

# Open-S Marketing Committee



Standardization by the Open-S Alliance  
Revision B, March 5, 2021

For more information please see  
[www.opens.org](http://www.opens.org)

## 1. The purpose of the marketing committee

The purpose of the marketing committee is to promote the Open-S standard in publications, social media and fairs on a global basis, as well as establishing guidelines for how the Open-S seal is used in media and on products.

The marketing committee has responsibility for elaborating an annual marketing plan with a marketing budget that is approved by the board. Once the budget is approved the marketing committee has responsibility for carrying out the approved plan.

## 2. Members

The marketing committee consists of the two marketing representatives from the founding members as well as two members from different members elected by the member council. The chairman is circulated between the marketing committee members on an annual basis.

## 3. Meetings

The marketing committee meets at least once every two months or more often when need be, via video meetings or face-to-face meetings. One committee member acts as chairman and another as secretary. The chairman has the function of calling meetings and the secretary for documentation.

## 4. Expenses

Expenses related to a committee member's daily work with the Open-S standard, are not covered by the committee but instead have to be covered by the employer. However, specific out of pocket expenses related to a committee meeting, such as travel, accommodation, etc may be covered on a case by case basis, to be decided by the Chairman.