eMagazine

The Latest Updates from the End-to-End Value Chain and Product Data Coalition

The Consumer Goods
FORUM

End-to-End
Value Chain

Index

Welcome to the February 2021 edition of the E2E eMagazine, which is designed to be a rolling release of all our activities.

Dear Reader,

We've had a great start to the year, with plenty of updates and activities at E2E and with the Product Data Coalition of Action. In February, we brought you several blog posts, news updates and publications, all which would not have been possible without our members and partners.

From 2021 value chain trends, to driving product data to enhance operations and drive consumer trust, to supply chain transparency, and more! Enjoy catching up on our fresh content, as well as our progress reports and pre-reads for your reference, as we continue to drive positive change in our industry and beyond.

Thank you for following our eMagazine!

Best regards,

Rudy

Ruediger Hagedorn

Director, End-to-End Value Chain
The Consumer Goods Forum

凛冬将至
Winter comes
www.wintercomes.net

The Consumer Goods
FORUM

End-to-End
Value Chain

Progress Report

Induction Programme
Blog Posts

Our most recent blog posts include:

Why Brands Must Master Marketplace Strategies to Win Consumers, and Not Focus on Mass Personalisation

Alas, It Is Always Dangerous to Prophesy, About the Future, Trevor Davis and Associates Ltd

D2C's Evolving Landscape, Smollan

Growing the Joint Profit Pool of Retailers and Manufacturers in Europe, Bain & Company, Nielsen LATAM, Advantage Group International

How Accurate & Harmonised Product Data Streamlines Global Industry Operations & Builds Consumer Trust, METRO AG

More Blog Posts

Our most recent blog posts: **Edge by Ascential, Smollan, Trevor Davis and Associates Ltd, METRO AG, Bain & Company, Nielsen LATAM, Advantage Group International**

There Is No Label That Stands Above Truth

Announcing the blog post by E2E Director Rudy Hagedorn.

Read on the CGF Blog!
Follow it on MONO!

Induction Programme
Videos

Our partner, LOGYCA, has published a video showcasing the progress they made through collaboration in LatAm during the challenging pandemic times. Have a look:

LOGYCA - Let's keep growing together

More Videos

News Updates

End-to-End Value Chain Publishes Supply Chain Transparency SpringBoard Executive Summary ⊙

More news ⊙

End-to-End Value Chain Publishes Digital Manufacturing & Operations SpringBoard Executive Summary ⊙

New Publications

2 new Springboard Executive Summary

SpringBoard Executive Summary: **Supply Chain Transparency** ⊙

More publications ⊙

SpringBoard Executive Summary: **Digital Manufacturing & Operations** ⊙

January E2E eMagazine ⊙

Upcoming Events

30th March

Virtual SpringBoard:
Industry X Design to Margin

6th May

Virtual SpringBoard:
Transportation Summit

27th May

SpringBoard on
Consumer Data

June

CGF Board of
Directors Meeting

27th September until 1st October

Winter Comes
The Frog Tech Event

More events ⊙

7 Questions Away

With **Ethem Kamanli, Migros**

The Consumer Goods Forum (CGF) caught up with Ethem Kamanlı, Supply Chain Solutions Director at Migros Ticaret, to talk about his company's experience in collaborating with the CGF's End-to-End (E2E) Value Chain initiative and rolling out Product Data Coalition projects in Turkey. Get insights on their experience and how championing Product Data projects has enhanced their operations and strengthened transparency for their customers.

1 When was the first time you heard about the CGF E2E initiative, and can you recall what specifically triggered your decision to participate?

I have been involved since day 1 at the CGF Leapfrog event, which sparked my interest in collaborating further over the years.

Deciding to participate in Product Data projects was easy, as I believe it is imperative to have the same unique identifier throughout the supply chain, and it should be backed up with a standard set of attributes, for the sake of consumer transparency. Migros is a brand of trust, and transparency is critical to enhancing that consumer trust and securing their loyalty. I still think that there is a lot of leeway in this area, where results can be accomplished easily. We should envision a future where systems talk to each other using the same terminology and building blocks.

2 Can you elaborate on the plan you developed to present the topic inside your own company? What was the first reaction? What were the obstacles? What to do first? Can you a share a "high level view" of your roadmap?

When presenting the topic and sharing the details of the Product Data projects at Migros, the first thing to tackle which was essential to the project gaining traction internally, was to clearly showcase its value. Closed loop retailers might not see the real value at first, but making this the building block of product data exchange and coupling it with the Global Data Model (GDM) helps to present the project's value better.

Our roadmap was:
1. Clearly explain the value
2. Connect to the Verified by GS1 (VbG) system for new items and existing products
3. Set the processes for validating the system
4. Communicate with vendors who would be using the data

Migros also launched a call-to-action in 2007 to brand owners and retailers in Turkey to kick-off data transparency initiatives in the country, under the leadership of our CEO. We conducted multiple workshops with major FMCG brand owners and retailers to establish the Turkish data model, along with GS1 projects. We also clearly stated our intent with a written communique to our brand owners for the steps that we aimed to take.

