



Water For Life

Make Every
Drop **Count**

Issue Three

March 2017

LAUFEN

DO YOUR BIT TO SAVE WATER AND ENERGY

EVEN SMALL CHANGES MAKE A BIG DIFFERENCE. LAUFEN HAS LONG BEEN COMMITTED TO PRESERVING RESOURCES. FOR INSTANCE, THROUGH REVOLUTIONARY TECHNICAL SOLUTIONS LIKE THE ECOTOTAL CONTROL CARTRIDGE WITH INTEGRATED VOLUME AND HOT WATER RESTRAINTS, OR THE ECO AND ECO+ WATER AND ENERGY-SAVING FUNCTIONS, WHICH HAVE JUST BEEN LAUNCHED FOR 2015. THESE NEW ECO FUNCTIONS MAKE IT EASY FOR YOU TO USE LESS WATER AND ENERGY, AND THEREFORE DO YOUR BIT FOR THE ENVIRONMENT. FAUCETS WITH THE ECO+ FUNCTION, FOR EXAMPLE, RUN COLD WATER BY DEFAULT WHEN THE LEVER IS IN THE CENTRAL HOME POSITION.



WELCOME TO OUR THIRD ISSUE OF *WATER FOR LIFE*

Water, is a precious substance and one we cannot survive without, and yet, a substance we have little understanding on how much we use and how much we waste. Good clean water is a must for our everyday living, it keeps us healthy, free from disease and is used countless times every day in our homes, businesses and manufacturing process.

The majority of people do not realise how much water they use during their daily activity; it is easy to forget that over 6 litres of water is used every time you flush the toilet, a 30 minute shower can use in excess of 360 litres and considerable energy required to heat the hot water. Over 8 litres of water consumed each day whilst cleaning your teeth. With over 550 million people living in Europe these daily activities can collectively use the equivalent water found in over 27,500 Olympic size swimming pools.



The European Water Label provides a great way of aiding the consumer, architects and specifiers to easily recognise the water flow or volume across 14 differing categories of water using bathroom products. Supported by 126 well known bathroom brands and 52 additional partners the Scheme continues to grow and expand its easy to navigate database of 9,750 live products - easy access - easy choice.

The Scheme provides the platform for all to have a greater understanding of how much water is used and in return how we can reduce waste.

The demand for water is greater today than ever before, and we all have a social responsibility to improve knowledge, reduce waste, so future generations can enjoy what we have today!

We must all play our part!

Enjoy our magazine.

Yvonne Orgill
Director
European Water Label

WATER PLAYING A PIVOTAL ROLE...



Hugo Schally

Traditionally, economic growth has relied on ever cheaper resources, not just metals and minerals, but also natural capital. Yet, if our society goes on consuming resources at the same rate as we do now, by 2050, we will need three times more material resources globally, and 70 % more food, feed and fibre. And just in the next 20 years, we will need 40 % more energy and water. It is evident that this linear economic model is unsustainable. The EU has a particular interest in minimising resource use as it is both heavily dependent on imported raw materials and faces serious shortages of other resources - such as water - due to persistent overconsumption. In recognition of the need for action, the European Commission adopted a new and ambitious Circular Economy Package in December 2015, which covers the full cycle of products: from design and

production, through consumer choices, to waste management and creating a market for secondary raw materials that go back into production.

From irrigation to cooling power plants and most industrial processes, water is essential to human activities - that goes without saying. Freshwater is the life-giving raw material, which is also under increasing stress globally and regionally. This will only be further exacerbated by climate change and growing consumer demand. The EU is no exception, with one third of EU territory being affected by water shortages all year around. In response, the European Commission committed to developing a number of actions to promote further uptake of water reuse at EU level as part of the Circular Economy Package. Water reuse was also made a top priority area in the European Innovation Partnership (EIP) on Water.

Apart from direct water savings, water reuse and efficiency holds wider benefits of energy efficiency and thus resource efficiency. Since reusing water generally consumes less energy than alternative supply options, like desalination or inter-basin transfers, and because it may allow for less energy consumption in waste water treatment, increasing water reuse and efficiency can also contribute to meeting the EU's energy efficiency and climate change targets. Actions proposed by the European Commission will focus on overcoming the main barriers to the untapped potential for water reuse wherever it is cost-efficient and safe for health and the environment as identified in the policy context.

The European Commission promotes a mix of mandatory and voluntary measures, which applies also to water reuse. The Circular Economy Action Plan includes both legislation on minimum requirements for water reuse in irrigation and aquifer recharge, which is under development, as well as guidelines on integrating water reuse into water planning and management and Best Available Techniques reference documents (BREFs) for relevant (agro) industrial sectors. The latest BREFs ("Common Waste Water and Waste Gas Treatment / Management Systems in the Chemical Sector" and "Intensive Rearing of Poultry or Pigs") include water recycling

and reuse, while water saving is a key topic identified for the work just started on the "Food, Drink and Milk" BREF.

