

Minutes of Steering Group Meeting

Wednesday 9th Nov 2022 at 11 AM – 12.30 PM UK Time

Attendees :

1. Welcome by Shaun
2. Data report (already emailed out before meeting). No comments received
3. Carole Ann asked if anybody wanted to add a preferred personal pronoun to their profile on the website to let her know.
4. ISO20400.org in the next 5 years. Shaun facilitated a session based on the attached slides and used a Menti Poll (results attached) to gather opinions given that there was a big majority vote to Confirm ISO 20400 for the next 5 years, it was a good time to consult with the group on the next 5 years of ISO20400.org. Summary of thoughts as follows:
 - a. **Purpose statement.** There was no consensus on a new Purpose statement but it was agreed that the USP of the group is the ISO standard so we should focus our efforts in this area.
 - b. **Must be free.** The content should remain free of charge
 - c. **Future of ISO 20400.** There is an opportunity to do some work on the future of ISO 20400 as it is likely to be revised in 5 years time
 - d. **Current priorities.** Keeping up the website and self-assessment were ranked the top 2 priorities with various

communication channels next (social media, webinars, podcasts). 1:1 engagement was not ranked highly but this is an enabler for all the other things we do.

- e. **Future opportunities**, more guidance based on the self-assessment and sponsored study were ranked top 2, followed by in-person events and media engagement. Other ideas such as a newsletter, ISO20400.org awards, government engagement and review of commercial SP tools were suggested
- f. **Target audience**. Professionals (sustainability and procurement) and business leaders were ranked top 2. Priority was also given to schools/colleges/universities and “people who have been told to do it” i.e. beginners.

5. AOB

Jean-Louis Tourneux mentioned an ISO 20400 event in Paris to be staged jointly between ECO Achats and AFNOR. The AOB items on academic research from Anne Staal and Luc Bres were held over until the next meeting.

Date of next Steering group Meeting to be Wednesday 8th February
11.00 – 12.30 UK Time