



European Energy Network

A voluntary network of European energy agencies

Online | September 27, 2022 | 11:30 – 13:00 CET

A Sustainable Energy Day Event

[\(Check the event schedule in your time zone\)](#)

[Registrations open](#)



Valuing water & energy savings in consumer choices

Preliminary findings of a European wide consumer survey on the impact of labelling on consumer choices in the taps & showers market

By 2030, water scarcity is expected to affect ca. 45% of Europe water basins, requiring water efficiency in all sectors. This is key to climate change adaptation and also mitigation, as urban water supply uses ca. 4% of world electricity.

There are great opportunities for combined savings if water and energy in buildings are simultaneously addressed. Implementation of water-saving toilets, taps and showerheads, alone, can produce up to 50% water savings in buildings, with energy and CO₂ emissions reduction by end users and urban water systems. Water and/or energy labelling may be tools to help consumers on efficient choices.

The session will host the first presentation of a European citizen open survey on this topic, led by EnR (European Energy Network), followed by discussion on findings.

This session aims at:

- Highlighting and valuing the importance of combined water and energy efficiency in buildings, to explore if labelling is or may be well accepted and understood by consumers, and how can it offer opportunities to foster sustainable choices, and to be the basis for financial supports and green procurement.
- Create awareness on the water-energy nexus, specifically in the toilet equipment sector, allowing for high potential impacts from low investment and combined savings.
- Create awareness for the relevance of efficiency cross labelling.
- Highlight main areas of innovation and research in progress, identifying gaps and future questions to pursue, namely regarding consumer motivation and potential incentive schemes.
- Disseminate consumer survey preliminary results and invite a wider audience to participate.
- Provide useful insights on what consumers value the most, to the ongoing discussion on taps & showers labelling within the European Commission (EC) and industry stakeholders regarding the mandatory option through the EU energy label versus the voluntary agreement option between industry and EC.
- Understand how labeled European products may be valued by water scarce importing foreign markets (eg. Mediterranean countries).
- Learn from previous and long-term experiences with water labeled products.



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Valuing water & energy savings in consumer choices

September 27, 2022 | Online | 11h30-13h00 (CET) ([Check the event schedule in your time zone](#))

Opening Session

11:30 – 11:40 | **Nelson Lage**, President of EnR & ADENE

João Galamba, Portuguese Secretary of State of Energy and Environment (*recorded address*)

(*tbc*) **Adela Tesarova**, Head of Unit, Consumers, Local Initiatives, Just Transition, Directorate-General for Energy (DG-ENER), European Commission

European population's perception of products and fixtures labelling schemes

11:40 – 12:00 | *A European wide consumer survey on the impact of labelling on consumer choices in the taps&showers market*, Presentation of preliminary findings

Filipa Newton | ADENE, EnR Water-Energy Nexus Task force Chair

Vanessa Faia | ADENE, Consumer Survey Team Leader, EnR Water-Energy Nexus Task force

Keynote address | Sustainable Product Strategy for Resource Efficiency in the European Union

12:00 – 12:10 | **Pierre Henry**, Team Leader, Sustainable Products, Circular Economy, Directorate-General for Environment (DG-ENV), European Commission

Evidence from the ground: the Australian and USA water efficiency labelling schemes

12:10 – 12:20 | **Kirsty Bunfield**, Water Efficiency Labelling and Standards (WELS) Regulator and General Manager, Water Division, Department of Climate Change, Energy, the Environment and Water, Australia

12:20 – 12:30 | **Stephanie Tanner**, Lead Engineer, Water Sense Program Director, Water Infrastructure Division, Office of Wastewater Management (OWM), Environmental Protection Agency (EPA), United States

12:30 – 12:40 | *Q&A with keynote speakers*

Roundtable discussion | Valuing water & energy savings in consumer choices

12:40 – 13:00 | **Moderator | Filipa Newton**, ADENE (EnR Water Energy Nexus Task Force)

Participants:

- EnR Member Agencies
- **Aaron Burton**, Head of Water Efficiency and Demand Management, Dept. of Environment, Food and Rural Affairs (DEFRA), United Kingdom
- **Silvia Barlassina**, Ecodesign Project Coordinator at The European Consumer Organisation (BEUC) and the European Association for the Coordination of Consumers Representation in Standardisation (ANEC)
- **Yvonne Orgill**, Executive Director, Unified Water Label Association

13:00 – 13:10 | *Q&A with panelists*

13:10 – 13:15 | Final remarks & closing by moderator



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Speaker info | Valuing water & energy savings in consumer choices

Opening Session

Nelson Lage | President of the Board of Directors, ADENE & President of EnR 2022

Nelson Lage is the President of the Board of Directors of the Portuguese Energy Agency, ADENE, and the President of European Energy Network, EnR, in 2022. Nelson Lage has a degree in Political Science - International Relations and an Executive Master in Management and Leadership Development (Católica Lisbon School of Business & Economics).