Businesses who wish to employ water reuse measures can benefit from dedicated funding available under the European Regional Development Fund (ERDF), Horizon 2020 and LIFE. Support to reuse infrastructure is already available under ERDF, Cohesion Funds and the European Agricultural Fund for Rural Development and Member States are encouraged to use these opportunities. Discussion is on-going with the European Investment Bank to create additional funding opportunities specific to water: a Water Innovation Facility (under Horizon 2020 InnovFin), and a Water Investment Platform, to be coordinated with the development of the European Fund for Strategic Investments instrument.

Consumers can impact heavily on business practices when their collective choices shift market patterns. As part of the Circular Economy Action Plan, actions targeting consumption are included. Yet consumers need to be well-informed. Manufacturers can play a crucial role in disseminating information to allow consumers an informed choice at point of product selection. As such, the Commission wants to provide incentives to businesses to promote the water savings achieved during production of their products. In that context measures related to water efficiency will also be included in the ongoing work under the ecodesign and energy labelling directives.

Moreover, water reuse can also provide EU businesses with a competitive edge as this is an emerging worldwide market. A greater uptake of reuse at EU level would provide a showcase for the relevance





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WAKING THE
WORLD UP
SINCE 1917



At Roca we've been designing and developing high quality faucets for the past 80 years. We were one of the first companies to innovate with more efficient faucets in terms of energy and water consumption. And one of the first to team up with the best designers to create more modern, elegant designs. Today we are a global leader in faucets. And it's all to help millions of people to wake up every day.

See our full range of faucets at roca.com



WATER AND CLIMATE CHANGE, AN INSEPARABLE PAIRING

"Nearly 663 million people do not have access to drinking water to meet their basic needs"

It is expected that water extraction will increase by 50% in the developing countries and by 18% in developed countries by 2025. This will accentuate the hydric stress suffered by the planet. We still have time to achieve a new water culture.

Nowadays 663 million people do not have proper access to safe drinking water in order to meet their basic needs, cook and clean, and climate change is an important part of this problem. COP 21 was the starting point for an improvement plan agreed by all countries, while at the same time it reminded the society in general and companies and institutions in particular of the damage caused to the environment and to people by a bad management of resources.

A situation that affects the most disadvantaged countries more acutely, although developed countries also suffer its effects. Let us remember the extreme drought suffered in Spain in 2008. Moreover, it is expected that water extraction will increase by 50% in the developing countries and by 18% in developed countries by 2025. This will accentuate the hydric stress suffered by the planet.

We cannot remain indifferent. We need to be aware of this to avoid the deterioration of the living conditions of people and a setback for the environment. If corporations, governments and citizens in general unite their efforts and aim them towards a fairer water culture and towards sustainable development, then we will be able to avoid critical situations.

At the We Are Water Foundation, driven by Roca, we work to raise awareness of the need of a new water culture by carrying out actions and visibility campaigns, conferences or debates, and we also help many countries with projects to improve the access of their inhabitants to drinking water and to provide them with basic sanitation facilities.

We had the opportunity of participating at the '13th International Forum on Weather and Climate', which took place in Paris last May. There we shared knowledge and experiences with meteorologists from all over the world on the influence of climate change on hydric resources. We also organised the 'Workshop Social Perceptions of Water and Climate' with many weather presenters from around the world to commemorate World Toilet Day. This was not only an opportunity to start a relationship with these influential professionals, but also a way of emphasizing the social and dissemination role they play.

We believe we still have time to achieve a new water culture together.

Xavier Torras, director of the We Are Water Foundation

we are water
Foundation



RESOURCE EFFICIENCY: THE INDUSTRY PUTS WORDS INTO ACTION

PASCAL VINZIO,
CEIR PRESIDENT



Resource efficiency is a top priority for the EU institutions, as it is for CEIR and its members. The European taps and valves industry strongly believes in a more limited use of our planet's scarce resources, thus minimising impact on the environment and contributing to Europe's growth.

The European taps and valves industry is fully committed to helping the EU and Member States reach their objective to shift the European economy in a more sustainable direction.

Indeed, water efficiency has always been a primary focus for the taps industry. Manufacturers are committed to developing ever more water-efficient products, thus delivering important water savings and environmental benefits.

The European taps industry has taken the lead by putting words into action towards a more sustainable world. It has joined forces with other players in the bathroom industry to promote the European Water Label.

This label is a voluntary scheme, led by the industry and open to all companies selling water-using bathroom products. One of its primary roles is to educate consumers on the use of water, thus enabling an informed choice to be made at the point of sale. In line with the EU circular economy policy, the European Water label helps consumers to choose water-efficient products that are more environmentally friendly and, at the same time, provide cost savings.

