**GEN Board Meeting 2021 # 4**

**MINUTES 8-9/9/ 2021**

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

**Apology:**

KS (Giri) Venkatagiri,

Xiaohui attended

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

10.03am GMT Meeting opened

1.2

Quorum acknowledged

Chair opened the meeting and acknowledged the passing of the CEO of Agrement SA. This will be acknowledged in the GENews in September/ early October.

1.3

Meeting draft agenda approved-**Secretariat to remove the Chair notes prior to filing.**

1.4

Minutes approved- one correction in business outreach typo –corrected by Secretariat.

Action items reviewed.

Magazine noted and is still to be published. This is scheduled for the following week, **noting that a draft will be sent to Chair Board when finalised.**

Chair discussed the MAC working group and requested an update from members. No further clarity of information.

Next MAC meeting is on the 28th September.

**2.1**

**Secretariat report:**

Highlights of Secretariat work included the number of presentations , work by sub- committees and also the brand work.

Bjorn- Erik commented on the amount of presentations/ international meetings.

Xiaodan left meeting at 8.35pm and was replaced by Xioahui.

**2.2**

**World EcolabelDay**

The Secrertariat highlighted the confirmed plans and schedule. The intended measuresments of success were also highlighted in particular reference to the life cycle ecolabelling video campaign.

Confirmation of when media kit would be released was sought.

Media kit has been delayed but will be **sent out as soon as possible.**

It was noted that members need preparation time to prepare the quiz and the date to engage with the virtual visit to their region.

The issue of other labels was raised in regards to appropriateness as to whether it is suitable to promote other labels on World Ecolabel Day. It was decided that this was a member decision as to who they wanted to engage with.

**2.3 AGM 2021 and preparation**

It was acknowledged that there is a need to increase the international scope of the planned retail webinar.

**KH to follow up the South American initiatives in order to drive a more GEN led webinar early 2022.**

Yulia is starting to work in the retail webinar. There was a request for the Board to support with suggestions for speakers.

It was suggested to engage with the international consumer protection network.

**3.1**

**Financial update**

Hiro will update with more detail in the October Board meeting.

There are several members who are overdue payments which will be followed up.

Annual report is finalised and has been signed by the auditor.

Bjorn- Erik outlined the UNEP project and the payment by of 30k USD.

It was noted that GEN has offered to support to a maximum of an additional 10k USD.

This has been outsourced to Future Ready as a contractor.

There are two opportunities for delivery of the ecolabelling pilot. These are with GIZ and their 5 countries receiving support and potentially in Africa.

The funds from GEN will be used for promotion and translation.

The BMU grant was discussed.

Bjorn Erik outlined the challenges of the grant over the year.

There has been ongoing challenges in regards to documentation and associated expectations.

This will be followed up by the Chair and the GEN Secretariat.

**3.2**

**By- laws**

The suggested changes were presented.

A discussion at the AGM about the role of affiliate members was suggested. This will present opportunities for feedback on the by- laws for decision in 2022.

**Quorum of Board of Directors**

Currently it says between 3- 15 people on the Board- it was suggested to consider usual amount is 6

It was suggested that 3 people are too few.

It is preferred that we keep a broad requirement regarding date of completion.

For example the challenge of the pandemic is one.

Consider that the right to communicate membership is only required for full members.

**By- laws continued- dissolution of the corporation**

It was highlighted as to whether we should stipulate where the funds are sent to in the event of the dissolution of the company. It was suggested that we take this to the members for further discussion.

**Indemnification**

It is suggested that we have a legal update in order to ensure appropriate indemnification.

**All the points will be presented to members for discussion at the AGM.**

It was suggested that the Secretariat send out a draft of the bylaws in 2022 after the feedback from the members at the AGM.

The draft version would still need to be taken for legal review prior to finalisation.

**3.3**

**Member Progression**

The Chair noted that there were some members who had not completed GENICES and were not in contact. A broad discussion was had as to how to manage such situations moving forward.

It was noted that this will most likely be discussed again as part of the by-laws discussion at the AGM.

Meeting Part 1 closed.

