



June 2024

Fractals Pilot Package

**Product-Level (sustainability) data collaboration
across the end-to-end consumer goods value chain**





FRACTALS

DATA COLLABORATION

IN RETAIL

Pilot invitation for retailers and manufacturers



Introduction

We have the opportunity to transform product-level data collaboration in the end-to-end consumer goods value chain to improve and accelerate our business collaboration practices on topics such as net zero, food and plastic waste, food safety and health, deforestation, and human rights.

As part of the **‘New Ways of Data Sharing’ stream of the CGF Coalition of Action on Product Data**, we have researched various technology options and found a solution direction that enables federated data sharing from its primary sources across the value chain in a secure (not revealing confidential information), trusted, open-source (without vendor lock-in), cost-efficient, flexible, and easy-to-adopt manner—at a global scale.



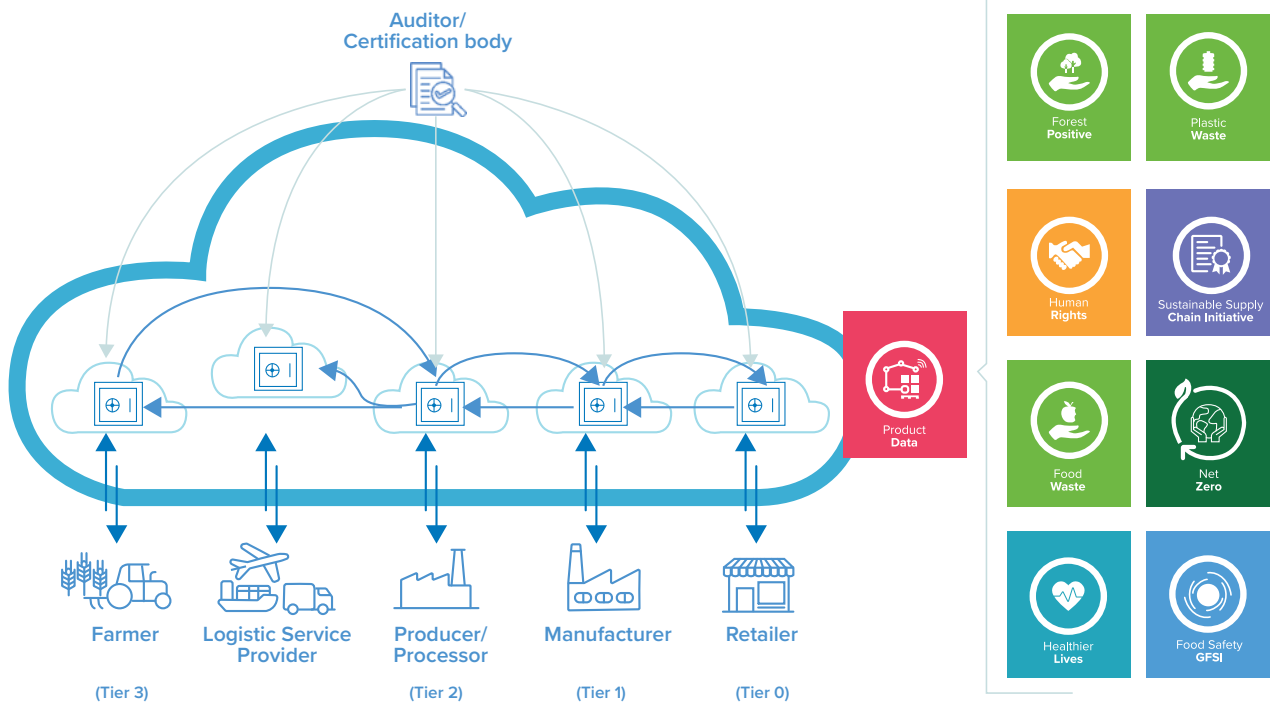
We developed an initial MVP solution and have already done some initial testing with participating companies.

We are now aiming for the next level of business pilots, covering a mix of use cases (initially with sustainability focus), products, categories, and markets, with the objective of demonstrating business value for more companies, more markets, more categories, and more use cases using this new technology solution.

This 'pilot invitation' is looking for CPG and Retail Companies and teams with:

- A passion for data-driven business collaboration and sustainability.
- A collaborative mindset and willingness to experiment and drive value.
- Technical expertise in data management, analytics, or related fields.

The solutioning concept solves trust, while maintaining confidentiality and enabling industry efficiency



PILOT SCOPE

We are looking for a minimum of 5 CPG and/or Retail companies to test:

One or more of the following 3 'data-collaboration' Use Cases:

Carbon footprint, deforestation and/or social/living wages

1 Selected Product and Ingredient of your choice

With a maximum of 6 trading partners (upstream / downstream) of your choice

Covering a maximum of 3 Selected Markets of your choice

Business Benefits

We aim to demonstrate how product-level data collaboration (e.g., on netzero, deforestation, and human rights) with your upstream and downstream trading partners will provide you with:

Enhanced efficiencies

Improved security and compliance

Competitive edge and fostered innovation

Built consumer trust and loyalty

Positioning for sustainable future growth



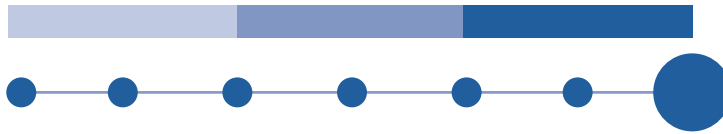
Why participate in the pilot?

As a 'changemaker, **you will get your fingerprints on a successful and practical way forward for data collaboration across the value chain** and reap the benefits of being a 'first mover'.

You will gain cutting-edge skills and develop expertise in federated data exchange techniques, positioning yourself as a valuable asset. This pilot will bring opportunities to network and collaborate: work alongside brilliant minds across various functions, expanding your network and knowledge base.

Pilot Plan

3 months



Bi-weekly sprints

Showcase

Final deliverable will be a 'pilot report-out' showcase covering:

- Business value findings
- Working technology MVP
- Plan for further scaling and maturing

What will you get:

- Dedicated tech-solution environment (incl Google Confidential Spaces and Gemini) for yourself and maximum of 6 of your selected trading partners
- Pilot support from 1 assigned Business Expert and 1 assigned Tech-expert on the solution
- Access to the development-team that will be further developing the solution based on your feedback

What is required on your end:

- 1 business owner (2 hours per week)
- 1 Tech expert (2 hours per week)

Pilot Costs (min 5 companies):

Business Pilot Rate €20.000 for 3 months*

*Which you can choose to share with your selected trading-partners.



How to Get Involved?

1. Connect with **Rudy Hagedorn, CGF**.
2. **Assign a Contact Person** (designated pilot project lead / business owner for the next 12 weeks).
3. **Select a Product:** Choose a product or category for testing.
4. **Select your Trading Partners** and engage with them to participate in the pilot.
5. **Sign the Pilot Agreement.**
6. **Schedule kick-off call** with the support team.
7. **Gain access to your Tech-environment** (incl Google Confidential Space) and start pilot-testing with your trading-partners.

**Join Us &
Make History!**

Collaborate with **leading companies** and be at the forefront of data-driven innovation.

Let's build a future where trusted data-collaboration enables sustainability improvements!