



Global Data Model Governance Manual

Definition of the process for ongoing development and maintenance of the Global Data Model (GDM)

Release 1.0, Approved, Mar 2020

Document Summary

Document Item	Current Value
Document Name	Global Data Model Governance Manual
Document Date	Mar 2020
Document Version	1.0
Document Issue	
Document Status	Approved
Document Description	Definition of the process for ongoing development and maintenance of the Global Data Model (GDM)

Log of Changes

Release	Date of Change	Changed By	Summary of Change
1.0	Mar 2020	Andrew Hearn, Tasha Wiehe, Steve Robba	Release 1, Approved by Board Committee for Standards at their meeting of 17 Feb 2020

Disclaimer

THIS DOCUMENT IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS FOR PARTICULAR PURPOSE, OR ANY WARRANTY OTHERWISE ARISING OUT OF THIS SPECIFICATION. GS1 disclaims all liability for any damages arising from use or misuse of this Standard, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information in or reliance upon this document.

GS1 retains the right to make changes to this document at any time, without notice. GS1 makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

GS1 and the GS1 logo are registered trademarks of GS1 AISBL.

Table of Contents

1	Introduction.....	4
1.1	Purpose of the Global Data Model.....	4
1.2	Scope of the Global Data Manual (GDM) Governance Manual.....	4
1.3	Guiding Principles for the Governance Manual.....	4
1.4	GSMP, Global Data Model Development and Maintenance.....	5
1.5	The structure of the Global Data Model Layers (aka: 'The Onion Model').....	5
2	Team structure supporting the Global Data Model (GDM)	6
2.1	Global Data Model (GDM) Development and Maintenance Teams.....	6
2.2	Overview of Global Data Model (GDM) Maintenance Teams.....	6
2.3	Membership in the Global Data Model (GDM) Maintenance Teams	7
2.4	GS1 Review team.....	9
2.5	Scope of Global Data Model Maintenance	9
3	Policies and procedures.....	10
3.1	Anti-Trust, Intellectual Property, Code of Conduct, Conflict Management.....	10
3.2	Appeals.....	10
3.3	Publication schedule	10
3.4	Metrics.....	10
4	Process Scenarios	11
4.1	Scenario: Creating a New Product Category (Initial Setup).....	11
4.2	Scenario: Changes to the Local Layer	13
4.3	Scenario: Changes to the Global / Regional Layer	14
5	APPENDIXES	16
A.1	High-Level Process Flowcharts	16
A.2	Global Data Model Governance Evolution.....	17
A.3	Example of GSMP organisational structure.....	17
A.4	Summary of the Global Data Model Maintenance Teams.....	18

1 Introduction

1.1 Purpose of the Global Data Model

The retail landscape is changing at an unprecedented rate. In this connected world, consumers increasingly rely on product information for purchasing decisions. The purpose of the Global Data Model (GDM) is to simplify and harmonise the exchange of master data. The GDM will identify and define—in a globally consistent way—the set of foundational attributes needed to list/order, move, store and sell a product, both digitally and physically. By harmonising foundational data across the industry around the globe, it will enable an improved consumer experience and reduce complexity by delivering more reliable and complete product information to consumers.



1.2 Scope of the Global Data Manual (GDM) Governance Manual

This document defines the governance process for the ongoing development of the Global Data Model (GDM) and its incorporation into GS1's Global Standards Management Process (GSMP). The governance for the Global Data Model will be phased in as the layers of the Global Data Model are approved as GS1 standards, starting with the Global & Regional Layers.

The GSMP processes are defined within the GSMP Manual; the GSMP Manual shall be the default reference for procedures. Any differences between the GDM Governance Manual and the GSMP Manual are clarified in this document. For any occurrence that is not specifically defined in this document, the processes & procedures in the latest version of the GSMP Manual are to be followed. The latest version of the GSMP Manual can be accessed via the [GS1.Org website](https://www.gs1.org).

The process described here is to create and maintain the Global Data Model. Any changes that need to occur to the Global Data Synchronisation Network (GDSN) or other means of data exchange are outside the scope of the Global Data Model Maintenance Teams and need to be addressed separately.

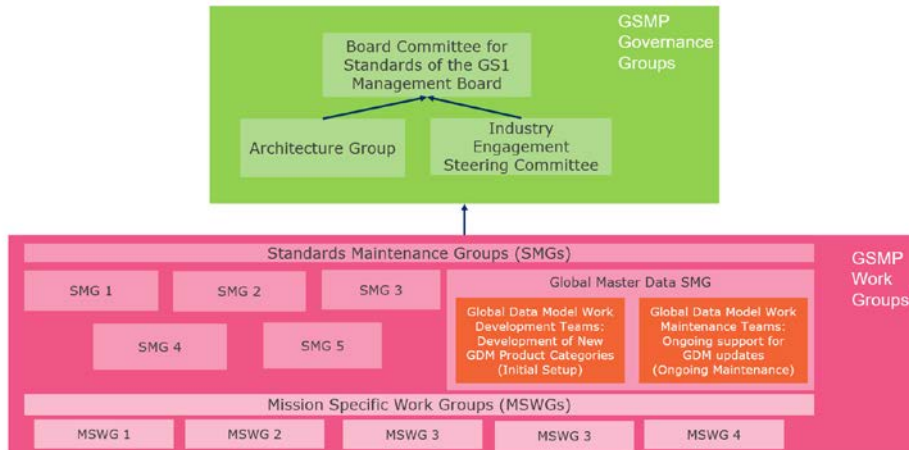
1.3 Guiding Principles for the Governance Manual

The governance of the Global Data Model is founded upon a set of principles intended to drive value for the global community that leverages the Global Data Model:

- To be effective, governance needs to be a performance driver for sustainable success – and not simply a compliance matter.
- Establish governance foundations that include good conduct and good judgement by those who are responsible with running the organisation.
- There is a division of responsibilities between the Oversight Roles (ongoing governance process) and the Operations Roles (day to day operations).
- Communications should be made in a way that provides all stakeholders equal access to information concerning the organisation of the Global Data Model, Policies and Procedures and supporting platform specifications.

