The Global Language of Business

Workshop How to improve data quality

GS1 in Europe Data Excellence Day 2023

7 September 2023, Cologne (Germany)

During the workshop how to improve data quality, there were presentations of some data quality programmes within Europe:

- Entry-level DQ program, Tomas Tluchor, GS1 Czech Republic
- Scaling up your manual verification process, Nicolas Collignon, GS1 Global Office
- Comprehensive DQ program, Jerry Tracey, GS1 Netherlands
- Role of future technologies in Data Quality, Jonas Adser Trade Connectors & Morten Buch GS1 Denmark.

The workshop then continued in a "House of Commons" exercise where based on statements discussions were led within the group by Armand Schins (Ahold Delhaize), who also did the introduction of the session. The main results and takeaways for this workshop are:

- Introduce DQ-programs in countries where GDSN is up and running but lacking a DQ-program, including audits by GS1 or external DMS, focusing first on most important attributes in general (e.g. allergens) or important from country-perspective (e.g. logistic attributes), scale up later
- Ensure that DQ-approvals in national DQ-programs are EU-harmonized on attribute-level, including multi-lingual attributes, acknowledging legal differences and acknowledging that EU-alignment takes time for established DQ-programs
- Enable sharing of DQ-improvements across countries (e.g. in OCR or AI), both in knowledge, as in investments in tooling
- GS1 is to develop easy-to-access GDSN-documentation stating per GDSN-attribute the definition, validation and code-tables on EU-level with, if applicable, national deviations and the rationale
- Communicate and showcase the importance of data quality on C-level both within data suppliers and recipients. This since we can only reach first-time-right with dedicated organisation, process and tools
- GS1 and industry should strongly advice EU-legislators to be hesitant to allow national deviations, as GS1 should strongly advice national legislators to not deviate on national level from EU-level