What happened at the 2020 Industry & Standards Event?

Executive summary of top accomplishments

Held virtually, 30 NOV – 3 DEC 2020, 847 people from 87 countries worked together at the GS1 Industry & Standards Event to *transform business together.*

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, 30 November 2020

Opening Plenary with keynote by Brian Solis
GS1 President & CEO, Miguel Lopera, kicked off the week with an overview of the GS1 strategy and how GS1 is helping industry to digitally transform. Next, Brian Solis, Global Innovation Evangelist at Salesforce shared insights on the relationship between the evolution of technology and its impact on people, as well as the role we play in this evolution. His keynote "New Normal — Human-Centered Innovation in the Novel Economy" inspired us to seize the opportunity, to take the chance, to drive innovation now.

AGM industry + GS1 standards. EUROPE | A digital native company's need for data, speed and resiliency This open Community Engagement session is part of the series of 5 regions, 5 stories focusing on the consumer electronics industry. Jonas Buskenfried from GS1 Sweden and Anders Andreen, CEO from Urbanista – a fast-growing lifestyle audio company -- talked about digital transformation, the synergies of selling online and in physical stores, and how GTIN is key for making all this happen. They also discussed how this year, 2020, highlighted the need for a more agile and resilient supply, and how GS1 can help.

Apparel industry + GS1 standards. LATIN AMERICA | Two success stories from GS1 Brazil
This open Community Engagement session is part of the series of 5 regions, 5 stories focusing on the apparel industry. Ricardo Melo and Nicolle Castro from GS1 Brazil shared two success stories. First, how the large Brazilian shoe company Via Marte uses GS1 standards to improve quality control and traceability. Second, how 2.5 million Apparel GTINs in Verified by GS1 makes a difference for the industry, and how GS1 Brazil engaged with their stakeholders to get there.

EDI Semantic methodology sub-team session
During the session the status of the GS1 EDI semantic project was shared, informing about the strategy, the expected achievements and the project timeline. The first two approved documents of the set of planned deliverables, the EDI Semantics Methodology and the EDI Semantics writing rules were presented, with the explanation of the main principles constituting the EDI Semantic methodology. The session also hosted a speech from UN/CEFACT where the vision on semantics applied to standard management and definition was shared, and many points of contact with GS1 strategy and approach emerged from the discussion. The session ended with a declared intention to have a follow up, enforcing the future cooperation between the two organisations.

How customer service impacts customer satisfaction at GS1
Customer satisfaction is all about building relationships. We discussed the elements of building long lasting, trustworthy, serious business relationships and why continually assessing customer needs to align expectations is a critical step to ensure satisfaction. A GS1 Member Organisation (MO) panel shared stories about how they use customer satisfaction information to ensure they meet their customer's expectations and offered tips that made a huge impact on customer satisfaction at their MOs, GS1 Jordan and GS1 Denmark. Additionally, Global Office shared how they measure satisfaction and how those measurements continuously led to opportunities that have enhanced the GO customer experience.

Industry and GS1 working together to empower digital transformation
During this session, attendees heard from Migros and Danone about why and how they are getting data into and out of the GS1 Registry Platform as a way to drive reliable data to grow their businesses. The benefits of getting data into the GS1 Registry Platform was presented and examples of how GS1 is partnering with industry to ensure the GS1 Registry platform is populated with complete and high-quality data, so that solutions like Verified by GS1 can be enable were highlighted.
Key takeaway of the session for brand owners:

- Start to prepare your product data for upload to the GS1 Registry platform

Key takeaways for retailers include:

- Start retrieving data from the GS1 Registry Platform and verifying products' identity
- Encourage your suppliers to upload their data to the GS1 Registry Platform

Contact your local GS1 Member Organisation for more information and support at https://www.gs1.org/contact.

Innovation Interest Group
This open innovation sharing session provided insights into select innovation activities from around the GS1 global community. Digital Receipts were highlighted by Staffan Olsson from GS1 Sweden and Klaus Fuchs from the ETH Zürich Auto-ID Labs. Magali Granger from GS1 France presented their ProductChain innovation project exploring the use of blockchain technology to enable product information sharing. Nus Sharif from GS1 US discussed the efforts to standardise 3D product images to enable "grab and go" cashierless checkout. And GS1 Brazil (Luiz Costa, Carolina Fernandes & Marina Pereira) highlighted multiple innovation activities including a business platform launched in only 60 days to support small/medium companies during the pandemic. Finally, the 2nd edition of the GS1 Trend Research Report was introduced.