1.4 GSMP, Global Data Model Development and Maintenance

The development of new product categories and the ongoing maintenance of the Global Data Model (GDM) takes place within the Global Standards Management Process (GSMP). The graphic below shows the relationship between the GDM Development & Maintenance teams regarding the other GSMP Work Groups and the overall Governance of GSMP. Further details on the GDM teams are included below:



***Note:** To see the latest SMGs and MSWGs, please visit the GSMP website for the list of all [Standards Development Work Groups](#).

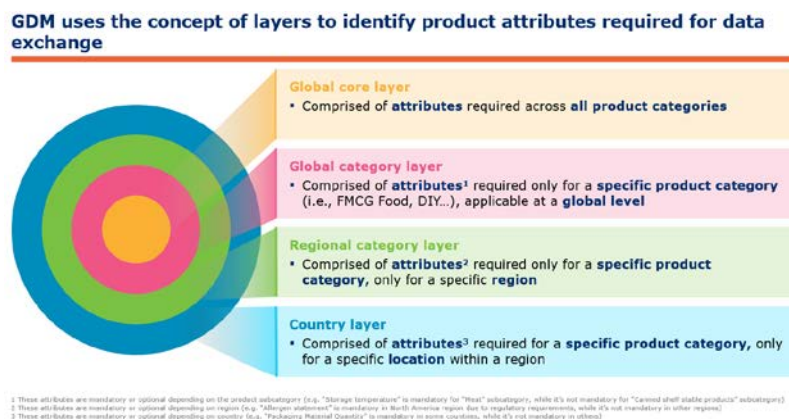
1.5 The structure of the Global Data Model Layers (aka: 'The Onion Model')

The Global Data Model allocates the agreed product attributes into 4 distinct layers:

- The **GS1 Global Core Layer** is comprised of all mandatory attributes that are agreed to for all product categories, by default including the Verified by GS1 attributes.
- The **GS1 Global Category Layer** is comprised of the conditional or mandatory attributes that are agreed to for a specific product category (e.g. FMCG Food, DIY, Healthcare, etc.) on a Global level.
- The **GS1 Regional Category Layer** is comprised of the conditional or mandatory attributes that are agreed to for a specific product category (e.g. FMCG Food, DIY, Healthcare, etc.) on a Regional level and that are not part of the GS1 Global Category Layer. An example of a region is the Europe.
- The **GS1 Local Layer** is comprised of the attributes that are agreed to on the local level only (e.g. GS1 Member Organisation, National Data Models, etc.). These attributes can be conditional, mandatory or optional and can be related to a product category.

The documentation supporting the Global Data Model can be found via: [GS1 Global Data Model](#).

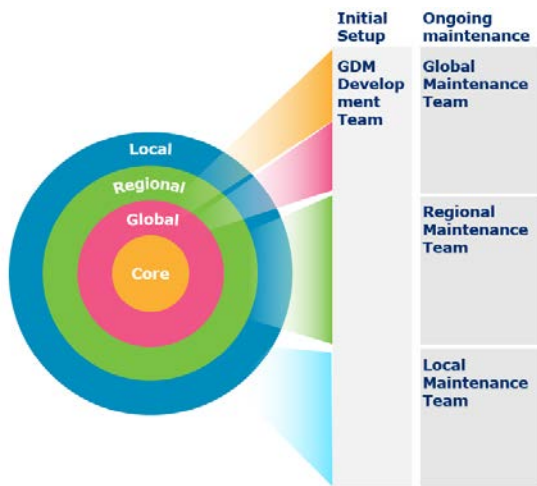
The following is a representation of this structure:



2 Team structure supporting the Global Data Model (GDM)

2.1 Global Data Model (GDM) Development and Maintenance Teams

The Global Data Model (also known as the ‘Onion Model’) is composed of multiple layers: Local, Regional and Global. For the efficient growth and implementation of the GDM each layer and new product category requires a team focused on the initial development and ongoing maintenance of the attributes that are added, removed or moved between the layers of the GDM.



As new product categories are added to the GDM a development phase begins where a new team is created to develop the GDM for that specific product category. This new team is focused on adding existing, standardised attributes to create data exchange that is designed to remove confusion, redundancy and streamline the exchange of master data. This phase is described in more detail in the section: Creating a New Product Category.

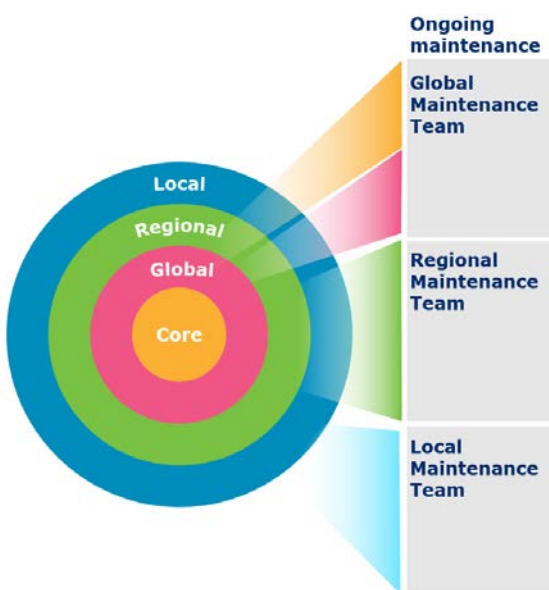
Once the new product category has been added, then the Ongoing Maintenance Phase begins. It is this phase where the GDM Maintenance Teams become involved. Their role is to manage the ongoing changes and to the Global Data Model on every level: Local, Regional and Global.