EU consumers are key players in ensuring a successful transition to a circular economy. Therefore, we strongly believe that the European Water Label is a key instrument to raise consumer awareness and help the EU reach its objectives. By reducing water consumption, the European industry will make the circular economy a reality with benefits for all European citizens.

F E C S

**MIQUEL-ANGEL MUNAR,
PRESIDENT OF THE EUROPEAN FEDERATION OF CERAMIC SANITARYWARE MANUFACTURERS (FECS)**



The European Federation of Ceramic Sanitaryware Manufacturers (FECS) continues supporting the European Water Label (EWL), a simple and voluntary scheme that measures the water consumption of bathroom products.

With the technical aspects successfully developed for ceramic sanitaryware products, FECS members have been very busy in the last years in supporting and promoting the EWL scheme. Ceramic sanitaryware manufacturers displayed the EWL in many national and international industry fairs.

In September 2016, the EWL was also present at CERSAIE, the international exhibition of ceramic tiles and bathroom furnishings, in Bologna. Thanks to the support of Confindustria Ceramica, the EWL organised a press conference where FECS secretariat attended and was interviewed by the organisers of the CERSAIE fair.

In 2015 and 2016, FECS met policy makers from the European Commission and reported on the developments of the EWL scheme.

FECS showed that the scheme is growing and gaining visibility through Europe.

As president of the European Federation of Ceramic Sanitaryware Manufacturers (FECS), and on behalf of all the members, I can state that we are committed to continue supporting and promoting the EWL scheme.

FECS which is a member of the European Ceramic Industry Association (Cerame-Unie), promotes the interest of the ceramic sanitaryware industry at European level. The association was established in Geneva in 1954 and moved to Brussels in 2009. Today it represents six national trade associations and companies from the European Union, Turkey and Switzerland.



AGRIVAL, the Spanish National Association for Taps Manufacturers, was the first agency for the Water Label Scheme. Our agency for the Spanish territory was signed in March 2016. We think the main reason for promoting this scheme is encouraging consumer awareness how much water and energy they are using in a 'simple and easy way', as part of the effort and investment of the Spanish tap industry is making'.

EASYWASH WATER CLOSETS

- **No more splash!** EasyWash System leads and keeps water in the closet.
- Full function with **4.5 lt** means **25% water saving**
- **No bacteria** in your bathroom with Hygiene Surface Water closet and Seat & Cover.
Thanks to Hygiene Surface Technology.



TOUCH SINK AND BASIN MIXERS

- Special **hygiene coating**
 - **Save water up to 60%**
- **Innovative touch function**
for sink and basin mixers



PART OF OUR DNA

For Ideal Standard, developing solutions that make smarter, more intelligent use of water has been part of our DNA since our very beginnings.

TORSTEN TUERLING,
CHIEF EXECUTIVE OFFICER, IDEAL STANDARD



Earlier this year, the World Economic Forum published its Global Risks Report for 2017, making environmental concerns more prominent than ever and highlighting water scarcity as a key risk. The report confirms general opinion that resource scarcity - including water - has indeed become a Megatrend, impacting all of us.

At Ideal Standard, we are committed to developing innovative solutions that make smarter use of this precious resource without compromising on performance. For us, intelligent use of water is just as much about economy as it is about sustainability. It's one thing to develop new products that are water efficient, but if they are too difficult to install, don't perform as expected or are not appealing for the consumer, they've missed the mark. We believe - and have proven time and time again - that it's possible to create innovative solutions that are both water efficient and meet the different needs of our professional customers as well as the final user. It's about connecting technology with real-world needs, without compromising on the experience or performance.

Our Aquablade® flush technology is a great example of this principle. Introduced in 2015, this revolutionary technology not only set new standards of hygiene, covering 100% of the surface through a powerful all-round flush, it

also reduced noise by 25% and provides optimal flushing at low water volumes, resulting in significant water savings. All without compromising on design - as recognised by multiple awards for functional design and advanced technology, including the IF Design Award 2015, the Red Dot Design Award and the German Design Award.

Also, our patented IdealBlue technology is another example, engineered to enable taps to use less water and energy. The amount of water held in the tap when closed is reduced by 80%, resulting not only in less water waste, but also saving valuable energy in the process by reducing the time needed to achieve the selected water temperature.