Naturally, some challenges arose along the way, of which the biggest for the vendors was to remember the GTIN allocation rules.

Walking the talk is also important in these projects, so we decided to lead by example with our private label/own brand products. We aggregated all the VbG data for these products and uploaded the data onto GS1 systems.

I would definitely emphasise the main things to do first: review and understand the GTIN allocation

rules, list the specific benefits of the projects for the different stakeholders in your organisation, and nail down the different data repositories within your company.

3 **In hindsight, which was the most convincing argument that supported your endeavour with regard to the impact on current processes in your company? Any lessons learned you can share with us?**

The most convincing argument was without a doubt highlighting the value of the GDM for consumer transparency, and using GTIN Ubiquity and VbG as the building block for it.

We, as a retailer, are the medium to convey the brand owners' data to the consumer, for the sake of consumer transparency.

As mentioned before, this is a process that can be easily accomplished without any human intervention, as long as you set the building blocks and the adequate critical control points.

4 **The CGF prioritises collaborative approaches. In your view, how does the value created for you personally and your company depend on your business partners following suit?**

The collaborative approach championed by the CGF is indeed critical, and in our experience with participating companies, the collaboration was incredible. Now we just need more members to opt in.

Consumer transparency problems are pre-competitive issues. We require similar attributes from our vendors, in duplicate processes. If we decide to simplify this process for the sake of consumer transparency, we create a much leaner process for the brand owners.

It is also encouraging to see that we are not alone in this journey. Seeing that our counterparts in retail and brand owners are dealing with the same issues, it is much more practical to produce an applicable solution for the industry.

5 **E2E initiatives and solutions aim at producing more and better options for the industry. Once you successfully implemented parts of this CGF-led package, what changed for you and your teams? Could you list the most noticeable changes before and after?**

This is a question too soon to answer, however I am confident that I'll be able to expand on this based on our journey and lessons learned in the future.

6 **A basic requirement for a successful CGF E2E Value Chain product and solution is that it needs to be self-explanatory and 'fly on its own'. Do you foresee everybody else picking it up automatically, driven by the same recognition of the value it promises?**

Yes. No one wants to be the only one, but if we drive the

momentum right and reach a tipping point, I think the industry will follow. It is not as hard and complicated as it seems. In order for companies to exchange data, we can leave it up to the system to do it without human intervention – the value in this alone is clear.

There is a Turkish idiom where the literal translation is 'water will eventually find its path'. As long as we create the building blocks, rules and processes that simplify day-to-day work and increase data quality, we will get there.

7 **If somebody asks you tomorrow if your time was well spent on this, what would you say?**

It is safe to say that our time spent was definitely well spent. However, it could have been faster. It is a truly global journey and from our retailer perspective, we recommend fellow industry players to jump on board. This is still a work in progress, but up to this point, the actual change in our internal processes and IT infrastructure was much easier than anticipated.

Consumers, donors and investors increasingly **demand transparent answers** to their sustainability questions.

TrueCode is a key project of the End-to-End Value Chain & Standards Pillar of The CGF.

