E2E Induction Programme

Collaborate with us

You have

a story to tell

How can you collaborate with E2E?

NO COST: Online Collaboration Platforms

1. **E2E Blogs**

2. **E2E Podcasts**

3. **OpenSpace Discussions**

4. **E2E Pop-Up Discussions**

SOME COST: In-Person Collaboration & Marketplace

1. **E2E SpringBoards**

2. **Supply Chain Conference**

3. **E2E Publications**

4. **Innovation Marketplace**

E2E Blog Posts

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Our Latest Blog Posts

Most of our blog posts are written in the style of **opinion pieces** about a topic of the author's choice, related to key end-to-end value chain, product data themes or industry hot topics. Preferably, some reference to the work done by The Consumer Goods Forum should be done. Blogs should be of relevance to the CGF readership and should **not** include any sales/ marketing content. We usually suggest aiming for around 700 to 900 words for the post. We would also need two or three accompanying high resolution images. In addition, we ask that you kindly provide a photo of the author as well as their full name and job title to include in the byline. It is always a good idea to take a look at a selection of our blog posts to see the style.

Interested? Here's what's required:

Knowledge-sharing article

700-900 words

2-3 relevant images

Author's photo

E2E Podcasts

NO COST: Online Collaboration Platforms

Our Latest Podcasts

The End-to-End Value Chain podcast series has around 46 episodes, covering a wide range of topics and tackling complex subjects related to the supply chain industry. It reaches listeners globally with our dominant listeners in Europe and North America. Like the blogs, the podcasts are **a knowledge-sharing exercise** - a chance to share your expertise! The intention is to showcase expert know-how existing in your companies. However you should refrain from using sales language and promoting a product or company during the recording; instead, focus on providing broader solutions to the audience.
You will get to decide the topic of your choice, questions (max. 5) and key messages with the E2E team before the podcast is recorded. This will facilitate a more natural conversation and make sure the key messages are mentioned.
The podcast will be recorded on Zoom and will last 15 - 20 mins. An edited recording will be sent to you for verification before publication on the CGF website. Once confirmed, the podcast will be shared with our members and wider end-to-end community.

Interested?
Here's what's required:

Topic proposal

30 min meeting to finalise question and content flow

30 min podcast recording on zoom

Speakers photo

E2E OpenSpace Discussions

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The E2E OpenSpace Discussions is an intimate **virtual roundtable on Supply Chain topics** hosted by Ruediger Hagedorn, Director, End-to-End Value Chain, The Consumer Goods Forum. It gives a space for industry experts to come together for best-practice sharing to answer questions like how to manage current supply chain challenges and the role that companies can collaboratively play in addressing these challenges with new ideas and solutions. Access is by invitation only, with a limited number of seats (around 12 participants). One speaker can request a series (3-6) of moderated sessions of 45-60 mins each.

Interested?
Here's what's required:

Project / topic proposal

PPT is optional but images/graphs are recommended

Speaker photo, full name and job title

E2E Pop-Up Discussions

NO COST: Online Collaboration Platforms

Our newly launched **open, interactive webinar series** invites key industry thinkers to talk about all things data and data management. Similar to the interactive webinar format of the OpenSpace series, these discussions are 45-60 mins long and hope to bring together data enthusiasts and industry experts in a collaborative roundtable discussion. However, unlike the OpenSpace series, the Pop-Discussions will command a wider audience with an open invitation.

Interested?
Here's what's required:

Project / topic proposal

PPT is optional but images/graphs are recommended

Speaker photo

Promote invitation within your company's network

E2E SpringBoards

SOME COST: In-Person Collaboration & Marketplace

Our Latest Springboards

The End-to-End Value Chain SpringBoard Events are **off-site and/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. What will the impact of these technologies be? Which process changes lie ahead?

In addition to punctual SpringBoard Events, we have established fixed yearly SpringBoards - **SummerComes and WinterComes** -, held once a year in Shanghai / New York / Mexico City and in Barcelona-Sitges respectively. These flagship events combine the best of all E2E Induction Programme participants (i.e. SpringBoards, OpenSpace, authors of blog posts, etc.). A gathering of the Supply Chain, IT and StartUp communities to act, share and learn about everything related to Digital, Automation, Computation and AI.

> Click here to learn more about previous SummerComes and WinterComes Events

SpringBoard Events are sponsored, by invitation only and host 10-30 people. Sponsor costs depend on the SpringBoard type of participation chosen (starts at 4k €). Participation is complimentary.

Interested in hosting a SpringBoard?

Please contact Ruediger for an initial discussion on topic, dates and location
r.hagedorn@theconsumergoodsforum.com

The CGF's Supply Chain Conference

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The Consumer Goods Forum (CGF)'s global **Supply Chain Conference (SCC)** brings together one global and diverse network with a shared mission: "to unlock the potential of global supply chains and be the foundation for which consumer trust is built upon".

