



# E2E MAGAZINE

# A Recap of our Work in 2022

**The Future of Data, Supply Chain,  
SpringBoards and more...**

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# 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](http://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](http://www.theconsumergoodsforum.com)



## Forward from our Director, **Ruediger Hagedorn**

Dear Reader,

What a year! I hope you find the following lines and images as inspiring as I do. And hopefully the one or other image will make you smile and remember the exact place and situation “where it all happened”.

In review, we had excellent meetings amongst a time of COVID uncertainty, that now seems to be forgotten already and overshadowed by other challenges for the companies active within the End to End Value Chain Pillar.

Our community met several times in selected venues, and we successfully launched our first Supply Chain Conference after a long time out.

This signals our move towards more supply-chain oriented topics in our portfolio for 2023: cost reduction and packaging reduction, coupled with ESG Data Reporting and True-Code progress. Data, especially Product Data will remain high on our list of priorities, with this E2E Coalition making notable progress in China. Both co-chairs, Tom Rose, Head of International Operations at SPAR International and Kristian Gatewood, Senior VP, Global Sales Strategy & Innovation at P&G will support me on the E2E Steering Committee side for the coming year.

And talking regions: we had a superb kick-off meeting of the E2E Steering Committee in Latin America, during our regional SpringBoard meeting in Medellin Colombia, together with our strategic partner LOGYCA. With LOGYCA, we are bringing more Value Chain and Data content to Mexico in March next year, while China starts strong with the Digital Supply Chain Conference in January already. And so much more to come.

We hope to see you at one of our events, which are readily available from our new website. And hopefully you are also more inclined to co-publish with us. [The E2E Induction Programme](#) is the right way to start. To stay connected in real time with what is happening in this CGF Pillar, please [sign up to receive our news and updates](#).

Take care, wherever you are, and please stay safe.

**Ruediger Hagedorn**



# Effects of the Pandemic on the Supply Chain:

## Shifting Trends and Addressing Challenges

We began 2022 coming out of two years of lockdowns and a global pandemic that greatly affected every aspect of the supply chain, from travel restrictions to looming inflation and a shifting geo-political climate. Coming up from the other side, trends began emerging, customers weren't shopping the same, new technologies appeared and retailers and manufacturers were forced to rethink their short and long-term strategies - and it wasn't business as usual.

Justin Honaman, Head - Worldwide Consumer Products, Amazon identified **Five Retail Consumer Product Trends to Watch for in 2022** including a shift towards digital shelves, changing consumption patterns, retail and CPG investment in AI, operational resilience in the supply chain and the rising interest of building sustainability into the supply chain.

### **BLOG** JANUARY 2022



[Read here](#)

The pandemic, which led to a digital workforce, has changed something else within the retail and manufacturer industries, its view on automation. Dr. Trevor Davis from the FRSA talks about building a business case for automation and AI in a blog titled '**A Post Pandemic Perspective on Automation**'. He detailed that as the consumer goods industry moves towards hyper-automation, success with automation won't come from technical change but it also demands sound judgements on our future role in society and industrial relations.

### **BLOG** JANUARY 2022



[Read here](#)

# Effects of the Pandemic on the Supply Chain:

## Shifting Trends and Addressing Challenges

To explore **how inflation affects consumer goods** and the role of the supply chain in mitigating these damages, Brian Cluster, Strategy Director of Stibo Systems, sets some best practices for businesses when strengthening their supply-chain strategies. He highlights a roadmap to a more resilient supply chain that holds up to the effects of inflation.

