Cross-European collaboration

Workshop GS1 in Europe Data Excellence Day

Christian Zaeske (METRO), Helene Bernhard (Nestlé), Jan Schimmel (GS1 Netherlands)

7 September 2023

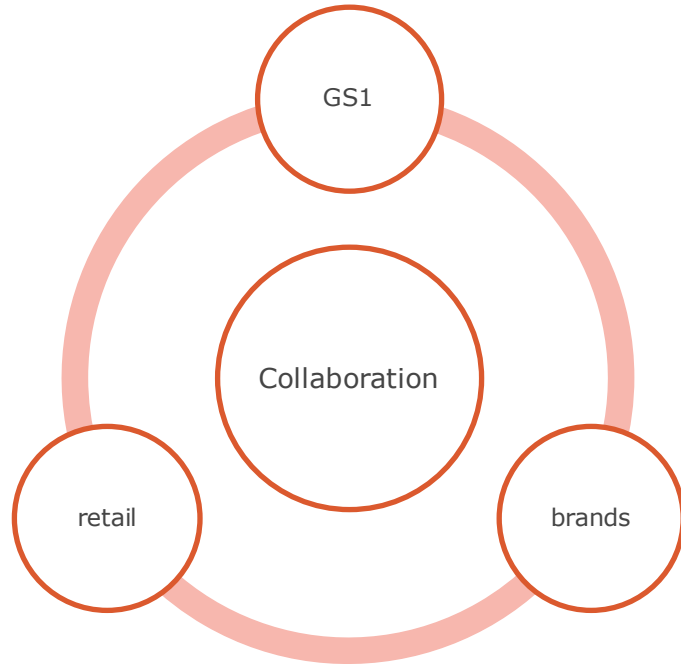# GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.

- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.

- This means:

  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**

  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

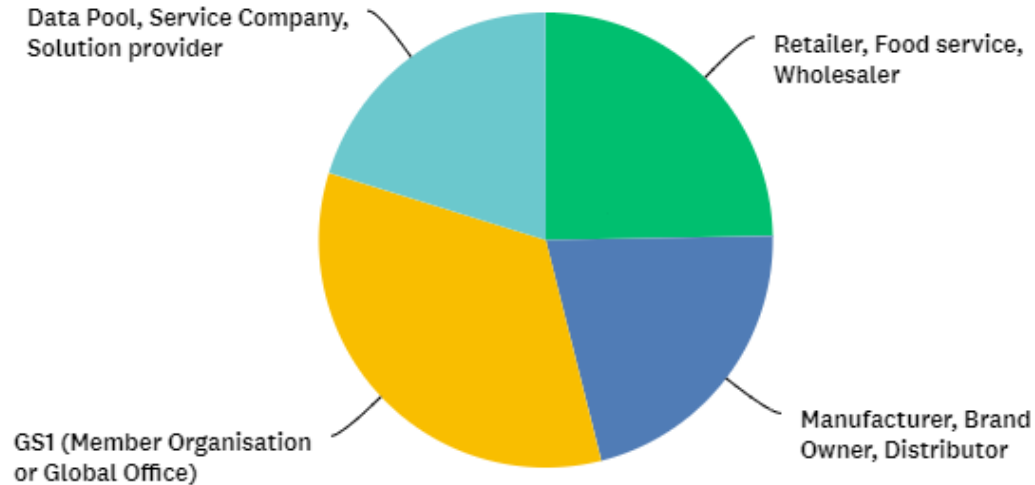- The full caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-competition-law-caution

Collaboration & setup workshop

- 3 groups
- 3 stations
- 15 minutes per station
- Wrap-up & Next steps

Survey – who are you?

