



2023 GEN AGM Member Meeting

25th of October 2023

26th of October 2023

Mr K S Venkatagiri | Chairperson

Kate Harris | Secretariat

Global Ecolabelling Network, GEN



Good morning, afternoon and evening



For participants who are with us virtually, please keep you microphones on mute and use headphones if possible.

If you have any connection issues, please use the chat pane or email secretariat@globalecolabelling.net or karena.li.sydney@gmail.com



Mr. Michael Weppler
Executive Vice President
TÜV Rheinland Group,

Welcome from the Chair of GEN



Mr K S Venkatagiri





APPOINTMENT OF DRAFTING COMMITTEE FOR 2023 AGM RECORD OF DECISIONS

The background of the slide is a photograph of a vast, lush green forest covering rolling hills and mountains. The trees are dense and vibrant green, with some areas appearing slightly hazy in the distance. The overall scene is peaceful and natural.

APPROVAL OF 2023 MEMBER MEETING AGENDA



Approval of Meeting Minutes and List of Participants from 2022 AGM -For decision-	5 mins	Giri	9:20 - 9:25
Sub – Committee Reports	25 mins (5 mins each) with exception of SC communications to be presented in Secretariat report	<i>Guy; Svetlana; Katherine, Tao, Fallight</i>	9:25 – 9:30 9:30 – 9:35 9:35 – 9:40 9:40 – 9:45 9:45 – 9:50
Secretariat Work Report	10 mins	Kate Harris	9:50 - 10:00
GEN 2024 and beyond- strategy conversation	15 mins	Giri	10:00 – 10:15
Morning Tea Break	15 mins		10:15 – 10:30
Update on Member Applications	10 mins	Giri	10:30 – 10:40



Decision on approval of Secretariat contract	10 mins	Giri	10:40- 10:50
Financial Management & Administration			
Acceptance of 2022 Finalized Financial Statements -For decision-	10 mins	Hiro Kobayashi -presentation and questions	10:50 – 11:00
Status of 2023 Budget Activities YTD	5 mins		11:00– 11:05
2023 Financial Statements: Appointment of Financial Statements Review Committee	5 mins	Giri	11:05- 11:10
GEN 2024 Planning		Giri	
2024 Membership fees and Budget Proposal- incl GENICES fees	10 mins	Giri	11:10 - 11:20
Board of Directors for 2024 - 2025			
Election of Directors	10 mins	Hiro Kobayashi & <i>Linda Chipperfield</i>	11:20 – 11:30
Selection of 2024 Nominations Committee	5 mins	Giri	11:30 – 11:35
2024 Annual General Meeting	10 mins	Giri	11:35 – 11:45
GENICES - where to from here?	15 mins	Giri	11:45 - 12:00



Member projects- recommendations for 2024	10 mins	Giri	12:00- 12:10
Awarding of 2023 GENICES certificates	10 mins	Giri	12:10- 12:20
Member collaboration- a showcase of exemplary co-operation	10 mins	Giri and Yulia	12:20- 12:30
GENFast Member (CQC - China) Presentations - Low Carbon Activities for Asian Games Qiandao Lake Sub region 2023	10 mins+ 5 mins Q & A	Yuan Liu	12:30 - 12:45
Other Business/ Questions and answers/ Close	15 mins	Giri	12:45 - 13:00
Lunch	60 mins		13:00- 14:00
Group Photo and Sightseeing - Formal Tour	3 hours	-	14:00 - 17:00



**APPROVAL OF MEETING
MINUTES AND LIST OF
PARTICIPANTS FROM 2022
GEN AGM**

SUB - COMMITTEE REPORT

Updates from our Convenors



Sustainable Public Procurement -Katherine Larocque

Partner outreach and new projects - supporting ideas for new projects, fundraising and involvement in partner outreach -Fallight Xu

Standards and technical recommendations - supporting the standards working group and involvement in recommendations -Guy Ladvocat

GENICES working group -Yan Tao (with Katherine and Yulia support)

Common Core Criteria Project- involved in contribution to comments and idea to the common core criteria project-Svetlana Perminova

Communications and Marketing - contributing to decision making on comms and marketing -Yulia Gracheva



Sustainable Public Procurement Sub-Committee

25th of October 2023

Katherine Larocque | Board Member
Global Ecolabelling Network, GEN



SPP Sub-Committee: Purpose

Purpose

- Provide strategic insights, feedback, and recommendations to the GEN Board.
- Identify SPP projects / opportunities / partnerships for GEN.
- Help shape GEN's approach to influence SPP in a meaningful way.

SPP is a relatively new focus area for GEN. Why are we focusing on SPP now?

- Global expenditure on procurement is estimated at **\$9.5 Trillion USD annually**.
- Public procurement accounts for **14% of EU GDP**.
- SDG indicator 12.7.1: sustainable public procurement is necessary to achieve the SDG 12: Responsible Consumption and Production.
- Government purchasing power should be leveraged to buy the most sustainable products– the potential impact of SPP is significant, and an important lever to shift entire industries.



SPP Sub-Committee: Membership

Membership

- Participation on the sub-committee is open to GEN members and external participants approved by the Board.

Current members:

- Confederation of Indian Industry (CII)
- China Environmental United Certification Center (CEC)
- Eco Choice Aotearoa (New Zealand)
- Good Environmental Choice Australia (GECA)
- Indonesian Ecolabel
- Nordic Swan
- SIRIM Eco-Labeling Scheme (Malaysia)
- UNEP

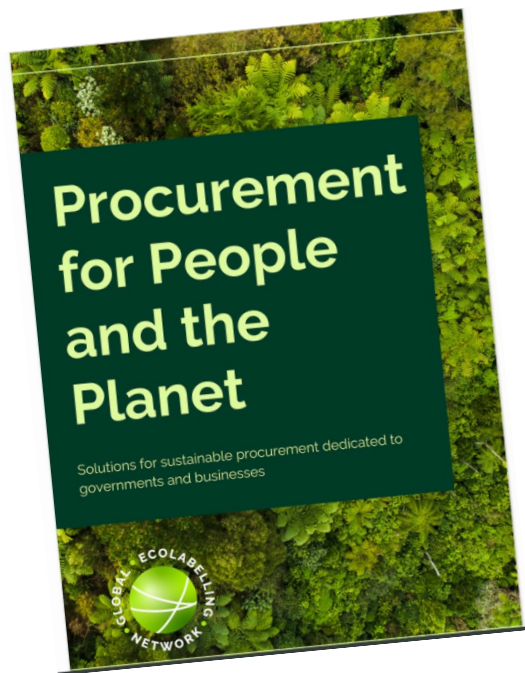
New sub-committee members are accepted on an on-going basis- please email the Secretariat if you would like to be added to the SPP distribution list.

Progress



Key SPP-Related Activities and Outputs in 2023

- SPP Brochure
- B20 endorsement of SPP
- SPP-focused GEN News Article



NEWS

12 August 2023

Sustainable Public Procurement Article

Benefits of Ecolabel Sustainable Public Procurement

The sustainable public procurement (SPP) of..



NEWS

12 August 2023

Case study – EPEAT Ecolabels & SPP

With more than 4000 EPEAT-registered products available in 40 countries around the..



NEWS

12 August 2023

Shining a light on green public procurement with EU Ecolabel

Public procurement – or the purchases of goods, services and works by..



SPP: What's Next?

Sustainable Public Procurement Will Remain a Key Priority for GEN in 2024.

- Sustainable Purchasing Leadership Council
- Development Banks- focus on SPP
- B20 2024 in Brazil

What should we do next?

Are there organizations or projects GEN should be engaged in?

Suggestions are always welcome!

Next SPP Sub-Committee will be held in the near future to discuss priorities for 2024

THANK YOU FOR YOUR TIME

If you have any questions do not hesitate to reach out



Katherine Larocque
Kate Harris



klarocque@gec.org
secretariat@globalecoalbelling.net



Partner Outreach Sub-Committee

25th of October 2023

Fallight Xu | Board Member
Global Ecolabelling Network, GEN

GEN Partner Outreach Sub-Committee Work Plan

Discussion document

Objectives of partnership development

- Maximize the impacts made by the GEN community
- Enhance the visibility of GEN community and associated offerings
- Expand the funding channels
- Generate and capture marketing opportunity for GEN
- Find likeminded organization with shared missions
-

Type of partners

- Standardization organizations (e.g. ISO TC 207)
- Inter-governmental organizations (e.g. UNEP SPP)
- Sustainable procurement champion organizations (e.g. SPLC)
- International development agencies (e.g. GIZ)
- Funding bodies like governmental agencies
- Actors from private sectors
- Non-governmental organization/multi-stakeholder organization/impact driven organizations at various layers such as world green building council
- ...