This manual is mainly focused on the design and ongoing operation of those maintenance teams. Daily operations of the teams will be included in a separate operations document. GS1 Global Office will support the initial kick-off of the teams as well as serve as advisor for ongoing development.

2.2 Overview of Global Data Model (GDM) Maintenance Teams

Below is a description of each of the maintenance teams and their roles. All teams will leverage development tools and /or documentation that provide visibility into all the layers and to all the development teams.

The three teams that manage the maintenance of the Global Data Model are:



- Global Maintenance Team:** The Global Maintenance Team is responsible for the ongoing maintenance of the Global Layer of the GDM. The Global Maintenance Team’s focus is the business need of the overall global model. They will gather the active stakeholders to modify the Global or Core Layer of the GDM, including a review of recommendations from the logic review when attributes move between layers of the GDM. The Core layer is maintained by the Global Maintenance team. The prerequisite for an attribute to be considered part of the Core Layer is that the attribute should be mandatory across all product sectors in the Global Layer. The membership of the Global Maintenance Team will consist of members of the Local and Regional Maintenance Teams.

- Regional Maintenance Team:** The Regional Maintenance Team is responsible for the ongoing maintenance of the Regional Layer of the GDM. The Regional Maintenance Team’s focus is the business need of a specific region, ex: Europe. They will gather the active stakeholders to modify the regional layer of the GDM for their region, as well as provide representation to the

Global Maintenance Team. Members of the Regional Maintenance Team must be members of a Local Maintenance Team and may also be members of a Regional and / or Global Maintenance Team. Regional Maintenance Teams will be created if the need is identified.

- **Local Maintenance Team:** The Local Maintenance Team is responsible for the ongoing maintenance of the Local Layer of a specific target market as well as the consistency needed on all layers of the GDM. The Local Maintenance Team's focus is the business need of a specific country, ex: Germany. They will gather the active stakeholders to add or remove from the local layer of the GDM for their country, as well as provide representation to the Regional and Global Maintenance Teams. These teams will be managed by the appropriate GS1 Member Organisation for the specific target markets and created if the need is identified.

2.3 Membership in the Global Data Model (GDM) Maintenance Teams

Membership in the ongoing development of the Global Data Model is based upon active participation in and implementation of the GDM. Participation in the GDM maintenance teams is described in more detail in the GSMP Manual under the title 'Distributed Work Group'. Differences between the 'Distributed Work Group' and the GDM maintenance teams are included in this document. Below are further details outlining the basic requirements of membership:

For all maintenance teams:

- Industry members, solution providers and GS1 Member Organisation representatives must be actively participating in the maintenance and implementation of the Global Data Model. This includes attending the appropriate meetings, participating in Community Review and eBallots as well as documenting their local profile in the GDM. If team members are not actively participating, they will be notified by the appropriate GDM team lead that they need to increase their activity or will be asked to remove themselves from the GDM team
- Members are encouraged to participate in any/all teams that are valuable to their business goals. A multi-national company may be involved in several teams, E.g.: a member of the local maintenance team for France can also be a member of the European Regional team as well as the Global Team. This includes involvement with the development of new Product Categories, if relevant to the needs of the individual companies
- All team members must comply with a GS1 IP Policy to participate in the development of the Global Data Model
- The election of team Chairs and Co-Chairs will follow the steps documented in the GSMP Manual
- Balanced representation should be maintained on all teams to encompass all the regions and product categories included in the GDM. Any team that is formed needs to ensure that the necessary representation is included. The membership numbers listed below are the minimums needed to form the groups. The goal is to drive membership beyond these minimums so that the team is truly representative of the affected countries, regions, etc.

The differences between the teams are described below:

■ **Local Maintenance Teams:**

Users will need to sign the necessary local and GSMP required IP documents to become a member. The local GS1 Member Organisation for the specific country, need to follow the Global Standards Management Process (GSMP) which can be achieved via their existing, local teams as long as the necessary GSMP requirements are met, such as: signing the appropriate IP, conducting Community Review & eBallot, etc. A viable team is made up of:

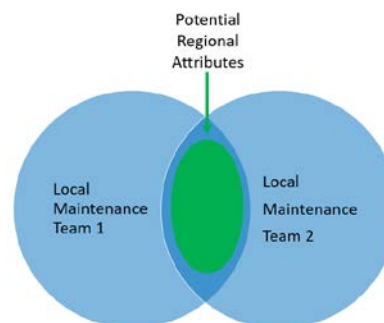
- Local GS1 member companies (companies who conduct business in a specific country) as well as representatives of the GS1 Member Organisation (for the specific country) with:
 - At least one (1) GS1 Member Organisation representative
 - At least two (2) retailers (or equivalent), that are trading in the country
 - At least two (2) brand owners (or equivalent), that are trading in the country
 - At least a total of five (5) industry and GS1 Member Organisation representatives

■ **Regional Maintenance Teams:**

A viable team is made up of:

- Local GS1 member companies (companies who conduct business in a specific region) as well as GS1 Member Organisation representatives for the specific region

- Representatives must be part of a Local Maintenance Team. It is best practice that representation in the Regional Maintenance Team encompasses all the regions, industries and product categories that are included in the Global Data Model
- All Local & Regional Maintenance teams are supported by a 'lead' GS1 Member Organisation or their appointed resource(s), whose role is to organise and facilitate the discussions on the Local and Regional levels. This includes representing the needs of their members amongst all levels of the GDM development process
- Representation of all countries within the region (at least one member, which can be a GS1 representative or industry member)
- A Region may consist of at least (2) GS1 MOs / Local Maintenance Teams
 - At least four (4) retailers (or equivalent), that are trading in the region
 - At least four (4) brand owners (or equivalent), that are trading in the region
 - At least one representative from each Local Maintenance Team in the region is actively engaged
 - The Regions that are represented in the Governance of the Global Data Model, for example, may align to the regions identified by GS1 (Europe, North America, Latin America, Asia Pacific, Middle East, Mediterranean and Africa (MEMA))
The final decision of the creation of regions and the countries that are grouped together to form a region will be made by the GDM Steering Committee
- There may be instances where there may not be a regional layer due to lack of commonality
- An attribute is considered in the Regional layer if it is used by at least 2/3rds of the countries in that Region. The graphic below illustrates that it is the intersection of the attributes that are common amongst the local data models that form the Regional Layer:



■ **Global Maintenance Teams:**

A viable team is made up of:

- Representation should be included from all the regions included in the Global Data Model
- Representatives must be part of the regional or local maintenance team. It is best practice that representation in the Global Maintenance Team encompasses all the regions, industries and product categories that are included in the Global Data Model
- At least one (1) GS1 Member Organisation representative from each region or an appointed resource(s)
- At least six (6) retailers (or equivalent), at least one from each region
- At least six (6) brand owners (or equivalent), at least one from each region
- Minimum membership will be a total of 13 industry and GS1 Member Organisation representatives

2.4 GS1 Review team

The GS1 Review Team is involved in several development activities related to the Global Data Model. The membership of this team will include both GS1 Global Office, GS1 Member Organisations, solution providers and GS1 member companies to ensure a comprehensive analysis. The team will meet as needed for the specific tasks outlined below and will be led by a GS1 staff member to ensure continuity and visibility into all the development efforts that are underway.

The GS1 Review Team's responsibilities include:

■ Work Request Assessment

- Review all new Work Requests to add existing, standardised attributes or update the existing Global Data Model

■ Logic Review

The main goals of the Logic Review are to:

- Identify potential duplicate attributes
- Ensure the conventions of the appropriate Style Guide have been enforced. The Style Guide can be accessed via: [GS1 Global Data Model](#)
- Confirm the completeness of the information

■ Layer configuration

- Highlight potential opportunities to promote or demote an attribute to move between layers of the GDM. To determine if an attribute could be promoted, the GS1 Review Team will follow the logic included in the section: Work Request for changes to the Global / Regional Layer
- Perform 'sanity checks' on the possible growth of local layers to ensure there is not an unnecessary expansion of the local layer in a specific target market. The goal is to ensure that the local layers are confined to truly local regulations and requirements in order to simplify the data exchange
- Review proposed additions to the Attribute Definitions for Business of local layers to ensure consistency and reduce potential changes if an attribute is promoted

2.5 Scope of Global Data Model Maintenance

The scope of the Global Data Model maintenance is to actively manage the attributes that have been added to the Global Data Model. This includes:

- Changes to the GDM attributes
 - Location of the attribute within the layers (local – regional – global)
 - Cardinality (mandatory, conditional mandatory) for the GDM*
 - Recommendations for creation, use & updates for code lists & code list values
 - Validation Rules to support data quality
- Creation of business-friendly names and definitions

*GS1 standards are voluntary to implement. The reference to mandatory, in this context, refers to the situation where once a company decides to implement the Global Data Model. There are certain attributes that must be implemented to be in compliance with the use of the Global Data Model.



Note: The Global Data Model Teams do not have the ability to delete or add completely new attributes in the GS1 standards but can remove or add them from the Global Data Model. The Global Master Data Standards Maintenance Group (SMG) has the responsibility to permanently remove or add attributes in the Global Data Dictionary. These changes can be initiated by a Work Request from the GDM Teams to the Global Master Data SMG.

3 Policies and procedures

3.1 Anti-Trust, Intellectual Property, Code of Conduct, Conflict Management

The policies as included in the GSMP Manual for Anti-Trust, Code of Conduct and Intellectual Property apply to all teams engaged in the development of the Global Data Model. This includes the local, regional and global teams and is a mandatory condition for any proposed changes or additions to the GS1 standards to be accepted. If the GSMP policies are not followed, the submission of work will be rejected to ensure that the proper protections are in place for the greater GS1 community.

Many of the members of the GDM teams compete with each other. The competition is both horizontal and vertical. This means that every activity of GS1 must be measured against the prevailing anti-trust laws, which proscribe combinations and conspiracies in restraint of trade, monopolies and attempts to monopolise, and unfair or deceptive acts or practices. These are very broad. Violations of the anti-trust laws can result in injunctions, treble damage judgments, heavy fines, and even imprisonment.

Strict compliance with the anti-trust laws is and always has been the policy of GS1. GS1 exercises extreme care to avoid not only violation, but anything that might raise even a suspicion of possible violation.

3.2 Appeals

All GSMP groups operate according to the principle of consensus and are expected to use the consensus building process to resolve disagreements when they occur. An appeals process is provided for those rare cases where a group is unable to resolve differences on its own.

The appeals process is documented in the GSMP Manual with the Board Committee for Standards as the final decision-making body, if other attempts to resolve the concerns have not been successful.

3.3 Publication schedule

The Global Data Model will be published on a quarterly cycle if there are changes that have been made in that quarter. The publication schedule can be adjusted on a case by case basis to meet the needs of the community.