Who are you?
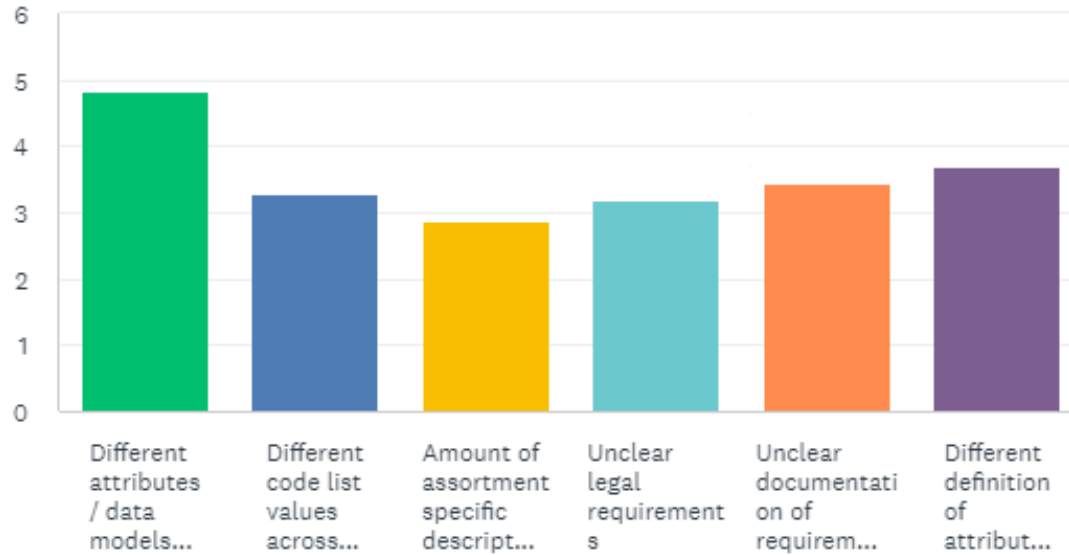
Data Pool, Service Company, Solution provider

Retailer, Food service, Wholesaler

GS1 (Member Organisation or Global Office)