### BLOG MARCH 2022



[Read here](#)

In 2022, numerous supply chain issues have plagued people, essential services and organisations worldwide. Retailers have been hit particularly hard. Their critical role in creating accessible goods for people globally makes the impact they feel ripple throughout the supply chain. However, the nature of supply chains makes this inevitable. Rich Cunningham, VP, Managing Director , Advantage Group USA explain more in his article '**Combat Supply Chain Challenges and Strengthen Relationships through Customer Listening**'

### BLOG SEPTEMBER 2022



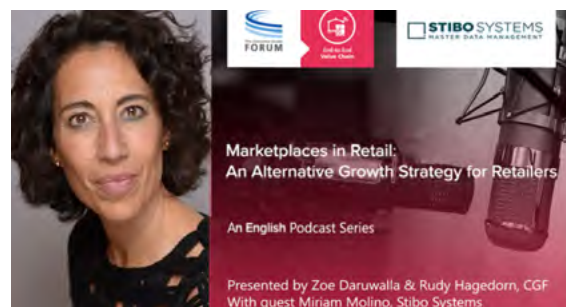
[Read here](#)

# Effects of the Pandemic on the Supply Chain:

## Shifting Trends and Addressing Challenges

As the retail market keeps changing it becomes increasingly difficult for retailers to identify indicators of success. Miriam Molino Sánchez, Head of Global Retail Practice of Stibo Systems and Director of E2E at the Consumer Goods Forum, Rudy Hagedorn discussed **current marketplaces in retail and the challenges that retailers** face in identifying key indicators for success in today's global markets.

### PODCAST MAY 2022



[Listen here](#)

This E2E podcast episode marks the second Spanish collaboration between the End-to-End Value Chain coalition and Stibo Systems.

[En Español](#)

It is undeniable how powerful the private label is becoming in almost every segment of retailing. What seemed years ago to cater to a highly price-sensitive customer segment has become a defining element of “brand positioning,” developing a brand identity in its own right, deployed to create loyalty, combining premium and economy brands covering an assortment expanded in breadth and depth and moving into new categories. Miriam Molino Sánchez explains more in her latest blog post titled “**Will Inflation Take Us to the Reign of Private Labels?**”

### BLOG DECEMBER 2022



[Read here](#)

# Strategies for Retailers: Data Management, New Technologies, Machine Learning

Identifying challenges that plagued global supply chains during the past two years was just the beginning. When identifying new and innovative strategies for retailers to combat challenges we cannot include data management and dissemination. You cannot propose supply chain solutions without including data. We collaborated with a number of supply chain professionals to better understand the relationship between supply chain and data.

Brian Cluster and Miriam Molino Sánchez from Stibo Systems highlighted the importance for retailers to **master their data within their supply chains**. In this podcast, they highlighted the importance of having trustworthy data, how master data can help create more agility and resilience in retail supply chains and the role of standards in supporting data sharing between partners.

## PODCAST MARCH 2022



[Listen here](#)

[En Español](#)

**Master Data Management (MDM)** is crucial within the consumer goods industry supply chains. Jeff Behn, Senior Client Executive at Stibo Systems explains more.

## PODCAST FEBRUARY 2022



[Listen here](#)



# Strategies for Retailers:

## Data Management, New Technologies, Machine Learning

When speaking about data management, security and cyber security strategies are vital. Theft of sensitive information and money can damage the consumers' confidence and ultimately lead to financial and reputational harms for your organisation. This article by Daniel Shapiro VP of Strategic Partnerships at Red Points highlights the importance of **'Brand and Social Impersonation Frauds'**

**BLOG** MARCH 2022



[Read here](#)

At the SummerComes SpringBoard in New York, Zoe Daruwalla, Communications Officer at The Consumer Goods Forum interviewed Maryann Moschides, CMO, Scanbuy to discuss **data transparency and the role of the QR code**.

**INTERVIEW** MAY 2022



[Watch here](#)

# Strategies for Retailers:

## Data Management, New Technologies, Machine Learning

Despite being cautious with sensitive data, regulators and as well as consumers are demanding more information about the way the products are manufactured and sold. Balancing **data security with transparency requires a push and pull strategy** according to this article written by Stibo System's Brian Cluster.