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www.**True-code**.org

Connecting Verified Truth

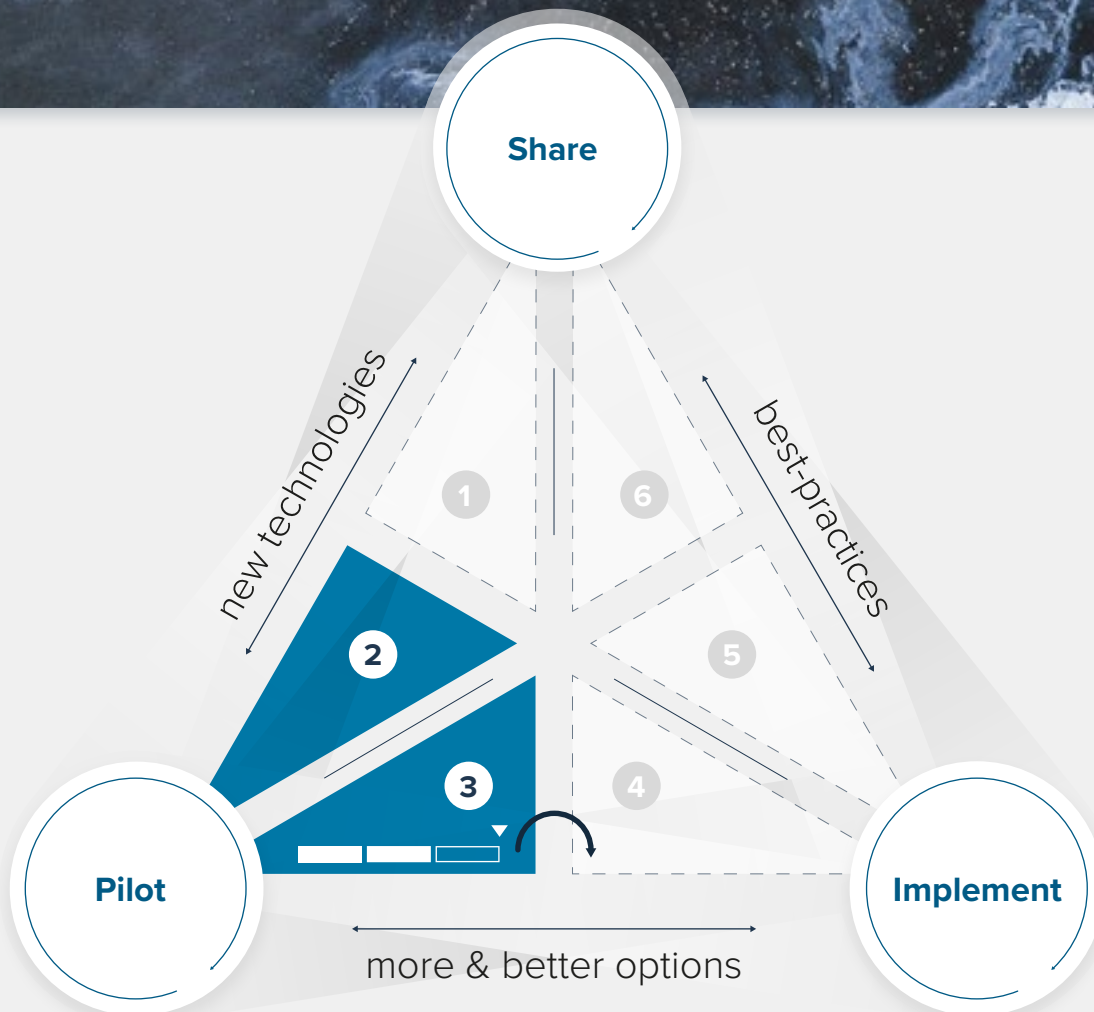9f10791b-c6cb-4f22-ae07-da75d5cb64a8

True-code.org

Initiated by

SIM: Supply chain Information Management

FORUM · End-to-End Value Chain

ImpactBuying

E2E Project Lifecycle Management

The E2E Landscape has several entry points into the Tri-Angle we call "collaboration areas". These include data standards, value networks and physical logistics.

Each segment is divided into 3 Sprints (equivalent to time mesures). This is valid for all pilots. Sprints bring you closer towards the next action point as you move along the delivery roadmap, as shown in the figure.