He has 15 years of public sector experience in the fields of energy, innovation and international relations. He has served as an advisor in several governments and, most recently, was Assistant to the Secretary of State for Energy in the XXI Government and Assistant/interim Head of Cabinet to the Assistant Secretary of State and Energy in the XXII Government. In 2011 he joined ADENE, Portuguese Energy Agency and is currently the President of the Board of Directors and Chairman of the Board of Directors of OLMC, Supplier Change Logistics Operator. On a voluntary and *pro bono* basis, he is the Executive Director of the Reach Alliance Global Network, board member of the Foundation Alliance of Civilizations and member of the East West Bridge International Foundation.



[LinkedIn Profile @nelsonlage](#)

João Galamba | Secretary of State of Environment and Energy, XXIII Government | PORTUGAL

João Galamba was born in Lisbon in 1976. He graduated in Economics from the Faculty of Economics of Universidade Nova de Lisboa in 2000. He completed the academic part of the Doctorate in Political Science at the London School of Economics, having taught Political Philosophy in the Department of Government.

He worked at Banco Santander de Negócios, at the consultancy DiamondCluster International, at the Portuguese Presidency of the Council of the European Union and at the Mission Unit for Integrated Continued Care. Integrated Continued Care.

He was first elected as a Member of Parliament in 2009, and was an MP in the XI, XII and XIII Legislatures. He was coordinator of the Socialist Party MPs in the Budget and Finance Committee and Vice-Chairman of the Socialist Party Parliamentary Group. He was Assistant Secretary of State and Energy of the XXII Constitutional Government.



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(tbc) Adela Tesarova | Head of Unit, Consumers, Local Initiatives, Just Transition, Directorate-General for Energy (DG-ENER), European Commission

Adela Tesarova is the Head of Unit for Consumers, Local Initiatives, Just Transition in DG ENER. She is an economist, with experience in the European Commission working on energy, climate and environment policies as well as EU economic governance and taxation. She also worked in PwC Prague before joining the Commission.



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Keynote Speeches

Pierre Henry | Team Leader, Sustainable Products, Circular Economy, Directorate-General for Environment (DG-ENV), European Commission



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Pierre Henry studied engineering in the Ecole Centrale de Paris, with a specialisation in chemical engineering. He received his degree in 1992. He joined the European Commission in 1995, in the Directorate-General (DG) for Environment, as a project officer for the LIFE programme. He was in charge of projects on environmental innovation, involving industries and local authorities. He also co-ordinated the evaluation of the LIFE II scheme and contributed to the preparation and decision process on LIFE III. From 2000 to 2003, he joined DG Budget and dealt with the annual budget procedure and relations with the European Parliament and Council of Ministers on budget issues. This included the budget preparations for the Union enlargement in 2004. He returned to DG Environment in 2004 for the implementation of the Environmental Technologies Action Plan.

This is a policy action plan aiming at the development and uptake of environmental technologies. Since 2009, he has been developing and running the Environmental Technology Verification pilot programme. In 2015, he has been part of the coordination team for the preparation of the new action plan on Circular Economy. Since 1 March 2016, he has been acting as deputy Head of DG Environment unit dedicated to Eco-innovation and Circular Economy.

Kirsty Bunfield | General Manager, Regulation and Governance, Water Division, Australian Department of Climate Change, Energy, the Environment and Water, Australian Government



[LinkedIn Profile](#)
waterrating.gov.au

Kirsty Bunfield has over 25 years' experience as a senior public servant and currently leads the Regulation and Governance Branch of the Australian Government's Department of Climate Change, Energy, the Environment and Water. She is responsible for the regulation of the Water Efficiency Labelling and Standards (WELS) scheme, portfolio budget oversight and governance, delivery of grants and improvement of program performance. Kirsty has had a wide range of roles including in regulation, policy, enabling services and IT implementation. With a focus on capability, staff development and business transformation, Kirsty has led reforms across the public service including taxation and superannuation. Advancing Australia's international water interests abroad, Kirsty has represented Australia in bilateral engagements and at the G20. Kirsty holds degrees in Arts and Commerce from Australian National University and a Graduate Certificate in Public Policy and Finance from the University of Canberra. She is currently undertaking further study in Regulation at Australian National University's Crawford School of Public Policy.