**BLOG** JUNE 2022

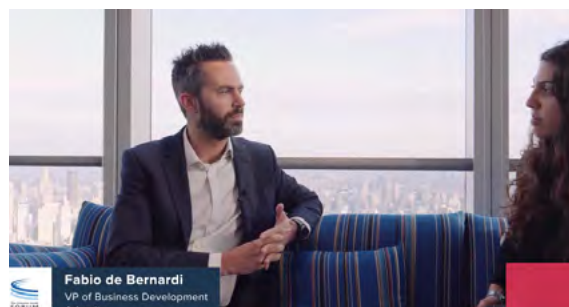


[Read here](#)

<https://www.theconsumergoodsforum.com/podcast/should-retailers-define-themselves-as-digital-platforms/>

As retailers go digital the role of marketers and businesses development agents are undergoing rapid change. In May 2022 at the SummerComes SpringBoard in New York, we interviewed Fabio De Bernardi VP Business Development, Adverity on **how data and marketing analytics are evolving.**

**INTERVIEW** MAY 2022



[Watch here](#)

# Strategies for Retailers:

## Data Management, New Technologies, Machine Learning

As the CPG industry undergoes rapid change, collaboration between retailers, manufacturers and service providers is the key to constant adaptation and innovation while continuing to provide business value. In this episode of the E2E podcast series, E2E Value Chain Director Ruediger Hagedorn speaks to Hans-Jakob Reuter, co-founder and Member of the Board, gicom, about digitised enterprises and **intelligent collaboration**, and how companies can implement and benefit.

### PODCAST JANUARY 2022



[Listen here](#)

According to [Forrester](#) Research, global retail media spend will grow to \$50 billion in 2022 – and the reason for this growth is quite straightforward. Miriam Molino Sánchez Head of Global Retail Practice, Stibo Systems how retail media networks can continue to evolve despite volatile circumstances.

### BLOG JULY 2022



[Read here](#)

# Strategies for Retailers:

## Data Management, New Technologies, Machine Learning

Another solution that has been proving popular among supply chain experts to facilitate collaboration between different stakeholders is Machine Learning - which is an overall term for a range of techniques and tools that enable computers to learn and adapt themselves. Hans-Jakob Reuter, co-founder and Member of the Board, gicom explains more in his article 'Machine Learning for the Optimisation of Business Processes.'

### **BLOG** MAY 2022



[Read here](#)



# Transportation and Logistics: Supply Chain in LatAm, Technical and Store Tours

E2E first regional SpringBoard of the year was held in Medellín Colombia with event partner LOGYCA with a goal to bring the international community to the region and focus on **transportation challenges** in the LatAm region.

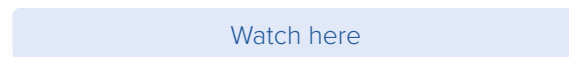
All participants learned and shared during the SpringBoard event, networking dinner and site visits.

## PUBLICATION JULY 2022



Tom Rose from SPAR International, Retail Co-Chair of the Global CGF End-to-End Value Chain and Standards (E2E) Steering Committee, came to support and guide the participants through the rich discussions and exchanges. And, to help cement the importance of E2E's work in the region, Tom initiated the creation of the E2E LatAm Steering Committee, representing the global team building strong relationships.

## VIDEO JULY 2022



# Transportation and Logistics: Supply Chain in LatAm, Technical and Store Tours

Technical Tours or on-site visits have long been a favourite of the E2E community. Our first on-site visit of the year was during the 2022 WinterComes SpringBoard event where the participants visited the port of Barcelona, kindly sponsored by Maersk. They had the opportunity to tour a warehouse on the port and to see in real time the on-the-ground challenges in warehousing, logistics and transportation.

## NEWS UPDATE OCTOBER 2022



[Learn more](#)

During our first edition of the 2022 [Supply Chain Conference](#) our delegates began the week with a Technical Tour where they got to experience the best of the supply chain scene, on-site in Amsterdam with the most relevant Dutch players. At APM Terminals (part of A.P.Moller-Maersk), the supply chain experts got to discover the technology of modern shipping containers and at Vanderlande how fresh produce is managed, prepped and shipped via automation for consumption. Delegates were happy to get up close with the machinery, cargo ships and personnel working on-site to move the supply chain forward.

