GS1 Industry & Standards Event 2019
9-13 September 2019 – Lisbon, Portugal

Transforming business together

Session: A Traceability Strategy for Everyone
Time: 11:00 – 12:30 Lisbon Local Time

Who may attend: Open to All

Speaker(s): Krisztina Vatal, Valerie Mazzoni, Ana Paula Maniero, Tim Marsh
Anti-trust caution

- GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full anti-trust caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-anti-trust-caution.
Meeting etiquette

- **Meetings will begin promptly as scheduled**
- **Be present – avoid multi-tasking**
- **Avoid distracting behaviour:**
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
- **Be considerate**
  - Avoid monologues
  - Keep comments concise
- **Respect work group decisions**
  - Avoid re-opening decisions unless there is a significant quality impact

- **Collaborate** in support of meeting objectives
  - Ask questions
  - Be open to alternatives
- **Be representative**
  - Avoid personal remarks
  - Do not speak for your company or community if you do not clearly understand their needs
  - Votes should reflect the needs of your company or community
WiFi internet access

• Select network “Sheraton Lisboa” and connect
• Password: GS1events
Today’s Journey

• How did we get here?
• Strategic Vision and Workstreams
• GFSI and GS1
How did we get here?
Work as One GS1

Engagement

Development

Alignment

Collaboration
Work as One GS1

Vision

Workstreams

3+ years
Working as One GS1

50+ Industry Voice of Customer Interviews

15+ GS1 & Industry Articles and References

12 Trend Reports

20 MO CEO Inputs
Our Vision

GS1 global standards, solutions and services will support traceability needs by enabling data relevant to product identity, provenance and movement to be easily shared across any value chain.
Our Workstreams

- Awareness
- Education
- Solution Providers
- Data Sharing
Traceability - Perspectives from Brasil

• What is driving the need for traceability?
  - **Compliance** with laws and regulations
    • Traceability Regulation for: Produce, Medicines & Devices
  - **Consumer** - What does the consumer expect from the future? Mostly, they look for products that help them improve their daily lives and provide basic but **essential information**.
    • 61% of respondents look for products where they can track from production and know the right way to dispose. (***)
  - Opportunities
    • The Brazil Traceability **market growth** projection by 2021 (Compound annual growth 8.7%) is higher than Brazil's GDP growth projection by 2021 (Compound annual growth 6.7%). (*)

(*) Source: Deloitte Monitor Analysis.
(**) Source: Estudo Consumidores e Empresas 7ª Edição: Tendências e comportamento no mercado nacional – 2018/06.
• What is driving the need for traceability?
  - Compliance, Consumers and Opportunities – **BUT** ...
    • **47%** of healthcare companies had complications in delivering products, so they believe that traceability can help prevent losses and counterfeits. (*)
    • In 2018, the Brazilian government reported that the recall number had broken a new record with **139 calls**, an estimate of **2,539,399** items considered problematic. (**)
    • In 2014, Unilever in Brazil, the company reported that due to the strong negative repercussion around a lot of a product – Apple Juice ADES - the products lost sale, and the company accumulated a **loss between 60 to 70 million euros**. Problem was detected in 96 units of apple juice. (***)

(*) Source: Desafios e oportunidades do mercado Brasileiro para o setor de Saúde.
Traceability - Perspectives from Brasil

• What is industry asking of GS1 Brazil?
  - **What** is Traceability (to meet regulation)?
  - **How** to do it?
Aqui tem orgânico
Traceability - Perspectives from Brasil

- What is industry asking of GS1 Brazil?
  - **What** is exactly traceability?
    - QR code?
  - **How** do I implement traceability in my company?
  - **Where do I start?**
Strategic empowering GS1 Brasil to meet these needs

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Education</th>
<th>Solution Providers</th>
<th>Data Sharing</th>
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<tbody>
<tr>
<td>Lack of knowledge</td>
<td>Empowering to support on how to implement traceability</td>
<td>Essential to support the market</td>
<td>Connecting all stakeholders</td>
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<tr>
<td>Concept/Definition is not clear</td>
<td>- Be aware - You don't know what it is</td>
<td>- market-wide coverage</td>
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<tr>
<td>First - explain what is</td>
<td>- Where do I start?</td>
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The Global Language of Business
Traceability - Perspectives from LATAM

- **What is driving the need for traceability?**
  - Local and destination market regulations are an engine for the need for traceability in the region.

