



GS1 and Sustainability

Orlando, April 19 2010





Agenda

Objective of the session-

- To provide an update as to how GS1, GS1 Canada and GS1 US are working to support Sustainability Initiatives

What is Sustainability

Retail/CPG Industry Drivers and Engagement

GS1 Roles and Responsibilities

Proposed- Roles and Relationships

Proposed- Sustainability Solution Design

North American Roadmap

What's next





What is Sustainability

Sustainability means:

- Information about
 - Products
 - Packaging
 - Manufacturing Processes
 - Organisations
- Information such as
 - Carbon Footprint
 - Packaging material, utilization, and composition
 - Water Usage
 - Energy Usage
- Information used to
 - Improve products
 - Ensure proper cleaning and recycling





Industry Drivers

- Consumer continues to ask for ‘green’ products and services
- Regulatory pressure beginning to increase
- One of the top 3 priorities of the Consumer Goods Forum (CGF) “Top of Mind” CEO survey
- Corporate social responsibility and business benefits driving sustainability
- Sustainability programs mostly within 4 walls
- Despite several ‘industry’ initiatives there is lack of industry alignment - Industry beginning to look for alignment



Industry Group Engagement- Retail/CPG

Global level

- Consumer Goods Forum/ Global Packaging Project (CGF/GPP)
- The Sustainability Consortium (TSC)
- In GS1: Industry Engagement group under discussion (BNG)

Country level in North America

- US
 - Food Marketing Institute (FMI)
 - Grocery Manufacturers Association (GMA)
 - Retail Industry Leaders Association RILA
- Canada
 - Canadian Council of Grocery Distributors (CCGD)
 - Food and Consumer Products of Canada (FCPC)
 - Canadian Federation of Independent Grocers (CFIG)
 - Retail Council of Canada (RCC)



The Global Packaging Project

The **Global Packaging Project (GPP)** is one initiative of the Consumer Goods Forum. Participants have worked to create the framework for addressing packaging in the context of sustainability

- ***GPP Goals:***

- Compile a comprehensive set of commonly used **indicators and metrics for packaging**, in the context of sustainable development, which will provide companies with a common language to shape discussion and action for internal use or jointly with trading partners
- Validate the metrics through pilot projects
- Ensure industry awareness of the project deliverables and their use through a coordinated, global communication program



The Sustainability Consortium

- The **Sustainability Consortium (TSC)** is an independent group of scientists and engineers from leading academic research institutions around the world who engage with other leading researchers from the NGO, Governmental, and Industrial sectors to build a scientific foundation that drives innovation to improve consumer product sustainability.
- **Working on:**
 - Researching impacts throughout all phases of product life
 - Identifying and communicating key improvement opportunities for consumer product categories
 - Facilitating dialogue on how progress can be stimulated, measured, and communicated in a meaningful way
 - Identifying gaps and assessing the uncertainty in data
 - Modeling, reporting, and educating on benefits of new technologies and consumer behavior



GS1 & GS1 MO Roles & Relationships

Global Office (with MO guidance)

- Develop Role and Strategy from user requirements
- Build industry awareness and relationships with such groups as
 - Sustainability Consortium (in conjunction with GS1 US)
 - Consumer Goods Forum (CGF)/ Global Packaging Project (GPP) (in conjunction with GS1 CA and GS1 US)

Local MOs

- Drive local market industry participation
- Support implementation
- Solutions and Services implementation of global standards

Combined efforts

- Industry engagement and community management
- Develop and maintain global standards and GS1 infrastructure
- Education and promote adoption



How can GS1 support Sustainability?

1. Global standards

- Identification and data sharing
- Across the value chain, upstream and down stream
- facilitate new standards development, if required

2. Community management

- Help align priorities and global requirements with CGF and other trade associations
- Drive global adoption through GS1 network of local member organizations

3. Support for implementation

- Information sharing, education, helpdesk
- Services and solutions based on global standards

Proposed priorities

- Leverage GDSN to support sustainability metrics exchange
- Information sharing for existing standards



Proposed - Roles & Relationships

Industry alignment

(Define priorities, piloting & publishing sustainability metrics, best practices)



**CGF (Global), CCGD, FCPC, CFGI, RCC (CA);
FMI, GMA, RILA (US) and other trade associations**



Standards and Implementation Support

(Global standards for identification and data sharing, community management and support for local implementation)

Global Office and Member Organisations

Sustainability

Research and Sciences

(Building solutions to define & measure)

Sustainability Consortium and other organisations



Trading Partners Supplying Input and Requirements

Retailers, Distributors, Operators, Manufacturers, Raw Material Suppliers Governmental and Non-Governmental Organizations, Academia

Technology and Solution Partners Supplying Solutions

Dashboards, Data Pools, ERPs, Reporting Tools



Proposed- Sustainability Solution Design for life cycle analysis



Identify & Capture

Share

Distributors, Retailers, GOs, NGOs, Consumers



NA Packaging Sustainability Roadmap

North American Packaging Sustainability Road Map								
	2009	Q1-Q2 2010	Q3 2010	Q4 2010	Q1 2011	Q2 2011	Q3 2011	
CGF/GPP		Metric Finalization	Pilots	Report Out				
GS1 Canada	Industry Engagement	Community Discussion/ Attribute Finalization	Work on Community Priorities					
			Document Requirements/ Functional Design	Phased Development		Deployment		
				Community Roll Out	Community Education	Community Implementation		
GS1 US	Industry Engagement		Identify and Work on Community Priorities					
			Document Requirements/ Functional Design	Phased Development	Deployment			
				Community Roll Out	Community Education	Community Implementation		
GS1 Global		Sustain. BNG creates SBN	Work attributes, process and other standards through GSMP Process as necessary					



GS1 What's next ?

- Deliver GS1 Position Paper to define GS1 role and global Business Plan
- Call to Action to bring sustainability packaging attributes to GS1 Standards
- Form user group (Business Needs Group) to deliver Work Order and Statement of Business Needs
- Launch GS1 Work Group via the GSMP and ensure global participation
- Gather more information from the Community

