

1) DEFINE WHAT

TITLE - **European Water Label** Easily recognisable graphics and a searchable online database show the water-using and energy characteristics of bathroom and kitchen products so that would-be purchasers can choose those which best suit their circumstances and budget. The scheme is increasingly recognised by consumers and professionals, and from the UK government’s point of view it is now an important instrument in their drive to meet sustainability commitments. It is a catalyst for change in behaviour. Seen in 34 countries in Europe and beyond. **AUTHORS** The not-for-profit Water Label Company Ltd. - managed by the Bathroom Manufacturers Association, IC 1, Keele University Science & Business Park, Newcastle-under-Lyme, ST5 5NB 01782 631619 **WEBSITE** www.europeanwaterlabel.eu **EDUCATION** Presentations are undertaken at exhibitions and with individuals. These are available on the website and accessible to all. Information is provided to manufacturers and sales organisations for use by industry professionals and consumers. Education material is embedded into the Bathroom Academy. A specific Water Efficiency/Water Label course has been specially written for BPEC. **MESSAGE** The Label itself can be seen on products and their packaging. The website gives information on 8200+ products together with educational and marketing materials, links to the Water Calculator, information about manufacturers and supporters. Cohesive marketing material has been developed to aid the dissemination of tested consumer messages. The reaction from the press is enthusiastic and positive - they embrace the story and work to spread the message.

2) DEFINE WHY

DRIVERS The idea has grown to become the benchmark and award winning labelling scheme approved by the UK government, supported by 11 European trade associations, major builders merchants and retailers. **AUDIENCE** The project has four target audiences, in the UK and in Europe: (1) manufacturers (2) construction industry professionals (3) builders merchants, retailers, DIY stores (4) consumers.

3) DEFINE HOW

COMMUNICATION The European Water Label Scheme (with its website and graphics on product/packaging label) carries information for 12 product categories including the flush performance of toilets, the flow rate of taps and showers, and the capacity of baths. Energy information has recently been added to the scheme. **ACCESS & COST** The web-enabled database, is free to access and open to all, and holds the details of over 8200 products across 86 bathroom brands. **PEER REVIEW** The European Water Label is unique but has been recognised by other associations and trade magazine. Multi-award winning.: 1) Environment Agency and Waterwise Water Efficiency Awards 2014; 2) The Sentinel Business Awards 2014; 3) kbbReview Awards 2013; 4)and 5) Sustain Magazine Awards 2010 and 2011.

4) HOW MUCH

IMPACTS When introduced, the scheme became the catalyst for change in the industry. Nothing like it had been seen before. The scheme immediately pitched manufacturer against manufacturer since each wanted to out-do its nearest competitor with the most efficient, designed, bathroom or kitchen product which is water and energy efficient but has no-less performance. **PROOF** Savings are not calculable or recorded due to lack of data. However the website has been viewed over 500,000 times and the associated Water Calculator 140,000 times.

5) EVIDENCE

DOCUMENTATION In keeping with its sustainability message, little is printed. The key is therefore its website. **SCREEN SHOTS:**



The Label itself is becoming increasingly apparent on bathroom and kitchen products, on packaging and Point-of-Sale materials. **More EVIDENCE** We know that consumers recognise that they can reduce waste and can save money on household bills. Sustainable developers use the scheme to identify those products which best help them achieve the requirements of the Building Regulations and Code for Sustainable Homes. There has been wide exposure by trade, consumer and broadcast media. Coverage in magazines EG: At Home with Lorraine Kelly, Utopia KBB Mag, Celebrity Angels with Phil Spencer. BBC and Independent Radio coverage reached a measured 32 million listeners through 167 Radio Stations during w/c 30 April 2012. 4 hours 42 minutes of air-time. The BMA’s CEO was interviewed live, on 30 April 2012, on BBC Radio 4’s ‘Today’ news programme. BMA’s CEO has spoken at two Parliamentary Luncheons at House of Commons talking to ministers and MPs about the project.

