

GS1 Mobile Com: Extended Packaging Work Group

Date: 20-June-2008

This is a GS1 **Call-to-Action** to invite users from all industries and from everywhere in the world to join the Extended Packaging Work Group and to bring their expertise, commitment, and contribution to this GS1 Mobile Com work area. The output of this work is expected to be a standards gap analysis, an implementation guideline, and an application based pilot.

The information herein gives a general description of the GS1 **Extended Packaging Work Group**. For information on how to join this work area, please refer to Section 11 below.

1. Objective of the GS1 Extended Packaging Work Group

Extended Packaging is one of the applications of mobile commerce that has been identified as relevant for the Supply and Demand Chain in the GS1 Mobile Commerce White Paper. It is the ability to retrieve additional information about the product through mobile devices or in general to link an object with virtual information or with a service owing to a mobile device. An example is allergen information, language translations, further instructions, as it is not feasible to print everything a consumer might want to know on a product's packaging, a store shelf, etc..

The possibilities of the "virtual" packaging have no limits. It provides a solution to:

- consumer demand for additional information
- limited space on packaging
- static nature of pack information

The objective of this project is to create an implementation guide to help all stakeholders (brands, mobile phone manufacturers, carriers...) to build extended packaging applications that are interoperable. This will be based on GS1 global standards. A pilot will be conducted to identify the gaps to enable this technology, and those gaps will be addressed through future work efforts.

Success Criteria for project

- Define and validate business requirements for extended packaging: for packaging, consumer experience, information exchange, and information storage.
- Establish performance and compliance metrics for Extended Packaging.
- Complete Pilot with all identified stakeholders. Example Consumers, Handset Manufacturers, BrandOwners, Cellular Carriers, Information Providers, GS1
- Develop Implementation Guideline and Standard Gap Analysis (GS1 and others)

2. Mobile Commerce Context

As an overview of Mobile Commerce and GS1's role, please see the below excerpt from the Mobile Com White paper. The paper and more information can be found at <http://www.gs1.org/mobile/>

1. Consumers are changing their behaviour and expectations with regard to shopping and brand loyalty

- Mobile phones and the web are now allowing people to be more connected than ever - messages from other consumers are often more valued and trusted than messages from companies.
- Consumers respond positively to businesses that take the time to understand their needs and offer excellent customer service. Mobile technology allows businesses to become more service-oriented in what they do and to tailor what they provide to better meet the needs of individual consumers.

2. Businesses are changing the way they do business

- Businesses are looking for innovative ways to enter into a relationship with consumers. Technology is allowing a two-way dialogue between brand owners and consumers to be real.
- Businesses are also recognising the value of collaborating more closely with business partners and competitors. Sharing information about consumer behaviour and supply chain processes is of critical importance.
- Businesses are taking advantage of advances in technology to work faster, leaner and more intelligently. Small businesses are no longer at a disadvantage since advanced business applications are now available via the internet for a low cost.

3. Mobile phones are enabling these changes to happen on a global scale

- There are over 3 billion mobile phones worldwide – that means that over 40% of the world's population carries a mobile phone, far more than use a computer or have access to the internet. In many developed countries, mobile phone penetration is above 90%.
- Closer, more personalised relationships between businesses and consumers are possible via mobile phones.
- Emerging applications and services that add value to physical products and brands and go beyond limits previously imposed (such as extended packaging) already exist today on mobile phones.
- Existing business issues (such as couponing) can be resolved elegantly and efficiently using mobile technology.
- Convergence of different technologies on single devices that are available anywhere and anytime is allowing existing technologies (such as the internet) to evolve and extend their reach even further.

These opportunities and what mobile commerce will look like in the future depend on the creation of an open infrastructure:

- to enable a fast and easy adoption of the technology
- to reduce the cost of the initial investment for businesses and to facilitate innovation

- to allow interoperability between all technology components across applications and geographical locations

GS1 has a role to play in the creation of this market. GS1's vision is to:

- create open and neutral infrastructure trusted by both businesses and consumers
- make the technology as cheap, accessible and simple to use as possible
- promote the adoption of open standards to support mobile commerce activities
- allow businesses to create win-win services that provide real value to consumers as well as strengthening their business

3. Scope and constraints of the GS1 Extended Packaging Work Group

In Scope:

- Extended Information Data Flow for
 - Business Applications
 - ID and data carriers – 1D and 2D barcodes (e.g. EAN/UPC, Data Matrix, QR code...), Radio Frequency Identification (e.g. EPC, NFC)
 - Handsets / Operators
 - Data Pools / Information Sources
- Product Type
 - Focus on Consumer Product Goods

Out of Scope:

- Couponing / Promotions
- Service identification
- Location identification
- Others to be identified by Work Group

Generally, the team must operate within the following context:

- Develop documents that capture the business and technical requirements
- Develop documents that capture the additional considerations and concerns that were discussed during the group's calls and physical meetings.
- A subset group of the larger Work Group will be formed to pilot the business requirements
- Follows all rules of a GSMP Work Group. Reference GSMP User Manual for the rules.

