



The Global Language of Business

# What happened at the 2018 Standards Event?

Executive summary of main accomplishments



**In Jersey City, New Jersey from 19-23 March 2018, 206 people from 22 countries worked together at the GS1 Standards Event to build standards to deliver business value.**

**Thanks to the commitment and energy of everyone present, the week was incredibly productive and successful.**

**Here is a brief summary of some of the key achievements.**

## **MONDAY, 19 MARCH 2018**

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### **GS1 Standards Development Certification Programme - Presentation Skills and Cultural Diversity**

Attendees were introduced to the three-tier certification programme from Global Standards Management Process (GSMP) Professional designation to GSMP Ambassador. The programme will certify individuals to professionally facilitate, build compelling business cases and quality work requests, and more effectively participate in the GSMP process. Attendees then went through part 1, Presentation Skills and Cultural Diversity training.

### **Lunch & Learn: Global Product Classification (GPC) Implementation Success Story**

GS1's Global Product Classification (GPC) is a system that gives buyers and sellers a common language for grouping products in the same way, everywhere in the world. Classification is a form of cataloguing, or identifying, things and is defined as a process of grouping things into categories based on an understanding of the essential properties and relationships between things. Tina Schaefer from the Washington State Department of Ecology presented a GPC implementation success story. They chose the GPC standard to implement product category reporting to support their Children's Safe Product Act.

### **Identification (ID) Standards Maintenance Group**

ID SMG broke from tradition and had one day full meeting rather than the traditional two full days. This was a conscious decision to allow participants to attend URI Structure MSWG session. GS1 Japan's WR for Human Readable Interpretation Guideline was motioned for community eBallot. There was active discussion during the General Specification V19 Workshop, as the team discussed current work and continuous improvement. This workshop was very valuable to align on work and to prioritize the work.

### **GDSN Validation Rules sub-team**

The Global Data Synchronisation (GDSN) Validation Rules subteam attracted +/- 30 experts from around the world. The main thrust of the group was to progress GSMP Work Requests and prepare consensus path forward for each. The group also agreed updates to successful publication [How to write GDSN Validation Rules](#), clarified the position on including Validation Rules in attribute only GDSN releases, discussed moving to a machine readable version of the Validation Rules (Schematron) and pros & cons of warning messages with scorecards vs. hard pass/fail rules.

### **Mobile Ready Hero Images (MRHI) Mission Specific Work Group**

During the morning session, co-chair Oli Bradley (Unilever) presented the work of the Mobile Ready Hero Images MSWG to date which prompted a good deal of debate and questioning, particularly from people who have been unable to participate actively so far. There are many points of agreement, particularly around what essential information must be communicated in order that a consumer can make an accurate purchase decision. The current draft guideline talks about the importance and value of decluttering the image for clear presentation on mobile, but this must not affect a consumer's ability to recognise online imagery and on-shelf physical items as being one and the same, even if they differ in some details. The afternoon session was more functional with a number of topics discussed including the desirability of associating structured data with the image.



Of particular note in that afternoon session was the debate, late in the day, about the difficulty of including the essential information (the 4+1 Basics) on tall thin products. It was agreed that it is almost always the case that only size will need to be shown off-pack and that this should ideally be provided as styled HTML in the inferior quarter of the canvas, meaning the area immediately around the actual image of the product.

### **GS1 Activate Experts Group**

Since there were a number of new people in the meeting in addition to those on the phone, the meeting started with a GS1 Activate overview and project status. We then worked on finalizing three key topics related to the minimum viable product: 1) Attributes, GCP and GTIN statuses and BO and MO reports. A few topics on the agenda were not covered due to lack of time and it was agreed they would be addressed on the next call schedule for April.

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## **TUESDAY, 20 MARCH 2018**

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### **Plenary Session for all event attendees**

Standards Event attendees gathered to hear important updates from our sponsor GS1 US, as presented by Carrie Wilkie, Senior Vice President Standards Development, as well as an update on the GS1 Strategic Plan from President and CEO, Miguel Lopera, and a presentation by Andrew Hearn, Vice President of Global Standards Management Process (GSMP), highlighting the importance of participation in the Global Standards Management Process and celebrating the people for contributing their time and expertise to standards development. Our audience also had the privilege of participating in a keynote speech from Barry Rellaford, Co-founder of The Speed of Trust®. Barry's informative and engaging speech about the importance of establishing trust in all relationships, as well as how to become someone who can be trusted. He left the audience inspired and motivated to continue working together, perhaps looking through different lenses. The session ended with Miguel awarding two Ken Traub Standards Awards to Véra Feuerstein, Nestlé and Bernie Hogan, GS1 US.