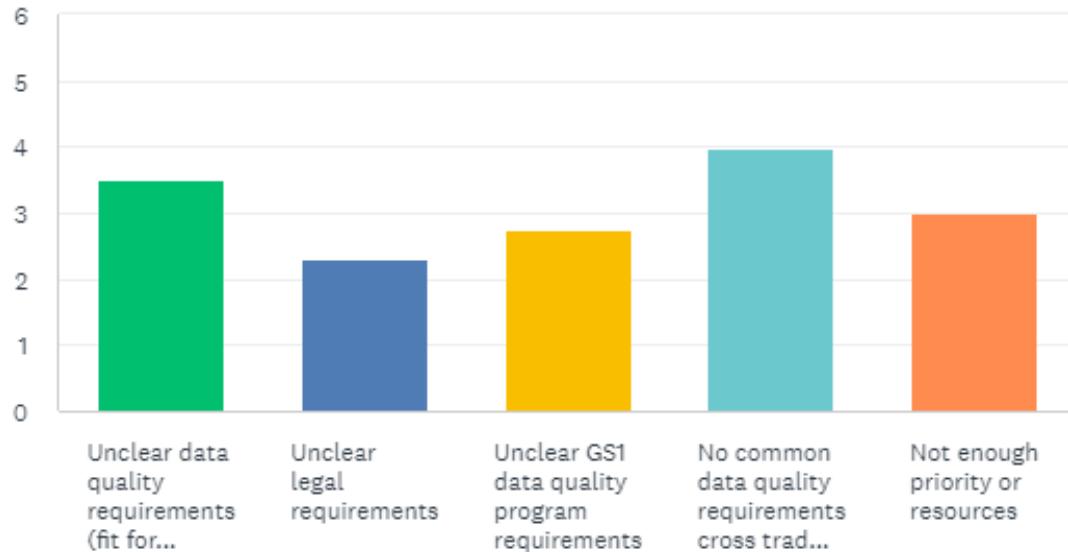Manufacturer, Brand Owner, Distributor

Survey: Where is your company active?
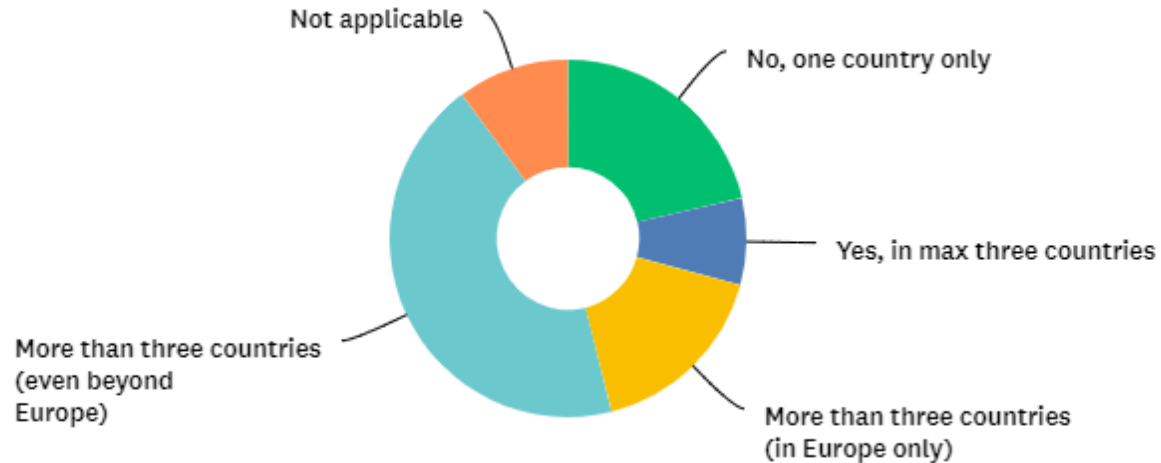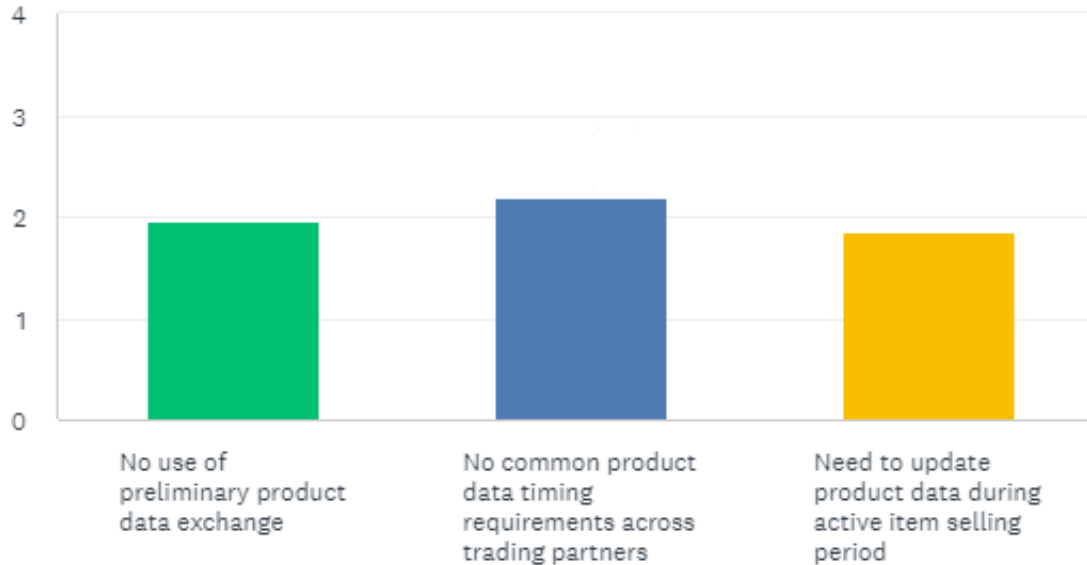
Survey: Biggest hurdles for data content
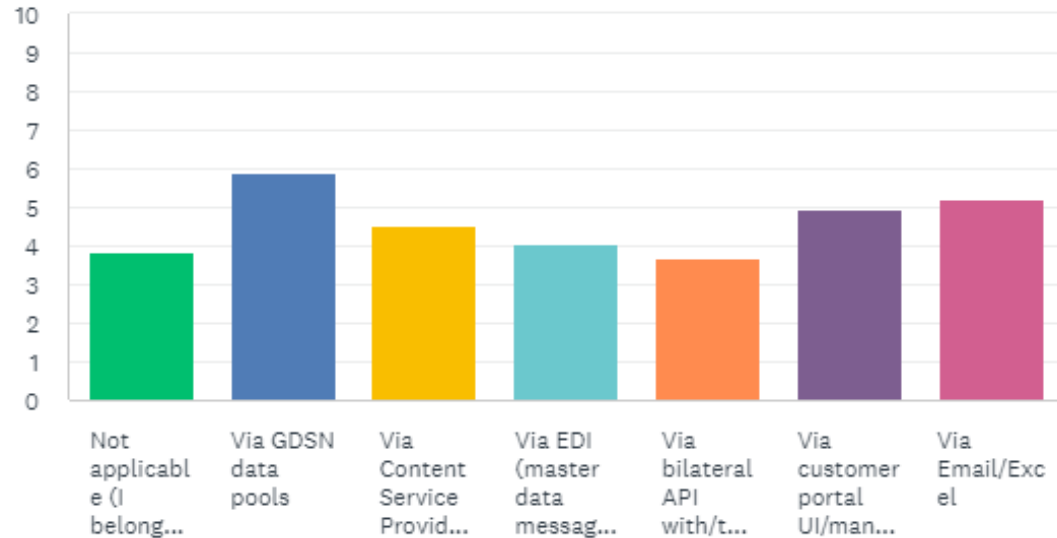
Survey: Biggest hurdles for data quality
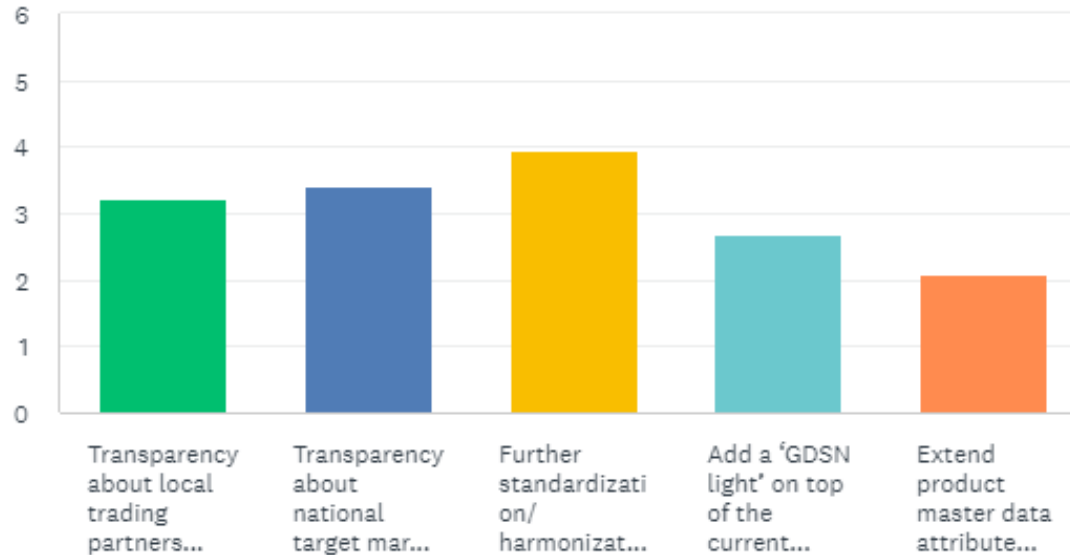
Survey: Biggest hurdles for data timeliness

