

**Water UK Standards Board Strategy:
Per Capita Consumption targets and Water Efficiency Labelling**

1. Purpose of this document

This document has been developed by the Water UK Standards Board (WSB) in response to the development of mandated water targets for Per Capita Consumption (PCC) targets and a Mandatory Water Efficiency Labelling (MWEL) scheme for water fittings that consumers will use.

Once criteria are established WSB will review, and where necessary influence, standards' development of international (ISO), European (EN) and British (BS) standards – and, if necessary, consider Water Industry Standards (WIS) or Industry Guidance Notes (IGN).

2. Key Standards

This is an emerging area with no UK or European standards, however there is a voluntary, manufacturer led, [European Water Label. Defra are leading the work on developing](#) MWEL which may involve them setting standards.

There are no WIS or IGN relevant in this area.

3. Key Areas of Activity for the Standards Board

In order to support the Water Industry, the WSB will undertake the following activities: -

Action	Detail	Owner	Completion Date
Monitor & identify key criterial	<ul style="list-style-type: none">Monitor Defra's development of MWELUnderstand key criteriaIdentify which criteria may require standards supported by the WSBIdentify key organisations to partnerIdentify gaps and escalate if necessary	Paul Millard	ongoing
Horizon scan	Identify any standards gaps for new water fittings or consumer practices.	Paul Millard	ongoing

4. Outcomes and Further Action

Monitor and evolve strategy as criteria emerges.