



END-TO-END VALUE CHAIN & STANDARDS

The End-to-End Value Chain & Standards Pillar enables the work of the CGF's other Pillars, focusing on opportunities to improve information and product flows across the value chain.

Working together on collaborative solutions that benefit the entire value chain.

Our Vision

The End-to-End Value Chain & Standards Pillar is guided by a two-part vision for the industry:

- 1 | Industry-wide information transparency**
Using digital information flows across the entire value chain to support both industry efficiency and consumer trust.
- 2 | Selective physical supply chain collaboration**
Adapting physical flows across the value chain (where not competitive) to be more efficient and sustainable.



Experts Come Together for SpringBoard Event in London

Our Projects

1 | Consumer & Value Chain Transparency Initiative. Consisting of three main projects:

1.1 Data Leapfrog

Devising alternative approaches that use new technologies. Pilots include:

- Automated Data Creation
- Federated Data Sharing
- Centralised Data Sharing
- Data Attribute Structure
- Data Quality Scorecard

1.2 Promotion of existing good practices

1.3 Digital consumer transparency solutions

2 | SpringBoard Events. Off-site Events.

Hosted by member companies to provide hands-on experience of new technologies. Past events focused on topics like blockchain, integrated commerce and artificial intelligence, robotics and the internet of things.

3 | Learning Series. Knowledge-sharing.

The Learning Series is a collection of educational publications, webinars, podcasts and infographics produced with the aim of delivering thought-provoking material on trending topics impacting the consumer goods industry.

4 | Supply Chain and IT Share Groups. Experience-sharing.

Our share groups provide an opportunity for small numbers of Chief Supply Chain Officers and Chief Information Officers to share experiences at a deep level.

5 | Innovations in Collaboration (I2C).

This group of Chief Customer and Commercial Officers from manufacturers and retailers continues to share innovations in manufacturer-retailer collaboration, in pursuit of a better shopper experience and mutual profitable growth.



Get in Touch

Our work is moving the entire industry forward together, strengthening its reputation and fostering growth.

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We are providing tangible solutions to today's biggest challenges and we are helping members' value chain activities by improving efficiency, removing waste, and reducing costs.



Ruediger Hagedorn
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