Stephanie Tanner | Lead Engineer for Water Sense Program, Environmental Protection Agency, USA



Stephanie Tanner is the Lead Engineer for the U.S. Environmental Protection Agency's WaterSense® Program. She is responsible for all technical aspects of the development of labeled products, including setting efficiency and performance criteria as well as managing the certification process. Prior to EPA she managed a water efficiency program for Federal Facilities and wrote several guides to water efficiency for federal facilities.

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[@EPAwatersense](#)





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Roundtable Discussion

European Energy Network Member Agencies

Silvia Barlassina | Ecodesign project coordinator at The European Consumer Organisation (BEUC) and the European Association for the Coordination of Consumers Representation in Standardisation (ANEC)

Silvia Barlassina is Ecodesign project coordinator at the European Consumer Organisation (BEUC) and its sister organisation ANEC, which represents European consumers in the creation of technical standards. She follows the work on EU product policy and sustainable consumption, focusing in particular on Ecodesign and Energy Labelling developments. Previously to joining BEUC, she worked in the field of corporate regulatory compliance. She holds a master degree in Environmental law.

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Yvonne Orgill | Managing Director at Unified Water Label Association

Yvonne Orgill has over 30 years' experience in the UK bathroom Industry and is well recognised as a leader and influencer. She held the position of Chief Executive of the Bathroom Manufacturers Association (BMA) from 2006 to 2019 and was the first female chairperson of the NHIC and the NHIC Trustees. Yvonne is currently MD at the Unified Water Label and a non-exec board member of BIKBBI.

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[@TheWaterLabel](#)



Aaron Burton | Head of Water Efficiency and Demand Management, Dept. of Environment, Food and Rural Affairs (DEFRA), United Kingdom

Aaron Burton is an internationally recognised leader in sustainable water management. He has worked in the UK and Australia across water company, NGO, consulting, academic, regulatory and government roles, joining up water and energy efficiency, climate change adaptation and resilience, embedded water, water sensitive urban design/ integrated water management and developing pilot projects to provide evidence for policy and strategy changes. He led the award-winning 2017 Water Efficiency Strategy for the UK and co-authored the 2009 Water Resources Strategy for Wales. He is Secretary of the International Water Association Efficient Urban Water Management Specialist Group, a member of the 2018 and 2021/22 IWA World Water Congress Programme Committee and was a member of the CIWEM Water Resources Panel and Mayor of London's Water Advisory Group.

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[@AaronBH2O](#)





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Session Hosts

Filipa Newton | Chair of the Water-Energy Nexus Task Force of EnR & Coordinator of New Systems, ADENE

Passionate about environment, sustainability, water efficiency and water-energy nexus, climate & energy transition, happy to be working in these areas bringing together public policy, innovation, citizens, cities and business transformation. Main focus since 2020 are ADENE's new voluntary standards for water efficiency, water-energy nexus and energy efficiency in products, buildings and mobility, towards national and European sustainability, energy and climate goals: AQUA+ (www.aquamais.pt, National EEPA Winner 2021 and European finalist), CLASSE+ (www.classemais.pt), casA+ (www.portalcasamais.pt) and MOVE+ (www.movemais.pt). Also working as Chair of the Water-Energy Nexus task force @ European Energy Network (EnR) within EnR Presidency 2022 team, creating a new working-group and several new studies on water-energy nexus!



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Previously, since 2015, had the thrilling opportunity of implementing the water efficiency area at ADENE, developing new standards, initiatives, community engagement and training programs, towards water efficiency and water-energy nexus in buildings, public policies and European projects (eg. ERASMUS+ WATTer Skills Strategic Partnership – waterskills.eu; H2020 B-Water Smart – b-watersmart.eu; LEAP4SME; AQUAMONITOR for water use efficiency in public administration; AX Aqua eXperience awareness project – aquaexperience.pt; CERTAGRI for the agri-food's value chain; H2ODesign participatory process h2odesign.adene.pt).

Vanessa Faia | Consumer Survey Team Leader and Water-Energy Nexus Task Force of EnR, ADENE

Vanessa holds a Master in Mechanical Engineering from the University of Lisbon. She is a technical expert at ADENE, the Portuguese Energy Agency, in the New Systems' team, working on water efficiency in buildings (AQUA+ rating) and fleet energy efficiency (MOVE+ rating). She was previously a member of the innovation team at ADENE where she was engaged in water efficiency and water-energy nexus project development.