- **What is industry asking of MO**
  - Improve their skills and methods to engage with regulatory agencies and industry in promoting the use of GS1 standards to comply with regulations

- **Strategic empowering LATAM MO to meet these needs**
  - Assist in better alignment between the Mos - enabling us to speak as “One GS1”.
  - Knowledge to support the market in how to implement traceability to meet regulation
  - Expand relationship with solution providers to help industry achieve efficient and interoperable
GS1 Traceability Strategy

Education Workstream

Krisztina Vatai, GS1 Hungary
Education Workstream Objective

**Future State Synopsis:**
Every MO is able to support their users with sufficient knowledge on how to implement traceability solutions to address industry business needs.
The GS1 offering will provide industry with innovative tools to explain the why, what and how to implement traceability capabilities using GS1 standards.
# Traceability Education Team

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<thead>
<tr>
<th>Name</th>
<th>MO</th>
<th>Role</th>
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<tbody>
<tr>
<td>Diane Taillard</td>
<td>GO</td>
<td>Project Manager</td>
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<tr>
<td>Aya Abdelaziz</td>
<td>GO</td>
<td>Project Manager (Diane's maternity leave)</td>
</tr>
<tr>
<td>Krisztina Vatai</td>
<td>GS1 Hungary</td>
<td>MO Champion</td>
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<tr>
<td>Kunle Oye-Igbemo</td>
<td>GS1 Nigeria</td>
<td>Core Team Member</td>
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<tr>
<td>Guilherme H.R. de França</td>
<td>GS1 Brasil</td>
<td>Core Team Member</td>
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<tr>
<td>Madalina Cernat</td>
<td>GS1 Romania</td>
<td>Core Team Member</td>
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<td>Slobodan Romac</td>
<td>GS1 Croatia</td>
<td>Core Team Member</td>
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<tr>
<td>Giada Necci</td>
<td>GS1 Italy</td>
<td>Core Team Member</td>
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<tr>
<td>Sara Kalboussi</td>
<td>GS1 France</td>
<td>Core Team Member</td>
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<tr>
<td>Roxana Saravia</td>
<td>GS1 Argentina</td>
<td>Core Team Member</td>
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<tr>
<td>Heidi Ho</td>
<td>GS1 Hong Kong</td>
<td>Core Team Member</td>
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<tr>
<td>Liz Sertl</td>
<td>GS1 US</td>
<td>Core Team Member</td>
</tr>
<tr>
<td>Carolyn Lee</td>
<td>GO</td>
<td>Core Team Member</td>
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</tbody>
</table>

## Extended Team Members
- John Szabo, GS1 Australia
- Ana Paula Maniero, GS1 Brasil
- Flávia Ponte da Costa, GS1 Brasil
- Saida Blok, GS1 Belgilux
- Ben Clarke, GS1 UK
- Marta Steinke, GS1 Poland
- Sara Cavalucci, GO
- Masa Li, GS1 China

Latest update: Aug 1 2019
What’s been done so far

- Setting up the team:
  - Representing global needs
  - Different types of MOs
  - Expertise for traceability and for education.

