
Workshop Cross-European collaboration

GS1 in Europe Data Excellence Day 2023

7 September 2023, Cologne (Germany)

During this workshop the topic for collaboration was explained based on presentations by retail (Christian Zaeske, METRO), brands (Helene Bernhard, Nestlé) and GS1 in Europe (Jan Schimmel, GS1 Netherlands). With a carousel setup, we tried to answer the main questions on what can improved on data exchange between brands and retailers and how we can focus on better collaboration. How can we best include all parties on a European level and how we can grow as a data community. Some of the actions as takeaway for the near future are:

- Connect periodically with the community and use the momentum. Organise a follow up session soon.
- A European steering committee from industry on data excellence activities could help to focus, prioritise and plan the work.
- Increase the efficiency and effectiveness across Europe by positioning European collaboration first and above local developments. Local support is needed from GS1 member organisations as well as from industry. There needs to be an incentive for the markets to collaborate (on all levels: retail, brands and GS1). How can you bring your local experts to the European table? Possibly increase the European resources.
- Increase transparency on what are the local differences and act on it.
- New legislations should start at EU level, and then show success. This process is covered by the B2B2C group. This is MO only. How can it be expanded / combined with industry at a later stage? Are there options to include this in the European Maintenance Group.
- Communication on European level can be improved (on successes, but also documentation).