4. Expertise Required

This is a call for business information and business information technology experts from the Mobile and Consumer Packaged Goods (CPG) Industries. The experts should represent trading partners from both sides of the trading relationship, third parties, and solution providers to have proper representation in the Work Group. The intent is to have balanced membership from the GS1 user community and Mobile Industry to define and establish proper global standards with the clear intention of implementation of these.

All participants should have a working knowledge of the GS1 Mobile Com White Paper, which can be found at <http://www.gs1.org/productssolutions/mobile/>

5. Key Stakeholders

As provided in the GS1 Mobile Commerce White Paper, the following type of organizations are key stakeholders for extended packaging and can join the group.

- Manufacturers (Marketing, Customer Relationship Management, Business Intelligence, Customer Development, Packaging, Research & Development, Innovation, Quality Assurance)
- Retailers (Store Operations, Logistics, Private Label Development, Research & Development)
- Mobile Phone Manufacturers
- Mobile Network Operators/Carriers
- Service Providers
- Marketing Agencies
- Government Agencies
- GS1 Member Organisations

6. Distribution of Call to Action

Please circulate this **Call to Action** by forwarding it to your email distribution lists. GS1 Work Groups are open to broad participation from any industry group, company, or region. The call to action is available at:

<http://www.gs1.org/productssolutions/mobile/>

It is also distributed via a GS1 Community email announcement.

7. Timeline:

A kick off/introductory conference call will fully brief all participants of objectives and WG activities. The first meeting will be 22 July, 2008.). Duration of Extended Pack project: one year and meetings will be held bi-weekly.

Milestones

1. Develop “Extended Packaging” application business requirements – Q3 2008
2. Draft Standard (Process/Data/Symbology) and Implementation Guidelines (best practices) – Q4 2008
3. Pilot Standard (Process/Data/Symbology) – Q1 2009
4. Finalize Standard (Process/Data/Symbology) and Implementation Materials (best practices) – Q2 2009
5. New CRs to update existing Standards with Mobile Commerce requirements – Q2 2009

8. Known Participants:

- Sponsor/Chair: **Vanderlei Santos, Nestle**
- GS1 Project Manager: **Cameron Green, GS1**
- Technology and Documentation: **Dipan Anarkat, GS1**

GS1 Member Organisations (MO) Participants:

Name	Company
Cedric Houlette	GS1 France
Chris Mahler	GS1 US
Alexander Meißl	GS1 Austria
Sylvia Stein	GS1 Netherlands
Robert Besford	GS1 UK
Hideki Ichihara	GS1 Japan
Zexia Huang	GS1 China
Neale Austin	GS1 Australia
Olga Soboleva	GS1 Russia
Mehran Lamei	GS1 Iran
Eva Chang	GS1 Taiwan
Mercedes Schulze	GS1 Germany
Fatma Ben Ammar	GS1 Tunisia
Seung-Chul Kim	GS1 Korea

Supplier Participants:

Name	Company
Akikazu Sato	Kao
Dan Genin	J&J
Antonio Salto	Kraft
Georges-Edouard Dias	L’Oreal
Khurram Hamid	P&G

Name	Company
Vanderlei Santos	Nestle

Retailer Participants:

Name	Company
Olivier Reynold	Carrefour
Erwin Veer	Ahold

Other Participants:

Name	Company
Mayo Okunola	GSMA
Jacob Saros	Ericsson
Mark Kaplan	MMA
Mami Sou	GCI Japan
Kerstin Nettekoven	BT Global Services Inc.
Kari Tuovinen	Nokia
Robert Adelman	ETH Zurich
Alexandre Cotting	RFID Centre Switzerland

9. 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 GS1 Sessions include the necessary Anti-Trust cautions as defined by GS1 legal counsel. The Anti-Trust cautions is located on the GS1 website at: http://www.gs1.org/services/gsmg/support/gs1_antitrust.html.

10. Face-to-Face Meetings

The Work Group 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 per meeting and will be held 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 by the work group may be hosted by participant companies or GS1 Member Organizations.

11. Teleconferences

GS1 Mobile Com Extended Packaging Work Group teleconferences will be communicated in the online content management tool (GS1 Community Room)



12. How to Join

You can join this Work Group through the **GS1 Community Room**. To gain a better understanding of the work involved, focus of this project, and GS1 activity in Mobile Commerce in general, contact Cameron Green at cameron.green@gs1.org or +1 609 620 4568..

If you are already a GS1 Community Room member:

1. Access the "Join" page for this group at:
http://community.gs1.org/apps/org/workgroup/gsmc_mcxp/
2. Enter your Community Room access credentials
3. Click on **Join the Group** in the upper left of the Mobile Com Group home page
4. Choose **GSMP Mobile Com Extended Packaging WG**

If you are NOT a GS1 Community Room member:

1. Apply for GS1 Community Room membership by using our Online Form at:
http://community.gs1.org/kmembership_info/person_signup/
2. Once you receive your username and password, follow the directions above to join this group if you are already a member.