Example: *True-Code Facility Passport works in the collaboration area of* **Data standards** *as it* **pilots** *a new data set to support decision-making in companies. Thereby it creates* **more and better** *options for companies to choose from, which positions it in Segment 3. The pilot is now entering the 3rd Sprint which means its development towards implementation is advanced and will soon become a Segment 4 activity.* (see arrow).
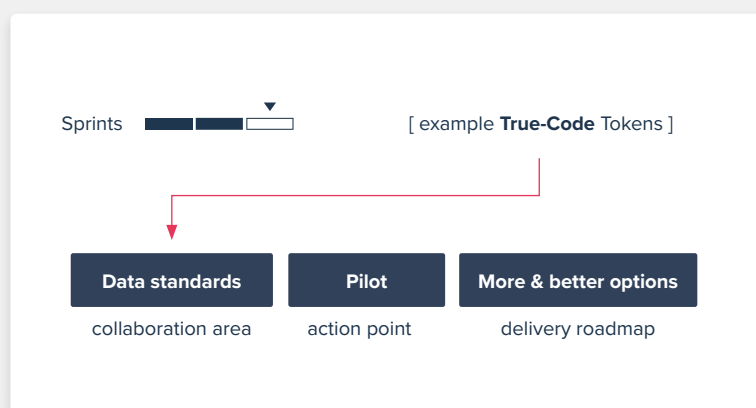
Act. Collaborate. Deliver.
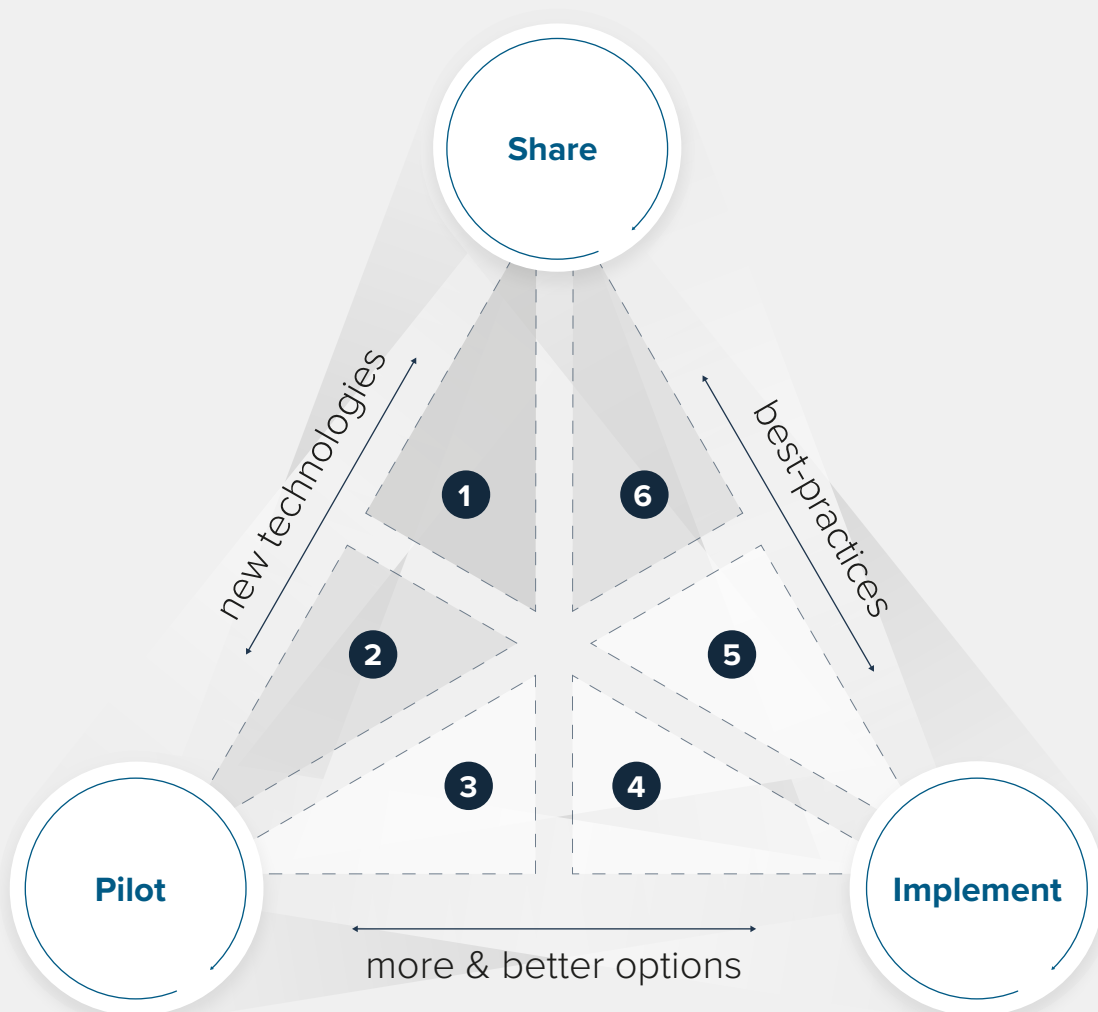
Which are ideal engagement points for your company? First capture the key words you hear or think of, and then locate them on the E2E Tri-Angle.

Depending on the target segment, you can directly participate in one or several activities:

- **S1:** E2E Induction Programme, SpringBoard Events

- **S2:** MicroChallenge, Transportation, DataPorts

- **S3:** True-code, Excess Packaging, E2E Modeling

- **S4:** Product Data CoA, Verified by GS1, Global Data Model

- **S5:** Product Data CoA, ID Ubiquity, Data Quality Validation Rules

- **S6:** E2E Induction Programme CGF Events, Study Tour, Shared Groups

SPRINGBOARD

THE NEW **VIRTUAL** EVENT
RUNNING ON **CGF LEAPFROG ENGINE**

30th MARCH 2021

INDUSTRY X
DESIGN TO
MARGIN

SPRINGBOARD

The Consumer Goods
FORUM

End-to-End
Value Chain

accenture

SPRINGBOARD

6th MAY 2021

TRANSPORTATION SUMMIT

Industry 4.0 Technology Strategies for Intelligent, Sustainable Supply Chains

SPRINGBOARD

The Consumer Goods
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End-to-End
Value Chain

Collaboration Areas & Board Asks

Physical logistics

Excess Packaging

Transportation

Value networks

Induction Programme

Study Tour

Share Groups

E2E Modeling

Currently we have these Board Asks:

We made progress. Now it is time to accelerate this initiative. Make it a priority. What do we need to do differently to obtain more retail engagement? All those who are active: Make GDM & VbG a top-to-top trading partner discussion in defined markets and defined milestones. Appoint a CGF Data Project Manager (Action Owner) and add commercial people to the team (merchandiser). Help us identify the issues.

Please encourage your team to evaluate a pilot participation.

