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Subject: Meeting assets for UNTP Adoption WG Evening CET Meeting are ready!
Date: November 13, 2025 at 11:34 PM
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Meeting assets for UNTP Adoption WG Evening CET Meeting are ready!

Meeting summary

Quick recap

The team discussed updates on the Universal National Tailoring Protocol (UNTP) and its recent adoption by the RBA, including progress on communications and value assessment framework work. Website restructuring efforts were reviewed, with focus on simplifying content and reorganizing pages to clearly distinguish between audience, benefits, and goals. The team also discussed developing an impact assessment framework with measurable indicators, consolidating collaboration tools, and planning for UNTP version 1.0 release by the end of December.

Next steps

- [Adrienna: Complete drafting recommended text and updates for the "About UNTP", "Audience", "Benefits", and "Goals" pages, and once finished, socialize the proposed changes through GitLab for review and comment.](#)
- [Adrienna: Write up and include in the next meeting agenda the procedures and next steps for how website content changes are managed, reviewed, and implemented.](#)
- [Michael: Share the full Markdown file and the prompt used for the Claude AI analysis of the website with Adrienna.](#)
- [Michael: Resend the Miro board link to Adrienna and ensure all relevant team members have access.](#)
- [Ann, Bart, Viola: Continue narrowing down and analyzing potential impact indicators for the impact assessment framework, focusing on what is realistic and measurable, and prepare a list of topics/questions before engaging the Bureau.](#)
- [Ann, Bart, Viola: Once a draft list of indicators is ready, run it by the Adoption group and Steve for feedback before wider sharing.](#)
- [Adrienna: Schedule a short \(20-30 minute\) meeting with Michael to learn how to use AI tools for website content and structure improvements.](#)
- [Michael: Work with Zach to determine how meeting summaries and shared documents can be made publicly available and linked under the governance section of the website.](#)
- [Michael: After confirming with Matthias, share the proposed UNTP version 1.0 timeline document with the group once it is finalized.](#)
- [All team members: Use GitLab to create issues and manage proposed changes, especially for website content and impact assessment framework, rather than sharing documents informally.](#)
- [Adrienna: Share links to her Miro board with the group to facilitate interoperability and access to communications work.](#)
- [Ann: Consider sharing updates or summaries of the impact assessment framework working group via Slack or another formal channel for broader awareness.](#)

Summary

Universal Tailoring Protocol Adoption Updates

The group discussed updates on the Universal National Tailoring Protocol (UNTP), including its recent adoption by the Responsible Business Alliance (RBA) and endorsements from tech giants like Microsoft and Google. Michael apologized for missing October meetings and inquired about the progress of communications and value assessment framework work between Adrienna and Bart. The team planned to share a proposed timeline for UNTP version 1.0 and continue discussions on ongoing projects.

Website Content Restructuring Updates

Adrienna has been working on the website and identified several issues, including inconsistent content and formatting across pages. She has made changes to the UNTP section, simplifying the text and removing unnecessary content. Adrienna also proposed restructuring the Audience Benefits and Goals section into three separate pages and addressed spelling and grammar errors. Michael inquired about the defined audiences, to which Adrienna explained she kept the existing list while organizing it more effectively.

UNTP Website Content Restructuring

Adrienna and Michael discussed reorganizing content on the UNTP website, focusing on restructuring pages to clearly distinguish between audience, benefits, and goals. They reviewed a slide deck containing recommended text for these pages, with Adrienna explaining that Christoph and she had worked on this content using a Miro board. The goal is for participants to contribute one to two paragraphs at the next meeting in two weeks, which will help the training and guidance work package group develop appropriate multimedia materials.

Goals Page Simplification Updates

Adrienna and Michael discussed updates to a goals page, focusing on simplifying the Success Measures section by removing a complex table. They noted that some content was outdated and no longer relevant due to changes in REC 49. Michael suggested keeping the focus on the main unit content for now, rather than delving into extensions and implementation details. They acknowledged that there was still significant work to be done, including addressing requirements and references, and agreed that improving communication would help integrate training and guidance into the changes.

Impact Assessment Framework Development

The team, led by Ann, is developing an impact assessment framework with a focus on measurable, specific, and reliable indicators while respecting IP confidentiality. They discussed categories such as environmental circularity, SDG, social, economic, and financial impacts, and debated the feasibility of measuring each indicator. Ann's team is working to finalize a list of topics and questions before involving the Bureau for legal input on disclaimer statements. They also considered the frequency of assessments and the roles of collectors and presenters, with Michael suggesting that the Bureau would need to provide legal input on certain aspects.

Framework for Measurable Progress Indicators

The team discussed developing a framework for measuring indicators and tracking progress, focusing on creating something "doable" and realistic for implementers and stakeholders. They agreed to prioritize measurable metrics like downloads and website visits, while acknowledging that tracking consumer acceptance might be too complex initially. Michael shared access to a Miro board where the team can collaborate on the framework, and they agreed to continue brainstorming before organizing the ideas more neatly.

Collaboration Tools Consolidation Discussion

The team discussed the need to consolidate their collaboration tools, with Michael advocating for a single Miro board to be transferred to Matthias, while Adrienna emphasized the importance of interoperability between boards. They agreed that future website content changes, including the value assessment framework, should be managed through GitLab for community review, with Ann and Adrienna confirming their access to the platform. The group also addressed the need for better communication about the adoption working group's activities, with Adrienna suggesting that meeting summaries and updates could be shared through Slack or other channels.

AI Analysis and UNTP Timeline

Michael shared insights from using AI tools like Claude to analyze the website's content, identifying areas for improvement such as audience clarity and content structure. He plans to break down the analysis into separate Markdown files for easier updates and will share the full analysis and prompt with Adrienna for further review. Michael also discussed a proposed timeline for the UNTP version 1.0 release, targeting completion by the end of December, with a 60-day review period and a goal to align with the plenary in May 2024. Adrienna emphasized the need for website restructuring and user experience improvements, suggesting a meeting to explore AI tools for these tasks.

AI can make mistakes. Review for accuracy.

Please rate the accuracy of this summary.



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Thank you,

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