Sources of partner resources

- Existing network of GEN members
- Prospective network of GEN members
- Existing network of existing GEN partners
- Recruitment via public events
- Public events organized by Media organizations (e.g. London Technology Show; Sustainability themed events)
- Utilize the Network of the Licensees of GEN Members
- ...

Outreach approaches

- Cross-membership
- Joint offerings development
- Joint funding application
- Organizing joint events (e.g. IFC, regionally or internationally, collaboratively)
- Joint development of projects
- Further develop the existing training programmes
- Invite funding agencies to the physical GEN AGM (to get included in the activities)
- B20/G20 events to add/integrate the GEN elements
- ...

Next steps

- Identification/inventory of resources
- Prioritization of targets
- Implementation of outreach plan
- Review of outcome/development

Thank You

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TÜV Rheinland AG





Standards and Technical Recommendations Sub-Committee

25th of October 2023

Guy Ladvocat | Board Member
Global Ecolabelling Network, GEN



GENICES Working Group Sub-Committee

25th of October 2023

Yan Tao | Board Member

Katherine Larocque and Yulia Gracheva (assisting) | Board Member

Global Ecolabelling Network, GEN



Contents

Strategy and objective

Members of sub-committee

Work progress



Strategy and objective

- STRATEGY 1- "Go to" body for ecolabelling

Define ecolabelling by setting the standards of consistency, quality, credibility and is seen as the “go to body for ecolabelling information and accreditation / approval”

- Objective

The GENICES sub-committee was established in 2022 in order to progress the GENICES framework review and was re-established in 2023 to draft GENICES audit scheme rule.





Members

Coordinator: Kate Harris

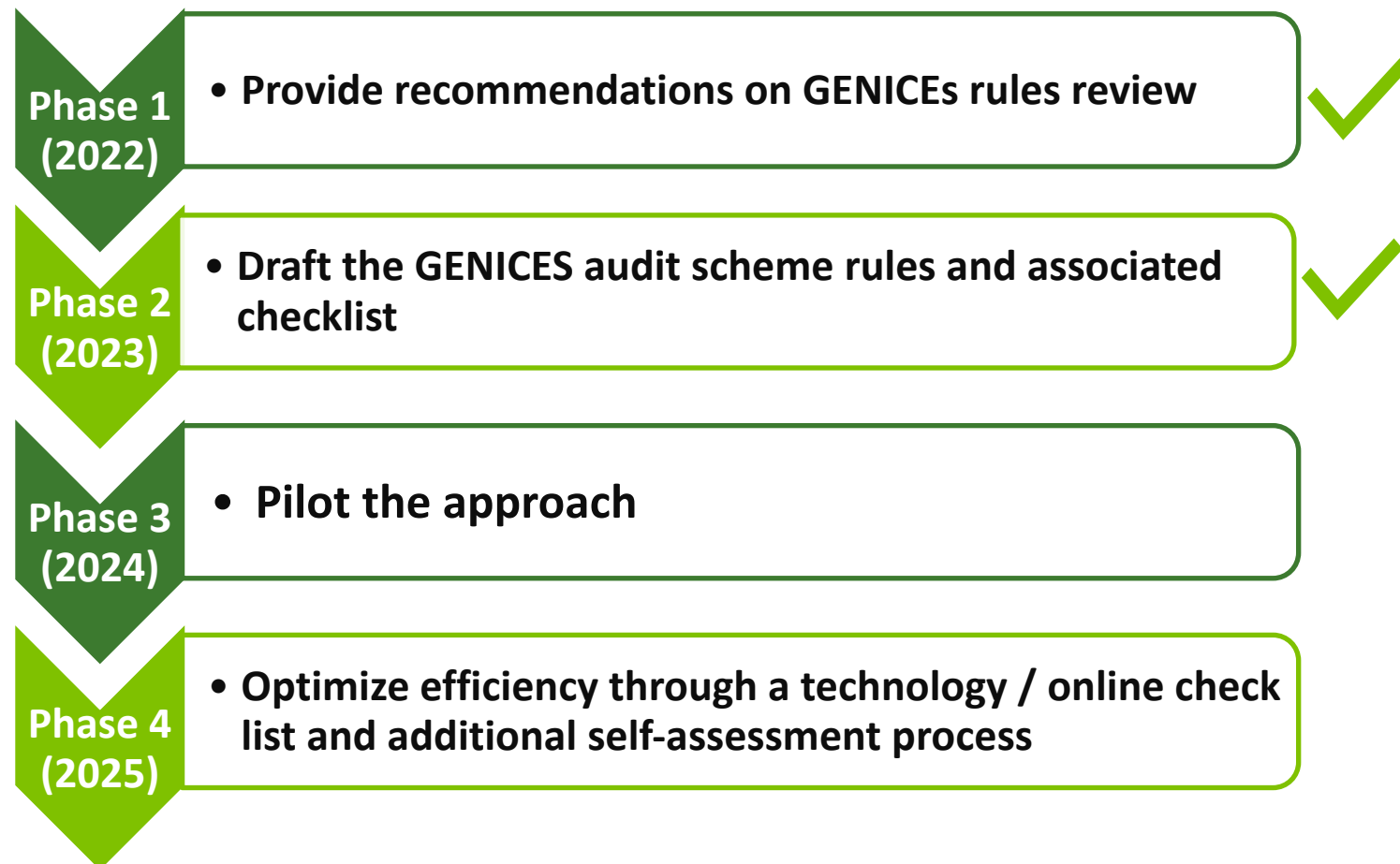
Specialist: Sarah Sannen

Name	Organization
YAN Tao (Convenor)	China Environmental Labelling, CEC
Yulia Gracheca	Vality leaf, Eco-union
Katherine Larocque	EPEAT, GEC
Janine Braumann	Blue Angel, UBA
Chin- Yuan Chen	Green Mark, EDF
Keeli Gregory	Environmental Choice NZ



Work progress

Work plan for GENICES review



Work progress

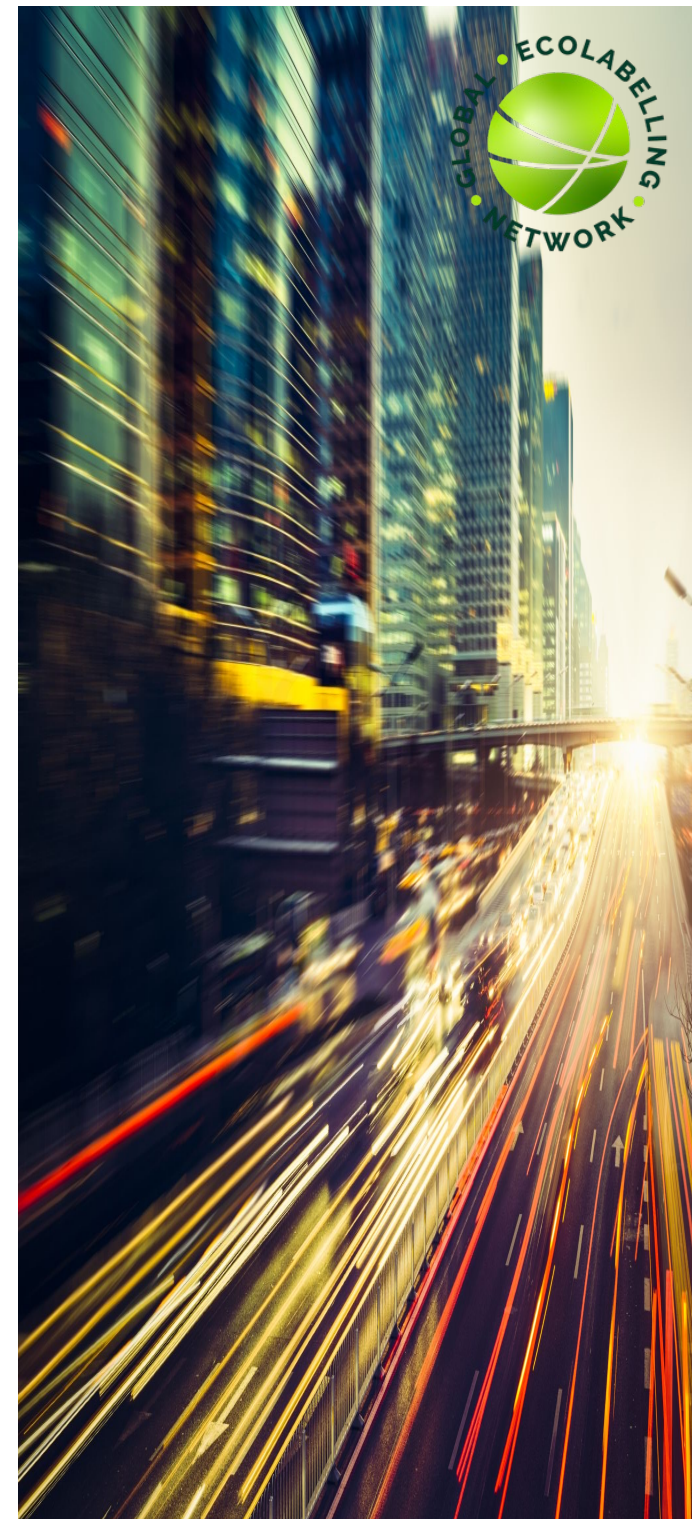
2023 Work Plan and Progress

Confirm an external consultant to support the progression

Draft a scheme rules in consultation with sub-committee, and external partners

Public comments including GEN members

Present a draft of scheme rules at AGM



Work progress

2023 Work Plan and Progress

May 25, Working group meeting

July 10, Feedback from full members and interview with some partners

September, the consultant give recommendation

AGM, introduction to members



A photograph of a vast, lush green forest covering rolling hills and mountains. The foreground is filled with dense, vibrant green trees, while the background shows more distant, hazy mountain ranges under a soft, light sky.