Data standards

ID Ubiquity

Verified by GS1

Global Data Model

Data Quality

DataPorts

FP - True-Code

OPEN□ □SPACE

INFORMAL AND STIMULATING MEETINGS

MEETING 4

MARCH 17, 2021

MAKING CONTROL TOWERS LESS
DUMB AND LESS LIKE CONTROL TOWERS

MEETING 5

MARCH 24, 2021

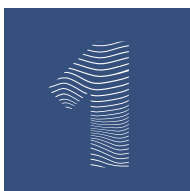SUSTAINABILITY IS A BUILD BACK
BETTER FUNDAMENTAL

MEETING 6

MARCH 31, 2021

ORGANISATIONAL CHANGE

Please join us on a fresh series
of OpenSpace meetings in Q1
2021 to discuss trending topics
and their implications for
Consumer Goods

New OpenSpace
from 🌩 Google Cloud

APRIL 15th, 2021

Accelerating Industry 4.0: How is AI/ML
transforming the way CPG companies operate
more efficiently and innovate at scale

Index Card Collection

On the following pages you find the fully-fledged glossary of all things related to End-to-End Value Chain.

Steering Committee

- Product Data CoA
- E2E Progress Report
- Pilots
- Share Groups
- Study Tour
- Induction Programme
- Incubation
- New Media
- Move Forward

Actors, Roles & Relationships

The E2E Steering Committee oversees all activities in the left hand tree menu. It supports the Product Data CoA and monitors the life cycle of activities coming from incubation to pilots to implementation and best practice sharing.

Status

- ☐ SpringBoard on Retail on the Cusp of Entering a New Era on March 4th
- ☐ SpringBoard on Digital Platforms on March 30th
- ☐ SpringBoard on Transportation on May 6th
- ☐ SpringBoard on Consumer Data on May 27th
- ☐ CGF Board of Directors Meeting on June 2021
- ☐ Winter Comes ⁞ The Frog Tech Event 27th September until 1st October 2021

Product Data Coalition Of Action

Data standards   Implement

We aim to address two fundamental challenges in the industry's data exchange processes: a) poor quality product data, which has led to lost sales and eroding consumer trust, especially in e-commerce; 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.

Status

We have launched 5 projects to overcome these challenges:

1. **Global Trade Item Number (GTIN) Ubiquity:** ensure all products have a unique global identifier registered in the GS1 Registry Platform.

2. **Verified by GS1:** enable any retailer or marketplace to verify in real time that a given GTIN is valid and relates to a particular physical product.

3. **Global Data Model:** align brand owners, retailers and platforms on a consistent set of attributes and attribute definitions needed to list, order, store, move and sell a product.

4. **Data Quality:** building a related catalogue of global business validation rules to improve the quality of data being shared in machine-to-machine exchanges.

5. **DataPorts:** a technology to provide simple, secure and efficient connections between different data sources testing newer AI based approaches

Product Data Coalition Of Action

Steering Committee

Product Data CoA

CGF Member List

ID Ubiquity

Verified by GS1

Global Data Model

Data Quality Rules

DataPorts

E2E Progress Report

Pilots

Share Groups

Study Tour

Induction Programme

Incubation

New Media

Move Forward

Data standards   Implement   Best practices

Participation in the CGF Product Data Coalition of Action requires the CEO signature on the CoA Mission Statement (27 Members).

Newest Member: Costco Wholesale, US

Status

Current Members (as of October 2020)

AEON CO., LTD., AJINOMOTO CO., INC., BARILLA SPA, COCA-COLA USA, COLGATE-PALMOLIVE, COSTCO WHOLESALE, DANONE, GLAXOSMITH-KLINE CONSUMER HEALTHCARE HOLDINGS LIMITED, GRUPO ALEN, HEINEKEN N.V., HENKEL AG & Co. KGaA, IGA, JERÓNIMO MARTINS - SGPS, S.A., JOHNSON & JOHNSON, KELLOGG COMPANY, KONINKLIJKE AHOLD DELHAIZE N.V., L'OREAL FRANCE, LAND O'LAKES INC., METRO AG, MIGROS TICARET ANONIM SIRKETI, NESTLE S.A., PEPSICO, INC., SAVENCIA SA, THE J. M. SMUCKER COMPANY, THE PROCTER & GAMBLE COMPANY, UNILEVER N.V., WALMART.

Product Data Coalition Of Action

Data standards　　Implement　　Best practices

If all retailers and Marketplaces rely on the same globally unique identifiers (GTIN, etc.) with high data quality when referring to the products in their supply chains, retail will become more efficient, more sustainable, supply chains more secure and most importantly, the consumer will be able to have an improved and seamless experience in the physical and digital worlds.

Status

GTIN Integrity and Ubiquity are key needs for Marketplaces and e-commerce retailers. A roadmap and work plan is being developed in conjunction with global and local Marketplaces and e-commerce retailers. Following GTIN management rules and allowing small and medium size enterprises to get GTINs easily are among the topics in focus .