## BLOG NOVEMBER 2022



[Read here](#)

# Building Sustainability into the Supply Chain and ESG Reporting

As the conversation continues around boosting supply chain strategies, the topic of sustainability and more specifically ESG reporting is gaining a foothold. With the release of the EU latest regulatory initiatives which include the Climate Benchmarks Regulation to enhance the transparency and comparability of benchmark methodologies relating to environmental, social and corporate governance (ESG) metrics, our working groups have turned their attention to tackle this challenge. Building sustainability into the supply chain isn't always easy but there are innovative people coming up with solutions.

One such person is [Bram van Schijndel](#), CEO of Pure Value Europe who has made it his mission to reduce the amount of CO2 and carbon waste in the supply chain process by creating promotional displays for products. We collaborated with him throughout the year, producing a series of publications and stimulating discussions highlighting his progress.

## **BLOG** APRIL 2022

'The Dark Side of the Most Valuable Spot in Retail'



[Read Part 1](#)

[and Part II](#)

In May 2022 at the SummerComes SpringBoard in New York, we interviewed Bram van Schijndel, CEO, Pure Value Europe on how promotional displays in stores can be sustainable yet profitable.

## **INTERVIEW** MAY 2022



[Watch here](#)

# Building Sustainability into the Supply Chain and ESG Reporting

## PODCAST JUNE 2022



[Listen here](#)

According to the [2019 UNGC-Accenture CEO study](#), 99% of CEOs from large companies think sustainability issues are important to the future success of their business. Consumer packaged goods (CPG) companies in particular are setting their own sustainability strategies, and they also need to respond to external requests and requirements from stakeholders. Justin Honaman Head – Worldwide Consumer Products , Amazon explains more in this article ‘The Future of Ethical Commerce in FMCGs’

## BLOG JUNE 2022



[Read here](#)



# Building Sustainability into the Supply Chain and ESG Reporting

As its necessity for our transition towards sustainability is recognised, there has been a significant increase in demand for ESG data in recent years. Reporting requirements are becoming ever more stringent, both in response to regulatory pressure and demands from shareholders and consumers for information about ESG footprints. This trend appears only set to continue as time goes on. Founder and Head of Delivery of association Life Works Dr Rufus Pollock and Theo Cox contributed to an article on how to incentivise retailers share their ESG Data.

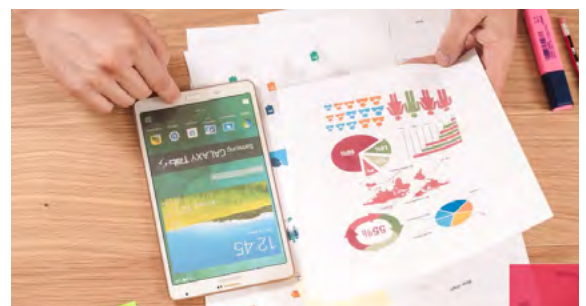
## BLOG FEBRUARY 2022



[Read here](#)

Many companies are “talking the talk” to fit into the current cultural pressure to become greener or environmentally friendly but lack any real data to back up their claims in a tangible way. A team of experts at Stibo Systems, Matthew Cawsey Product Strategy – Industry Lead, Ian Piddock VP Product and Industry Marketing and Simon Tuson Product Manager, Innovation Team Product Strategy propose solutions to measure and engage with sustainability reporting in their article ‘**How Sustainable is Your Company, Exactly?**’

## BLOG SEPTEMBER



[Read here](#)

# What's Next?

## Looking to the Future

During the year, always looking ahead we've opened discussions around automation, warehousing and AI.

In this latest episode of the E2E Value Chain Podcast Series Amazon's Justin Honaman talks to E2E Value Chain Director Ruediger Hagedorn about data and analytics for CPGs, exploring how it has evolved for businesses and where it's heading. You can also [listen to Part 1 here](#).