- Needs analysis (MO survey):
  - Prioritization of deliverables for year 1.
  - Identification of challenges and risks
  - Agreement on KPIs
Framework for curriculum – gap analysis for educational tools

<table>
<thead>
<tr>
<th>Implementation Path</th>
<th>Learning Objectives (ability to…)</th>
<th>GS1 Maturity</th>
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<tbody>
<tr>
<td><strong>WHAT</strong></td>
<td>Awareness</td>
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<td>(triggered by a customer requirement, a conference, a new regulation, internal strategic objectives…)</td>
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<td><strong>WHY</strong></td>
<td>Analysis of opportunity</td>
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<td></td>
<td>• Determine the business case for a company to implement GS1 based traceability (benefits &amp; cost items)</td>
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<td>• Assess the level of traceability maturity of a company</td>
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<td><strong>HOW</strong></td>
<td>Planning</td>
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<td>• Define a traceability implementation project (methodology /steps, human and technical resources needed, choices to make,…)</td>
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<td>• Determine traceability goals, processes and data requirements</td>
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<td>• Understand technologies and GS1 standards for traceability</td>
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<td>• Define functional &amp; technical specifications of a traceability system</td>
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<td>Traceability System design</td>
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<td>• Perform a detailed traceability gap analysis</td>
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<td>• Establish the traceability system components</td>
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<td>• Pilot/test the system</td>
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<td>Development</td>
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<td>• Roll out, document, maintain the traceability system and train its users</td>
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<td>• Organise ongoing traceability audits</td>
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<td>Deployment</td>
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Increasing GS1 knowledge and need for detailed/specific /concrete learnings and tools.

Aligned with GTS2 Annex C

Focus in 2019/20
Deliverables for 2019/20

A complementary set of tools to help the user decide to implement

1. Video tutorial
   Why should the industry implement GS1 based traceability? (from theory to practice)

2. Case Study Bank
   Why have others implemented GS1 based traceability? (Real stories)

3. Assess your business case for traceability
   Business Case Generator
   Why would I implement GS1 based traceability? (my specific case)
## Next steps - Timeline

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>19/20</th>
<th>20/21</th>
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<td>Case Studies</td>
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<td>Design</td>
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<td>Evaluate</td>
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<td>Business Case Generator</td>
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<td>Bus. Benefits</td>
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The Global Language of Business
Traceability Trainings of GS1 Hungary

- Webinar
  - 60 minutes
  - monthly
  - 12 participants in 2019
  - High level on how GS1 for Traceability
- EOQ Accredited 5-day Classroom Workshop
  - Based on GTS2
    - Basics
    - How to design?
    - How to assess?
  - GS1 Traceability Experts
    - Leaving with an Action Plan
  - 15 participants in 2019
- Universities
Potential for further cooperations

- Awareness
- Education
- Assessment
- Implementation project
- New members from upstream
My Vision for Deliverables

- **Global Office**
  - Develop and maintain full set of materials for MOs providing any kind of education on Traceability on the why and how
  - Integration
- **Member Organization**
  - Customize to sector, company, type of education, timeframe etc.
Priorities from MO perspective

Priorities for 1st year in Education Workstream
1. Video Tutorials
2. Case Study Bank
3. Business Case Generator
GS1 Traceability Strategy

Solution Provider Workstream

Valerie Mazzoni, GS1 France
4 September, 2019
Solution Providers Workstream

- **Future State Synopsis**: GS1 will strengthen and expand our relationships with solution providers in order to help industry achieve efficient, interoperable and future-capable exchange of data for traceability business needs.

- **Key Deliverables**:
  - Identification and sharing of SP engagement best practices
  - An SP partnership and engagement methodology
  - “Engagement & Partnerships” Pilot projects
  - A Conformance Program for SPs

- **Critical Decisions**:
  - Global coordination v. best practice methodology
  - Prioritization by SP / industry sectors / global-local
How do we tackle the SP engagement challenge?

- Understand traceability market needs
- Analyze SP challenges & interest
- Gather the knowledge
- Demonstrate the benefits of GS1 to SPs
- Share existing GS1 success stories
- Identify collaborative projects
What do we get out of it?

