



GEN Board Director Meeting 2022 #4 Pre AGM Board Meeting

16 October 2022 | ZOOM

MINUTES 16/10/2022

In attendance: Eva Eiderstrom, Bjorn-Erik Lonn, Yulia Gracheva, Xiaodan Zhang, Takashi Fujisaki Hiroyuki Kobayashi, Guy Ladvoat, KS (Giri) Venkatagiri, and Kate Harris (Secretariat)

Apology:
Chin-Yuan Chen,

Meeting was called to order at 9:03 GMT

Decisions are in italic

Actions are marked in bold

1. Administrative issues

1.1 Quorum present

1.2 Welcomed by Chair. The Chair acknowledged the new logo and a new website. Our new appointment of Guy Ladvoat since the departure of Vinicius Ribeiro, was also acknowledged. The impact of World EcolabelDay was also acknowledged, including the publication of the white paper.

1.3 *Agenda for the October meeting was approved.* For the minutes, the appointment of Guy Ladvoat formally joining the Board was noted.

1.4 *Minutes of the 2022 #3 September Board meeting were approved. It was discussed as to the outcome of the suggested edits to the by-laws in regards to the reference of „member meetings“ versus „general meetings“ and the consideration of having two general meetings prior to a change in the by-laws. Both were considered -the former can still be changed through editorial changes if required.*

Further edits suggested for the bylaws included removal of duplication in article 4 section 2i1 and regarding nominations in Article IV, section 7.2 It was deemed appropriate to make editorial changes only post the distribution to members.

Action items were also noted and discussed with no changes.

2. Operational issues and communications

2.1. Secretariat report

The Secretariat presented the information intended for the AGM. Key highlights were outlined including the update on key projects such as the new website and the social media statistics for the year to date. Linked in has seen significant growth in followers, as has facebook. The Board discussed the global state of affairs including inflation and how to best respond to the potential future challenges.



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2.2. World Ecolabel Day 2022 and social media stats

The statistics for World Ecolabel Day are yet to be finalised,

The Secretariat stated that it was a successful WED but the statistics are yet to be collated

The release of the white paper was also released noting that for future publications more members may need to be consulted prior.

The social media statistics were presented which indicated significant growth.

2.3. AGM 2022- nominations, list of attendees

Current registrations include 38 for the future focused event, 41 for the AGM and 35 for the GENFast.

We continue to have 1 nomination for Chair and 5 nominations for Board Directors.

It was noted that the AGM needs to have a majority of members to have quorum at the AGM- not the 75% that reflects the proposed bylaws.

There are currently 31 full members and 22 registered- so subject to attendance, it is expected we will have a majority of members present.

The question was raised as to at what point the successful associate members are granted voting status.

It was decided for clarification that the associate members awarded full membership status at the AGM do not vote until the following year.

The agenda was presented and supported. The GENFast presentations were also discussed. Bjorn Erik Lonn will present on ISO 14020 revision.

The UNEP Consumer information webinar will also be a key event as part of our AGM and will tend to the consumer focus, noting the built environment is a dominant theme this AGM.

Action: The Secretariat will edit the bylaws according to the above clarifications. Chair to highlight that nominations are listed in alphabetical order by surname during the meeting.

3.1 Finance - Actuals

The Treasurer and GAO team outlined the spend to date and the forecasted actuals for end of 2022. It was noted that there is underspend against the budget and in order to optimise value for members, further spend and impact should be prioritised.

The Secretariat highlighted that in order to coordinate greater spend and projects, an increase in Secretariat and / or human resources was recommended.

The outstanding membership fees were discussed. Russian label requested that they have a fee reduction to a cost of \$1000.00 USD and requested for payment of this invoice to be delayed until such a time that the current situation allows for ease of international payments. One member also requested credit card facilities.



GEN Board Director Meeting 2022 #4 Pre AGM Board Meeting

16 October 2022 | ZOOM

Vitality Leaf, Ecological Union reduction in fee and delayed payment was approved.

Action: Secretariat to provide GAO with updated contact details for UL term.

3.2 2023 Budget

The 2023 draft budget was shared, noting that the draft was a repeat of 2022.

The Secretariat had highlighted key projects for consideration including Look closer PR campaign, common core criteria proposal, affiliate pack and GENICES pilot. Some additional website changes will also be required.

The improvements to and GEN branding of the ecolabel guide app was proposed and supported. Proposal from Ecological Union is to be put forward. It was also suggested that the database work interface with this app.

It was also noted that whilst there is support for the common core criteria project, a second proposal was yet to be received.

It was also noted and agreed that the new Board should have flexibility to shape the 2023 budget given the change in appointments.

Alternative methods of budgets were discussed. For example future allocation of operating expenses to be 75% and development 25%.

Action: The Secretariat is to source proposals for PR campaign, affiliate pack and GENICES next stages. Proposals to be approved by Board prior to commencement.

It was also noted that Takashi Fujisaki intends to hand over the Treasurer role to Hiroyuki Kobayashi in 2023. Whilst this was supported by all current Board members, it was noted that this is a decision post AGM.

3.3 Associate member applications

An application not received.

Therefore there are no application for consideration by members at the AGM.

The Board have requested further information and a revision of the application form to accurately reflect the standards that are aligned to ISO 14024.

4.1 Website update

The Secretariat and Chair highlighted the new website. It was requested that for future reference increased exposure of events and live /updated information be visible on the front page and that a search function be considered. It was also acknowledged that additional archives need to be uploaded.

Action: Secretariat to consider the above website changes for events and search function. structure and website wireframes. Positive feedback was received from the sub- committee of communications. It was also highlighted that the website will most likely not be launched on World Ecolabel Day but majority of pages will be ready for launch at the AGM.

Action: Secretariat to revise the product categories that are listed as the filters on the website.



GEN Board Director Meeting 2022 #4 Pre AGM Board Meeting

16 October 2022 | ZOOM

4.2 Common core criteria proposal

Whilst this is still supported in principle, the revised proposal is yet to be received.

5.0 GENICES

5.1 GENICES progression 2022

It was agreed that the following will be awarded GENICES at the AGM 2022.

Singapore Environment Council

TEI Thailand Environment Institute

Turkish Ministry

Eco Choice South Africa

In regard to the GENICES review, it was noted that this is for discussion and not decision or full implementation in 2023.

6.1 Discussion on life cycle ecolabel/ terminology

A summary of the Subcommittee of communications was presented to the Board.

It was agreed that the options be presented to the members through a poll mechanism on the future focused webinar meeting on the 17th October.

6.2 Sub Committee updates

Board members will have 3-5 minutes to present a brief summary of the 2022 focus. The Secretariat will present the business outreach sub-committee due to recent change in board appointments.

Action: Board members to send Secretariat slides if wanting to present at the AGM.

7 General Business / other agenda items

7.1 No further business was discussed. Given there will be a new Chair, it will be for the Board of 2023 to decide on meetings and locations.

It was also recommended that 2023 be a virtual AGM and an in-place Board meeting early in 2023.

7.2 Planning for Board/ Chair transition

To be discussed

Meeting adjourned at 1233 GMT