3.4 Metrics

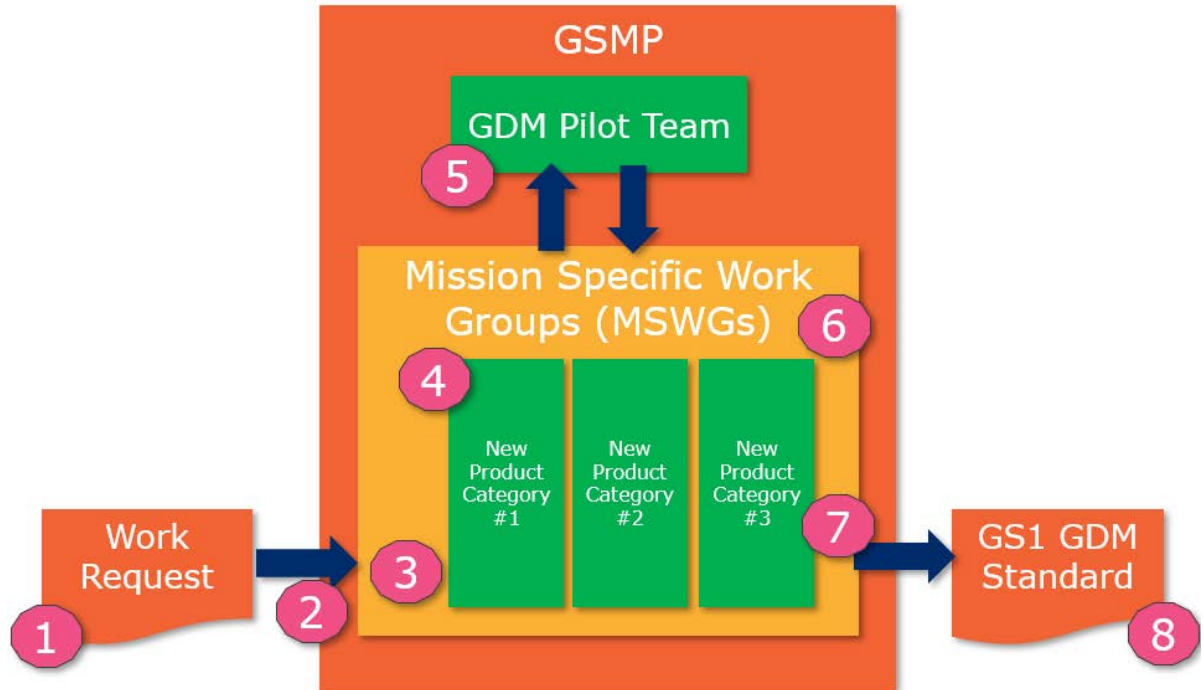
A set of performance metrics will be reported on a quarterly basis (at least) that are agreed to with the initial Governance Team and then the BCS. The goal of the metrics is to determine if the process is meeting expectations. The metrics can be accessed via the website: [GS1 Global Data Model](#). Examples of potential metrics that could be reported upon:

- Total number of end user / GS1 Member Organisation members in GDM maintenance teams
- Total number of organisations actively adopting the Global Data Model
- Time to completion of proposed changes to the GDM
- Usage of attributes (the amount of implementation of GDM attributes)

4 Process Scenarios

4.1 Scenario: Creating a New Product Category (Initial Setup)

Below is a diagram that outlines the development process for the Global Data Model:



High-level Milestones:

1. Work request
2. Approval of a new Product Category to begin development by the Industry Engagement Steering Committee (IESC)
3. Call To Action issued to form new Mission Specific Work Group (MSWG) for new Product Category
4. Initial development complete
5. Pilot complete (optional depending on size of change)
6. GDM updated with Pilot results (if applicable)
7. GSMP team approves new GDM standard
8. GDM standard is published on: [GS1 Global Data Model](#)

Note: The process begins with a Work Request that is entered into GSMP (as outlined in the GSMP Manual) for the initial handling of Work Requests, which leads to the first high-level milestone: Approval of a new Product Category to begin development by the Industry Engagement Steering Committee (IESC). A Work Request can be entered via the link: [GS1 Work Request System](#).

A more detailed description of these steps is outlined below:

- **Approval of a new Product Category to begin development by the Industry Engagement Steering Committee (IESC)**

The Industry Engagement Steering Committee (IESC) is a sub-team of the Board Committee for Standards that approves new Development Related Work Requests to move into GSMP. All requests to include new product categories or sub-categories of existing product categories already included in the Global Data Model need to be approved by the IESC before a Call To

Action is released to the community or official work can begin in GSMP. More details on the IESC and their work method are included in the GSMP Manual.

- **Call To Action (CTA) issued to form new Mission Specific Work Group for the new Product Category**

A Call To Action is issued to solicit expertise that is not currently available within the GDM teams and to provide visibility that a new Product Category is under development to the entire team. The CTA will be distributed within the current GDM maintenance teams as well as the larger GSMP community. It is encouraged for the CTA to be actively distributed by the members of the GDM teams to solicit the needed expertise as well as to expand overall engagement with the GDM.

- **Initial development complete**

Once the team has been formed, they will begin the development work specific to the Product Category. The development process includes:

- Gathering feedback from the community
- Drafting a list of attributes to be leveraged in the new product category within the GDM as well as their business-friendly names and definitions

Once the initial development is complete, the chosen attributes can either move to a Pilot step or move to the approval step. It is at the discretion of that specific Product Category team to determine if a Pilot is needed.

- **Pilot complete (optional depending on size of change)**

If determined necessary by the maintenance team of the Product Category, a Pilot will be conducted to identify gaps and potential changes that should be made to the proposed attributes for the Product Category. It is a consensus decision within the specific maintenance team if a pilot is needed or not. If a consensus is not apparent, an eBallot will be taken of the maintenance team following the voting rules detailed in the GSMP Manual.

- **GDM updated with Pilot results (if applicable)**

If a Pilot is conducted, there may be changes that need to take place to the proposed Product Category attributes within the GDM. Once the proposed changes are made to the addition to the Global Data Model, it is ready to move to the approval step.

- **GSMP team approves new GDM standard**

Once the proposed changes to the GDM (including the Attribute Definitions for Business) are considered complete by the Maintenance Team, the team utilizes the GSMP Community Review and eBallot procedures to ensure visibility and transparency.

Included in this step is the approval of the Board Committee for Standards (BCS) which is responsible for the ratification of GS1 Standards.

More details on the procedures of the Community Review and eBallot and the role of the BCS are available in the GSMP Manual.

