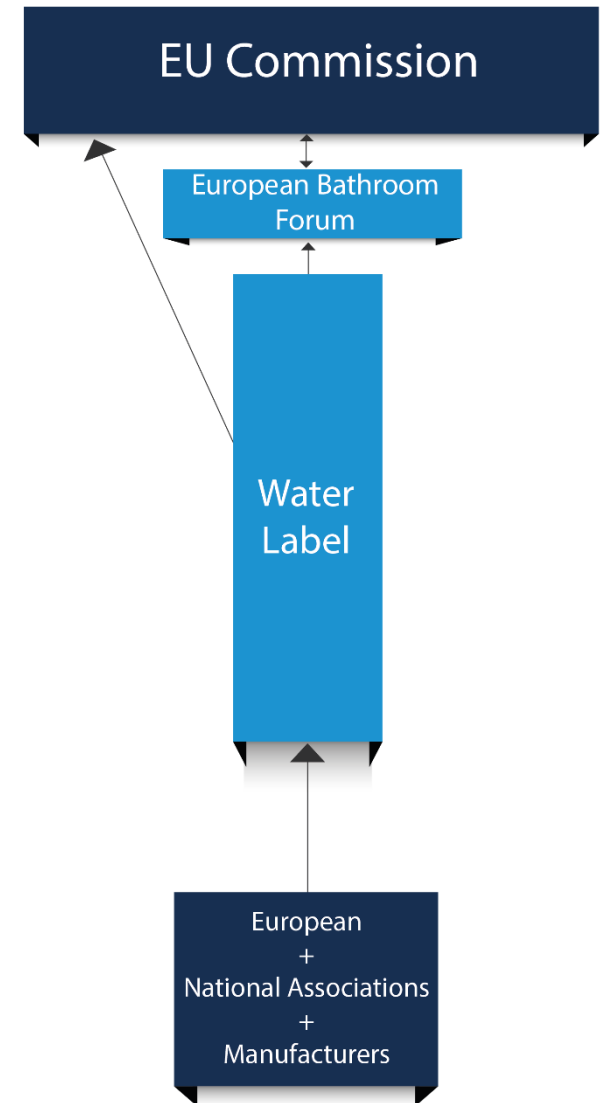
- Why the EWL believe in the 'Best of Both' policy and commitment by EWL members
- Meeting and conference calls held
- Discussion at meeting look at:
  - Understanding of the current organisation of each Scheme
  - Identified commonalities and differences between the two





# Organisation Working Group

- The Conference Call concluded that un EU-Nited had held internal discussion · WG could not progress further



# Meeting with DG ENV

A meeting between DG Env, FECs, CEIR and EWL took place 1 February in Brussels

DG Env advised

- Open to voluntary or mandatory initiatives
- No decision as yet – likely middle of year
- Looking at updating 'Preparatory Study'
- Possible Mandatory implemented 2019/20
- Supported the idea of a Scheme that embraced all water using bathroom product
- Advised about 'Best of Both' initiative

# Meeting with DG ENV

□ Provided an image of the proposed new label

Comments:

- Like the clean lines
- Unsure of A-E – need legal input
- Needed addition of :
  - Energy and water volumes need to be clearly visible as consumers have little attention span
  - Image of label taking into account view of DG ENV





# Meeting with DG ENV

- If voluntary is preferred route then a strict procedure to follow
  - Data collation that showed
    - Visibility
    - Market penetration
    - Must be open to all who trade
    - Visibility is a must on website
    - Strict milestones to be achieved
    - Regular meetings with the Commission