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Sofia Cordeiro | Studies and Working Group Coordination, EnR Secretariat Team, ADENE

Sofia Cordeiro is the Working Groups Manager & Studies Coordinator for the European Energy Network Secretariat in 2022, at ADENE, the Portuguese Energy Agency. She was previously at Lisbon Municipality as an advisor to the Deputy Mayor for Environment, following the definition of strategic policies for efficiency in water and energy management. With a degree in Applied Plant Biology and academic experience in scientific research in the areas of cell biology and development (1999-2008), she has worked in science communication and information technologies (project management). She was a project manager at the Ministry of Education for the Technological Plan of Education (2008-2011) and worked on information technologies (marketing communications and project management) at multinationals such as Critical Software (2011-2012), Gfi (2017) and a startup accelerator, the Lisbon Challenge (2013-2015). She is currently pursuing a PhD in Climate Change and Sustainable Development Policies.



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About the European Energy Network (EnR)

EnR is a voluntary network currently numbering twenty-four European energy agencies, with responsibility for the planning, management or review of national research, development, demonstration or dissemination programmes in the fields of energy efficiency and renewable energy and climate change abatement. It seeks to strengthen cooperation between member agencies and other European actors on all issues relevant to sustainable energy (energy efficiency, sustainable transport and renewable energy). International comparison and information sharing takes place primarily through our eight Working Groups, which are also open to relevant non-member organisations. As well as this exchange of information, EnR Working Groups serve as *fora* for the conception and implementation of successful common projects within the framework of EU-funded programmes.

EnR provides a first point of contact for national energy agencies in EU Member States. EnR dedicates its efforts towards joint activities where its unique character provides added value at both a European and individual Member State level. It provides a channel for pan-European technical support on matters of energy policy, strategy, evaluation, programme design & delivery and marketing communications.

ADENE, Portuguese Energy Agency, holds the Presidency of the European Energy Network (EnR) in 2022. During its annual mandate, ADENE aims to leverage the work undertaken by previous presidencies, laying out an ambitious agenda and contributing to public policy design that drives forward the energy and digital transition of the EU. The Portuguese Presidency of EnR will focus on five thematic areas:

- **Energy Poverty** | Contribute to achieve the goals set out in EU's European Green Deal and Renovation Wave, focusing on the role of renewable energies in the fight against energy poverty;
- **Renewable Energy Communities** – Contribute to implement the Clean Energy Package by promoting renewable energy communities, focusing on business models that can foster wider adoption;
- **Water-Energy Nexus** | Drive a more efficient use of resources through discussion around the water-energy nexus, focusing on innovative financing mechanisms and on consumer willingness-to-choose for combined savings' opportunities;
- **Green Jobs** | Contribute to strengthening sustainable competitiveness and the just transition to a green economy, by outlining market needs and solutions to implement new professional profiles;
- **International Cooperation** | Promote existing cooperation initiatives by EnR members and foster new synergies, with a focus on EU-Africa exchanges, encouraging discussion on multi-level governance models.

Underpinning the five thematic areas, ADENE will highlight three major axes (**youth, territories, and digitalisation**), that will be present in all activities to be developed, including several studies and publications, highlighting the role of energy agencies in the referred topics. These will contribute to the European energy and climate agenda, namely to #EUGreenDeal, #RenovationWave, #EUSkillsAgenda, #EUAfricaPartnership.

Nelson Lage, President of the Board of Directors of ADENE, presides the EnR Presidency 2022 and the Troika Plus 2022, composed by the current (ADENE, PT), past (ADEME, FR) and future (dena, DE) presidencies, and joined by a former presidency holder (RVO, NL).

Find out more at:



enr.presidency@adene.pt



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Agência para a Energia

About ADENE – Portuguese Energy Agency

ADENE is a private non-profit association with public utility, which develops its activity in the context of the public interest in the energy sector and its interfaces with other sectorial policies, articulated with other entities in this field, including energy efficiency, mobility, water efficiency and in the development of the nexus water-energy, under the tutelage of the Secretary of State for Environment and Energy and the Ministry of Environment and Climate Action. ADENE also has a major role as an aggregating institution that mobilises and dynamises the application of public policies, an excellent partner of the business and associative sector, close to the citizen, contributing to strengthen Portugal's position at the forefront of decarbonization and energy transition.