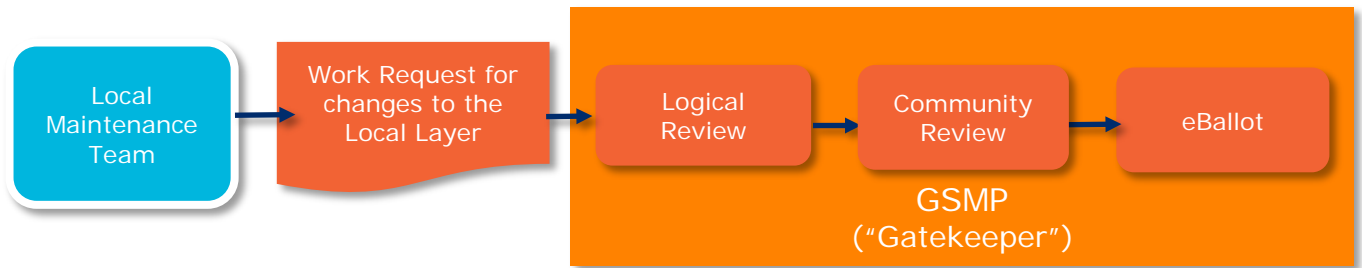
- **GDM standard is published on [GS1 Global Data Model](#)**

After the necessary approvals have been met, according to the GSMP Policies & Procedures, the new Global Data Model standard is published and made available on the [GS1 Global Data Model](#).



Note: Any changes that are needed to occur to the Global Data Synchronisation Network (GDSN) or other means of data exchange are outside the scope of the Global Data Model maintenance team and need to be addressed separately.

4.2 Scenario: Changes to the Local Layer



Details on the high-level steps include:

■ Local Maintenance Team

The Local Maintenance Team, with the support of the appropriate GS1 Member Organisation, develops any proposed additions or deletions to the local layer of the Global Data Model. The team must provide all the necessary information (including the necessary business friendly names and definitions) conforming to the appropriate style guides, principles and use of the required tools for visibility.

■ Work Request for changes to the Local Layer

Once the initial changes to the GDM are identified, an official Work Request is entered for review.

■ Logical Review

A GS1 Review Team reviews the submission from the Local Maintenance Team which includes:

- Identifying potential duplicate attributes
- Ensuring the conventions of the Style Guide have been enforced
- Confirm the completeness of the information
- Highlighting potential opportunities to 'promote' an attribute to the Regional or Global Layer(s). To determine if an attribute could be promoted, the GS1 Review Team will follow the logic included in the section: Work Request for changes to the Global / Regional Layer
- See the section that describes the role of the GS1 Review Team for additional details, such as the Layer configuration.

Any concerns of the Review Team need to be addressed by the Local Maintenance Team before the work can proceed. If an agreement cannot be reached between the development and review teams, an appeal can be made to the Board Committee for Standards (BCS) to provide a recommendation. For more details on the appeal process, please see the Appeals section of this manual and the GSMP Manual.

■ Community Review

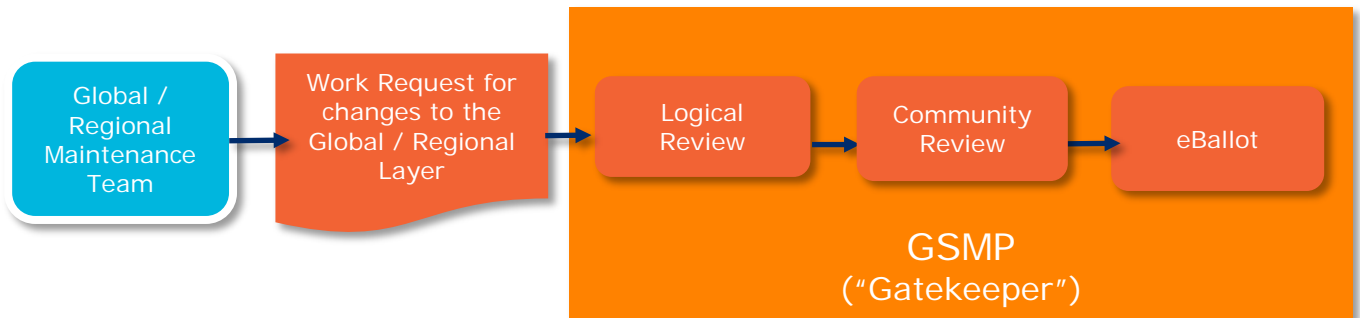
After the local user group and the GS1 Review Team is complete, the proposed changes to the GDM (including the Attribute Definitions for Business) enter Community Review within the local community. This utilises the Community Review procedures that are included in the GSMP Manual. This Community Review is made available to all GDM Teams as well as the GSMP community. Any comments need to be addressed before moving forward to an eBallot. All comments and their resolution need to be properly documented and made available to the community. This ensures visibility to the decisions of the group and provides a record for future reference.

■ eBallot

Once any Community Review comments have been resolved, the proposed changes to the GDM (including the Attribute Definitions for Business) enter eBallot within the local community. This utilises the eBallot procedures that are included in the GSMP Manual. This eBallot is made available only to the identified members of the local team.

4.3 Scenario: Changes to the Global / Regional Layer

Changes to the Regional and Global Layers require review and approval by the members of the Global & Regional Teams to ensure the proper growth of the GDM and provide the needed visibility.



More details on the high-level steps include:

■ Work Request for changes to the Global / Regional Layer

Changes to the Global Data Model require a Work Request to begin the development. This may include changes such as: changing an attribute from mandatory to conditional, changing an attribute from the Local to the Regional layer, etc. The team must provide all the necessary information (including the necessary business friendly names and definitions) conforming to the appropriate style guides and principles.