Thank you

YAN Tao
yantao@mepcec.com
China Environmental United Certification



Common Core Criteria Project Sub-Committee

25th of October 2023

Svetlana Perminova | Board Member
Global Ecolabelling Network, GEN

Next step



New proposal on common criteria

Ukraine Living Planet proposed a new initiative on developing common criteria.

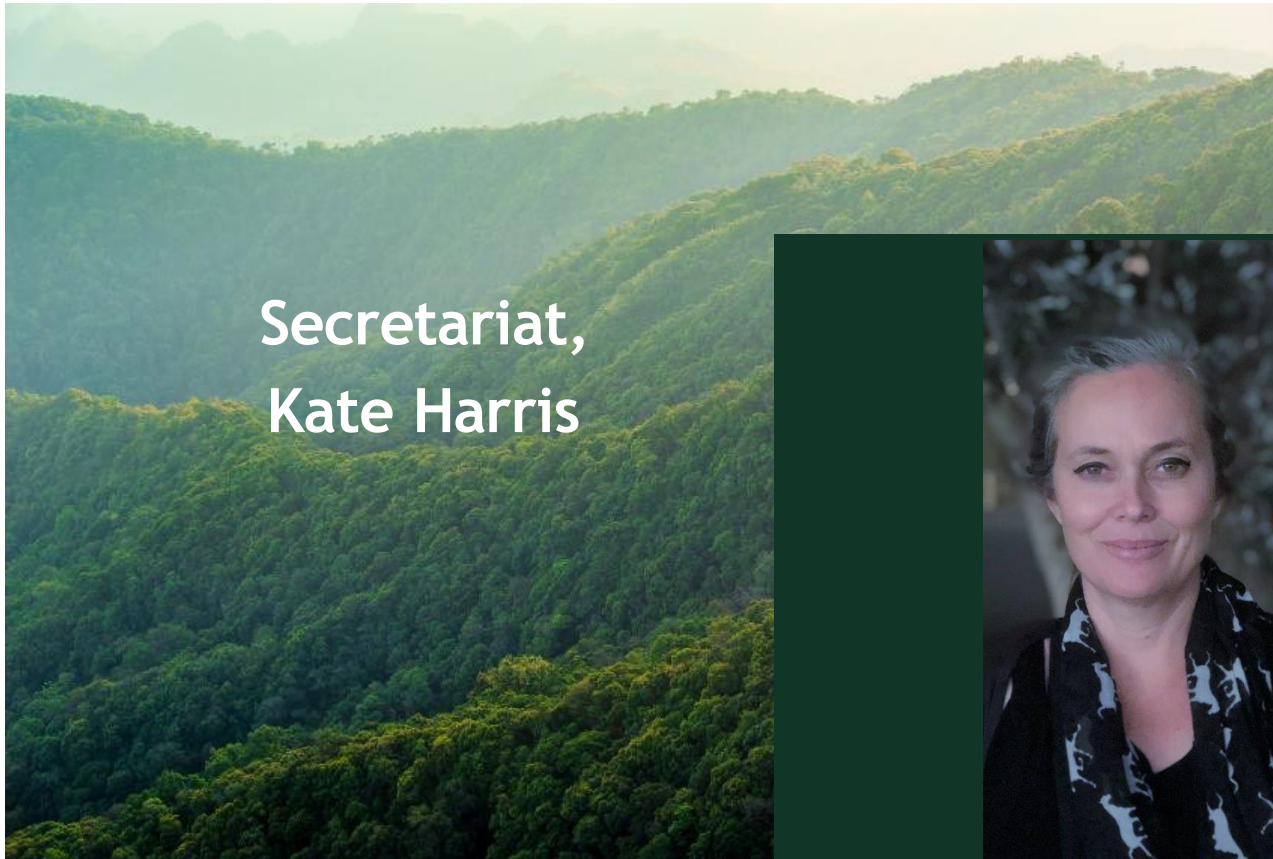
You'll learn the proposal further tomorrow and we hope more members could join in this initiative.





2023 GEN Secretariat report

25th of October 2023



Secretariat,
Kate Harris



GEN Theory of Change



2023 Highlights



Credibility

GENICES scheme rule revision
Finalisation of by laws

Capability

World Bank Training
Train the trainer Ecolabelling Training
SPP brochure
Common core criteria progression

Community

More webinars and onlinesocial media
growth
Ecolabel App



2023 what we said we would do

Additional work plan initiatives include:

- Roll out of new GENICES – pilot for testing
- Review membership model and develop affiliate sponsor pack- and 10 new affiliates
- Obtain 4 new associate members
- Invest in Look Closer campaign through public relations support
- Establish new global partners
- Develop procurement guidelines referencing ecolabels for partners and beyond
- Scale the UN ecolabelling training and consider ongoing support.
- Common core criteria – planning a road map during 2022 for delivery of a common criteria in 2023
- Revisit database



2023 what we said we would do

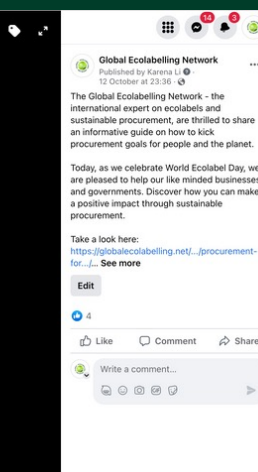
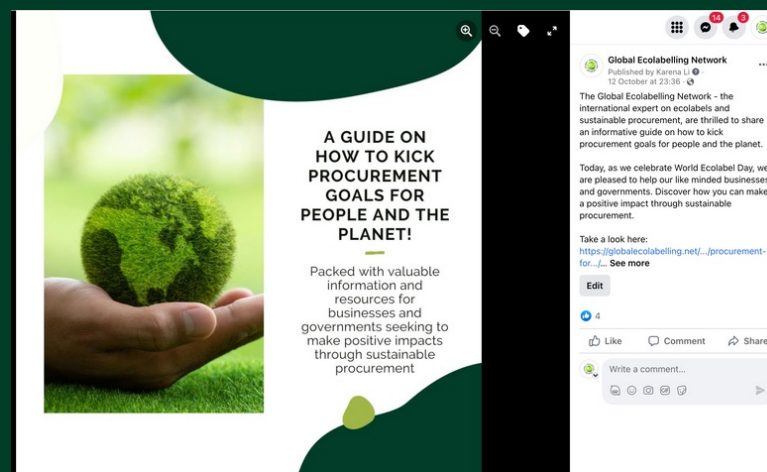
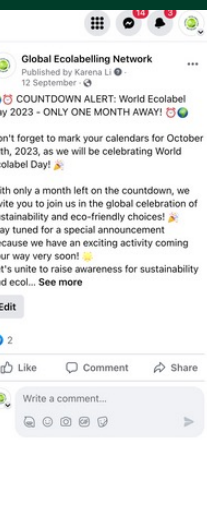
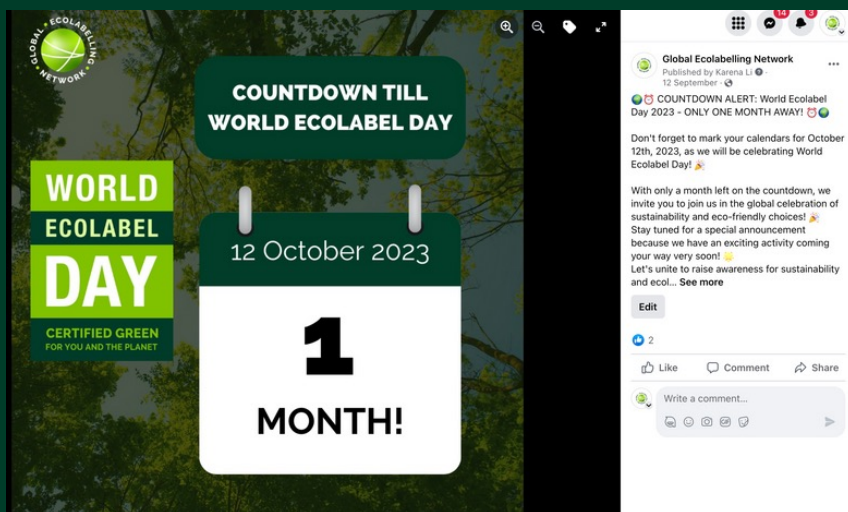
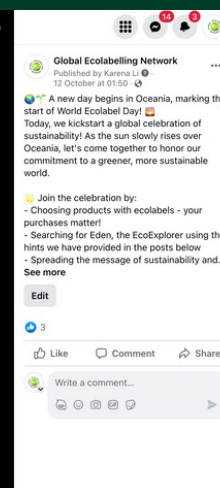
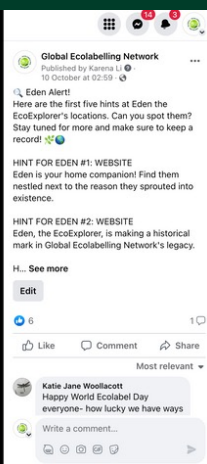
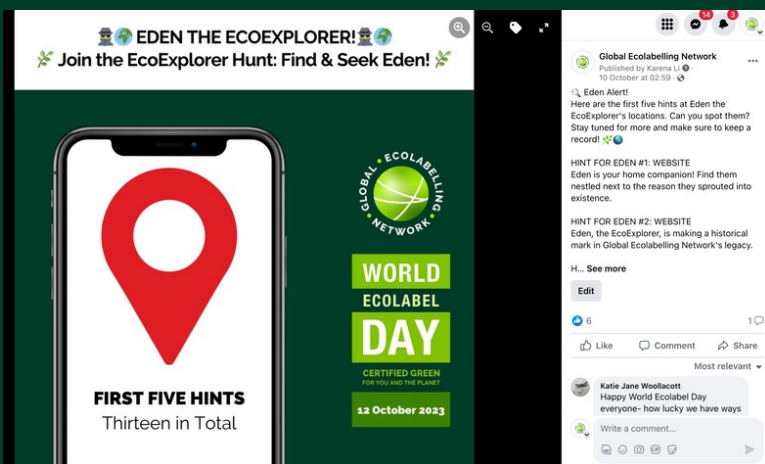
Ongoing work commitments include:

