**MINUTES draft 19-20/5/2021**

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

Please note decisions are underlined and actions are placed in **bold font.**

Meeting was called to order at 10:02 GMT

Quorum acknowledged.

**Administrative Matters**

* 1. **Welcome by the Chair**
  2. **Approval of Board meeting agenda**

Decision: Board approved agenda .

* 1. **Approval of March Board meeting minutes and standing action items**

Decision: Board approved minutes.

**Board reviewed Action Items- nil further changes.**

* 1. **Genices audits and tracking**

Discussion regarding role of Secretariat in preparation for GENICES audits. Secretariat has been asked to be liaison and ensure that application form is received and disseminated to auditors.

**It was agreed that mandatory requirements for change may be required prior to re-Genices. It was acknowledged that an additional “close out audit” might be necessary for this.**

The Board agreed that additional resourcing from the projects budget was appropriate expenditure for such projects as revisions of the By- laws and GENICES rules and other items as they arise.

1. **Operational**
   1. **Secretariat report**

-Secretariat (KH) outlined efforts on Sub- Committees and the successful commencement and engagement of members.

* 1. **Social media and website update**

Secretariat provided analytics from website and social media.

Numbers are increasing – highlighted peaks on WED.

Results provide further acknowledgement that additional new content is required.

* 1. **Sub – Committee updates**

**Communications**

**Yulia outlined the key priorities of the sub committee:**

**Type 1 video campaign**

**World Eco- Label Day**

**GEN website**

**Website:**

3 proposals received (noting content creation will still need to be covered)

The Board agreed to progress the brand work prior to the website and it was noted that subject to the communications budget, the website may need to be commenced/ finished in 2022.

The Brand should be presented at the AGM in 2021. The brand should list target audiences and prioritise accordingly. The Board is open to new logo designs.

It was agreed that the video launch would be delayed till WED.

**WED- calendar in progress, noting that the sub- committee prioritised the website before this Board meeting and will now focus on the sub – committees.**

**Meeting part A closed 13:00 GMT**

**Part B**

**Opened 10:00 GMT**

**Giri arrived 10.07**

**Sub committee updates continued:**

**ISO**

Bjorn – Erik outlined the progress in the ISO meetings for ISO 14020 working group.

It is expected that there will be an approved draft of ISO 14020 before the end of 2021 and then ISO 14024 will commence.

It was also agreed that ISO 14021 will once again have a separate standard. Members of the sub- committee have been updated and a meeting will be organised when a new 14020-draft is out.

**Member coordination update**

Members have met once and have agreed to meeting monthly. There is a need to understand what members want and a survey is the suggested mechanism to explore areas of interest for coordination.

Biodiversity and carbon are two areas of components within our standards that were suggested. Chen continues to do the MRA study.

**Governance**

Minimal actiivity through full committee due to need to prioritise GENICES audits.

Aim for by-laws to be presented at the September Board meeting for sign off before the AGM, unless otherwise needing to be delayed till 2022.

**Business engagement and outreach**

Vincius presented the work to date including the prioritisation of value proposition for affiliate members.

Growth of affiliate members is key strategic goal for this sub- committee.

The actions are to:

* Send survey to existing and potential affiliate members
* Host stakeholder conversations

**Fundraising**

Giri has met individualy with many ob e members.

Areas of potential funding were in the emissions/ GHG. The Board noted that ecolabels do much more than calculation and data of emissions.

Other areas of possible funding and engagement were:

Green building councils

Responsible steel

High carbon sectors

Climate works.

It was also noted that there need to be several grant applications submitted in 2021.

**Database WG (see below)**

**3 Special Projects**

**Note 3.1 and 3.2 were agreed on within the sub- committee communications presentation and therefore was not revisited.**

**3.3**

**Database**

The Secretariat updated the technical issues between GEN expectations and Origin which are in progress of resolution.

KH outlined the concern of members in regards to matching of their product information with the requirements of Origin’s.

The preference longer term is for GEN to provide an agreed framework of information for product categories. Also to consider GTIN bar coding system in the future.

It was suggested by the database group that we continue with the Origin pilot and see this as a learning exercise prior to bringing a central approach through GEN.

The landing page would prioritise materials as the main search category- rather than GEN members.

Working group would be ideal to provide standard for classification of product categories as a key outcome.

This was supported by the Board.

**3.4**

**Webinar themes**

The outline for 2021 was agreed in principle.

Agreed that 2021 would see two public webinars + internal members webinars.

**4 Finance and Governance**

**4.1 GAO update**

**4.2 Financial statement**

Hiro outlined the financial report.

The high account receivables were acknowledged and explained. This was due to one late payment which is now received. Account receivables have returned to normal.

Noted there was an increase in profit of 48 k which was largely due to reduced travel as per COVID -19 travel restrictions.

No questions were asked.

Financial statement for 2020 was adopted and accepted as presented to send to auditors.

**4.3 Reduced member fees and waiver request**

**The Board negotiated the requested reduced fees. It was noted several organisations turnover had increased and therefore would be asked to increase their membership fees/ decreased reduction.**

**Giri left 12.00**

**5 Strategy and Sub-Committees**

**5.1 Workplan**

Secretariat asked to note the work plan reporting. All is on track with exception of social media.

No suggested changes, questions or comments made.

All Board Directors welcome to contact Secretariat directly with any queries

**5.2**

**By- laws covered earlier**

**Eva left 1.05**

**6 General Business / Other Agenda items**

**6.1 Board member status for elections at next AGM**

**6.2 AGM follow up/ Other agenda items**

Note Quorum still present.

It was agreed that the 2021 AGM will be virtual.

Next Board meeting

9- 10th of September

**KH to confirm AGM dates and disseminate.**

Meeting closed

13.21

Nil further agenda items.

Chair thanked the Board.