



Minutes of Steering Group Meeting

Monday 15 th Apr 2024 at 11.30 AM to 12.30 PM UK time

Attendees: Ahmed Babader, Lex Bruijn, Shaun McCarthy, Colin McKerracher, Carole A Smith, Jean-Louis Tourneux

1. Welcome by Shaun
2. Carole Ann presented the data report which included data from Google Ads, Bing and Sense and Sustainability podcasts as well as our free global website ISO20400.org. On all fronts we are gaining in number still. Growth Agency tweaked it's project to focus on Argentina which brought in much higher numbers from there to the site.
3. Shaun gave a demonstration of the up graded self-assessment audio project. There are just a couple of items now that need to be addressed before we go live. We will email you out the link once this is done. Ahmed raised the point about having a disclaimer to ensure no-one claimed to have the endorsement from ISO20400.org. There is one but it wasn't on the demo site but will be added. In general everyone on the call liked the new audio version of the self-assessment.
4. There was another discussion about the ISO 20400 standard and 2027. Shaun will send out an email to all steering group members for comment, setting out actions we could take between and 2027. Once we have your feedback we will discuss this at our next steering group meeting.

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 2 nd July 2024
from 11.30 am to 12.30 pm UK time via Zoom