

All Members Newsletter

17th February 2022



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Emission Figures Revision

The SIA welcomed the announcement by Defra on Tuesday on the revision of the [UK particulate matter emissions statistics](#) and the publication of the up to date figures.

Most importantly the figures for PM2.5 emissions from domestic wood burning have been revised down to 17%. The previous figure, as quoted in the Clean Air Strategy, was 38% for wood and coal burning combined. The new combined figure for wood and coal is 25% of total UK PM2.5 emissions.

This is a significant step forward for our industry. The SIA has been lobbying government since the publication of the Clean Air Strategy three years ago that the figures were wrong.

The SIA's own user survey was presented as evidence that the volume of wood fuel used to calculate the emissions was incorrect and in all our dealings with Defra, BEIS, Scottish and Welsh government and key stakeholders since we have reiterated this point.

Questions and comments on this newsletter and suggestions for future issues can be sent to:

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Emissions figure revisions (continued)

Furthermore, in all our external communications we have made clear that the true PM2.5 figure for a modern wood burning stove is much, much lower. We have directly challenged the media and campaign groups, and have commissioned research that helps to further our understanding of particulate matter source apportionment and have devised explainer videos, press releases and social media content to drive the point home.

And let's not forget SIA members' commitment to Ecodesign, through the SIA Ecodesign Ready brand, a full five years before the Regulation became UK law. The clearSkies scheme launch in August 2020 showed, without doubt, that ours is an industry committed to engineering the cleanest and most efficient wood burning stove appliances on the market and to communicating the benefits of these appliances to the consumer.

None of this would have been possible without your individual business efforts and your collective membership support. This is very much a team win.

But there is more work to do and now is the time to capitalise.

We face a continued challenge to educate the media and key stakeholders on the difference between an open fire and closed fronted Ecodesign stove. ([Take a look at The Guardian's reporting of the recent emissions update to understand why](#)). Thanks to the findings of the recent [outdoor burning research](#) that the SIA commissioned, we have strong evidence with which to demonstrate that burning correctly seasoned wood on modern Ecodesign stoves accounts for less than 1.5% of total UK PM2.5 emissions, and less than a tenth of the PM2.5 produced by road transport.

We will continue our work to inform and correct the mainstream media with this data and look forward to the launch of the indoor air quality literature review, which will be shared with members next month and will help us do more to improve understanding and awareness of the minimal impact of modern wood burning stoves both inside and outside the home.

For further information on the updated emissions statistics please click on the following links:

[Statistical Data Set](#)

[Methods & Quality Processes for UK Air Pollutant Emissions Statistics](#)

SIA General Meeting - Wednesday 2nd March 2022

Invitations have been sent out to all SIA Members and SIA Stakeholder Members for the SIA General Meeting which will be held on Wednesday 2nd March 2022 starting at 10am. Please ensure that you respond in writing to erica@stoveindustryalliance.com indicating whether you WILL or WON'T be attending.

This meeting will be held at a new venue: **Bicester Hotel Golf & Spa, Green Lane, Chesteron, Bicester, Oxfordshire, OX26 1TH**. Lunch & refreshments will be provided.

Please note, we request that each member company sends one representative only to the SIA General Meeting. To help manage costs, should any member wish to have more than one representative at the meeting a charge of £18 will be made for each additional attendee to cover the costs of catering.

Members of the SIA Retail Group executive committee have also been invited to attend to provide representation for the SIA Retail Group. Simon Attfield, co-chair of the SIA Retail Group now sits on the main SIA executive committee as well.

**Wednesday
2nd
March**

10am start

**Bicester
Hotel Golf &
Spa**

Latest Press Coverage

It has been another busy couple of months for the SIA in the press. We have responded to a number of journalist requests for information on the fuel saving benefits of wood burning stoves as energy prices spiral, have been asked for comment by a growing number of national press titles, and have issued a number of pro-active press releases, including the launch of the outdoor burning research and the SIA response to the HGV comparison. Please click on the links below to read more.



