

PRODUCT DATA COALITION OF ACTION

Launched in February 2020, the Product Data Coalition is supported by the commitment of 26 CGF members

Data-driven value chains

We aim to address two fundamental weaknesses in the industry's data exchange processes: **a) poor quality product data**, which has led to lost sales and eroding consumer trust, especially in ecommerce; and **b) a plethora of inconsistent approaches to exchanging product data**, which results in CGF members incurring huge unnecessary costs to create and exchange those data.

Real-time and accurate data

The Coalition aims to ensure that all products have a unique identification, all unique product IDs can be verified in real time, and all brand owners, retailers and platforms follow the same foundational Global Data Model by 2022.

This is to be done in parallel to voluntarily testing DataPorts technology to facilitate the use of new technologies and federated data sharing in the medium term.

WHY JOIN?

Significant value can be found in being a part of the Product Data Coalition of Action for manufacturers, retailers, and tech service providers alike.

Industry-shaping projects

By collaborating on digital connectivity, our projects will enable the industry to grow consumer trust at a time when societal trends and digital media are fuelling demand for greater transparency. It will also simplify product listing processes and reduce time-to-market.

The members of the Coalition are focusing their efforts on five projects including:

1 | Product ID Ubiquity: to ensure that all physical products have a unique digital identifier.

2 | Central ID Registry (Verified by GS1): enabling any retailer or marketplace to verify in real time that a given GTIN is valid and relates to a particular physical product.

3 | Core Global Data Model (GDM): aligning brand owners, retailers and platforms on a consistent set of definitions for a core set of product attributes needed to list, order, store, move and sell a product.

4 | Data Quality Scorecard: building a related catalogue of global business validation rules.

5 | DataPorts: a technology to provide simple, efficient connections between different data sources both inside a single company and between companies. These connections enable businesses to build dedicated data networks ready for the orchestration of precise queries and instruction sets to increase the options of automation.

Governance

The work of the Product Data Coalition is co-sponsored at Board level by Olaf Koch, Chairman of the Management Board of **METRO AG**, and David Taylor, President and Chief Executive Officer at **P&G**.

Its Steering Committee is chaired by Barron Witherspoon, **P&G** and Tom Rose, **SPAR International**

Data is both foundational for automating online processes and the driving force behind any significant innovation

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Ruediger Hagedorn
Director
End-to-End Value Chain
The Consumer Goods Forum

QUICK START GUIDE

Download this guide for an overview of our initiatives, as well as a step-by-step guide to getting started.



END-TO-END-VALUE CHAIN

While the work of the Coalition is now central to work taking place under the End-to-End Value Chain umbrella, there are other facets to our work where members can engage.

SpringBoard Events

SpringBoards are off-site physical or virtual events, hosted by member companies to provide hands-on experience of new technologies. The aim of these events is to empower decision makers of retail and manufacturer companies who want to enter discussions about the strategic implications of new technologies for their business.



Learning Series

A collection of educational publications, webinars, podcasts and infographics produced with the aim of delivering thought-provoking material on trending topics.

The idea behind the Learning Series is for readers to gain an overview on the topic, no matter how technical it may be, and to take-away some key learnings.

Contact us to get involved!

True-code

To make interconnectivity and the easy exchange of data possible, we need to simplify the identification of every individual company that plays a role in the supply chain. This can be done by using a clear, unique electronic passport connected to every individual facility that is an actor in a supply chain.

True-code will, therefore, can help provide clear and accurate data to consumers, secure your supply chains and prove your company's commitment to sustainability, safety and traceability.

Transportation

This project is addressing four major layers of common issues in logistics operations - sustainability, smarter cities, new technologies and operational excellence.

Excess Packaging

Given the ever-increasing drive for more sustainable processes in logistics, our new workstream is looking at how we can lower the impact of tertiary packaging on the environment (B2B).

Working together on collaborative solutions that benefit the entire value chain



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 The Consumer Goods Forum