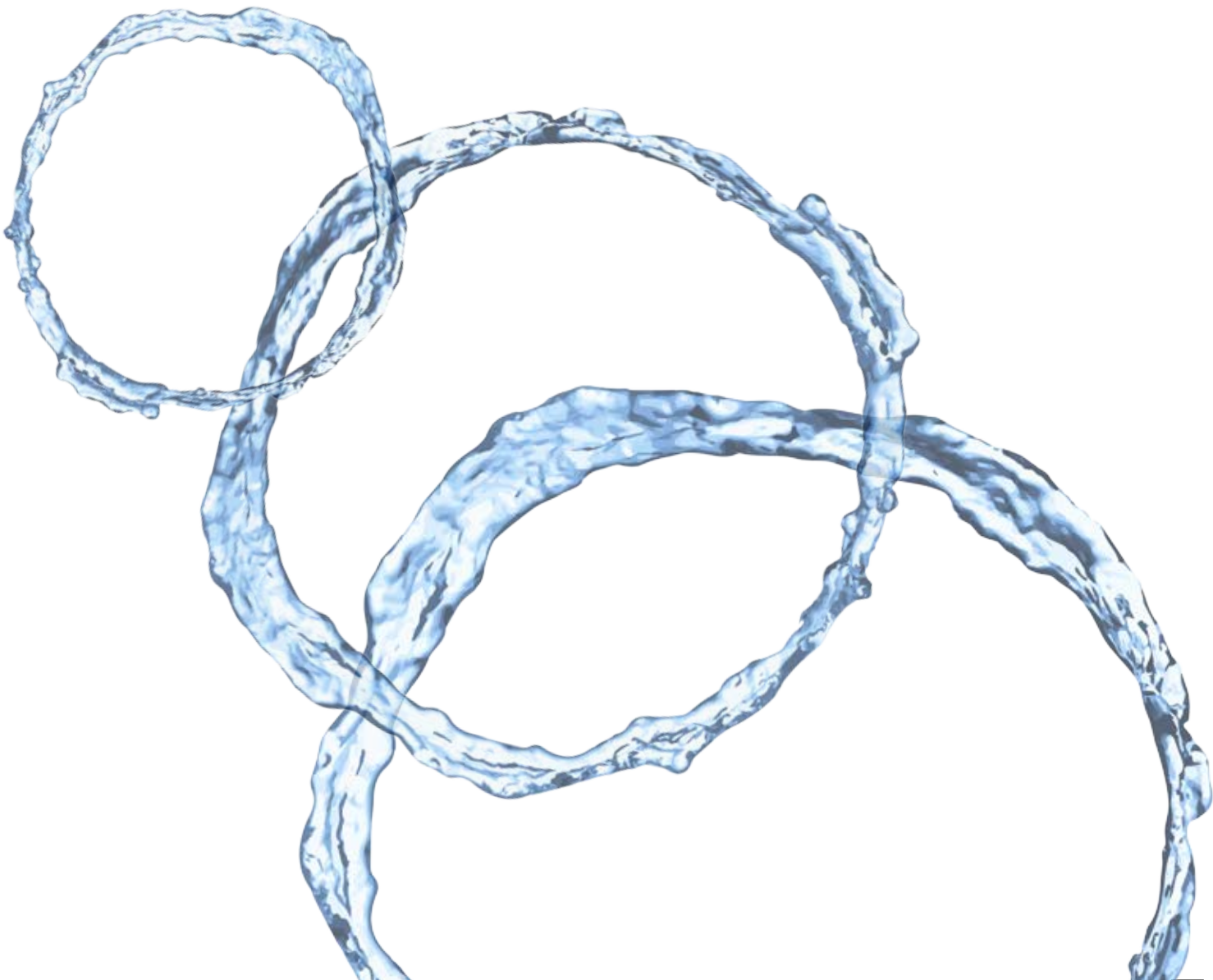
But we don't stop there. The quest for innovative and intelligent water solutions is the main objective of our dedicated R&D organisation that is constantly looking for new technologies that allow more efficient water usage and increased performance to meet the needs of today's customers and those of tomorrow. We have a number of game-changing innovations in our pipeline which we plan to bring to market over the next few years, including optimised water usage solutions that we believe will once again set new industry standards in this area.

A matter of responsibility

Although over the past years we've seen a clear evolution towards more environmentally and resource friendly products, research has shown that many people are still not aware of their own water consumption or how much water their appliances use. We believe it's part of our responsibility as one of the industry leaders to help focus attention on the matter as well as to create products that make more efficient use of this essential resource.

That's also why we support industry-driven initiatives like the European Water Label that share our vision for a smarter use of water and that help professionals and consumers alike make the right choices when it comes to water efficiency. We've been partnering with the scheme for many years and already have over 350 registered products across multiple categories such as fittings, ceramics, shower solutions, etc. We are constantly registering more products and believe that the independent, third party testing that's required to receive an EWL certification gives customers an additional level of confidence in the quality and efficiency claims of our products.

From the invention of the ceramic disc cartridge in the sixties as the first fitting that didn't drip and changed the face of the tap industry, to our revolutionary IdealBlue and Aquablade® technologies, creating intelligent solutions that make more efficient use of water without compromising on performance has been part of Ideal Standard's DNA for decades. It's who we are, and who we will continue to be for decades to come.