There are three pillars for collaboration on data to achieve GTIN Integrity and Ubiquity:

- Regulations that are in focus globally where identity and standards can be leveraged for Global Supply Chain simplification and compliance

- Opportunities to utilize identity and standards to improve the seller journey

- Ways to collaborate on data and standards (GDM, VbG, etc) finding the best areas to work together.

Product Data Coalition Of Action

Data standards | Implement | More & better options

The mission of 'Verified by GS1' is to provide to Retailers and Marketplaces accurate, complete, and accessible unique product identification and attribution so that they can authenticate and verify the identity of every product.

Status

The E2E Value Chain Steering Committee and Coalition members have asked that data from countries representing 80% of the world GDP be entered into the GS1 Registry Platform (GRP) and be made available for Verified by GS1 by the end of 2021. We are on track for that goal with 40 Countries (76% world GDP) and more than 68M GTINs currently loaded. The "Multinational" solution for Data IN will become available Q3 2021..

It is challenging for Brand Owners to source accurate and complete data for their items, this has been a very significant effort. For this effort to be worthwhile, more retailers need to use VbG in their businesses. Today Verified by GS1 is accessible in 18 countries (30 by June 2021) and is being used by nearly all CoA Members.

ASK: What do we need to do differently to obtain more retail engagement?

Product Data Coalition Of Action

Data standards   Implement   Best practices

By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model standard increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.

Status

A standard Global Data Model has been created for food and near food. Global governance has been set up and has been deployed. A draft set of Validation Rules and code lists for the 7 Verified by GS1 attributes have been created and shared with the community for evaluation.

A business case, ROI Calculator, Attribute navigator and e-Learning tools have been created and are being deployed in the first 9 requested countries. Germany, Colombia, Netherlands and Belgilux are leading with others now getting underway. Overall 17 countries are currently preparing to be fully GDM ready supporting local deployment of the new standards.

Generally Brand Owners see the value of the Global Data Model but are waiting for Retailers in selected countries to engage.

ASK: What do we need to do differently to obtain more retail engagement?

Product Data Coalition Of Action

Data standards   Implement   Best practices

Data Quality is at the foundation of all Product Data Coalition activities. The community is going through the process of creating and standardising validation rules (for machines to machine exchange) and Data Quality rules (which signal an opportunity for improvement of the data that has been shared) for all of the attributes in the Global Data Model. The work on the Verified by GS1 attributes is finished and deployed and the work on the rest of the Global Core Layer of the Global Data Model is underway.

Status

- Prototype tool developed and piloted for reporting of data quality for the 7 Verified by GS1 attributes. Additional pilots are encouraged.

- Rule development is a community activity and additional engagement by the community is needed. Most data pools and country organisations have provided their internal validation rules and those have been used as the basis for the global rules.

- Brand owners have been working diligently to improve the quality and completeness of their data. Progress has been made but additional work is needed.

- Retailers should focus on the quality of their private brand data and make plans to receive and leverage the Brand Owner Data that is coming available.

- Please share your case studies and learnings with the CGF and GS1 Communities.

Product Data Coalition Of Action

Data standards   Pilot   New technologies

A new unique and compact IoT based protocol enabling companies to build reliable and secure peer-to-peer-like communication networks. It allows to automate communication even among completely decentralised data storage and transformation/service landscapes.

Status

The DataPorts software is now ready for download as .NET, Python and Java packages for ERP integration as well as a Desktop Trial version (Windows Operating System). It is being actively tested to enable decentralised peer to peer data exchange.

ASK: Please encourage your team to evaluate a pilot participation.

Sprints

Steering Committee

Product Data CoA

E2E Progress Report

Pilots

Share Groups

Study Tour

Induction Programme

Incubation

New Media

Move Forward

Progress Report (Rolling Release)

Value networks

Share

E2E provides regular updates on all media channels. The eMagazine is a PDF version containing the monthly Rolling Release of the E2E Progress Report available via your customised PULSE link. It has a new web-based user interface called MONO premiering our innovative content activation mechanism. Additionally, content will partially be piped through to our collaboration paper in Spanish "Espacio Abierto" which we publish together with Logyca (GS1 Colombia).

Status

The first edition of the eMagazine was published in November 2020 and was shared with Steering Committee members only. EspacioAbierto (Spanish) and MONO are additional public channels. PULSE is available for Members only.

Innovation Sprints at E2E

Pilot

Pilots are topics agreed by the Steering Committee to enter a 3 months Sprint driven by a Task Force of volunteers. A pilot can be enriched by multiple experts, selected from CGF Members and non-members alike. The maximum number of participants should range between 5-10 people/companies.

Status

Currently we have 2 pilots running and 2 about to be launched.

Pilots run over 1-3 (max.) Sprints. A Sprint can not last longer than 15 weeks.