### **Uniform Resource Identifier (URI) Mission Specific Work Group**

The primary focus of the morning session was to complete all remaining submitter comments for the BRAD (Business Requirements Analysis Document). All comments were resolved. The group agreed they needed to review the BRAD for 1-week prior to motioning it to eBallot. The motion will take place on the 05 April call. In the afternoon session, the group discussed potential solutions for GS1 URI. There was healthy debate about the carrying capacity of QR codes and the GS1 DataMatrix, and the use of a compression algorithm to be included. It was noteworthy that business cases around the difficulty of having multiple barcodes on a single pack, that interfere with each other, print and scan speeds all featured in the discussion.

### **Lunch & Learn: Consumer IoT & Blockchain 2018**

This Lunch & Learn presented two initiatives within the Solutions & Innovations team: Blockchain and Consumer IoT. The talk gave a quick highlight of Blockchain "myths" and IoT "predictions." These helped motivate discussions of how Blockchain is being explored as a potential technology to support traceability discussions (based on GS1 standards). Consumer IoT was highlighted as an emerging area that integrates connected devices and products to create new consumer experiences. Both are areas that we continue to explore to identify and define the opportunities for GS1.

### **GS1 Cloud: Building our future together**

GS1 Cloud is becoming the largest source of trusted product information in the world, making it possible for businesses to meet the expectations of today's digital world. The session provided a status update on the Phase one activities including the overall strategy, status of the data gathered so far and the feature availability roadmap as well as tools and resources available to support the MO's local go-to-market activities.



## WEDNESDAY, 21 MARCH 2018

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### **Global Product Classification (GPC) Standards Maintenance Group (SMG)**

The team reviewed the upcoming meeting and publication schedules for the remainder of 2018. We announced Sean Lightholder of Walmart as our new candidate for co-chair, pending a vote by the GPC SMG community. In cooperation with GS1 Germany, we discussed the feasibility of making translation files available through the GPC MO Zone. GO is prepared to implement this upon approval from the translating Member Organisations. In cooperation with GS1 Netherlands, we discussed ways to make GPC codes available more quickly ahead of their associated publication. Finally, we motioned 2 Work Requests to Publication and 5 Work Requests to Community Review.

### **GS1 US/Federal Reserve Bank Cash Visibility Proof of Concept Workgroup**

The US Federal Reserve Bank Cash Product Office hosted a face to face meeting of financial institutions and armored carriers slated to participate in their upcoming Cash Visibility Proof of Concept. The Proof of Concept will test the GS1 US Cash Visibility Implementation Guide for completeness of data elements and identification (SSCCs and GLNs) for the Fed receiving process at 2-3 Fed locations during Q2 2018. The purpose of the face to face meeting was to finalize participant locations, message transmission mechanisms, system readiness and availability of GS1 identification keys for all parties.

### **EPCIS & CBV Mission Specific Work Group**

This was the kick-off meeting for the EPCIS and CBV 2.0 MSWG, and well attended by forty four participants. The group reviewed the charter and started initial discussions on the project work streams and timeline. Members are being polled to choose the work streams they want to participate in. There is a call for co-chair nominations and a co-chair ballot will be conducted in April.

### **GS1 Hosted Services**

The session was designed to not only discuss the plans for enhancing the hosted MO experience but also to solicit feedback and ideas on needed features for the GO hosted services. The MO's in attendance brought forth the following concepts that they feel should be under consideration by GS1:

1. Reduce the number of data sets that are required to work with the various systems. Hosted MOs should have the ability to manage their data in a single database/system of their choice and from that system be able to execute all requisite transactions (GEPIR, GLN Service, GS1 Cloud, GS1 Key Searches, etc).
2. There should be a "master" search feature where a user could submit a GS1 Key and all the GS1 Systems would work together to provide information about the submitted key. In essence a "background" check on the key which would tell the submitter information such as: Is it a GS1 Key (Y/N)?, Is it a GTIN or GLN (and cite the source such as GLN Service, GEPIR or GS1 Cloud where the match occurred)? What company name is associated with the submitted key? Is the Company active or not? Is there any contact information available for the company? The goal here would again be a single web URL or API that would gather this information and present it to the user.
3. We discussed GLN Service again and the need to "re-think" the current design and what changes would likely generate additional traffic. The group in JC did indicate that improvements in the design likely would help the user experience but who is demanding this service and where are they? Subsequently, based upon a call with the GEPIR TDT group on March 27<sup>th</sup>, 2018, it was determined that once Healthcare (primary driver of GLN Service) provided their specific use cases for this service, it would be at that time that any proposed changes to the service would be considered.