15th Feb 2022

[Wood burning stoves cause only half as much pollution as thought](#), Olivia Rudgard

[Why middle England is getting so heated about woodburners](#), Charlotte Lytton

[Families save 530 on energy bills by turning to old fashioned log burners](#), Will Kirkman

8th Feb 2022

[How much are log burners, will they save you money and are they eco-friendly?](#), Rachel Mortimer

15th Feb 2022

[Trendy wood burning stoves do NOT pollute the atmosphere as much as they were previously feared to](#), Colin Fernandez



14th Feb 2022

[Stove sales soar as gas bills rocket](#), Colin Fernandez



7th Feb 2022

[Stove Industry Alliance responds to wood-burning stove and HGV comparison](#)

1st Feb 2022

[Half of PM2.5 from domestic burning comes from outdoor sources say SIA](#), Philippa Neil

14th Jan 2022

[Searches for wood burning stoves up 36%](#), Philippa Neil

Feb 2022

[Eternal Flames](#)



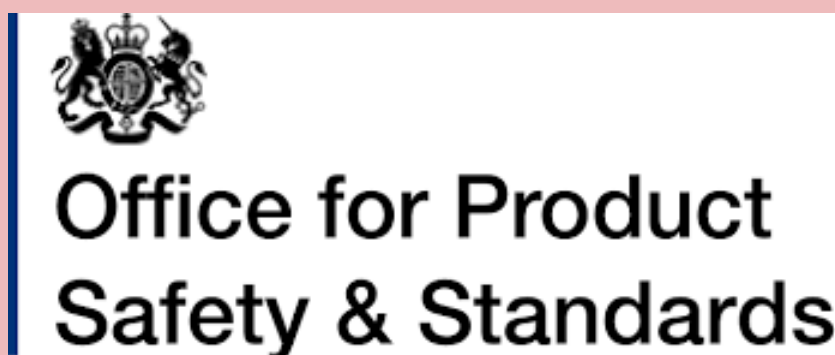
Misleading Ecodesign information

The SIA is aware of a letter that has been circulated by a stove manufacturer outlining its views on the Ecodesign Regulation and offering information on the application of the Ecodesign Regulation (EU) 2015/1185 here in the UK.

This manufacturer is not a member of the SIA and it should be noted that the guidance given in the letter is contradictory to the SIA's interpretation of the Ecodesign Regulation. **(For the SIA's interpretation members should refer to the SIA Ecodesign Q&A document issued prior to Christmas).**

Members should also be aware that the Office for Product Safety & Standards has sought to engage with our sector by requesting a meeting with the SIA. The OPSS has stated that it wishes to provide further information on Ecodesign and some of the key definitions therein. This meeting will take place later this month and members will be updated accordingly.

In the meantime, it is our recommendation that in the event of any doubt as to an appliance's compliance with the Ecodesign Regulation, evidence should be sought from the manufacturer or supplier to confirm this.



clearSkies Update

There is now a total of 326 appliances certified by clearSkies, all of which can be found on the **[product listing within the clearSkies website](#)**.

Nineteen different manufacturer brands now have appliances certified under clearSkies, with a total of 25 brands registered with the scheme administrator.

The SIA is promoting clearSkies as the go-to certification scheme in all of its communications and would renew its request to all SIA members to help raise awareness of the scheme either by becoming a member and having appliances certified, or by promoting clearSkies appliances within your showroom.

Provision is being made for the production of point of sale materials to help build brand awareness, and the intention is to make these available to SIA Retail Group members and to provide supplies to SIA Member's sales teams for distribution to the wider UK retail network.

Full scheme information can be found on the **[clearSkies website](#)**, and any manufacturer or supplier wishing to have appliances certified can register for an account via the **[clearSkies Application Dashboard here](#)**.



UKCA

A number of members have been asking for updates on the situation regarding UKCA. This will be something that will be covered during the forthcoming SIA General Meeting, but as far as the SIA is aware at present, the situation remains unchanged.



The Contribution of Outdoor Burning to UK Particulate Matter Emissions

Up in smoke

The contribution of domestic outdoor burning to UK particulate matter emissions



 CLEANSTOVE
consultants

All members should have received a copy of the research paper [*The Contribution of Outdoor Burning to UK Particulate Matter Emissions*](#) by Dr Josh Cottam and Dr Edward Mitchell. This has now been rolled out to all SIA stakeholders, including Defra, Scottish Government and Welsh Government, key APPG and Select Committees and local authorities.

A press release has also been issued to all national and trade press titles, and is also available via the SIA website.

The release of the revised PM2.5 emissions data (see p.1) by government this week does mean that we will need to review some of our key messages and graphics that are currently being used to promote the research. We will update members and issue new materials as required ASAP.