Ideal Standard



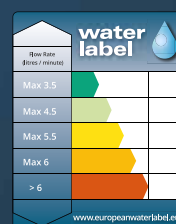
*Armitage
Shanks*

PORCHER

WATER INTELLIGENCE: WHEN SAVING WATER MEANS ULTIMATE PERFORMANCE

At Ideal Standard, we are passionate about preserving the planet's most precious resource. That doesn't mean we compromise when it comes to innovative design though. Our AquaBlade technology, for example, offers superior flushing even at low water volumes. This award-winning system is quieter, smarter, and cleans 95% of the bowl surface area with every flush. Like everything we do at Ideal Standard, it demonstrates how we aim to use our most precious resource in a smarter way.

www.idealstandard.com



WATER EFFICIENCY



INTRODUCTION

One hundred and fifty years ago, life expectancy and general health were both short and unpleasant. In the developed countries, the invention of the WC, the supply of wholesome drinking water and the introduction of sewage systems have transformed lives.

Yet, 40 percent of the world's population does not have access to proper sanitation, a working sewage system or wholesome drinking water.

According to the Second UN World Water

Development Report, if present levels of consumption continue, two-thirds of the global population will live in areas of water stress by 2025.

Increasing human demand for water, coupled with the effects of climate change, mean that the future of our water supply is not secure.

As of now, 1.1 billion people

do not have safe drinking water; added to this are the changes in climate, population growth and lifestyles. The world population is increasing rapidly - 3 billion in 1959, 5 billion in 1987, 6 billion in 1999, 7 billion in 2011 and 7.3 billion in 2015.

However, the water available remains the same.

There are 330 trillion gallons of

water on the planet, 3 percent fresh of which 2 percent is frozen. The remaining 1 percent of our "drinking water" is shared amongst a growing population.

Out of the total water consumed,

less than ten percent is for human/domestic consumption - the largest consumers being agriculture and industry. The efforts of the plumbing industry will be generally limited to conservation from this 10 percent!

The World Health Organisation (WHO) believes that "Water is a basic nutrient of the human body and is critical to human life". The WPC has been recognised as a non-governmental organisation (NGO) in relations with the WHO. We have worked closely with WHO on a variety of projects, including the following publications: Health Aspects of Plumbing and Water Safety in Distribution Systems.

"Water is a basic nutrient of the human body and is critical to human life".

STATISTICS

748 million people, roughly 1 in ten of the world's population, have no choice but to get water from wherever they can, including a dirty or contaminated stream, river or pond (WHO/UNICEF Joint Monitoring Programme (JMP) Report 2014)

Half the hospital beds in developing countries are filled with people suffering from diseases caused by poor water, sanitation and hygiene (UNDP Human Development Report, 2006)

Water in Accra, Ghana, costs 3 times as much as in New York (UNDP, 2006)

Nearly half of the people who gained access to water between 1990 and 2008 live in India and China (WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation 2010)

The average person in the UK uses 150 litres of water a day. In Australia, it's around 500 litres and in the USA over 570 litres (UNDP: Human Development Report, 2006)

Women in Africa and Asia often carry water on their heads weighing 20kg, the same as the average UK airport luggage allowance (UNDP: Human Development Report.)

WATER EFFICIENCY - WHAT IS IT?

Water efficiency is reducing water wastage by measuring the amount of water required for a particular purpose and the amount of water used or delivered. It is different from water conservation as it focuses on reducing waste and not restricting use.

Examples of water efficient steps include: fixing leaking taps (faucets), taking showers rather than baths and installing displacement devices inside toilet cisterns. These are things that fall under the definition of water efficiency, as their purpose is to obtain the desired result or level of service with the least necessary water. However, there are many countries that do not have the luxury of these appliances, meaning that water is an even more precious resource.

Personal hygiene, bathing, showering and toilet flushing account for 60 percent of water use in western households, with a further 20 percent used for washing clothes and dishes. With trends showing a greater increase in western use of potable water and with water stress and scarcity impacting on greater parts of the globe, global governments are seeking to address and adopt water efficient technologies and better practices.

WATER SAVING PRODUCT SCHEMES

Labelling water-using products is a growing practice across the globe, with many initiatives being implemented. The global map shows the varying schemes already in existence across the continents. Consumer labelling has a pivotal role to play in influencing behaviour change, a fact that is already evident.

Labelling not only provides the consumer with sufficient information to make an informed choice at point of sale, it also provides the manufacturer with a competitive tool and aids research and development for greater sustainable products.

Quality water efficient products and by its association energy, are only part of the equation. A change in behaviour is primary to driving efficiency measures. Consumers must be encourage to undertake small changes such as:

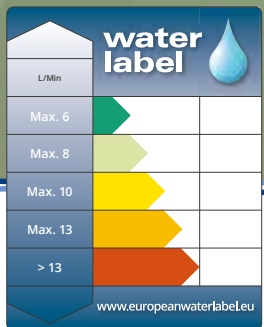
- Turning taps (faucets) off when not in use
- Maintaining products in good working order
- Reducing shower times by one minute per shower
- Don't use the WC as a rubbish bin.

