



2026 EWFA Annual Membership Meeting, Venice (Italy) – Summary

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The EWFA Annual Membership Meeting 2026, held in Venice at the end of March, brought together members from across Europe to discuss the strategic development of the window film sector and to strengthen collaboration within the association. With 47 participants, this well-attended edition combined strategic discussions, technical exchanges, and networking opportunities, reinforcing EWFA's role as a platform for cooperation among distributors and manufacturers.

A central theme of the discussions was the recognition and standardisation of window film technologies. Participants highlighted ongoing challenges related to regulatory acceptance, particularly the lack of alignment between certifications such as the CE marking and the recognition of window films in energy efficiency schemes or building regulations. Several members emphasised the need for clearer performance data to support the sector's credibility in policy discussions and incentive schemes.

Members also exchanged experiences on policy engagement and market incentives across different European countries. Examples included the Portuguese Classe+ ecolabel initiative, and discussions on how national institutions and energy agencies evaluate window films within energy efficiency programmes. Participants agreed that stronger coordination at the European level could help replicate successful national initiatives and improve the sector's visibility with policymakers and regulators.

Technical presentations during the day addressed the role of glazing and retrofit solutions in improving building performance and sustainability, identifying key topics for further discussion within the sector. In particular, discussions highlighted the challenges posed by highly glazed buildings, including overheating, glare, and increased cooling demand, as well as the importance of balancing natural light, visual comfort, and thermal comfort to support occupant wellbeing and productivity. Another area of focus was the environmental performance of window retrofit solutions, with insights from Life Cycle Assessment (LCA) analyses showing that low-impact interventions such as window films can offer very low embodied carbon, rapid CO₂ payback times, and minimal disruption to existing buildings. These discussions reinforced the importance of developing stronger data, environmental metrics, and technical evidence to support the positioning of window films within European energy efficiency and sustainability policies.

Finally, the meeting reaffirmed the importance of EWFA's collective approach to advocacy and industry representation. Participants stressed that engaging regulators and public institutions is often more effective when conducted through a European association, rather than by individual companies. The discussions therefore highlighted the value of EWFA in providing strategic guidance, technical expertise, and coordinated industry representation to support the long-term development of the window film sector in Europe.