Survey: How is data exchanged

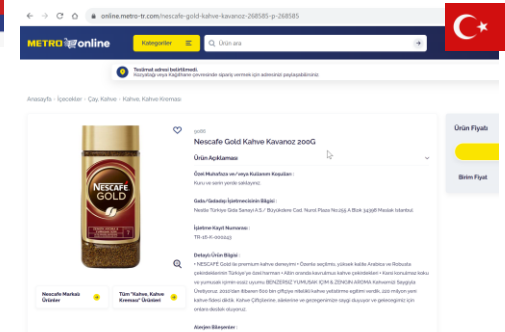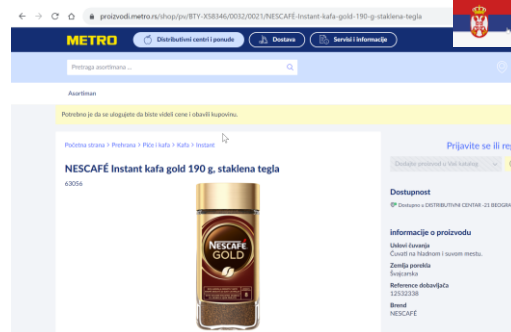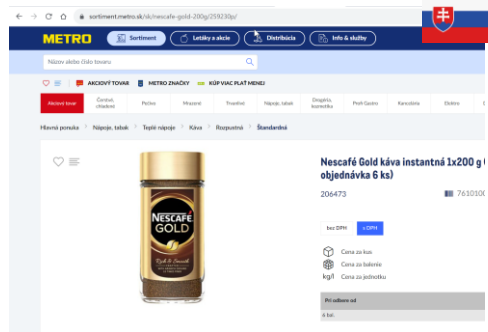# Survey: Options to improve syndication

Retail

Christian Zaeske - Metro

Introduction Retail

- **The European single market offers free movement of goods**

- **Retail cross border sales are constantly growing**
- **Retailers sourcing products globally**

- **Products to be sold need to be compliant to EU and national legislation of country of sale**

- **EU legislation on product data is increasing**

- **Today standardisation is driven bottom up – from a individual demand to a national standard – from a national standard to a regional or global standard**

Practical example – one product (master data set) across countries ?!