There are an increasing number of approved products across the world which are recognised as being water efficient. The schemes recognised by the WPC are as follows:

REF:	COUNTRY/AREA	SCHEME	SCOPE	WEBSITE
1a	Australia	Water efficiency Labelling Scheme (indoor use)	Mandatory	http://ggo.gl/MDRWqs
1b	Australia	Smart Approved Watermark (Outdoor use)	Voluntary	http://goo.gl/dRxRxZ
2	Canada	WaterSense	Voluntary	http://goo.gl/lhsiYV
3	China	Water Conservation Certificate	Voluntary	http://goo.gl/cBw5i
4	Europe	European Water Label	Voluntary	http://goo.gl/t4WUuU
5	Hong Kong	Voluntary Water Efficiency Labelling	Voluntary	http://goo.gl/v627RH
6	India	Water Efficient Products-India	Voluntary	http://goo.gl/sZdcO8
7	Malaysia	Guidelines Voluntary WEPLS	Voluntary	http://goo.gl/94i7ZZ
8	New Zealand	Water Efficiency Labelling Scheme	Mandatory	http://goo.gl/hyPZu9
9	Portugal	National Plan for Efficient Water Use	Voluntary	http://goo.gl/pAs5zg
10	Singapore	Water Efficiency Labelling Scheme	Mandatory	http://goo.gl/GKp9w
11	UAE	Emirates Authority for Standardisation and Metrology (ESMA)	Mandatory	http://goo.gl/jvoYTO
12	United Kingdom	ECA Water Technology List	Voluntary	http://goo.gl/XJ8xps
13	United States	WaterSense	Mandatory	http://goo.gl/hp6WwUR




croydex
 Think bathrooms



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CROYDEX AT THE FOREFRONT OF WATER SAVING TECHNOLOGY

**PETER PEGDEN,
PRODUCT AND PROCUREMENT DIRECTOR, CROYDEX**



"With the bathroom accounting for more than 60% of water used in the home (including heated water) water-saving products are becoming more important in the quest to reduce consumption of energy and water and consequently utility bills. This plays an important part in product selection as everyone looks for optimum performance and value.

water efficient showering sensation.

Aqua Air showers work by drawing in air and blending it with the water flow to create bigger, softer, aerated water droplets. The technology delivers savings of up to 50% water reduction compared to normal showers.



Saving water is something our customers consider a high priority when looking to replace shower heads or handsets. Our efficient shower accessories are proving popular as people look to cut costs on their bills and conserve natural resources.

Consumers continue to demand exceptionally high standards to make their money go further. Our water saving handsets conform to the strict criteria for the Water Label, reassuring consumers and giving them clarity on water consumption and a range of choices on performance levels. Simple to install these products are the perfect retro fit solution to convert high consumption products to high performance yet economical ones.

The latest additions to our Water-Saving range include two new silk spray shower handsets that offer a sensational spray pattern whilst optimising water consumption. Also included is a new and innovative self-cleaning hand shower that works at very low pressures but features an optional venturi cartridge that can be inserted at higher pressures to save up to 50% of water usage. Using similar technology to our innovative Aqua Air overhead showers and handsets this cartridge harnesses the power of air and water to deliver an invigorating yet

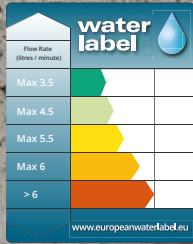
As a company we are committed to rolling the Water Label out across our product range by incorporating it into packaging and other promotional material as we believe that easy-to-understand, clearly visible water consumption data at the point of sale enables people to make informed decisions about their purchases and so plays a vital role in helping to reduce water and energy consumption."

For more information on Croydex range of water labelled overhead showers and shower handsets please visit www.croydex.com.



SENZABRIDA® Spülrandlos

Mehr Hygiene und ein
neues Design



concept and graphics Domenico Orfice design studio - photo Walter Monti

ISH Frankfurt
14.-18. März 2017
Halle 3.1 Stand B90

GLOBO

www.ceramicaglobo.com

ITALY JOINS THE EUROPEAN WATER LABEL

AVR IS PROMOTING THE EUROPEAN WATER LABEL IN ITALY



Associazione italiana
costruttori valvole e rubinetteria

The European Water Label has already been adopted by more than a hundred companies. This simple but effective, classification Scheme applicable throughout Europe is supported by the Italian valve and fitting manufacturers' Association AVR, a partner for the promotion of the European Water Label.

In Italy water and energy saving is one of the most topics discussed among members on many occasions. This voluntary, cost effective and flexible certification scheme - formed with the idea to educate the consumers to the save water and raise awareness of the importance of using water more wisely. The Scheme - is also a marketing and promotional tool to promote water efficient products.

The Scheme is now, undeniably, the most important labelling scheme of its type.