Sprints

Innovation Sprints at E2E

Value networks   Pilot   More & better options

Online growth through COVID-19 crisis is accelerating the recent trend of increasing logistics costs in retail value chains. E2E Value Chain Cost Analysis can help identify potential savings that allow for pre-competitive & collaborative approaches to reduce cost and waste in the supply chain.

Status

We will initiate a first of 12 weeks sprint with external help from incept, a company specialised in analysing flows and producing optimisation menus. Expected workload is a standard E2E Sprint resulting in 2-4 hours per week, mostly virtual meetings and reviews. This translates into a total of a minimum of 24 hours minimum from a specialist, i.e. three working days.

Sprints

Innovation Sprints at E2E

Physical Logistics   Pilot   More & better options

The aim of the pilot is to gather the necessary collaborative components of a framework that handles packaging material, related data and connected financial process flows, and eventually highlight pre-competitive ways to manage the impact of packaging waste in the entire supply chain.

Status

The pilot will focus on two major points during one (or more) 12 weeks sprints: 1. **the reduction of all non consumer packaging including cardboard polymers** and other commonly used materials (KPI: m3 | kg) 2. the scalability through potential modularisation of reusable transport items - and its implication on packaging management throughout the value network (KPI: €/$).

Sprints

Innovation Sprints at E2E

Physical Logistics   Pilot   New technologies

This pilot delves into key transportation topics affecting the industry today. From waiting times and empty miles to global supply chains and last mile logistics to retail, participants get the opportunity to share their knowledge and best practices with fellow industry peers. Participants work together to tackle questions around four of the main themes identified as the most pertinent during the discussion session.

Status

The key topics were sequenced and the group is currently tackling point 1:

1. On-Time and In-Full (OTIF)

2. Technology

3. Logistics in Smarter Cities

4. Efficiency and Sustainability (-> see also 'Excess Packaging')

Sprints

▼

Innovation Sprints at E2E

Data standards   Pilot   More & better options

Retailers and brands who want to show their customers/consumers the positive impact of their (sustainable) product need at least one common denominator for every facility that is part of the supply chain. The Facility Passports explores new ways of encoding and connecting verified facility data. The essential part is not the ID itself, value creation starts with capturing, storing, verifying, connecting and maintaining downstream supply chain data, as this tends to be expensive and time consuming.

Status

The True-code Facility Passport network and its shared taxonomy allows for the submission of questions and timely answers based on compliance facts (certifications/audits /logo's) for every facility in the product chain, even if it is stored on another "data silo".

The Pilot run by CGF and CGF Member SIM Supply Chain began Sprint #3 at the end of October 2020, testing new technologies on blockchain, zero knowledge proof and DataPorts technology to create more and better options for implementation.

Sprints

▼

Best Practice Sharing

Share

Share Groups are bi-yearly meetings of dedicated interest groups to exchange best practices and discuss top of minds. If your role in the company is comparable to CIO/SVP Supply Chain and you are interested in participating please contact us.

Status

Currently the E2E Pillar hosts two Share Groups:

1. IT, co-chaired by COOP Switzerland

2. Supply Chain, co-chaired by PepsiCo

Best Practice Sharing

Value networks   Share   Best practices

The IT Share Group is a long standing and traditional entity at CGF with some core members participating already over a decade. The discuss all things IT, ranging from security, artificial intelligence, cloud computing, blockchain, machine learning, and much more.

Status

☐ Next Meeting: checking feasibility 8 + 9 June 2021, NYC, hosted by SAP

☐ Study Tour: checking feasibility 9-12 June (Boston Area)

Best Practice Sharing

Value networks   Share   Best practices

The Supply Chain Group is a voluntary community of Supply Chain Experts or functions in your company collaborating closely with Value Networks. Like its IT counterpart, it has a long history of member engagement at the CGF. The group meets twice a year for best practice sharing and works on Pilots to solve collaborative & pre-competitive challenges encountered (-> See Pilot 'Transportation').

Status

Most participants of the Supply Chain Team are concentrating the work on the Transportation Pilot.

We will create a regular meeting framework with connected site visits in 2021. One option is to attach it to the IT Study Tour in June. Volunteers to help me in the preparation are kindly asked to step forward. Current team: John, Rudy.

Best Practice Sharing

Value networks   Share   Best practices

We offer a weeklong study tour every second year. This special event brings together subject matter experts for a good part of a week visiting company sites and tech companies of interest.

Status

We are looking to combine the IT and SC Share Group in June 2021 in the United States (East Coast) to visit StartUps, GS1 US and the MIT.

The Alternative foresees the WINTER COMES Tech Conference in Barcelona, Spain, 27 September until October 1st.

The following companies kindly offered support in planning the agenda: PepsiCo, TagOne.