Scan4Transport
There were two sessions related to Scan 4 Transport during the week, and this session was dedicated to the standards development. John Ryu and Dan Mullen (GS1 GO) shared the project objective, timeline and ways to get involved. The team motioned the S4T Guideline as the basis to start the prototype testing with resolution to public review comments. Michiel Ruighaver (GS1 Australia) and Jaco Voorspuij (GS1 GO) shared the prototype tests and there was important user input from Anthony Tanner (VT Freight Express) and Ed Jesus (Chep Pallets). There will be further discussion in January 2021 and if interested, reach out to john.ryu@gs1.org.

TUESDAY, 1 December 2020

A new model for the Consumer Goods industry plenary, featuring McKinsey & Co
Kari Alldredge and Jessica Moulton of McKinsey & Company shared observations from the retail industry – big challenges facing CPG - and new trends emerging. Business models must change. Digital transformation is key and GS1 can help! Lots of compelling data was presented based on years of research and all summarised in this article.

Apparel industry + GS1 standards. Asia Pacific | Retailing in Australia in 2020
This open Community Engagement session is part of the series of 5 regions, 5 stories focusing on the apparel industry. Ann Tindale and Pooja Sengupta from GS1 Australia shared an update about the Australian apparel industry in 2020, how they are helping industry emerge stronger, how online boomed and how they support Australian retailers by hosting the RFID Coalition. They also shared two specific use-cases about two different brands, Kookai and BAKU.

GS1 and blockchain session
In this session, guest presenters helped connect technologies like blockchain to real-world business needs and use of GS1 standards to enable industry's digital transformation. Emmanuel Delerm of Carrefour shared an update on the Act for Food initiative which comprises elements of traceability, leveraging blockchain and a consumer facing application. Carrefour's use of blockchain illustrated how new levels of consumer trust are possible through innovative approaches to supplier and supply chain management.

Gena Morgan of GS1 US brought us up to speed on the recent accomplishments of the Interoperability Proof of Concept work with industry stakeholders. The work is entering a new phase, but has already demonstrated that use of GS1 standards, regardless of technology choices, provides stakeholders a path to interoperability for traceability. The key message is that interoperable traceability is possible when stakeholders abide by three fundamental principles: globally unique identification, a standardised data model and data sharing governance.

Image, Digital & Electronic Assets (IDEA) SMG
Over 70 individuals from image providers (mainly suppliers), image recipients (mainly retailers), solution providers and GS1 Member Organisations came together and primarily focused on the next release of the GS1 Product Image Specification Standard. Key discussions and agreements were:
- The continuing consumer shift to mobile shopping– check out the video
- Product image standards for storage

- The need for greater guidance, or wording, around product image delivery/sharing
- Quality requirements for product images
- Use cases for product videos
- Capturing global requirements from product image recipients

Shaping future digital logistics networks
Transport & Logistics (T&L) is an integral part of ALL value chains covering a wide range of sectors GS1 has yet to penetrate (no transport – no goods). T&L is also a huge growth market, with the International Transport Forum predicting a three-fold increase of Transportation by 2050. Innovative projects are underway across the globe to shape the future of digital logistics networks and many with GS1 as a key player. During the session, we provided insights on some European funded and non-European projects.

WEDNESDAY, 2 December 2020

Apparel industry + GS1 standards. MEMA | Retailing in Kenya in 2020
This open Community Engagement session is part of the series of 5 regions, 5 stories focusing on the apparel industry. Paschal Kasimu and Myriam Opicho from GS1 Kenya shared about the Kenyan apparel industry in 2020, challenges and opportunities ahead, and how GS1 Kenya is helping their members emerge stronger and accelerate into the digital future. A beginning of a journey using GS1 standards in apparel.

Apparel industry + GS1 standards. North America | RFID for improved supply chain visibility
This open Community Engagement session is part of the series of 5 regions, 5 stories focusing on the apparel industry. Auburn University RFID, Collaboration LLC and GS1 US shared insights about how RFID and distributed ledger technology in combination with GS1 standards can help the Apparel industry solve supply chain challenges such as claims and chargebacks – one of the costliest problems for brands and retailers. The session focused on key data capture and data sharing strategies that maximize visibility and lower solution cost. The speakers in this session were Justin Patton & Matthew Russel from Auburn University RFID Lab, Mike Graen from Collaboration LLC and Jonathan Gregory from GS1 US.

Getting on the map
This session provided an overview of industry drivers for a modernised GLN, including improved interoperability, shipping and logistics operations, traceability, and supply chain visibility. Additionally, it highlighted the work completed in 2020. Coordination of global stakeholders has allowed for a holistic approach that addresses cross-market and sector party and location needs. The GLN Modernisation Mission-Specific Work Group (MSWG) is advancing in the efforts to ratify GLN non-reuse, update and simplify the GS1 GLN Allocation Rules, and create a data model for GLN. In addition to the standards work, teams have been gathering requirements for a GLN extension to the GS1 Registry Platform to support taking local efforts global and creating a centralised platform to enable new use cases. The 2020 efforts will be leading to 2021 action soon!