### **Barcode Identification Technical Group**

This technical group of members and solution providers spent the day reviewing and discussing possible improvements or simplifications to Section 5.9 Barcode production and quality assessment of the GS1 General Specifications. All of the symbol specification tables were discussed with suggestions to reorganize part of the introduction sections, proposed dimensional adjustments, and simplification of the table footnotes. This is a working committee that is progressing towards recommendations for the ID SMG to consider at a future meeting. Members with an interest in the technical aspects of the General Specification are welcome to get involved in this effort.

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## THURSDAY, 22 MARCH 2018

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### **Architecture Group**

The architecture group met for one day and a half in Brussels. The group addressed several topics including an assessment of the architecture annual publications, the web URI development and its impact, a new approach to standard development based on business models and harmonised semantics. The AG had very good discussions and agreed actions items and ways forward.

### **High Speed Barcode Printing (HSBP) Mission Specific Work Group (renamed to Fighting Illicit Trade)**

The High Speed Barcode Printing MSWG reconvened at the Standards Event in Jersey City 22 Mar to start Phase 2 of this work effort. The group motioned the amended charter to work group ballot. The group was renamed to Fighting Illicit Trade. The group also reviewed and motioned the Application Standard to Community Review. Phase two milestones, with expected delivery dates, will be defined and approved by the group over the next month.

### **Direct Part Marking ad hoc**

This group is focused on reviewing and improving Section 5.9.3.7 Symbol specification table 7 – Direct Part Marking of the GS1 General Specifications. The group is made up of members and solution providers with a keen interest in the use of direct part marking (DPM) in GS1 applications. Participants spent the morning drafting a new approach to categorize the different types of DPM techniques, based on international (ISO) standards. This is a working committee that is progressing towards recommendations for the ID SMG to consider. Members with an interest in DPM are invited to get involved in this group.

### **Consumer Product Variant into GDSN Mission Specific Work Group**

The focus of the morning session was to provide an update of the journey of how we got to where we are today and review the current status of the Implementation Guide. The group worked on and made updates to the guide. In the afternoon, the focus was on Phase 2, Concurrent Consumer Product Variants (CPVs). The group discussed potential Concurrent use cases as well as, reviewed and discussed potential solutions to exchange Concurrent CPV's.

### **GS1 Cloud: Technology & Operations**

This GS1 Cloud session gave an insight about the service architecture and how easy it will be to connect to the largest source of trusted information using the APIs available. Participants also learned in depth about the design of central GS1 Cloud features like CHECK or data management.

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## FRIDAY, 23 MARCH 2018

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### **Architecture Group**

The architecture group met for one day and a half in Brussels. The group addressed several topics including an assessment of the architecture annual publications, the web URI development and its impact, a new approach to standard development based on business models and harmonised semantics. The AG had very good discussions and agreed actions items and ways forward.

### **GS1 Standards Development Certification Programme - Effective Meeting Facilitation**

The busy week ended with the Facilitation Training and it was co-presented by Greg Rowe and John Ryu. This was an interactive session by both the trainers and attendees, with high attendance from GS1 China. This is one of the requirements to fulfill the Level 2 Certification in the GS1 Standards Development Certification Programme.



## SAVE THE DATES FOR THE 2018 EVENTS

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**Transform business together with your peers:**

**Join us at the GS1 Industry & Standards Event 2018**

10-14 September 2018

Dublin, Ireland

**Watch for details at [www.gs1.org/standards-development](http://www.gs1.org/standards-development)**

## GSMP IN A NUTSHELL

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The GS1 Global Standards Management Process (GSMP) pairs efficiency with consensus-building to develop standards that address real business challenges.

GSMP is a collaborative forum for creating standards, guidelines and other materials to serve our global users.

Through the GSMP, businesses facing similar problems work together to develop standards-based solutions.

As a neutral party, GS1 facilitates dialogue between participants from nearly 60 countries who work in sectors including retail, consumer goods, fresh foods, healthcare, transport & logistics and government.

Learn how we develop standards, find out what GS1 global work groups are developing, and see the different ways you can get involved by visiting our website at <http://www.gs1.org/standards-development>.