

GSMP CALL TO ACTION PACKET

GS1 DataBar (RSS) Coupon WG (CR 07-000080)

12th March 2007

1.0 Objective of this Call to Action packet

The main purpose of this Call to Action packet is:

- To disseminate its contents to a broader community outside the GSMP as a call for participation to recruit a number of experts, which can bring their expertise, commitment, and contribution to the GSMP and the Work Group.

The information herein gives a general description of what the WG will accomplish as well as its operation within the GSMP procedural framework.

2.0 Objective/Scope of the GS1 DataBar Coupon WG

Create a new Application Identifier standard, AI (8110) to be used in an GS1 DataBar Expanded for the new U.S. Coupon Application Guideline using GS1 DataBar Expanded Symbols. A US group formed by the Joint Industry Coupon Committee and GS1 US have already developed a guideline for migrating to GS1 DataBar Expanded by 2010. The committee is now seeking approval for the AI to finalize the guideline.

3.0 Scope Constraints of the GS1 DataBar Coupon WG

Due to the U.S. being the only country using manufactured coupons and having an already established system using the Prefix 5, this new guideline using GS1 DataBar is currently to be used only in the U.S. Without the AI approval, the guideline cannot move forward. With the AI approval, not only does the guideline move forward but now it can be used for any other country or MO that wants to use GS1 DataBar Expanded to implement coupons.

4.0 Expertise Required:

This is a call for business information and business information technology experts in the GS1 DataBar Coupon WG. The experts should represent trading partners from both sides of the trade relation, third parties, and solution providers to have proper representation on the Work Group. The intent is to have balanced membership from the GS1 user community to define and establish proper global standards with the clear intention of implementation of these.

5.0 Distribution for Call to Action:

Please distribute this GS1 DataBar Coupon 'Call to Action' packet by forwarding it to your email distribution lists. GSMP Work Groups are open to broad membership from various industry groups, companies, or regions. The 'Call to Action' packet is posted in the GSMP Call To Action eRoom at:

<http://eroom.uc-council.org/eRoom/facility/GSMPCallToAction>

It will also be distributed via a GSMP Community email announcement.

6.0 Timeline:

Kick off/introductory conference call to fully brief all participants of objectives and Work Group activities. The first call will be held on Wednesday April 11th 2007 from 9:00 –10:00 EST / 15:00-16:00 CET. The overall duration of this group effort is expected to be 2 months.

7.0 Known participants:

WG Project Manager: Vicky Caro

WG Sponsor: Don King

WG Chair: Bud Babcock

Other Participants:

- GS1 Member Organisations
 - GS1 US
 - GS1 Canada
- Supplier
 - P&G
 - Nestle
 - General Mills
 - Campbell's
 - Kellogg's
- Retailer
 - Wal-Mart
 - Ahold
 - Publix
 - Giant Eagle
 - Target

8.0 GSMP Process:

For complete information regarding GSMP Work Groups please refer to the GSMP User Manual located on the GSMP web site: <http://www.gs1.org/services/gsmg/support/>

9.0 Sessions

The Work Group is responsible for scheduling meetings to accomplish their work. Sessions are defined as face-to-face or physical meetings and teleconferences. All GSMP Sessions include the necessary Anti-Trust cautions as defined by GS1 legal counsel.

9.1 Face-to-Face Meetings

The Process Manager schedules face-to-face meetings with reasonable advance notice to allow for proper planning. Face-to-face meetings will cover 2 or 3 days for one meeting in order to speed up the work as much as possible. Participants are expected to cover their own expenses related to travel, accommodation, and time for the physical meetings. Face-

to-face meetings will be arranged in GS1 GO locations: Brussels, Belgium or Princeton, NJ, USA.

9.2 Teleconferences

GS1 DataBar Coupon WG teleconferences will occur on Wednesdays, from 9:00 –10:00 EST / 15:00-16:00 CET. The kick-off (first) teleconference is scheduled for April 11th 2007.

9.3 Agendas and Minutes

GSMP eRoom facilities will be used to support the work of this WG. The Process Manager prepares agendas.

Standing agendas should include:

- Review of the agenda.
- Approval of previous meeting or call minutes.
- Discussion of all pending issues and action items.

All meetings or teleconference minutes should record:

- The original agenda.
- Members, participants, guests, and staff present.
- Requests for notation.
- Decisions/Resolutions taken.
- Action items.

10. How To Apply ?

Apply for WG membership by completing the GSMP Membership Application on the GSMP web site: http://www.gs1.org/docs/gsmg/GSMP_Application_Form.doc

In section 4, please select Work Group (WG), and specify: GS1 DataBar Coupon WG