Intro to GSMP (Global Standards Management Process)
During this session, attendees received an overview of the GSMP process from GSMP team members Eileen Harpell and Greg Rowe. Instruction was provided on how to join groups and the tools used in GSMP. They were introduced to what a work request is and how it is routed to a group, where to find groups to join in GSMP and how to join them. Participants were instructed to use the GSMP public website to find out all they need to know about GSMP.

Marketplaces & innovation trends
When years of digital transformation happened in just three months earlier in 2020, we saw massive behavioural shifts accelerating consumer adoption of digital technology – leading to phenomenal growth in online Marketplaces. These behaviours – businesses flocking to sell on Marketplaces, online grocery shopping, remote access to healthcare and remote work – are anticipated to persist past the pandemic. This session focused on highlighting these and other innovation trends and connected them to the GS1 actions to build a Marketplace capacity. Recent actions include a Marketplace Engagement Kit available to GS1 MOs, launching a Marketplace Advisory Team and continuing education on the value proposition for the Marketplace ecosystem to work with GS1, including integrators and sellers. Finally, the 2nd Edition GS1 Trend Research report was announced. GS1 MOs can access the Marketplaces Engagement Kit in the MO Zone. The 2nd edition of the GS1 Trend Research Report is available now.

Train or track: GS1's journey in rail
This session addressed the increasing implementation of GS1 standards in the industry since 2013 with the impressive testimonials from two global rail industry suppliers. The session informed participants on the new set-up of the GS1 Centre of Excellence (CoE) Rail effective 1 January 2021, and provided an update on some major and successful GS1 Member Organisation projects in the field. During the Q&A, the group connected the activities in rail with other sectors, such as construction and transport & logistics.

Traceability case study spotlight
Innovation and collaboration were at the heart of the two traceability cases that attendees could discover. Heidi Ho and Anson Poon from GS1 Hong Kong presented a cross-border traceability project between Hong Kong and Vietnam, transforming new regulatory requirements in Vietnam into potential business opportunities. Frits van den Bos from GS1 Netherlands and John Beerens from Kezzler presented the Friesland Campina traceability case "from grass to glass" using GS1 Digital Link for consumer engagement. The latter is one of the most recent case studies you can find on the online GS1 Traceability Case Study Library.

THURSDAY, 3 December 2020

Closing Plenary with GS1 Ken Traub Standards Awards
The prestigious awards ceremony was held announcing this year's winners! Congratulations to Christian Zaeske, METRO AG and Eugen Sehorz, GS1 Austria. It's leaders in the community like these that drive standards development, standards adoption, and the quality of our standards. A huge thank you to both Christian and Eugen for their generous commitment to GS1 over many decades!

Also this plenary featured an overview of the week and inspiring look ahead for GS1 by Robert Beideman, Chief Product Officer. Watch the full video to catch all the highlights on the post-event website!

Barcode (r)Evolution (Future of On-Pack Coding update)
The Future of On-Pack Coding team has been progressing on several activities and delivered an overall status update in the main session. We created five breakout rooms in which we rotated five presenters:

1. A dependency map was created to capture each data carrier touch point throughout the supply chain, things like data carrier used, data captured, process enabled, and we identified all that should happen at that point.
2. The key learnings library was created to provide a searchable set of use cases related to more advanced on-pack coding examples from pilots or commercial work to date.
3. The quick start guide objective covers information around how to get started including how to prioritise use cases, consider and select the correct data carrier based on use cases, and how to ensure relevant GS1 standards are taken into consideration for coding additional data on-pack.
4. The decision assistant objective is to deliver guidance on data carrier selection based on known use case across our industries. The tool provides three guiding principles (capable, compliant and collaboration) as well as what you can do now (what's in the Gen Specs), what you should do as part of a transition and a look into the future for each use case. The user gets detailed takeaways focused on the use case selected.
5. The presentation template holds primary content slides to generate discussion and helpful hints to speak to the topic of 2D barcodes.

See the presentation on the post event Industry & Standards Event website.

Construction: A question of building on existing GS1 foundations?
This session addressed the increasing interest in and engagement of the construction industry with GS1 standards in the past two years. It covered the current sector's challenges in terms of digitalisation, the growing adoption of the GTIN as the globally unique identifier for building material and its role in BIM (Building Information Modelling/Management) processes. