



GEN Strategy 2024- 2027

A world where everything is built, bought and sold with impacts on people and planet in mind.





Values

1. We focus on genuine, real world change.

The impact we make is measurably making the world better.

2. We pursue excellence.

We've set the bar high, and we'll continue to raise it.

3. We maintain air-tight integrity.

We're clear, transparent, and we always walk the talk.

4. We're stronger together.

We leverage the shared wisdom and experience of our members and global networks.



> What we do

1. We define comprehensive criteria for impactful ecolabels.

This includes compliance with ISO 14024 principles for lifecycle ecolabelling, specific national standards, and an ongoing peer review process.

2. We advise new and emerging ecolabels around the world.

We draw on decades of global experience to help emerging ecolabel organisations navigate technical and regulatory complexity.

3. We support governments and businesses to design truly sustainable procurement policies.

We help decision makers cut through the confusion of greenwash, mitigate risk, and make better decisions for the future of the planet and its people.

4. We foster networking & knowledge-sharing.

Our members collaborate with each other, and with leading organisations like ISO and UNEP.

5. We elevate our members on the global stage.

Our reputation and international network accelerates our member's expansion. We advocate for members in international trade arenas.

Opportunities



GEN to do what members can't do individually- more powerful as collective

GEN's role to bring convergence of members for global benefit – we have

Growing and measuring our impact- eg SPP / net zero through identification of where we can align

Growing relationships/ heavy hitters and other influencers (across the supply chain including SPP)

Developing new members internationally

1+1= 3- GEN should not be another member of GEN/ what is our point of difference

Knowledge Hub including case studies- putting materials on platform

Sub –committee working groups- eg policy regulations/ evaluating research proposals

Strengthening credibility

Need greater resourcing to operationalise

Board to source expertise inc through advisory



Credibility

Relevancy

Impact



Credibility

GENICES
EU /Regional advocacy
Research/ Knowledge Hub
Ecolabel app

Relevancy

Data & Digital
Common core criteria
Grow partners & members
SPP

Impact

Impact report
Promotion of credibility and
relevancy activities

Strategy area	Year 1 2024	Year 2 2025	Year 3 2026
Credibility			
GENICES	GENICES version completion	GENICES roll out/ auditor strategy	GENICES refinement & auditing program
By laws & ongoing governance improvements	Bylaws modelling of enforcement	By laws enforcement Sub committee- re-engagement	By laws review if required
Knowledge / Research Hub		Member projects & model research Hub	Launch research Hub
EU/ Regional political advocacy	Latin America regional secretariat implementation	Appoint European Commission advocate	Advanced policy literacy and advisory in regional locations
Ecolabel App		Scale and promote GEN ecolabel App- consumer strategy	Consider corporate strategy
Relevancy			
Data strategy		Data strategy- 2025 planning including carbon and nature quantification	Disclose rbon measurement and nature data capture & promote
Common core criteria	Common core criteria strategy/ member engagement	Methodology and finalise first CCC standard	GEN registry of ecolabelled GENICES products for global purchasers
Growth of new regional ecolabels		Growth of affiliates partners- lobbying continued Support LAC/ SE Asian new members	UNEP One Planet ongoing growth and support
Expand SPP	SPP ongoing promotion	SPP integration into tool kits eg SPLC/ SPP tool kit/ webinars & ecolabelling training	Continue to promote and scale SPP
Promote ISO 14024 and differentiation of other labels		Work with UNEP One Planet WG 2 for strategy	Roll out communications plan
Digital strategy and integration into e – commerce platforms		Work with UNEP on digital passports	Strategy for machine readable data
Global Partnership		Formalise 3 global partnerships	Expand formal global partnerships
Impact			
Impact report		Annual impact report & agreed framework	Impact publication and promotion

Strategy area	Year 2 2025	KPI	Year 3 2026	KPI
Credibility				
GENICES	GENICES roll out/ auditor strategy	X2 Pilots under new GENICES complete Auditor strategy agreed	GENICES refinement & auditing training program designed	All audits under new GENICES- no full member out of date
By laws & ongoing governance improvements	By laws enforcement Sub committee- re-engagement	Implementation of by- laws- progression of associate members, update of all current policies	By laws review if required	Review By laws and financial governance process
Knowledge / Research Hub	Member projects & model research Hub	Develop research hub strategy and launch pilot	Launch research Hub & research funding with academia	Engage thought leaders- publish x3 white papers
EU/ Regional political advocacy	Appoint European Commission advocate	Engage EU advocacy representative	Advanced policy literacy and priority advisory in regional locations blocs inc EU, BRICS	X4 meetings with European Commission
Ecolabel App	Scale and promote GEN ecolabel App- consumer strategy	Scale use of ecolabel app subscribers from x to x	Consider corporate procurement strategy tool	Scale subscribers of app/ track downloads/ use
Relevancy				
Data strategy	Data strategy- 2025 planning including carbon quantification	Strategy for quantification of data aligned with common core criteria process/ consider industry EPD approach	Carbon measurement and data capture & promote Social criteria expansion	Carbon reduction of ecolabelled products quantified and promoted.
Common core criteria	Methodology and finalise first CCC standard	Common core criteria first standard / criteria completed- second in process Promotion of GENICES global criteria	GEN registry of ecolabelled GENICES products for global purchasers	Web based registry of GENICES international criteria published.
Growth of new regional ecolabels	Growth of affiliates partners- lobbying continued Support LAC/ SE Asian new members	3 new associate members Existing associate members converted to full- 2 new partners as affiliates	UNEP One Planet ongoing growth and support	3 new associate members
Expand SPP	SPP integration into tool kits eg SPLC/ SPP tool kit/ webinars & ecolabelling training	SPP tool kit integration with SPP Complete Promotion of tool kit- webinar for SPP	Continue to promote and scale SPP	Consulting to 2 governments / application of GENICES register
Promote ISO 14024 and differentiation of other labels	Review ISO 14024 and integrate changes to GENICES if/ as required	Review complete	Roll out communications plan with UNEP One Planet	
Digital strategy and integration into e – commerce platforms	Work with UNEP on digital passports	Involvement in UN E One Planet	Strategy for machine readable data * web based digital approach for members	Delivery of 3 year digital implementation strategy
Global Partnership	Formalise 3 global partnerships	3 global partnerships secured	Expand formal global partnerships	2 more global partnerships secured
Impact				
Impact report	Annual impact report & agreed framework highlighting credibility an relevancy	Publish impact report as per new quantified data	Impact publication and promotion	Communications strategy for new impact data



Additional KPI's

Social media- number of posts / number of subscribers for facebook and linked in (triple posts/ double subscribers in 24 months)

Revenue target- needs revision due to member reduction

Revenue diversification- consulting/ advisory

Ongoing deliverables

GENews x4

GEN Mag x2

4 Board papers

AGM management



> What we do

1. We define comprehensive criteria for impactful ecolabels.

This includes compliance with ISO 14024 principles for lifecycle ecolabelling, specific national standards, and an ongoing peer review process.

2. We advise new and emerging ecolabels around the world.

We draw on decades of global experience to help emerging ecolabel organisations navigate technical and regulatory complexity.

3. We support governments and businesses to design truly sustainable procurement policies.

We help decision makers cut through the confusion of greenwash, mitigate risk, and make better decisions for the future of the planet and its people.

4. We foster networking & knowledge-sharing.

Our members collaborate with each other, and with leading organisations like ISO and UNEP.

5. We elevate our members on the global stage.

Our reputation and international network accelerates our member's expansion. We advocate for members in international trade arenas.



Values

1. We focus on genuine, real world change.

The impact we make is measurably making the world better.

2. We pursue excellence.

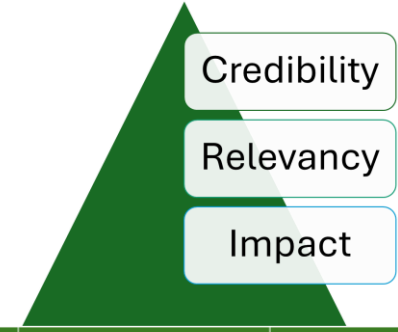
We've set the bar high, and we'll continue to raise it.

3. We maintain air-tight integrity.

We're clear, transparent, and we always walk the talk.

4. We're stronger together.

We leverage the shared wisdom and experience of our members and global networks.



Strategy area	Year 1 2024	Year 2 2025	Year 3 2026
Credibility			
GENICES	GENICES version completion	GENICES roll out/ auditor strategy	GENICES refinement & auditing program
By laws	Bylaws modelling of enforcement	By laws enforcement	By laws review if required
Knowledge / Research Hub		Member projects & model research Hub	Launch research Hub
EU/ Regional political advocacy	Latin America regional secretariat implementation	Appoint European Commission advocate	Advanced policy literacy and advisory in regional locations
Ecolabel App		Scale and promote GEN ecolabel App- consumer strategy	Consider corporate strategy
Relevancy			
Data strategy		Data strategy- 2025 planning including carbon quantification	Carbon measurement and data capture & promote
Common core criteria	Common core criteria strategy/ member engagement	Methodology and finalise first CCC standard	GEN registry of ecolabelled GENICES products for global purchasers
Growth of new regional ecolabels		Growth of affiliates: partners- lobbying continued Support LAC/ SE Asian new members	UNEP One Planet ongoing growth and support
Expand SPP	SPP ongoing promotion	SPP integration into tool kits eg SPLC/ SPP tool kit/ webinars & ecolabelling training	Continue to promote and scale SPP
Promote ISO 14024 and differentiation of other labels		Work with UNEP One Planet WG 2 for strategy	Roll out communications plan
Digital strategy and integration into e-commerce platforms			TBC
Global Partnership		Formalise 3 global partnerships	Expand formal global partnerships
Impact			
Impact report		Annual impact report & agreed framework highlighting credibility an relevancy	Impact publication and promotion

GEN Strategy 2024- 2027

A world where everything is built, bought and sold with impacts on people and planet in mind.

