



# HOLYGRAIL 2.0 ADVISORY GROUP CHARTER

November 2020

## **HG2.0 Governance**

The objective of the Digital Watermarks Initiative HolyGrail 2.0 (HG2.0) is to prove the viability of digital watermarking technologies for accurate sorting and higher-quality recycling, as well as the business case at large scale. The initiative is facilitated by AIM, the European Brands Association, and supported by a Technical Project Manager as well as a Legal Counsel. Its structure is laid out in the [HolyGrail 2.0 Charter](#). The membership includes companies and organisations from the complete packaging value chain, registered as either full or associate initiative members. The full initiative members elect the HG2.0 leadership team, which leads, coordinates and manages the activities of the initiative. Expert advice from relevant stakeholders will be sought through an Advisory Group (which is the object of this charter), in order to strengthen the effectiveness and credibility of HolyGrail 2.0.

## **Role**

- The Advisory Group is a panel for dialogue, exchange and input into both the operational implementation of key activities and the overall strategy of HG2.0.
- The Advisory Group provides advice to HG2.0 Leadership Team, constituting the public and policy complement to the cross value chain initiative HolyGrail 2.0.

## **Composition**

The Advisory Group is comprised of key stakeholders in the Circular Economy debate, including representatives from:

- NGOs
- Media
- European and national public agencies
- European and national policy-makers
- Other key stakeholders

## **Responsibilities**

- The Advisory Group members commit to contribute expertise, experience, insights and learnings to support the HG2.0 initiative.
- The Advisory Group is encouraged to promote the outcome and learnings from the HG2.0 initiative to a broader audience.

## Mode of Operation

- The Advisory Group will convene twice a year (in person or virtually) to receive an update on the progress of the HG2.0 initiative and in order to provide feedback on the developments and planning of HG2.0 activities. In case of urgent advice or decisions on particular topics, the Advisory Group members can be also contacted by the HG2.0 initiative on an individual basis or convened in an extraordinary meeting.
- The mandate of the Advisory Group is for a period of 2 years, with the possibility of renewal.
- Participation in the Advisory Group does not include any financial obligations.
- The Advisory Group's role shall be purely advisory.
- Participation in the Advisory Group is on invitation only. Members will be chosen by the HG2.0 Leadership Team on the basis of:
  - Reputation and influence (recognised by stakeholders/policy-makers as an influential voice and a thought leader in the Circular Economy debate)
  - Expertise (extensive knowledge of Circular Economy topics from a scientific or policy-making angle)
- Membership in the Advisory Group does not mean endorsement of all the activities of HolyGrail 2.0. Participation is purely of an advisory nature.
- The working language is English.

## Guidelines for HolyGrail 2.0 Meetings

### Procedure for meetings.

- At the beginning of each meeting, [*Leadership Team, Project Manager, etc.*] will make sure that all participants are aware of the antitrust compliance statement, which will be countersigned by each participant (in the terms set in Annex 1).
- Written agendas for each meeting must be drafted and circulated prior to the meeting, after having been approved and cleared by legal counsel.
- Comprehensive minutes of each meeting will be drafted and will be submitted to legal review prior to circulation to all meeting participants.
- A list of attendance will be circulated during each meeting and signed by all participants. The list will be annexed to the meeting minutes.
- If during the course of a meeting anyone suspects that an anti-competitive discussion is taking place and objects to it, this will be noted in the minutes and the discussion will be terminated immediately.
- Legal counsel shall be present at all meetings.

### Exchange of information.

Members shall limit their exchanges of information to what is strictly necessary under the Initiative.

Members shall not exchange any sensitive information in relation to their business or company.

It is the responsibility of each participant to avoid raising improper topics for discussion. Members must not discuss topics such as:

- Prices, and related subjects such as discounts, rebates, profit margins, price increases, or any other sales condition;
- Costs, and related subjects such as production or distribution expenses, formulas for cost accounting, methods for cost calculation;
- Information relating to sales and company's production, especially production volumes, sales profits, operating capabilities, level of stocks or supplies;
- Any of a company's upcoming and confidential projects, including those relating to sales and marketing strategy and innovation projects;
- Information relating to the relationship with customers/suppliers (including terms and conditions).

If, for any reasons, commercially sensitive information does need to be provided, e.g. to assess the viability of the Initiative, such information will be provided and handled by an independent third party for aggregation, under the supervision of external legal counsel.

## Annex 1 – Antitrust Statement

*Being a member of an industry initiative, as well as being part of any formal or informal meetings, where other competitors are present, may involve risks, especially regarding the type of information likely to be shared around the table.*

*As a general rule, participants shall not exchange any sensitive information in relation to their business or company nor reach any understanding, expressed or implied, with the object or effect of restricting competition. Participants may only discuss the issues at hand in the agenda of the meeting. Therefore, it is the responsibility of each participant to avoid raising improper topics for discussion. If the discussions turn to improper subjects during a meeting, the concerned participants will be required to put an end to the discussion and to leave the meeting immediately.*

*Participants to the meeting must not discuss topics such as:*

- *Prices, including any subject relating to prices or its components such as discounts, rebates, surcharges, price changes, price differentiation, profit margins, price increases, credit, or any other sales condition;*
- *Costs, including any component relating to costs such as production or distribution expenses, formulas for cost accounting, methods for cost calculation;*
- *Information relating to sales and company's production, especially production volumes, sales profits, operating capabilities, level of stocks or supplies;*
- *On-going non-public litigations;*
- *Any of a company's upcoming and confidential projects, including those relating to sales and to marketing strategy, along with production and technology, wage policy, R&D programs;*
- *Information relating to the relationship with customers/suppliers (including terms and conditions).*

*This applies not only to discussions in formal meetings but also to informal discussions before, during and after meetings.*