- X2 Magazine
- X4 GENews
- Social Media increased touch points
- Member meet ups and capability events
- AGM preparation
- Continue to support the Working Group 2, Consumer information, UN ecolabelling
- Support for ISO14024 standard

A background image of a lush green forest landscape with rolling hills and misty air, split by a dark green vertical bar in the center.

GEN in review
2021- end 2023
New website and brand
SPP brochure
Ecolabelling training
GENICES review
By laws review
Social media growth

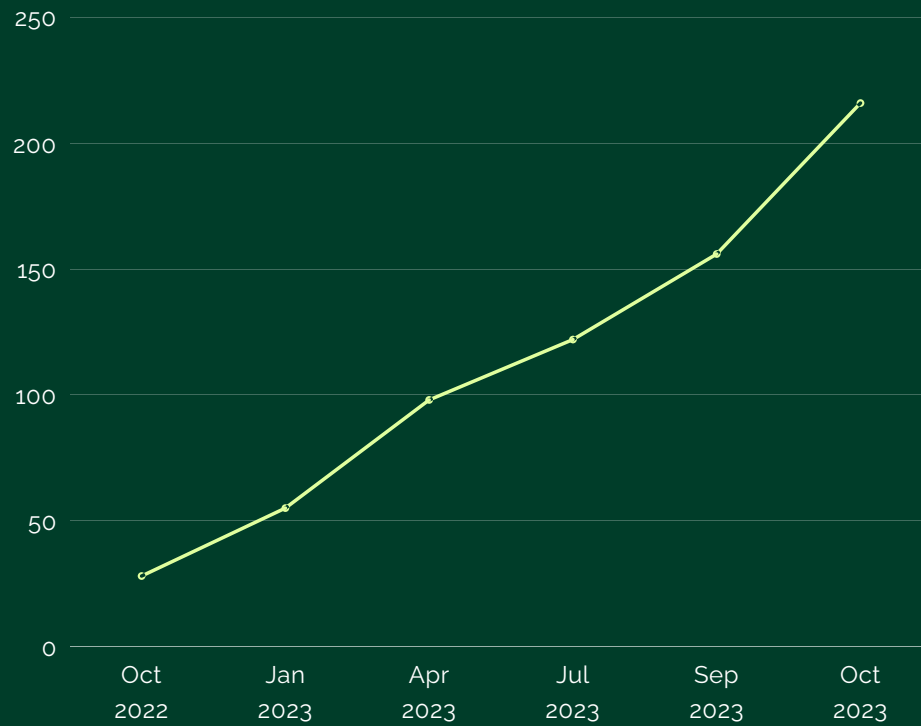
World Ecolabel Day 2023 - Highlights





Social Media Statistics

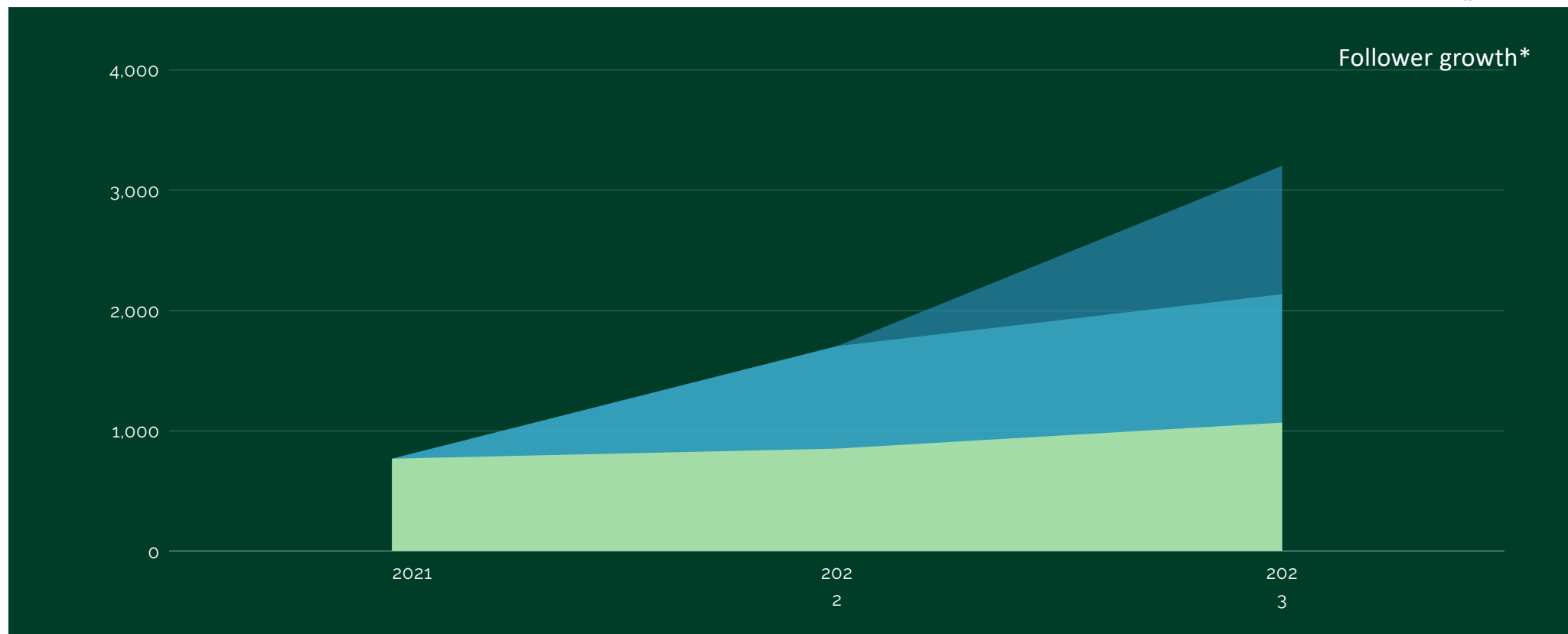
LinkedIn



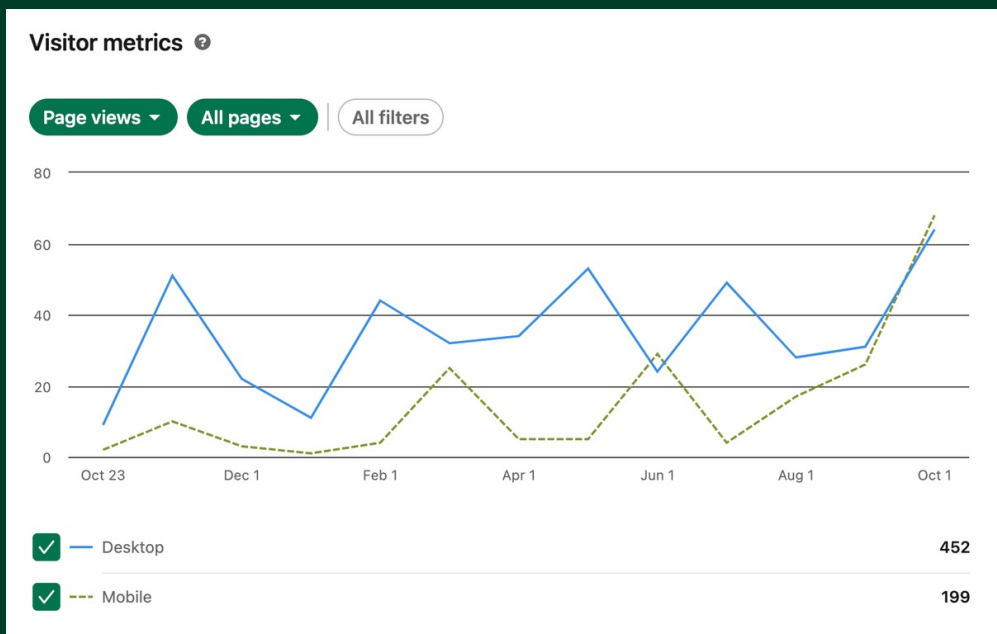
- 216 New followers in the last year
- 25% growth in followers compared to last year



Comparison to last year - LinkedIn



LinkedIn

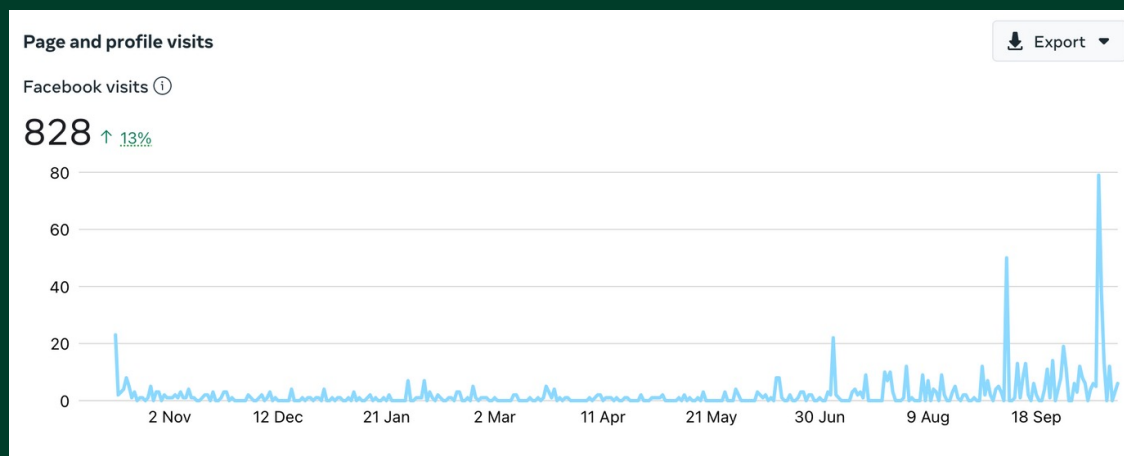