Member Engagement

Share

The E2E Induction Programme is a clearcut, down to earth 5-step catalogue of engagement opportunities for members and non-members alike. Content will be selected according to demand and level of interest of CGF Members.

Status

In February 2021, we published 5 blog posts, 2 news updates and 2 new SpringBoard executive summaries.

Companies who have contributed content in February include Smollan, Trevor Davis and Associates Ltd, METRO AG, Bain & Company, Nielsen LATAM, Advantage Group International, KPMG, The Coca-Cola Company, Edge by Ascential, and Accenture.

Member Engagement

Value networks   Share   Best practices

Most of our blog posts are written in the style of opinion pieces about a topic of the author's choice that has to do with the key E2E themes or industry hot topics. However, kindly note that blogs should not include any sales/marketing content. We usually suggest to aim for around 700 words for the post.

Status

Our most recent blog posts include:

- D2C's Evolving Landscape, **Smollan**
- Alas, It Is Always Dangerous to Prophesy, About the Future, **Trevor Davis and Associates Ltd**
- How Accurate & Harmonised Product Data Streamlines Global Industry Operations & Builds Consumer Trust, **METRO AG**
- Growing the Joint Profit Pool of Retailers and Manufacturers in Europe, **Bain & Company, Nielsen LATAM, Advantage Group International**

Member Engagement

Value networks   Share   Best practices

Podcasts about innovative concepts and technologies.

The intention is to showcase expert know-how.

Status

Our most recent podcasts are:

- Delving Into Digital Manufacturing & Operations

- Supply Chain Transparency, Reimagined, TagOne

- Responsive Supply Chains, Skuchain

- COVID-19 and Its Impact On Consumer Goods Companies, IBM

- End-to-End Value Chain Mapping in a Global Crisis, Sourcemap Inc.

Member Engagement

Value networks   Share   New technologies

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

Who is it for? The target audience for Learning Series material is the CGF membership.

Status

Our most recent Learning Series include:

- For the latest publications, please visit the CGF library.

Member Engagement

Value networks   Share   New technologies

SpringBoards are the E2E Signature Event with 15-20 attendees and 3-4 presenters. The aim is to explain technology in a practical way allowing for quality networking time. We are working on a virtual platform moving away from front presenters like Zoom, Teams, Meet, Jitsi and others. Our focus is to provide networking options.

Status

- In February, 2 new SpringBoard executive summaries were published:

- Supply Chain Transparency (KPMG & The Coca-Cola Company)

- Digital Manufacturing & Operations (Accenture)

- Upcoming virtual SpringBoards:

- Transportation Summit - 6th May 2021

- Industry X Design to Margin - 30th March

- Keep an eye out for more details on our Frog Event - Winter Comes scheduled for 27th September - 1st October

Innovation Sprints at E2E

Value networks   Pilot   New technologies

Does it work? A MicroChallenge consists of a 3-month pilot of up to 5 companies (Task Force) evaluating a new, or a combination of several technologies. Participants include one or more Service Providers and one or two manufacturers and retailers. The objective is to produce a Report in the form of an E2E Learning Series to share best-practices regarding the experienced readiness of the technology.

Status

None active. We are looking for volunteers on several areas, please reach out to Rudy in case you are interested:

- Optical Spectrometer (Identify a product through its packaging and content)

- Smart Shelves (DataPorts connect IoT enabled shelves, camera and ERP system)

- IoT & Product Serialisation creating digital twins for every single unit

Sprints

▼ ————— ————— —————

Food for Thought

Contains fresh topics and new challenges presented during E2E Steering Committee calls and meetings. They can be converted into Pilots if we achieve a handful of companies volunteering to drive a first 3 month Sprint in form of a task force.

Status

1. Drive GS1 Logistic Standards as a possible field of work especially in developing Markets. C-19 has apparently surfaced weaknesses with regard to correctly marked goods and items in transport.

2. Future Of Fresh. After a very successful SpringBoard in February, we need to decide if and how to proceed on the topic.

Documenting E2E Work

Steering Committee

Product Data CoA

E2E Progress Report

Pilots

Share Groups

Study Tour

Induction Programme

Incubation

New Media

Move Forward

We are continuously producing more multimedia content. These are summaries of meetings, expert interviews and tutorials.

Status

Our most recent videos published are:

☐   Close Up with E2E Director Ruediger Hagedorn (link).

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Move Forward

Some thoughts about the next steps. How do we know that we are on the right track with all these activities?

Status

Currently the two major activity streams Product Data Coalition of Action and the End-to-End Value Chain & Standards Steering Committee meet virtually every second week.

We have added monthly SpringBoards to our brand new FROG platform to allow for alternative best-practise exchange.

COMING UP NEXT

The E2E KPI System explained - How to measure value creation numerically!

Close UP: Interviews with stakeholders in the Product Data Coalition of Action

...and much more

eMagazine_n°4

The Consumer Goods
FORUM

**End-to-End
Value Chain**