



Delegates Assembly Open Space Label Project

2nd July 2022, 15:15 – 16:00

Hosts: Heidi Kharbhih, Daniela von Pfuhlstein, Manfred Jotter

Attendees: Dominic Hostettler, Stella Catto, Bernhard Oberrauch, Gus Hagelburg, Andrea - Barcelona

Key Updates and Discussion Points:

- Trademarking:
 - Label Project put on hold whilst resolving the trademark issues
 - Tried to secure the ecogood trademark but unsuccessful as current owners unwilling to provide this
 - Finally we have the trademark accepted for ecogood
 - We have secured the ecogood domains and can keep our ecogood domain for a period of 10 years before handing across to the ecogood trademark owners
- Design
 - Finalising the designs and have plans in place to provide the label to audited companies,
 - Will provide the labels in black and white, ECG colours and organic green,
 - The designs will be prepared for digital and physical printing
 - The labels will be as tiny as 1.4 square cms on organic food packaging and on huge sticky posters on swimming pools, as well as everything inbetween
 - We will continue to have two seedlings on the label in line with the current branding
 - We will continue to have the same blue and green ECG colours
- IT delivery
 - We will have a QR code on the labels so that people can scan the QR code and find the companies balance sheet online
 - This will bring up the Audited Companies Balance Sheet
- Branding:
 - With the launch of the label we also intend to have a new international branding logo
 - The new branding logo will include the language specific names for a period of time, until the new branding logo has been adopted and accepted
 - At some point we will fade out the language specific names, only when the associations deem it is the right time
- Eligibility:
 - We were given strong legal recommendation to provide the label to audited companies only, the IF have decided to follow this legal guidance
 - There is the legal 'principle of equal treatment' that needs to be considered

- Differences between audits and peer-reviews imply the treatment is not equal: peer-evaluations can be achieved much more easily, less effort, less time and cheaper than audits
 - During an audit, the auditor has the opportunity to speak with employees, call suppliers, can visit the company site, verify documentation with time to ask questions and check the results
 - During a peer-evaluation, have to trust what the companies say and what they report
- The peer-reviewed companies may be able to get the label once the peer review processes are deemed robust enough to be objective and in line with audit balancing
- The processes for agreeing what is and is not robust and who approves this would need to be resourced and agreed (as this is not currently set up or in plan)
- Italy pilot project – peer-reviews with a facilitator to verify the results. To ensure the evaluation results are robust, the facilitator/evaluator would have to participate in the calibration process
- Launch:
 - We will launch with a few pilot companies at first to test the process, production of the QR codes, landing page, etc
 - Once we have completed the testing we will launch across the wider movement
- Communications:
 - We are in the process of preparing the comms packs for the label
 - Internal and External Communications
 - Bespoke packs will be provided for the different stakeholders
 - Customer can also scan the QR codes to see the results, for full transparency

Link to Label wiki site:

<https://wiki.ecogood.org/display/WORKINGGROUPS/WG+Label>