Retail - Issues

Today, brand owners and retailers spend time, money, and energy managing foundational data needs

Concerns heard from experts in the industry

Brand Owners...

1000+ new SKUs
per year

Up to 700 attributes
managed today

4 weeks
on average to prepare attributes for a new SKU

Up to 500 formats
to support retail partners globally

3-5 people
per market dedicated to aggregate product data

Up to 20 systems
for product data

Retailers...

10-15 interactions
with suppliers to launch each SKU

2-5 hours
to verify product data per SKU on average

15K issues
with inaccurate product data per year on average

12K issues
with incomplete product data per year on average

5-10 hours
to train brand partners on product data requirements

up to 100% of products
sent for physical verification

GS1 in Europe

Questions Retail

1. Today standardisation is driven bottom up – from a individual demand to a national standard – from a national standard to a regional or global standard. How can we change this?

2. Retail cross border sales are constantly growing and retailers are sourcing products globally. How can we ensure the same data from our partners?

3. The process for listing products varies in time. Some data is needed earlier than others. How can we ensure the right timing for the right data?

Brands

Helene Bernhard - Nestlé

Introduction Brand Owners

- **The aim of GS1 Global Data Model is to simplify preparation of product information for listing and publication**

  - **bring Quality, Speed and Consistency (across brands, retailers and markets)**

- **The GS1 Global Data Model is not yet deployed across Europe. Markets still use local variants of attributes and different validation rules.**

  - **Harmonization requires global visibility and governance.**

➔ **How can we accelerate the use of one standard data model across Europe?**

Brand Owners - Issues

Today, brand owners and retailers spend time, money, and energy managing foundational data needs

Concerns heard from experts in the industry

Brand Owners...

1000+ new SKUs per year	**Up to 700 attributes** managed today
4 weeks on average to prepare attributes for a new SKU	**Up to 500 formats** to support retail partners globally
3-5 people per market dedicated to aggregate product data	**Up to 20 systems** for product data

Retailers...

10-15 interactions with suppliers to launch each SKU	**2-5 hours** to verify product data per SKU on average
15K issues with inaccurate product data per year on average	**12K issues** with incomplete product data per year on average
5-10 hours to train brand partners on product data requirements	**up to 100% of products** sent for physical verification

Practical example – Brands

- File name, type and formats for Digital Assets differ between local GS1 standards

- Allergens, Marketing messages and Recycling info are typical examples where different attributes are used

➔ Duplication of assets, manual workload and need of intermediary platforms

➔ Longer lead time, higher cost and risk of errors

Questions Brands

1. **Apart from differences in legislations, what prevents us from having the same data standards across markets in Europe?**

2. **How could we best drive harmonization of the data standards (in Europe)?**

3. **What prevent us from syndicating consumer facing data (in GDM) via GDSN?**

GS1

Jan Schimmel – GS1 Netherlands

Introduction – European Maintenance Group

- **Focus:** Global Data Model (EU layer) – European Maintenance Group

- **Goal:** Establish an active maintenance group that can maintain and update the Global Data Model from European perspective and enable harmonised and simplified data exchange between business partners.

- **Issue:** Not enough participation from countries and sectors. Not clear what the mandate of the European Maintenance Group is.

EU maintenance group – represent Europe?

Number of participants – aug 2023

	Supplier	Retailer	GS1 MO	Other	Total
GER	3	8	3	1	15
NL	4	5	1	2	12
FRA	2	4	1		7
BE		5	2		7
EU	4			1	5
SWI			2		2
SWE			2		2
ITA		1	1		2
SLO			2		2
CZE			1		1
UK			1		1
USA				1	1
POL			1		1
	13	**23**	**17**	**5**	**58**

10 different suppliers

11 different retailers

- Several countries represented by their GS1 MO
- Representation in categories (suppliers)

confectionary	40%
Personal care	25%
Petfood	20%
coffee	5%
homecare	10%

GS1 in Europe

Questions from GS1

1. Currently we are organised as local user groups and a European maintenance group. How can we strengthen the collaboration on EU level. How can we shift towards a stronger European collaboration?

2. What should be the focus of the European maintenance group? What should be the mandate of this group?

3. How can we ensure good representation of countries and product categories?

GS1®
in Europe