Period of 17 October 2022 - 16 October 2023

- 38 posts
- 1,037 engagement (likes, comments, shares)
- 666 Visitors
- 16,379 Impressions



Facebook

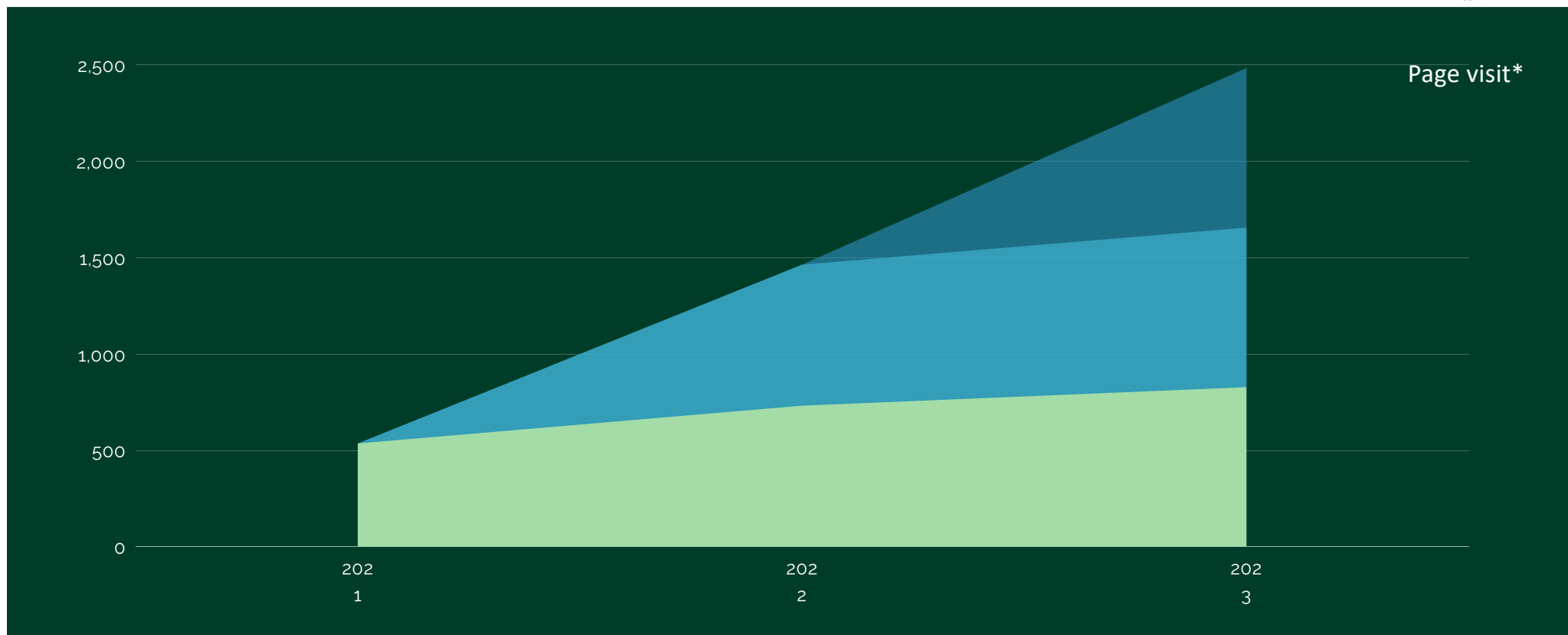


Period of 13 October 2022 - 18 October 2023

- 828 page/profile visits
- 13% growth



Comparison to last year - Facebook





Facebook

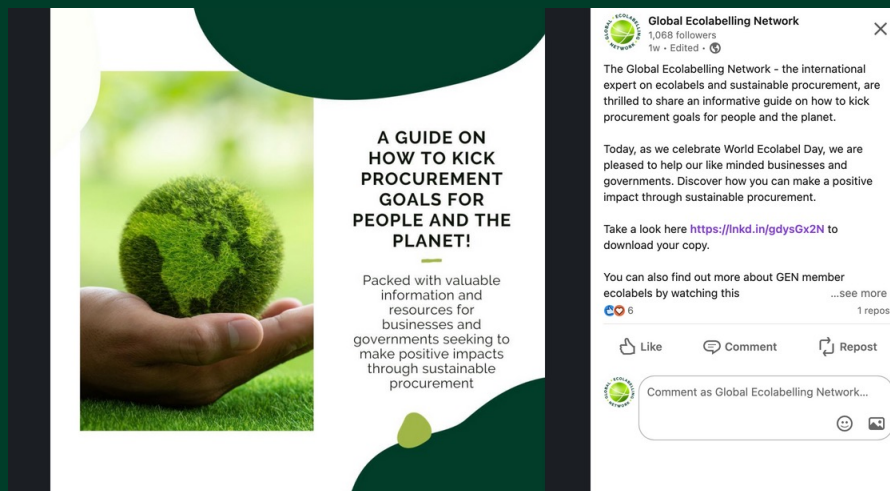
Location	Towns/cities	Countries
Sri Lanka		40
Egypt		34
Russia		29
Thailand		28
United States		23
Australia		21
Ukraine		21
India		15
Sweden		14
Germany		12

Top views via countries

- Sri Lanka
- Egypt
- Russia
- Thailand
- United States



Procurement for People and Planet – Sustainable Procurement Information Brochure



- With the success of last year's Look Closer Campaign, this year we decided to again invest in a paid Ad of the Sustainable Procurement Information Brochure that was distributed during the B20 Event.