**Meeting 2021 # 4 continued**

**Opened 9/9/21 at 10.05am GMT**

**In attendance:** Vinicius Ribeiro, Bjorn-Erik Lonn (BEL), Yulia Gracheva, Eva Eiderstrom (till 10.50am), Xiaodan Zhang, Chin-Yuan Chen, KS (Giri) Venkatagiri- joined at 11.05 am

Takashi Fujisaki, Hiroyuki Kobayashi, and Kate Harris (KH) (Secretariat).

**Apology: nil**

**Others in attendance**

Xiaohui

**Quorum present**

**4.1**

**Genices update**

The discussion on particular labels who are not progressing continued.

GENICES update for those who have completed were discussed.

Eva left at 8.50pm

Giri joined 9.05pm

South African- Agrement

Given COVID and death of the CEO, the Board support the delay of Agrement audit to 2022.

Turkish label was discussed – they need parliamentary approval before they can be formally a part of an international organisation.

In 2022, when by- laws are decided, we should decide how to deal with members who have not completed.

The members should also consider how to manage members who do not pay their fees.

Members to discuss at AGM 2021.

The by- laws will be reviewed in 2022 and it is proposed that there will be more clear consequences for those who do not complete GENICES.

**Secretariat to send out in next GENews to highlight that we will be discussing by- laws and implication for not completing GENICEs or not paying fees.**

**5.1 Brand, Logo and narratives**

Potential new logos were presented to the Board by Yulia as Sub Committtee Communications Convenor.

Concerns were expressed that the logo option 1 is too close to Microsoft edge.

It was confirmed that the Board would check with an IP lawyer. This was actioned during the meeting and it was confirmed as a validity of concern.

Majority of members preferred option 1 but acknowledged concern of IP issues and possible similariries to Microsoft edge.

It was suggested that one option was to survey the members as to what logo they prefer.

It was agreed that it is the Boards decision to make the logo decision.

The sub- committee were acknolwedge that the materials were very well presented.

Actions:

Secretariat to **ask the Republic of Everyone if they can continue on with the branding if there is no decision on the new logo.**

The Secretariat is to explore if there is possibility of a “refresh” or modernisation of the existing logo as well as a rework of option 1.

Secretariat is to express the concerns to Republic of Everyone in regards to the similarity of option 1 to Microsoft edge and ensure that their options allow for full use of IP/ trademark.

It was also noted that the organization is often using the name “GEN” more than the logo.

**Board to give feedback on narrative to secretariat as soon as possible.**

**One request on narrative was to change to environment and health. KH to action.**

**The Board will be available to the sub- committee after the next meeting.**

**The brand and narrative will need to be taken to members at the AGM.**

**5.2**

**Other Sub- committee updates**

**Business outreach:** outlined affiliate surveys and findings.

In summary it was highlighted that we need to determine clearer and stronger value proposition prior to wanting to drive new members.

It was also noted that emails are the preferred form of communication for affiliate members.

**Member coordination survey**

6 members replied to survey.

Activities suggested are information exchange platform (including workshops), technical support and improvement of GENICES.

Possible future topics for discussion include items such as chemical cleaning agents/ banned chemical agents.

It was noted that it is important for the sub –committees to share their findings at the AGM.

**Fundraising**

The Secretariat highlighted the issues with the German grant.

Applicants have been received for volunteer grant writers within the Secretariat team.

The Chair asked for support of Board Directors to suggest grants and projects for possible funding.

**ISO update**

The draft IS0 14020 working draft 2 has been sent out for comment by the 29th of October.

The intent is for the final draft to be completed by early 2022.

This will be followed by the revision of ISO 14025 and ISO 14021.

The Chair will email out additional information.

The plenary for TC 207 will be the 16th and 18th of November.

The brochure comments have been received and are for processing by the task force 1.

Critical that the Board sees the materials about the by- laws prior to sending out to members.

The selection committee will also be notifying that the 3 members up for election are standing in 2022.

**6.1**

**Database project**

It was noted that some members are progressing but it has raised important information about how members would like a database in the future and how to access.

Secretariat highlighted that a consultant had been approached about other potential options, but we were yet to receive more detail or costings. There is to be a meeting with EU Flower / EU Commission to explore further.

7.0 Future planning / other business.

This discussion was delayed to the October Board meeting.

There was no other business.

**Meeting closed 1.10pm GMT**

**The Chair thanked the Board of Directors.**