There are two options in how additions to the Global / Regional Layers can occur (outside the development of a new Product Category):

- Work Request from industry or a GS1 Member Organisation
- GS1 Review Team

The differences between these are:

1. Work Request: This is a request from industry or a GS1 Member Organisation

- (Regional addition): If a request is made where 2/3rds of the countries in a Region agree that they will / have implemented it and do not plan to deprecate it
- (Global addition): If 100% of the Regions agree that they will / have implemented it and do not plan to deprecate it



Note: Any requested changes to the Regional or Global Layers need to be reviewed by the GS1 Review Team to:

- Identify potential duplicate attributes
- Ensure the conventions of the Style Guide have been enforced
- Confirm the completeness of the information
- Highlight potential opportunities to 'promote' or 'demote' an attribute to the Regional or Global Layer

Any concerns of the GS1 Review Team need to be addressed by the submitter of the proposed change(s) before the work can proceed.

2. GS1 Review Team: This is the result of an analysis done by the GS1 Review Team where a recommendation is made to 'promote' or 'demote' an attribute from one layer to another:

- (Regional addition): If 2/3rds of the countries in that Region agree that they will / have implemented it and do not plan to deprecate it
- (Global addition): If 100% of the Regions agree that they will / have implemented it and do not plan to deprecate it

■ **Community Review**

After the Global or Regional Maintenance Team and the GS1 Review Team is complete, the proposed changes to the GDM (including the Attribute Definitions for Business) enter Community Review. This utilises the Community Review procedures that are included in the GSMP Manual. This Community Review is made available to all GDM Teams as well as the GSMP community. Any comments need to be addressed before moving forward to an eBallot. If no comments are received during the Community Review period, the proposed changes can move immediately to the eBallot stage of the process. This is to enable a more agile process that is not constrained by the scheduling of conference calls across multiple countries that may not be possible in a reasonable timeframe.

■ **eBallot**

Once any Community Review comments have been resolved, the proposed changes to the GDM (including the Attribute Definitions for Business) enter eBallot. This utilises the eBallot procedures that are included in the GSMP Manual. This eBallot is made available only to the identified members of the specific GDM Development Team.

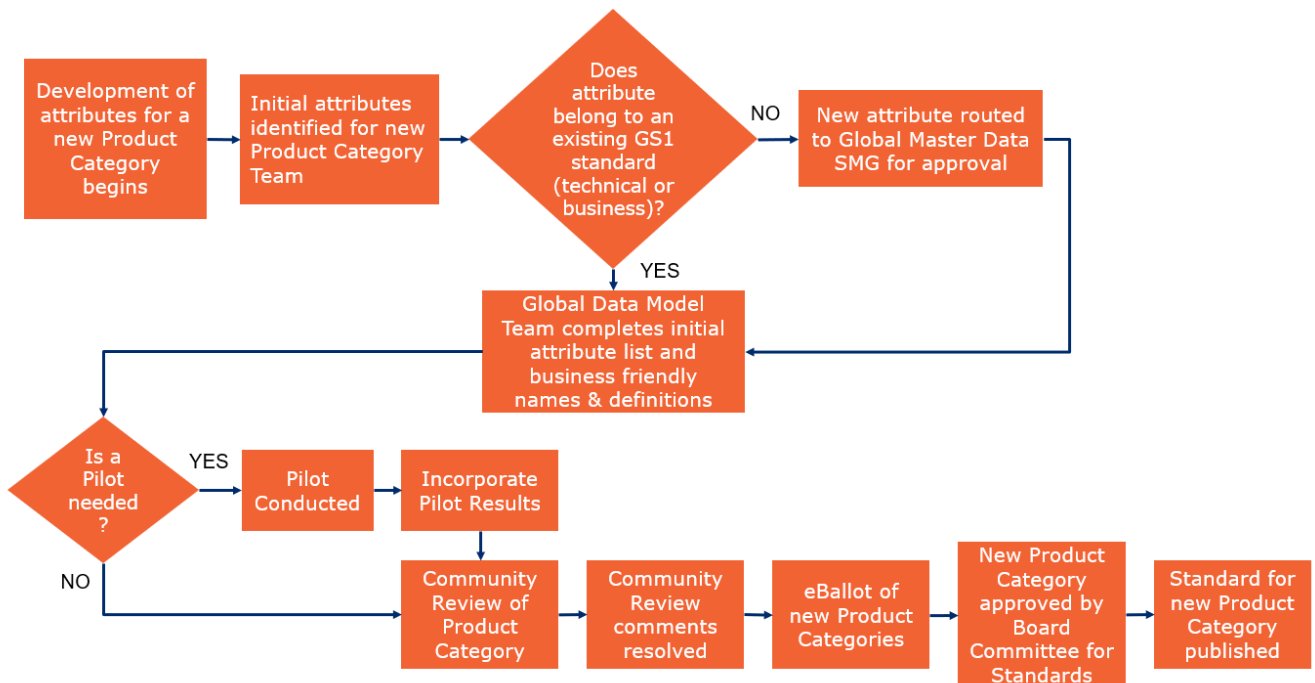
5 APPENDIXES

A.1 High-Level Process Flowcharts

1. Forming a new Product Category team



2. Development process for new Product Category



3. Existing attribute is deleted from an existing Product Category on the Regional and Global Layers

A.2 Global Data Model Governance Evolution

This section specifies the procedure by which the Governance process itself may be modified:

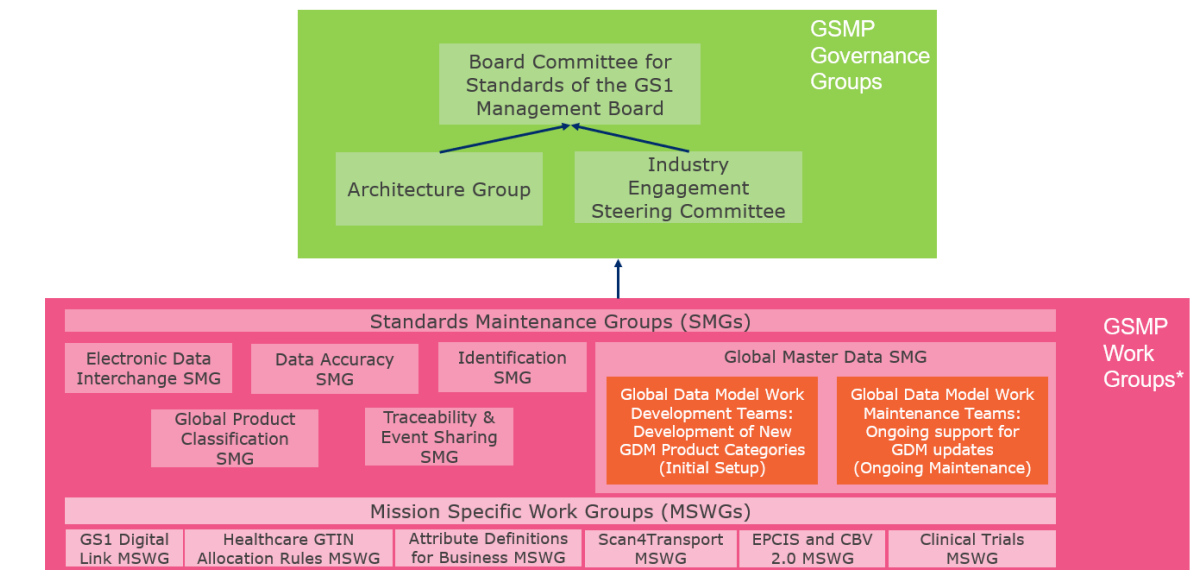
- A proposal to change the Governance process is submitted to the Vice President of Standards Development
- The Vice President of Standards will review the proposed changes and makes a recommendation to the Board Committee for Standards on how to proceed
- If a change to the process is needed, the GDM Governance teams will be informed and a 30-day Community Review will be used to gather and then resolve comments

Once approved by the Board Committee for Standards, the process change takes immediate effect. The GDM Team may choose to publish a new version of the Governance Manual, or a “Process Change Notification” (PCN) that documents the specific changes to the text of the Governance Manual.

The Governance process of the Global Data Model will be officially reviewed on a quarterly basis for the first year of operation. From that point on, ad hoc meetings / discussions will be held as issues arise. The team reviewing the process will consist of active GS1 Member Organisations as well as industry members and will be convened by the Vice President of Standards.

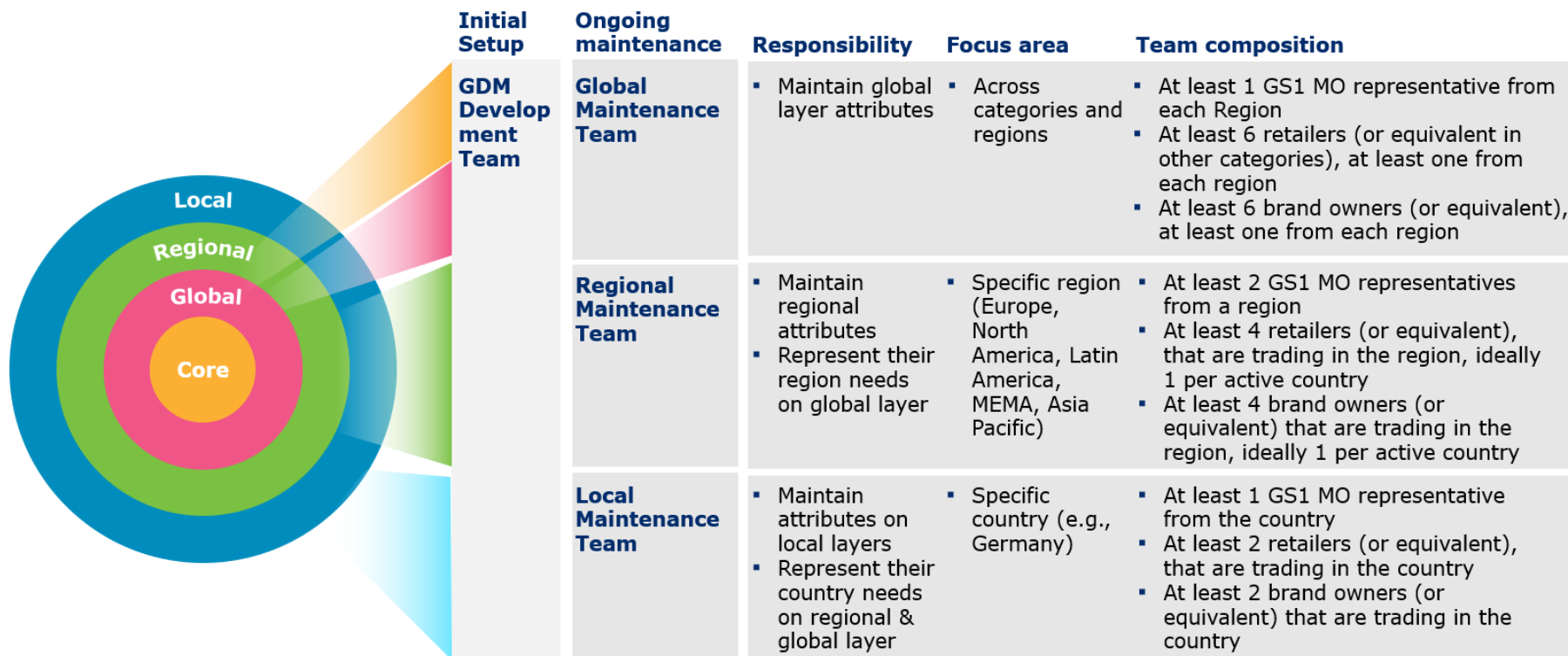
A.3 Example of GSMP organisational structure

The list of Standards Maintenance Groups (SMGs) and Mission Specific Work Groups (MSWGs) are as of Nov-2019 and change regularly. To see the latest SMGs and MSWGs, please visit the GSMP website for the list of all [Standards Development Work Groups](#).



1 **A.4 Summary of the Global Data Model Maintenance Teams**

2
3



4