Results from 12/10/2023 - 24/10/2023:

- 8,011 Impressions
- 143 Clicks

**We are only as strong as our weakest link
We are better together**



GEN Strategy 2024 and beyond

GEN Theory of Change



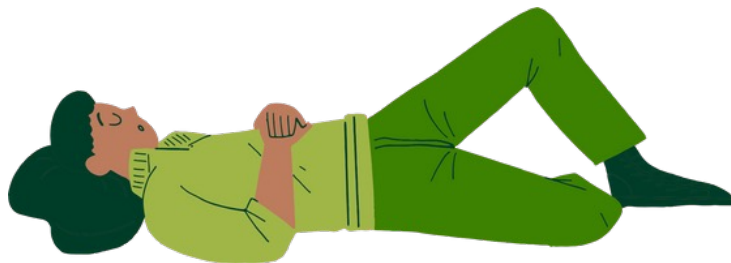


Thank you!

The background of the slide is a photograph of a vast, lush green forest landscape. The forest is dense and covers rolling hills and valleys. The lighting is soft, suggesting a misty or early morning atmosphere. The colors range from deep greens to lighter, hazy greens in the distance.

GEN Strategy 2024 and beyond

BREAK





UPDATE ON MEMBERSHIP APPLICATIONS



DECISION ON SECRETARIAT CONTRACT

FINANCIAL MANAGEMENT & ADMINISTRATION

**Acceptance of 2022 Finalised
Financial Statement**

+

Status of 2023 Budget Activities

+

**2023 Financial Statements:
Appointment of Financial Statement
Review Committee**



GEN 2024 PLANNING

**Including 2024 Membership Fees and
Budget Proposal**



BOARD OF DIRECTORS

2024-2025

**Election of Board members-
presenting nominations for Board
Directors**

**(nominees for Directors in alphabetical
order by surname)**



2023 GEN AGM Board Nomination: YULIA GRACHEVA ECOLOGICAL UNION (RUSSIA)



**Latest GENICES
completion date:
2017 and in
process 2023**

- Member of the WG 2 (Ecolabels) and the Multi-Stakeholder Advisory Committee of the UN One Planet Network's Consumer Information Programme.
- Active participant of the Communications subcommittee of the GEN Board
- National representative in the ISO TC 207 committee, WG11 on revision of ISO 14024.
- Key ecolabelling expert in a World Bank-funded project for the Turkish ecolabel (2023).
- I have been a GEN Board member for the past 6 years, during which I have been involved in various activities, including:

1. Participation in the GENICES revision Working Group.
2. Involvement in the analysis of the GEN strategy and contributing to the planning of a new strategy in 2020 as part of the Strategic Subcommittee's efforts.
3. Conducting 4 GENICES audits for Blue Angel, Ecomark Japan, GECA Australia, and the Turkish Environmental label.
4. Recommending and preparing the Uzbekistan ecolabel for GEN membership.
5. Assisting the Chair in the process of selecting the new secretariat.
6. Representing GEN at 7 International Conferences and workshops.
7. Presenting the Ecolabel Guide mobile app at the One Planet conference in 2022.

I am enthusiastic about the opportunity to continue working on the GEN Board for the next term.



2023 GEN AGM Board Nomination:

Dr. Wijarn Simachaya

Thailand Environment Institute



**GEN member
since: 2000**

**Latest GENICES
completion date:
2022**

DR. WIJARN SIMACHAYA is the current President of Thailand Environment Institute (TEI), the Secretary-General of Thailand Business Council for Sustainable Development (TBCSD), a Chairman of Circular Economy Sub-committee under National Agenda BCG Economy Model and a President of Thai Sustainable Consumption and Production Network (Thai SCP Network) . His various responsibilities in the past were natural resources and environmental plans, strategy development, pollution control plans as well as international cooperation on natural resources and environmental issues. He was also a representative of the ministry of various agencies like UN, Sub-regional, and ASEAN /ASEAN Plus 3 Forums. He had played an important role to develop the ASEAN Haze-Free Road Map by 2020, and Bangkok Declaration on Combating Marine Plastic Debris in ASEAN region, endorsed by ASEAN Summit in June,2019.

To be a GEN board member, he could bring together the connection as his experience mostly relating to lead of green growth and government reform strategy development and have good connection with various partners. He would play a role in creating and refining the organization's policies and guidelines related to ecolabeling criteria, standards, and methodologies. This helps ensure consistency and credibility across the ecolabeling programs operated by GEN's member organizations. Moreover, he could contribute to the development of GEN's overall strategic direction, goals, and objectives. Encourage member participation in decision-making processes that shape the organization's initiatives and priorities.



2023 GEN AGM Board Nomination:

Mr. Tao YAN

China Environmental United Certification Center



GEN member
since: 2008

Latest GENICES
completion date:
23/11/2018

Acting as Deputy General Manager/ senior engineer of China Environmental United Certification Center (CEC), I have been working in the field of environmental protection more than 20 years, mainly engaging in China Environmental Labelling Program (CEL), Clean Development Mechanism (CDM), and Environmental Management System (EMS) etc. I participated in EMS mechanism establishment in China from 1997-2002. I was once fully responsible for certification implementation of ecolabel business in CEC. Now I am in charge of international cooperation, scientific research, information and publicity management etc. in CEC.

I was elected as GEN Board Member in 2022 AGM and also served as the representative of MAC member of UNEP “One Planet Network CI-SCP Programme” on behalf of CEC, and the member of Standardization Committee of China Certification and Accreditation Association. I can work in English and have completed hundreds international CDM verification projects independently. I also participated in German training and learned in Germany for 1 year.

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2024 Nominations Committee



2024 Annual General Meeting



A background image of a lush green forest landscape with rolling hills and misty mountains in the distance. The central text is overlaid on a dark green rectangular area.

GENICES- Where to from here

A background image of a lush green forest landscape with rolling hills and misty mountains in the distance. The central text is overlaid on a dark green rectangular area.

Member Projects - Recommendation for 2024



**2023 GEN Member project proposal for delivery 2024:
Nordic Swan Ecolabel
Increasing the availability of ecolabels in supermarkets**

Project Duration: *commence 11/23 final delivery 09/2024*

Project cost (USD): \$xxx

Delivery team (including contractors): *Nordic Swan Ecolabel (FI), Austrian Ecolabel (AU), Blue Angel (DE), Milieukeur (NL), EU Ecolabel and The European Consumer Organisation BEUC*

Project objectives: *to increase the availability of ecolabelled products in supermarkets*

Project outcomes: *State of art availability of ecolabelled products in supermarkets, a tested co-operation model for ecolabelling organizations and retailer chains to increase the selection of ecolabelled products in supermarkets*

Project metrics of success (key performance indicators): *A model for co-operation between ecolabels and retailers to increase the selection of ecolabelled products in supermarkets, amount of new ecolabelled products in the selection of 4-8 national retailer chains (1-2 chains in all four participating countries)*

Describe how your project delivers on value to members through credibility and / or capability community: (please note all projects must deliver value to a majority of GEN members to be considered) *next page*



2023 GEN Member project proposal for delivery 2024:

Nordic Swan Ecolabel

Increasing the availability of ecolabels in supermarkets

Describe how your project delivers on value to members through credibility and / or capability community: (please note all projects must deliver value to a majority of GEN members to be considered)

The project pilots a new co-operation model between ecolabels and retailers to increase the selection of ecolabelled products in supermarkets. 1) a state-of-art of the current availability of ecolabelled alternatives in selected product groups is made (by a comparative field survey, using retailer chain databases etc.). 2) 3-5 retailer chains per country are interviewed to identify ways to increase the availability of ecolabelled alternatives (also including the private labels of the retailer chains) and potential barriers & drivers (prize, customer demand, EU Green Claims directive). 3) Based in the identified barriers & drivers a feasible co-operation model between the ecolabel organization and a retailer chain in suggested. The co-operation models consists of actions to increase the availability of ecolabelled alternatives in supermarkets. 4) Proof-of-concept: The co-operation model is tested with 1-2 retailer chains and the results are calculated (increased amount of new ecolabelled products in their selection).

The project builds on the results of the outline of the strategic approach for setting up of EU ecolabel partnerships with retailers, published in January 2023.

