

Minutes of Steering Group Meeting

Wednesday 17th May 2022 at 11 AM to 12 Noon UK time

Attendees: Ahmed Babader, Antonio Astone, Giselle Villas Boas, Lex De Bruijn, Shaun McCarthy, Colin McKerracher, Adriana Rosenberg, Staffan Soderberg, Carole A Smith, Anne Staal, Thomas Thomas, Jean-Louis Tourneux, Dannie Yung

1. Welcome by Shaun
2. Carole Ann presented the data report which for the first time included data from 3 weeks of Google Ads. The next meeting should provide even more data and attract more users to our ISO20400.org website.
3. Anne Staal gave an update on progress with 2 PhD students who are due to start their research in July or August. Anne will provide a more in-depth update at our next steering group meeting.
4. Antonio raised concerns that “certification” is being offered by some “organisations” and being asked for by some local governments in Italy. This is not the first time this has happened and is happening around the world. There was a discussion, and it was concluded we needed to put out awareness that certification of ISO 20400 is not possible. We came up with a few ideas. Adding an article to our website (translated into several other languages to have the most reach). Adding the article to our Mailchimp newsletter, Asking, all Steering group members to reach out to their contacts and inform them about the situation, sending a joint letter to the company Antonio alerted us to, recording a webinar / podcast then putting all these resources into our “Hot Topic” section of the website.

Shaun will draft a piece and we will send it out as an open letter to the steering group for consultation prior to posting it on the website.

Carole Ann reminded everyone that we have 2 dates reserved to record podcasts of the steering group. These are ...

Thursday 8th July from 11 am to 7 pm UK time

Wednesday 5th July from 7am to 3 pm UK time

Please let Carole Ann know which day you are available for and we will book a Zoom call to record the interviews.

AOB There was no other business.

If you have anything you wish to discuss at our next Steering Group meeting, please email Carole Ann

Next Steering Group meeting will be on Tuesday 18th July
from 11 am to 12 noon UK time via Zoom