



GEN Board of Directors Virtual Meeting

26-27 August 2020

Draft Minutes - 14 September 2020

Wednesday, 26 August Minute Summary

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

Meeting was called to order at 10:00 GMT.

1.2 Welcome by the Chair

Bjorn-Erik welcomed the board members and described plans for the virtual AGM. Each board member gave a brief update on the living situation in their country.

2. Administrative Matters

2.1 Approval of meeting agenda

Agenda was approved with no changes.

2.2 Approval of April 2020 meeting minutes

Minutes were approved with Action Items updated by board members.

Action Item:

- Vinicius to notify board as ecolabels in Paraguay and Chile progress in 2020.

2.3 Secretariat Work Report update

Secretariat described biggest projects as finalizing the bi-annual survey results, the GEN Magazine, 2019 Annual Report, Type 1 campaign concepts and the SPLC virtual exhibit booth.

2.4 2020 AGM Planning

Timeline, agendas and webinars were reviewed.

Action Items:

- Secretariat to add Strategic Plan overview by Kate to webinar #1
- Hiro to contact Xiaodan with potential webinar speakers
- Chin-Yuan, Xiaodan & Yulia to send AGM webinar agendas to Bjorn-Erik and Secretariat by 4 Sept

2.5 Board Member Status/Nominations

Action Item:

- Secretariat to notify Nominations Committee that Xiaodan, Chin-Yuan and Bjorn-Erik will stand for another term and Kate will be standing down.

3. Membership & GENICES

3.1 Recap of recent audits

Secretariat reviewed upcoming GENICES audits.

Action Items:

- Secretariat to notify GECA that Yulia will perform audit by January 2021.

3.2 Schedule of 2021 audits/organisation status

CQC, TCO, TUV, Green Seal and Nordic Swan will be audited in 2021.

Action Items:

- Secretariat to contact Indonesia about GENICES after Green Product Council decision
- Hiro to follow up with Philippines and send latest information about GENICES to Secretariat
- Hiro will notify the board with any updates on Vietnam

Giri left the meeting.

3.3 New member applications

Secretariat reviewed and Board discussed new member applications.

Action Items

- Secretariat to circulate new Agreement application and links with Board
- Secretariat to notify Green Label Indonesia of Board recommendation for membership and invite them to present at the AGM.
- Secretariat to notify Eco-Choice of Board recommendation for membership and invite them to present at the AGM.
- Secretariat to notify TUV of fee decision, ask for application and inform that standards must be in the same format.



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- Bjorn-Erik to respond to SMK request for fee reduction

3.4 Affiliate member guidelines

Secretariat reviewed and Board discussed the draft document compiled from bylaws and board and member input.

Action Item:

- Board to send comments on Affiliate Guidelines draft to Secretariat.

4. Financial Management and Administration

4.1 Membership fees/Reduction requests

Hiro presented and Board discussed fees.

Action Item:

- Yulia to contact Kazakhstan for notice about Ducembekov and permission to publish in GENews.
- Secretariat to use photos of Ducembekov from Kiev AGM
- Hiro to inform Board on updates from Vietnam
- Vinicius to verify recent Colombia contacts with Hiro
- Hiro to re-send Colombia membership invoices

4.3 Secretariat 2021-2023

Kate left the meeting. Board discussed submissions and accepted Kate Harris's proposal.

Action Item:

- Bjorn-Erik, Kate and Linda to draft new Secretariat contract to submit to the Board.

Meeting adjourned at 1:00 pm GMT

Thursday 27 August

In attendance: Vinicius Ribeiro, Bjorn-Erik Lonn, Yulia Gracheva, Kate Harris, Chin-Yuan Chen, Takashi Fujisaki, Hiroyuki Kobayashi, KS (Giri) Venkatagiri, and Linda Chipperfield.
Xiaohui Zhang represented Xiaodan Zhang who could not attend.

Meeting was called to order at 10:00 GMT.

4.2 Green Seal In-kind Work

Bjorn-Erik gave an overview of 2018 and 2019 projects

Action Item:

- Board to send Secretariat other suggestions for Green Seal 2018 in-kind projects
- Secretariat to send finished Green Seal projects to Board to determine if sufficient for in-kind
- Hiro to file financial statements when projects are finished

5. GEN Subcommittee Action Plans

5.1 Standards & ISO

Kate presented ISO updates

Action Item:

- Kate to distribute ISO brochures when content is complete
- Bjorn-Erik to notify membership when 14020 draft is ready to review

5.2 Strategic Outreach

Giri reported on outreach.

Action Item:

- Giri to create outreach methodologies and list of large international corporation targets with Kate and Vinicius
- Bjorn-Erik to send letter to Outreach list and follow up with subcommittee

5.3 Member Involvement

5.3.1 Performance Indicators update (Meeting packet supplement page 8)

Chin-Yuan gave updates on *Feasibility Study of Common Indicator and Performance Evaluation of Products*.

Action Item:

- Secretariat to send Chin-Yuan list of member criteria links.
- Chin-Yuan to prepare presentation for AGM Webinar #1

5.4 Fundraising

Bjorn-Erik reported no additional fundraising. Secretariat presented BMU funding proposal draft.



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Action Item:

- Board to send Secretariat suggestions on use of BMU funding
- Secretariat, Yulia and Kate to meet to discuss use of BMU funding

5.4.2 ClimateWorks--Giri reviewed this consumer-focused funding agency that GreenPro has been working with.

Action Item:

- Giri and Yulia to work on list of fundraising topics and possible funders.

5.5 Communications

Secretariat reviewed recent publications and activities.

6. Communications

6.1 Type 1 Campaign concepts

Secretariat reviewed campaign brief and presented two concepts promoting ecolabelling and one promoting GEN.

Action Item:

- Secretariat and team will expand on concept #1 and present to the members for approval at the AGM.

6.2 Bi-annual Survey PPT

Secretariat reviewed the survey summary, highlighting member comments on assistance and support from GEN.

Action Item:

- Secretariat to post Bi-annual survey summary in members area of website and notify members

6.3 World Ecolabel Day update

Secretariat reviewed updated materials, progress on social media campaign, press kit, and business publication article, and planned 24-hour licensee posting on 8 October.

6.4 Website updates

Secretariat reviewed updates on product category listings, members area, GENICES overview, and new options for member listings.

7. Future Planning and meetings

7.1 Strategic Planning input review, next steps

Kate reviewed the Strategic Plan evaluation, and recommendations from subcommittee members.

Action Items:

- Secretariat to send Strategic Plan docs to Board
- Board to send comments/approval on Plan to Kate by 18 September
- Secretariat & Kate to work on Plan summary for AGM presentation
- Kate to submit final draft Plan for AGM packet by 9 October
- Kate to present any final changes to Plan at first AGM Board meeting
- Kate to present Plan to members on 27 October
- Kate to moderate Strategic Plan activities discussion during Webinar #1 ~17 November

7.2 Database update--Origin

Bjorn-Erik gave overview and Board discussed Origin database and costs.

Action Items:

- Kate to check GECA experience with Origin.
- Bjorn-Erik and Secretariat to review sent materials and draft an RFP
- Secretariat to communicate interest to Origin and ask for a firm proposal to present to members at AGM
- Board to provide input/approval on Origin proposal
- Secretariat to present Origin recommendation for approval at AGM

7.3 2021 AGM Location

Bjorn-Erik suggested holding the next AGM in India in conjunction with 2021 Green Building Conference if not held virtually. Giri and the Board agreed.

8. Additional Items

Nothing additional was added.

Meeting adjourned at 13:15 GMT.