The final co-operation model can be utilized by all GEN members working with retailers.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Communications Guide**

Project Duration: February 2024 – May 2024

Project cost (USD): \$15,000.00 (please note optional add-on of consumer focused Chrome extension)

Delivery team (including contractors): Laura Gemmell, Stella Jeon, Edge Impact (full team of experts profiled in official proposal)

Project objectives:

- Position GEN members as trusted, thought-leaders;
- By presenting solutions, rather than simply a list of rules to obey, support businesses to tell their sustainability stories accurately and effectively;
- Set expectations for responsible marketing for new licensees, by including the resource in onboarding packs;
- Help existing licensees who export products/ services, prepare for the roll-out of initiatives like the Green Claims Directive;
- Serve as a tool for retention (by creating additional value for money), engagement and lead generation.
- Should GEN decide to fund the optional Chrome extension, this would provide an additional consumer focused offering to compliment the Guide and an additional incentive for businesses to utilise it. The project would also lend itself to earned media coverage domestically and internationally.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Communications Guide**

Project outcomes:

- A valuable resource, that can be continually updated (long shelf life) and easily adapted/ translated by all GEN members;
- Accompanying (editable) social media kit to be delivered by Eco Choice Aotearoa
- Public Engagement on greenwashing through webinars, workshops, proactive outreach to the business community;
- Lead generation;
- Provide licensees with helpful and user-friendly resources (value creation);
- Should GEN decide to fund the optional Chrome extension, this part of the project would no-doubt lend itself to earned media coverage domestically and internationally. Currently there is only one other initiative in-market; [Finch ranks products according to their sustainability credentials on Amazon \(only\)](#)



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Communications Guide**

Project metrics of success (key performance indicators):

- 60% of GEN Members adapt and utilise the Guide and accompanying social media pack
- At least 80% of all GEN Members (regardless of whether they use the Guide or not) complete an brief internal survey to help the Secretariat and the project team understand what worked well/ could be improved
- The Guide is reviewed and updated (of required) by Eco Choice and GEN on an annual basis
- Should GEN decide to invest in the optional Chrome extension, we can discuss metrics around member usage and promotion, # of downloads, media coverage, social engagement etc.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Communications Guide**

Describe how your project delivers on value to members through credibility and / or capability community: (please note all projects must deliver value to a majority of GEN members to be considered)

- The Guide and accompanying social media pack, will be fully editable to allow for translation, customisation and updating;
- The resource has a long shelf-life (due to the fact it can be updated) and serves a myriad of uses including onboarding licensee, empowering existing licensees, lead generation, public engagement and thought leadership;
- Ecolabels can launch their own versions, whenever works best for them (the project is not time-bound);
- Greenwashing is globally relevant topic; even more so with the advent of initiatives like the the Green Claims Directive
- The Guide will promote cohesion around accurate and agreed terminology within the GEN network



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Procurement Tool Kit**

Project Duration: November 2023 – April 2024

Project cost (USD): \$25,000.00 (please note optional add-on/s of regional webinars or Foreign Policy Event detailed in original proposal)

Delivery team (including contractors): Laura Gemmell, Stella Jeon, Edge Impact (full team of experts profiled in official proposal)

Project objectives:

Eco Choice Aotearoa proposes creating a Sustainable Procurement Tool Kit, which can be adapted by all members of the Global Ecolabelling Network.

The tool kit would complement GEN's recently published Sustainable Public Procurement brochure; providing user-friendly, tangible advice to businesses and Governments to help them action policies immediately.

Eco Choice has been working with [environmental consultancy Edge Impact](#) (which has a global presence) on what the tool-kit could look like. Edge Impact has an array of highly regarded procurement experts and a creative/ storytelling division positioned to produce the tool-kit and ensure it is an engaging, useful resource, with a long shelf-life.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Procurement Tool Kit**

The Tool Kit would include:

- An explanation of Sustainable Procurement, why it matters, and it's untapped potential;
- Information on building the case for Sustainable Procurement; including bite-sized case studies (ideally sourced from GEN members) that have resulted in successful economic, environmental and social outcomes;
- Instructions on creating a Sustainable Procurement Policy, implementing and maintaining it;
- The role of Type 1 ecolabels in Sustainable Procurement will be woven throughout the tool kit; their unmatched level of assurance, and subsequent ability to take the hard-work out of responsible purchasing;
- An accompanying social media pack to promote the Tool Kit.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Procurement Tool Kit**

Outcomes would include:

- Position GEN members as thought-leaders on sustainable procurement
- Help existing licensees and others, create, implement and maintain their own sustainable procurement policies
- Promote the use of Type 1 ecolabels as part of those policies
- A valuable resource which can be easily updated/ customised/ translated



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Sustainable Procurement Tool Kit**

Project metrics of success (key performance indicators):

- The project is completed on time and within budget
- 60% of GEN Members adapt and utilise the Tool Kit and accompanying social media pack
- At least 80% of all GEN Members (regardless of whether they use the Tool Kit or not) complete an brief internal survey to help the Secretariat and the project team understand what worked well/ could be improved
- The Tool Kit is reviewed and updated (as required) by Eco Choice and GEN on an annual basis
- Should GEN decide to invest in the optional webinar or online event, we can provide detailed metrics on attendance



2023 GEN Member project proposal for delivery 2024:

Eco Choice Aotearoa

Sustainable Procurement Tool Kit

Describe how your project delivers on value to members through credibility and / or capability community: (please note all projects must deliver value to a majority of GEN members to be considered)

- The Tool Kit and accompanying social media pack can be used by any GEN member. It will be fully editable to allow for translation, customisation and updating;
- The resource will serve a myriad of uses including thought leadership, public engagement and the promotion of all GEN Type 1 ecolabels (to name a few)
- GEN members can launch their own versions of the tool kit, whenever works best for them (the project is not time-bound).



2023 GEN Member project proposal for delivery 2024: Eco Choice Aotearoa Scope 3 emissions calculator

Project Duration: February 2024 – June 2024

Project cost (USD): Estimated \$35,000.00 (please note optional ad-ons in proposal document)

Delivery team (including contractors): Laura Gemmell, Tonkin & Taylor New Zealand

Project objectives/ outcomes:

- The overarching intent with this project is to “level the playing field” and remove inadvertent market barriers which have emerged for SMEs as result of increased requirements (by regulators, investors, lenders, insurers etc.) to report Scope 3 emissions;
- The calculator would be freely available to achieve maximum impact, after all “what you don’t measure you can’t improve”. However, users could be required to enter their details in order to access the tool, enabling each ecolabel to utilise it for lead generation;
- The calculator would have a user-friendly interface to make it easy to navigate and understand, even for businesses with limited sustainability expertise. Ideally, the tool would also make suggestions where/ how businesses could lower their emissions;



2023 GEN Member project proposal for delivery 2024:

Eco Choice Aotearoa

Scope 3 emissions calculator

- The calculator would be of considerable help to licensees during the audit process, further, it would ensure ecolabels implementing the tool receive cohesive data across all categories (thus assisting the ecolabels in calculating their own impact/contribution to lowering scope 3);
- The free-to-use calculator and open-source methodology would promote more transparency and accountability in corporate sustainability reporting;
- Using the calculator would increase business knowledge/ understanding of the importance of Scope 3 and their own impact on climate change;
- The tool would support the transition to a low-carbon, more circular economy by providing businesses with a practical tool for emissions management;
- Finally, it would encourage supply chain collaboration to reduce emissions across the entire value chain.



2023 GEN Member project proposal for delivery 2024: **Eco Choice Aotearoa** **Scope 3 emissions calculator**

Project metrics of success (key performance indicators):

- Project delivered on time and within budget
- At least 50% of GEN members host the calculator on their websites, or direct users to the official GEN site
- At least 50% of GEN members actively promote the calculator
- Usage targets to be determined by each individual ecolabel
- At least one other GEN member (preferably a member of the Board) joins the project team to ensure the calculator has strong methodology behind it and identify and mitigate any potential barriers to network uptake



2023 GEN Member project proposal for delivery 2024:

please enter your member name here

please enter your project title here

Describe how your project delivers on value to members through credibility and / or capability community: (please note all projects must deliver value to a majority of GEN members to be considered)

- The calculator can be hosted on any GEN member website, providing they agree to offering it free of charge;
- It will not only assist existing licensees in their reporting (generating goodwill and a sense of value for money) but ensure GEN ecolabels are receiving cohesive data across multiple categories which they can use to understand their own (indirect) contribution to reducing Scope 3 emissions;
- The calculator will serve as lead generation too for GEN members; allowing them to proactively reach out to SME communities and offer them something of considerable value

GENICES

Presentation of GENICES certifications



GENICES CERTIFICATE

China Environmental United Certification Center

Member Organization

China Environmental Labelling

Ecolabelling Program

Completed 09/09/2023

Audit Date

Chair Global Ecolabelling Network

25/10/2023

Date Issued

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.