### PODCAST FEBRUARY 2022



[Listen here](#)

[You can also listen to Part 1.](#)

In this episode of the End-to-End Podcast Series, E2E Director Ruediger Hagedorn speaks to Dr Werner Boysen about management consulting and what smarter consulting is all about and how we get there, especially in the context of producers, wholesalers and retailers.

### PODCAST JANUARY 2022



[Listen here](#)

# What's Next?

## Looking to the Future

At the SummerComes SpringBoard in New York Ruedigar Hagedorn, Director, End-to-End Value Chain, The Consumer Goods Forum interviewed Myles Suer, Solutions Marketing Director at Alation – an enterprise offering various data intelligence solutions.

### **INTERVIEW** MAY 2022



[Watch here](#)

We also interviewed Miroslav Dimitrov, COO, nwo. ai on the role of AI in ever-changing consumer behaviour trends.

### **INTERVIEW** MAY 2022



[Watch here](#)

# What's Next?

## Looking to the Future

[A recent issue of The Economist](#) reported on Big Tech's bet on extended reality glasses – the headsets, or head-wear, for virtual reality (VR) and augmented reality (AR.) “Nearly every big technology firm is rushing to develop an AR or VR headset, convinced that what has long been a niche market may be on the brink of becoming something much larger.” Jon Stine, Executive Director, The Open Voice Network wrote two blog posts highlighting how companies can approach the Metaverse.

### BLOG APRIL 2022



[Read Part I](#)

[and Part II](#)

We've looked at the trend of retailers adopting more and more digital technology to keep up with consumer behaviour and needs. Jon Stine asked the pertinent question of whether retailers should define themselves as digital platforms?

### PODCAST JULY 2022



[Listen here](#)

Brian Cluster from Stibo Systems agreed and we published yet another podcast on **'Why Winning the Digital Shelf Requires an End-to-End Data Strategy'**

### PODCAST NOVEMBER 2022



[Listen here](#)



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these Topics?  
**Join us at our  
SpringBoards next  
year for a chance  
to meet the  
E2E Community**



**SPRINGBOARD**  
10 HUDSON YARDS NYC 17th - 19th Jan 2023  
WE WELCOME BACK  
SUPPLY CHAIN LEADERS.  
JOIN US!

SAP FORUM

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**SPRINGBOARD**  
22nd - 24th FEBRUARY 2023 Barcelona  
Data-Driven  
(More info including RFP, if you are a supplier, please email [info@springboard.com](mailto:info@springboard.com))

In-person E2E SteerCo. and SpringBoard Meetings

The Data Driven SpringBoard of the E2E Value Chain Pillar invites you to learn more about the following topics important to your business today:

- Artificial Intelligence
- Cybersecurity
- Quantum Computing
- Smart Packaging and more

Discuss with experts on all the current trends and roadmaps and learn where best practices

PARTICIPATION: To join, email the team and see if we can help. Please see below: [info@springboard.com](mailto:info@springboard.com)

FORUM

SPRINGBOARD



**SPRINGBOARD**  
OMNIGANALIDAD Y LOS RETOS DE LA ÚLTIMA MILLA  
Save the Date  
Evento C-Level  
27 y 28  
Marzo de 2023  
Ciudad de México

Conozca sobre:

- Calidad de datos
- Logística colaborativa
- Última milla
- Tecnología

logyca

FORUM

Esta invitación es personal e intransferible

# Key Projects

A key component of the Product Data Coalition of Action are our member driven 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.

Our members are at the core of these efforts, and, as a member, your role can be integral in helping to define the future of our industry. Would you like to say in 10 years' time that your company had a say in how the business requirements for a new product identifier were identified? Would you be proud if your company was behind the reason consumers now trust companies more than ever? If yes, our projects are the place to be.



[Learn more here](#)

# Innovation Marketplace

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.





Please feel free to reach out should you have any questions on the information in this document, and we'd be happy to clarify.  
Write to: [e2e@theconsumergoodsforum.com](mailto:e2e@theconsumergoodsforum.com)