



GEN Board of Directors Virtual Meeting Wednesday 26 February 2020

Minutes Summary

In attendance: Vinicius Ribeiro, Bjorn-Erik Lonn, Yulia Gracheva, Kate Harris, Xiaodan Zhang, Hiroyuki Kobayashi, Takashi Fujisaki, KS Venkatagiri, and Linda Chipperfield.

Meeting was called to order at 10:00 GMT on GoToMeeting.com.

1. Welcome by Chair

Bjorn-Erik welcomed everyone and summarized board activities since the board meeting in Suzhou.

2. Administrative Matters

2.1 Secretariat Report

The Secretariat reviewed activities since the Suzhou Board meeting.

2.2 Membership inquiries

Associate and Affiliate member applications were reviewed.

Added: Dept of Tourism Morocco—last contact in Oct 2019

Action Item:

- Board to review Sri-Lanka and EcoChoice applications before April board meeting

2.3 Current membership status

Bjorn-Erik, Hiro and the Secretariat reported on membership payments and contact issues.

Action Items:

- Bjorn-Erik to reach out to Vietnam and Colombia about membership fees.
- Secretariat to follow up with Green Seal on in-kind activities.
- Vinicius to update board on South American progress.

2.4 GENICES update

Secretariat reviewed current GENICES audits.

Action Items:

- Secretariat to follow up with Blue Angel.
- Hiro to send application for JEA re-audit in March or April.
- Secretariat to reach out to CQC and notify Chin-Yuan of audit availability.
- Secretariat to contact UL to submit GENICES application well before AGM.

2.4.8 2020/2021 Audits

Secretariat reviewed upcoming GENICES audits.

Action Item:

- Secretariat to add 2020/2021 audits to April board meeting agenda.

2.5 2020 Bi-annual Member Survey

Secretariat reported on status of survey. Yulia submitted additional suggestions for questions.

Action Items:

- Secretariat to respond to Yulia's suggested additions.

3. Financials

3.1 GAO Update

Hiro gave a brief update on finances.

Action Items:

- Hiro to send 2019 report to board before the April board meeting.
- Yulia to contact Kazakhstan about fees.

4. Board Meeting Planning

4.1 Spring Board meeting

Secretariat gave details on board meeting in St Petersburg.

Action Item:

- Secretariat to send draft meeting agenda and other details in March.

4.2 AGM Logistics update

Giri gave an overview of the week.

Action Items:

- Secretariat to post registration page, send comments on agenda to Giri, add workshop and final agenda discussion to April board meeting agenda.

5. Communications Update

Secretariat reviewed Member Toolkit, false label pages, SPLC Summit, GEN Magazine #38, 2018 Annual Report

Action Items:

- Secretariat to send Website survey input to board.

5.2 World Ecolabel Day 2020 update

Secretariat reviewed 2020 proposal and the Board discussed.

Action Items:

- Board members to send comments on World Ecolabel Day proposal to Secretariat by 13 March.

6. Subcommittee Reports

6.1 ISO/Standards Work

Bjorn-Erik reported on the ISO meeting in Singapore to revise 14020 principles and definitions.

6.2 Fundraising

Secretariat reported on BMU, Germany needs.

Action Items:

- Hiro to submit financials for December 2019-February 2020 BMU funding.
- Secretariat to draft 2020 BMU funding request.

6.3.1 ISO Communications tools

Kate reported on the ISO Communications working group.

Action Items:

- Kate will send final brochure with board.

6.3.2 Strategic Outreach

Giri reviewed the Outreach Plan.

Action Items:

- Giri to draft 2 outreach letters.
- Giri and Bjorn-Erik to schedule a call on outreach tactics.
- Secretariat to forward Vinicius` outreach plan to the board and add the outreach discussion to the April board meeting agenda.

6.3.3 ISEAL Collaboration

Chin-Yuan reviewed the ISEAL overview and the board reviewed the recent email from ISEAL.

Action Items:

- Secretariat will summarize discussion and share with board ASAP.

6.3.4 USGBC Approved Ecolabel Program

Kate said no progress has been made.

Action Item:

- Secretariat will reach out to Green Seal again on approved ecolabel program.

6.4 Member Involvement

Bjorn-Erik asked for input on the product category update. Chin-Yuan reviewed the Feasibility Study of Common Indicator and Performance Evaluation for Products.

Action Items:

- Chin-Yuan will distribute study to the board when finished
- Secretariat will add the discussion to the April board meeting agenda.

6.5 Strategic Planning

Kate reviewed the Strategic Planning exercise results.

Action Items:

- Board to provide input prior to board meeting in April.

6.6 Communications

Secretariat showed 2020 Communications Plan

Action Items:

- Board to help recruit Affiliate member “ambassadors”, invite them to the AGM.
- Board to suggest global business and purchaser events GEN should attend or participate in.
- Board to help collaborate with international partners.
- Board to encourage member engagement in the AGM workshops.
- Board to help identify potential new members.

7. Additional Discussion Items

No additional items were discussed.

Meeting adjourned at 11:48 GMT.