GENICES CERTIFICATE

UL Environment

Member Organization

Ecologo

Ecolabelling Program

Completed 10/08/2023

Audit Date

25/10/2023


Chair, Global Ecolabelling Network

Date Issued

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.



GENICES CERTIFICATE

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.

All Ukrainian NGO Living Planet

Member Organization

Green Crane

Ecolabelling Program

Completed / /2023

Audit Date

25/10/2023


Chair, Global Ecolabelling Network

Date Issued



GENICES CERTIFICATE

Confederation of Indian Industry

Member Organization

GreenPro

Ecolabelling Program

Completed 08/07/2023

Audit Date

25/10/2023


Chairman, Global Ecolabelling Network

Date Issued

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.



GENICES CERTIFICATE

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.

Green Council

Member Organization

Hong Kong Green Label Scheme

Ecolabelling Program

17/01/2023

Audit Date

A handwritten signature in black ink, appearing to read 'H. S. Chan'.

Chair, Global Ecolabelling Network

20/02/2023

Date Issued



GENICES CERTIFICATE

The Standards Institution of Israel

Member Organization

Israeli Green Label

Ecolabelling Program

Completed 20/09/2023

Audit Date

25/10/2023


Chair, Global Ecolabelling Network

Date Issued

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.



GENICES CERTIFICATE

A 'Peer Review' has determined that the named organization operates the identified ecolabelling program in a competent manner and in conformance with the GENICES requirements.

Ecological Union

Member Organization

Vitality Leaf

Ecolabelling Program

Completed 08/10/2023

Audit Date

A handwritten signature in black ink, appearing to read 'H. K. K. K. K. K.', written over a horizontal line.

Chair, Global Ecolabelling Network

25/10/2023

Date Issued



Member collaboration

Vitality Leaf And GreenPro



GENFast CQC

Yuan Liu

**Low Carbon Activities for Asia Games
Qiandao Lake Sub Region 2023**



Low Carbon Activities for Asian Games Qiandao Lake Sub region 2023

Yuan Liu
China Quality Certification Centre
Oct 25th, 2023



1. Who we are
2. What we do for Asian Games Sub region
3. What we gain from it



01

Who we are

China Quality Certification Centre (CQC)



CQC which affiliated to China Certification & Inspection (Group) Co., Ltd., is a professional third party certification body approved by the Chinese government and has been recognized by many governments and international authoritative organizations.

China Quality Certification Centre (CQC)



CQC can be traced back to the Secretariat of the China Electrotechnical Product Certification Commission (CCEE) in 1984. 2021, China Quality Certification Center has been officially transferred to the State owned Assets Supervision and Administration Commission (SASAC) along with China Inspection and Quarantine Group, becoming the 97th state-owned enterprise directly under the SASAC and the only comprehensive testing and certification service institution among state-owned enterprises.





Safety & Performance

Electrical、Food、Information、Environmental、
Vehicle、Home Product...

International Certification



Green & Carbon

Energy Saving、Water Saving
Environmental Product、Carbon
Services、New Energy...

Management

Testing & Inspection

Training



02

What we do
for Asian Games

Sub region





On September 23, 2023, the 19th Asian Games was held in Hangzhou, China.

The Asian Games achieved the first carbon neutral Asian Games through carbon sequestration, carbon inclusiveness, resource conservation, and comprehensive utilization.



105791208 19th Asian Games
Hangzhou 2022



Asian Games Qiandao Lake Sub region

Athletes' village

Cycling competition venues

Cycling competition route

Jinshanping village

Triathlon

Swimming Marathon

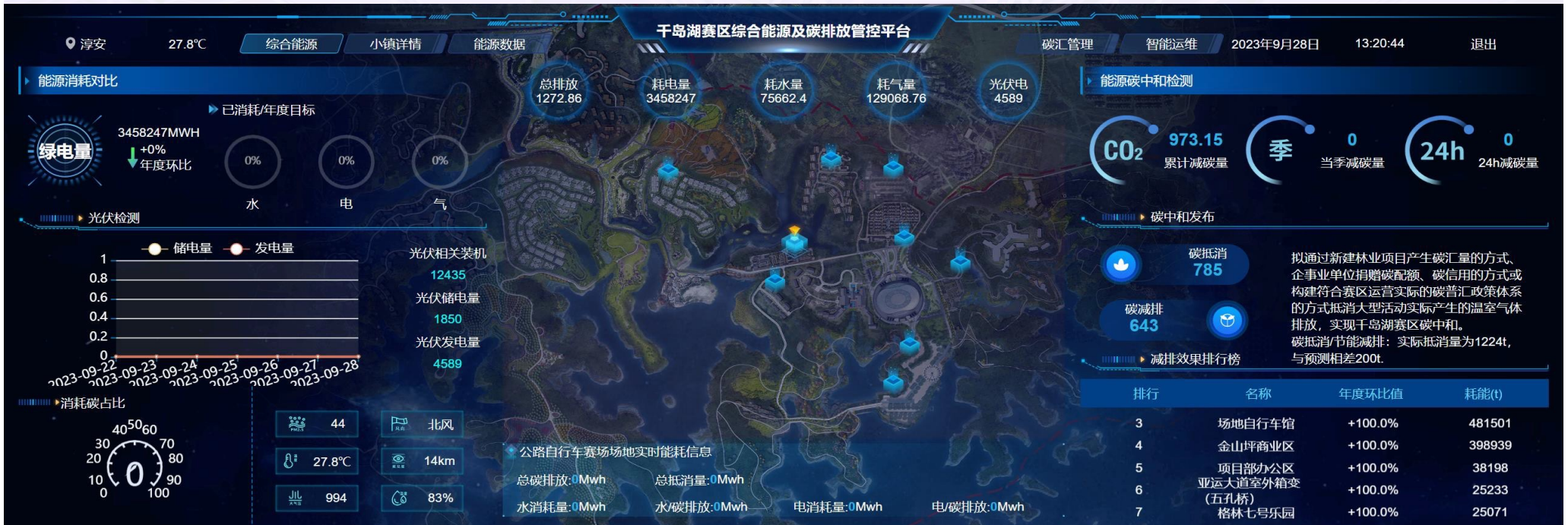


Carbon Integrated Services



- Carbon Emission Accounting
- Carbon Neutrality Path Strategy
- Energy and Carbon Emission Intelligence System
- Carbon Sink Evaluation
- Green Facilities Application
- New Energy Planning and Efficiency Simulation
- Energy Saving and Carbon Reduction Planning
- Carbon Neutrality Certification





This platform will effectively improve the energy utilization efficiency of the competition area through real-time monitoring and warning of environmental quality, energy consumption, and carbon emissions;

Improve the intelligent management level of the park through real-time information resource sharing;

Exploring the potential and space for energy conservation, carbon reduction, and sustainable development in the park through digital models and data mining techniques;

By visualizing carbon emission data, emission reduction measures, and other information, we guide the public to practice a green and low-carbon production and lifestyle, and implement the national strategic goal of carbon peak and carbon neutrality.



03

What we gain



- As a Certify body, besides verification and footprint assessment, it is the first time and also an important breakthrough to handle a carbon related integrated project.
- The project updated our team technical skills and cooperative engagement capability among different teams.
- It enriched our product line, brought much more confidence to us for driving such integrated projects.
- We can make more contributions to carbon peaking and carbon neutrality for humanity.

守正创新 Rectitude & Innovation

用心服务 Wholehearted Service



中国质量认证中心
CHINA QUALITY CERTIFICATION CENTRE

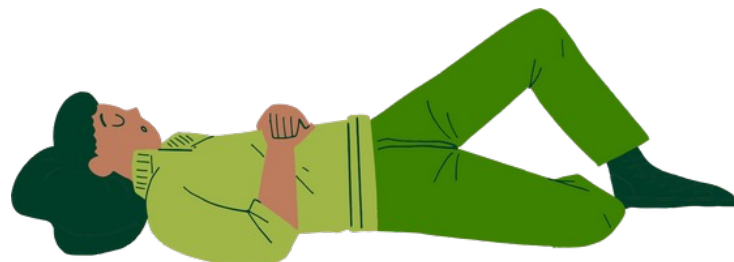


感谢倾听!
Thanks!



OTHER BUSINESS & CLOSE

LUNCH



Thank you



Sightseeing: 1400

Dinner: 1800 onwards

Früh am Dom", the address is Am Hof 12-18 ,
50667 Köln. Traditional German brewhouse

Tomorrow: 0830 for 0900

Formal Close



Thank you!
See you at
dinner

secretariat@globalecolabelling.net

