

What is the SIA all about?



The Stove Industry Alliance (SIA) was formed in 2008 to promote and explain the benefits of wood-burning stoves. The objectives of the SIA are:

- To lobby and influence government on legislation affecting stoves and to promote their benefits and environmental advantages.
- To promote and explain the benefits and environmental advantages of stoves as heating appliances.
- To maintain an independently audited system to monitor stove sales trends in the UK.
- To provide a brief to HETAS of those issues which fall within HETAS's remit and are necessary to fulfil the objectives of the SIA.
- To promote the nature of SIA member's products and services and how to assess the quality, safety and efficiency of these products.
- To emphasise that the members of the SIA commit to ensuring that their products meet the appropriate standards of quality, safety and efficiency.

From the outset, the SIA has sought to inform the public and the government about the carbon saving benefits of wood burning stoves. More recently the SIA has successfully shown DEFRA that modern clean burning stoves can reduce particulate emissions (PM) from wood burning compared to open fires and older wood burning stoves, through the Ecodesign Ready scheme.

Ecodesign Ready stoves have been welcomed by DEFRA, as a significant way to reduce emissions. DEFRA has included the Ecodesign Ready scheme in its plans to improve air quality. In order to secure this endorsement, the SIA has carried out independent tests to support / validate the industry viewpoint. The launch of Ecodesign Ready stoves, in Westminster, was sponsored by Neil Parish, Chairman of the Select Committee on the Environment, Food and Rural Affairs.



The SIA is an association of stove manufacturers and distributors, wood fuel suppliers, flue and glass manufacturers and industry supporters like HETAS and Kiwa. With 40 members, it is able to represent the stove industry with government departments such as DEFRA and BEIS. DEFRA, BEIS and the chair of the Select Committee on the Environmental Food and Rural Affairs Select Committee see the SIA as the voice of the industry. They now regularly contact the SIA for the industry's viewpoint. It is likely that European product standards will continue to influence the UK industry, even after Brexit. The SIA represents the UK in CEFACD, the European stove association, which can communicate the European stove industry view to the Commission. The SIA also works closely with HETAS and Woodsure.

In the face of negative press comment the SIA has been able to represent the positive message about wood burning stoves in such media outlets as Radio 4's You and Yours, Drive Time on Radio 5, The Times, The Standard and Which? The media now approaches the SIA for the industry's opinion on such topics as air quality.

The SIA has established strong contacts with the academic community. Establishing close links with Kings College, London and the Supergen Biomass Hub, based at Manchester University and covering a number of universities across the UK

Our Chairman is Phil Wood of NIBE Stoves and the Senior Vice Chairman is Hugh Wells of Charnwood Stoves. Dennis Milligan is Head of Communications and Morley Sage is Chair of the Government Communications Committee. Nic Snell is an Executive member representing the view of the wood fuel industry. Dennis, Morley and Nic are on the SIA stand at Hearth and Home, ready to explain what the SIA is doing and listen to your views.

The SIA web site is www.stoveindustryalliance.com and you can keep up to date with what the SIA is doing by following the SIA on twitter @stoveindustry

This information sheet is part of a series of leaflets. Other information leaflets include:

- What it means for a stove to have the SIA Ecodesign Ready label.
- The importance of buying dry wood.
- What the SIA is all about.
- Ecodesign legislation and its implications for the stove industry.



The information leaflets can be downloaded from the SIA web site www.stoveindustryalliance.com/downloads



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