- Build technical credibility
- Get valuable evangelists of GS1 standards for traceability
- Secure a beneficial insights’ loopback on business needs evolution

- Get access to a wider coverage of the market (geographies & sectors)
- Get GS1 endorsement and connection with MO’s members community

- Experience broader and stronger integration of GS1 standards into SPs solutions (with wider options)
- Get a broader choice of partners while securing investments in the long run through interoperable SPs solutions
The journey has just begun

### 2019/2020 High Level Schedule

<table>
<thead>
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<th>PROJECT MANAGEMENT</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
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The Global Language of Business
# Solution Providers Team

<table>
<thead>
<tr>
<th>Name</th>
<th>MO</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin Stark</td>
<td>GO</td>
<td>Project Manager</td>
</tr>
<tr>
<td>Valérie Mazzoni</td>
<td>GS1 France</td>
<td>MO Champion</td>
</tr>
<tr>
<td>Mark Zeller</td>
<td>GS1 Germany/Ftrace</td>
<td>Core Team Member</td>
</tr>
<tr>
<td>Andrei Toth</td>
<td>GS1 Romania</td>
<td>Core Team Member</td>
</tr>
<tr>
<td>Douglas Hill</td>
<td>GS1 Denmark</td>
<td>Core Team Member</td>
</tr>
<tr>
<td>Andrea Arozamena Prieto</td>
<td>GS1 Mexico</td>
<td>Core Team Member</td>
</tr>
<tr>
<td>Rosalie Clemens</td>
<td>GO</td>
<td>Core Team Member</td>
</tr>
</tbody>
</table>

**Extended Team Members**

- Tim Daly, GS1 Ireland
- Peter Otieno, GS1 Kenya
- Jan Merckx, GS1 Belgium
- Peter Davenport, GS1 Australia
- Nicolle R. de Castro, GS1 Brasil
- Madalina Cernat, GS1 Romania
- Krisztina Vatai, GS1 Hungary
- Giada Necci, GS1 Italy
- Shawn Chen, GS1 Thailand
- Andy Siow, GS1 Singapore
- Sophie Molle, GO
- Aaron Miller, GO
Key Emerging Themes to Guide Our Work

• Understand and develop the value proposition for SPs to work with GS1
• Collect Solution Provider engagement best practices from MOs
• Develop multiple methodologies for engaging SPs
• Capture and manage list of global Solution Providers
• Consider Compliance / Certification programs to ensure SPs follow GS1 standards
GFSI and GS1
Testimonials from GFSI Conference 2019

• 7 video testimonials from key retail and food industry influencers available from the Nice GFSI Conference 2019

1. Veronique Discours-Buhot, GFSI Director
2. Anita Scholte, VP Quality, Food Safety, and Sustainability at AH/Ahold Delhaize
3. Britta Gallus, Director of SCM, Programs and Risk Assessment at Metro AG
4. Emmanuel Delerm, Director of Organisation and Methods at Carrefour
5. Pierre De Ginestel, Quality Director at Auchan
6. Anthony Huggett, VP, Head of Quality Management at Nestle
7. Olivier Touze, Quality and Sustainability Director at Les Mousquetaires

• 1 wrap-up video with selective quotes from all speakers

! Please join the Campaign: 8 Posts in September 2019
Testimonials Campaign Objective

Objective

Raise Awareness among broad user groups - End Users and Solution Providers – about the need for interoperability within Traceability solutions
Testimonials Campaign – “a taste”

Videos
GS1 GO Testimonials Campaign Marketing Contact

In case of any questions about Testimonials Campaign or Traceability Marketing, please contact:

**Tatyana Dyadyushko**
Senior Marketing Manager, Emerging Sectors and Solutions

**GS1 Global Office**
Blue Tower, Avenue Louise 326, bte 10
B-1050 Brussels, Belgium

**Phone**: +32 2 788 78 94
**Mobile**: +32 475 922 309
**Email**: tatyana.dyadyushko@gs1.org
Thank you...
Your feedback is important to us!

Please rate this session in the Event App to let us know how we did:

1. On the menu, click Programme, find the session
2. Click to open the session
3. Click to complete the survey