INDUSTRY'S HOLISTIC APPROACH



CONFINDUSTRIA CERAMICA

We are seeing a growing interest and an heightened sensibility by consumers, specifiers and the green community to savings and environmental sustainability. Water saving is one of the key issues in the new international policy and sanitaryware have a potential in promoting new products with an increased efficiency in water saving.

Confindustria Ceramica is active in supporting industries that are investing in promoting new technologies and products that provide a concrete response to the new requirements that respond to the needs of the consumer and public authority. We strongly support the creation of a credible tool to communicate in an holistic

way all the main environmental issues related to the sanitaryware products.

In this regard the European Water Label has increased its visibility and recognition and it has been adopted by more than 126 brands across Europe. We are in favour of promoting the adoption and dissemination of the European Water Label (EWL); a bottom up initiative that provides a concrete response to the demands of the business and consumer markets. Even if the EWL is a self-certified tool open to everyone, checks are performed each year to verify the standards of a sample of registered products giving credibility and transparency in promoting eco efficient products.

Provided that water is the primary metric of the Scheme, the information stated on the label includes also energy consumption

data and an additional technical specification with the possibility in the near future to include further information for consumers strengthening the credibility of the EWL.

In the last months Confindustria Ceramica has been very active in promoting the EWL during CERSAIE; the most important international trade show for ceramic tiles and sanitaryware where the European Water Label was presented in an international press conference and present with an information booth.

Confindustria Ceramica supports the EWL as an effective tool to communicate the performances of eco products and communicate in a credible and consumer friendly way the main environmental characteristics to the consumer and relevant stakeholders.

MANAGING WATER CONSUMPTION IN COMMERCIAL BUILDINGS THROUGH BREEAM AND USE OF THE EUROPEAN WATER LABEL

A STUDY BY BREEAM COMPANY OF THE YEAR 2016, SWECO UK

The UK Government's "Future Water" strategy for England, which states that we must "secure a sustainable water supply and demand balance by limiting and reducing water consumption", action should be taken where possible to limit water consumed by all buildings. It can be strongly argued that there is a pressing need to focus on water consumption in new 21st century commercial buildings. As one of Europe's largest engineering consultancies and BREEAM Company of the Year for 2016, Sweco are not only striving to design better buildings with sustainable water usage, but also understand fully the design of water supplies and their effect on the environment. Commercial water use accounts for approximately 23% of total public water supply, with an average 10,000 m² office consuming over 20,000 litres per day (European Commission, 2009). Considering the projected impacts on water supply of population increase, lifestyle changes, further city growth and climate change resulting in greater climate variability and unpredictability, managing water consumption is only set to become more important under almost every future scenario. London & indeed the whole of south east England is classified as seriously water stressed (Reference London sustainable Draining Action Plan 2014). It is therefore important that steps are taken to ensure water is managed efficiently and effectively to meet demand.

There is an increasing recognition of the associated energy, operating & maintenance savings that can be realised through the implementation of water saving initiatives (Whole Building design Guide, 2016). One potential driver of this change is arguably the focus on water consumption and efficiency in BREEAM, an environmental assessment methodology applied to newly constructed building assets in the UK. The assessment is split into 9 environmental categories, each of which have individual 'credits' that are awarded based on compliance with specific

criteria related to that category. Once constructed, the building is awarded a final BREEAM rating based on the percentage of available credits achieved, which represents the asset's sustainable and environmental credentials.

BREEAM places focus on three of the key items in the UK Government's "Future Water" strategy for England; consumption through components, metering of supply and reducing leakage. The first section under the BREEAM 2014 Water category, Wat01, concerns component-level water consumption and the extent to which mains water consumption is offset by whole-building solutions such as greywater recycling and rainwater harvesting. Credits are awarded based on a calculator, which compares an expected baseline performance against the water efficiency of specified components (plus the contribution of greywater/rainwater systems) in the actual building. The percentage of improvements over the baseline equates to the award of credits. The idea is to promote the careful and considered specification and installation of components that consume less water. For example, - flushing toilets in a commercial building account for up to 30% of total water use; by specifying low/ Dual flush toilets, however, consumption can be reduced by approximately 35% (Building.co.uk, 2016).

The European Water Label is a useful tool when advising clients & project teams on compliance with the BREEAM Wat01 credits. The label provides a clear and informative guide on the water efficiency of sanitary components, with the associated website featuring a large database of products from key manufacturers, which allows for easy performance comparison of one product against another. The label and database can be used to compare components against the BREEAM benchmark performance data, allowing compliant recommendations to be made for the award of credits.

CONTINUED OVER PAGE

*Powering Bathroom Trends for
Now and for the Future*



*Brought to you by the
global family of flush*



 **Fluidmaster.**

A GLOBAL FAMILY OF BRANDS



TURBECK

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Use of the water label information when advising on BREEAM has arguably strengthened our consultancy service, and has allowed our clients to choose sanitary components for their buildings that will meet the required water efficiency standard, whilst still giving them the freedom of choice between manufacturers. This promotes the installation of components which consume less water whilst still allowing the project team to compare a number of different products, all whilst still maintaining confidence that the specification meets the BREEAM standard.