The SCC provides the perfect forum for experts to come together and meet face-to-face. Networking is a critical part of understanding, and for building networks that allow for more fruitful collaborations in the future. The Conference will bring together some 150 like-minded individuals with stories to tell and experiences to share.

The first edition of the 2022 SCC was held in Amsterdam and gathered together 70+ participants from 17 countries and over 60 companies, who spent three days in technical visits, plenary and breakout sessions, networking breaks, interactive workshops, etc.

Click here to learn more

Interested?
Here's how you can join:

For speaker and participation opportunities please contact Ruediger
r.hagedorn@theconsumergoodsforum.com

For sponsorship opportunities please contact Marie-Ange
ma.amenabar@theconsumergoodsforum.com

E2E Publications

The E2E Publications are a collection of educational publications and infographics produced with the aim of delivering thought-provoking material on trending topics that would be of interest to primarily to members of The Consumer Goods Forum.

The cost would be 2,500 € (avg estimate), which includes the professional layout, additional graphs and two resolution versions (web / print, 8-20 pages). As for the branding all the material produced would be part of the E2E Learning Series and co-branded with CGF and your company. Past E2E publications include: The Physical Internet: Rethinking Logistics (2017), AI and Robotics Automation in Consumer-Driven Supply Chains (2018), Data Points in Action (2020) etc.

Interested? Here's what's required:

Submit a pitch for a topic

Decide the format

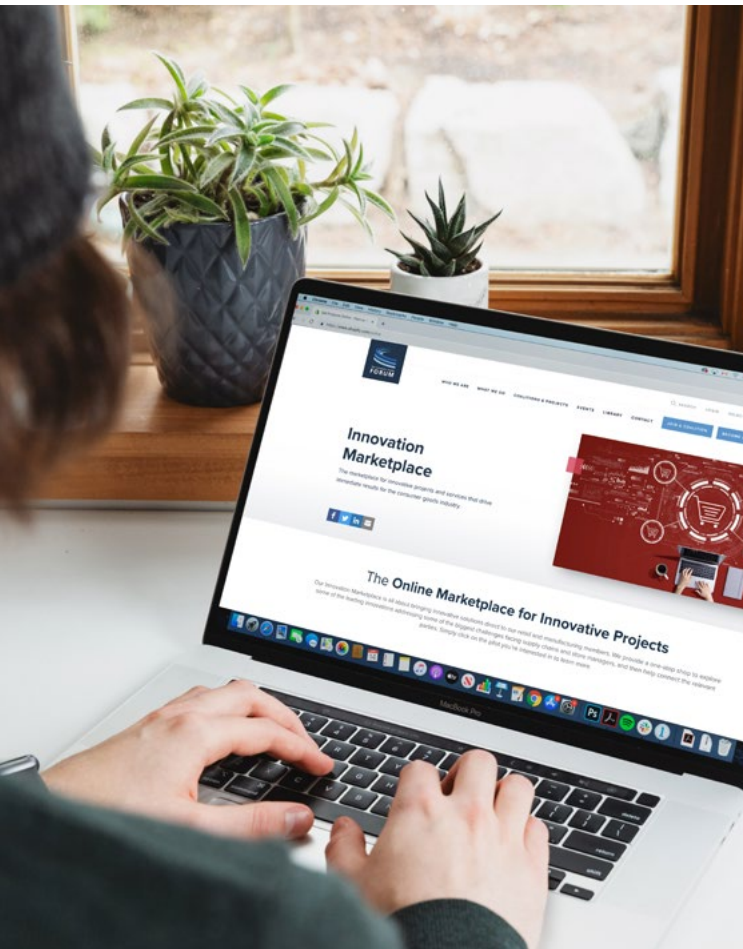Agree on a deadline

Develop content

Send your initial proposal

Devise a joint communication plan with the CGF

Innovation Marketplace

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More Information

Our Innovation Marketplace is all about bringing innovative solutions directly to our retail and manufacturing members. We provide a one-stop shop to explore some of the leading innovations addressing some of the biggest challenges facing supply chains and store managers, and then help connect the relevant parties.

In short, the marketplace is for innovative projects and services that drive immediate results in the consumer goods industry.

Interested?

Please contact Ruediger for an initial discussion on topic, dates and location
r.hagedorn@theconsumergoodsforum.com

About
Product Data Coalition

The Consumer Goods Forum (CGF)'s CEO-led Coalition of Action on Product Data aims to address weaknesses faced in today's data exchange processes. To achieve this, the Coalition works 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 use of new technologies and federated data sharing in the medium term. Members of the Coalition, and their partners, share a vision for an industry in which trading partners have access to real-time, accurate and independently-assured product data; consumers can get accurate, on demand answers to their questions on the products they buy and where they come from; and consumers can also be confident that companies will reliably use and safeguard their data.

To learn more, visit www.tcgfvaluechain.com

About
The Consumer Goods Forum

The Consumer Goods Forum (CGF) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 4.6 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 55 manufacturer and retailer CEOs.

To learn more, visit www.theconsumergoodsforum.com