Through the use of such tools, we have built up considerable experience in helping to steer buildings towards greater water efficiency via the use of BREEAM, with particular success in achieving high percentage improvements related to Wat01 in commercial developments. Sweco have recently designed an innovative integrated water and sanitation system including vacuum toilets for a bespoke 1 million sq ft office development in central London, in combination with greywater and rainwater harvesting systems. This system resulted in a 67% improvement over the baseline performance with a potential saving of 25,000 m³ of water per annum or twelve 50m Olympic swimming pools!

Although not a 'one-size-fits-all' approach, BREEAM provides a methodology and means by which water consumption can be reduced in newly constructed buildings. By following the guidance set out within the assessment, and utilising important industry tools such as the European Water Label, it is possible to address a number of the key actions within the UK Government's "Future Water" strategy for England. It also provides a basis for assessing, addressing and benchmarking water consumed by these assets.

Use of the BREEAM methodology and embracing these and similar tools allows us to realise key goals, and provides a framework on which further innovation can be built, helping to push commercial developments towards a sustainable consumption of water resources. We can see no reason why unambiguous labelling will not lead to more water efficient devices, as has happened in the UK domestic white goods market, where appliances with 'A' or better ratings are seen as the benchmark. Obviously this comparison is only a broad one, it is clear that systematic labelling has encouraged people to more carefully consider their procurement choices, and this in turn can make a real difference to the environment, and we see strong parallels with The European Water Label.



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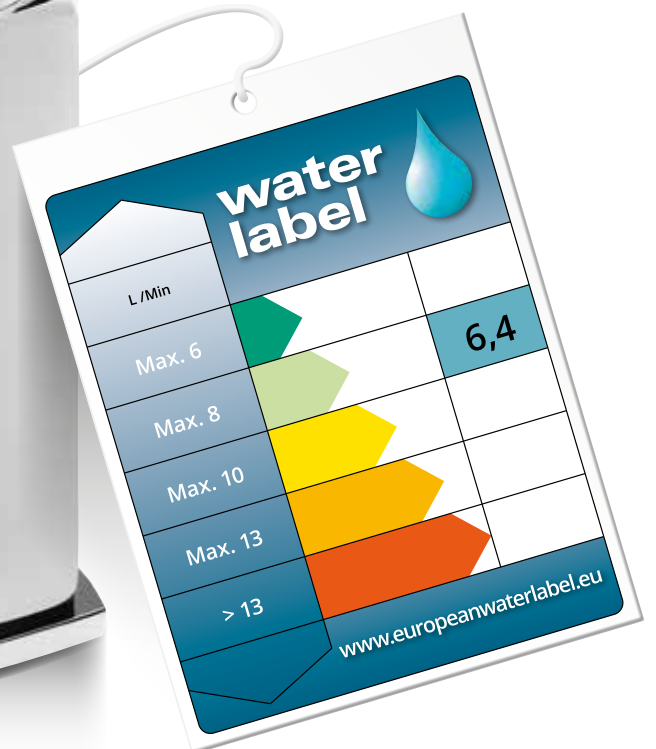


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INDUSTRY MUTUAL COOPERATION TOWARDS ONE LABELLING SCHEME



Leading European Bathroom manufacturers, representing the sanitaryware, faucets and valve sectors collectively recognise the desire by the European Commission to have ONE product label across Europe for all water using bathroom products. Labelling is clearly recognised by the European Commission as an effective way to influence consumer's purchasing and behaviour change.

Resource efficiency of products used in the building sector are inextricably linked and each plays a key role in aiding the European Commission to reach their sustainable goals.

The European Bathroom Industry seriously recognises their responsibility and the crucial role they can play, in educating the end user, to make an informed choice during the selection of water and energy using bathroom products, via ONE Labelling Scheme. It is a well researched fact, that 70% of water used within the domestic environment is associated with bathing and washing functions and over 25% of consumer energy bills are linked to heating this hot water.

During the last 12 months' key representatives from leading manufacturers and trade bodies representing the differing sectors of the European Bathroom Industry, have participated in many discussion groups, with one clear aim, to develop a robust consumer focussed Labelling Scheme. The Scheme must be open and one that can be supported by all and provide the consumer with an instantly recognisable, easy to understand Label across a wide portfolio of water using bathroom products.

At a recent Industry meeting in Dusseldorf, the Industry took a momentous step forward on the water and energy efficiency journey and pledged their support for ONE Label, under the guidance of the newly formed European Bathroom Forum. This pledge sees manufacturers supporting ONE Label depicting water and energy units for faucets and showers and water units only for all other water using bathroom products, all under ONE Label Scheme.



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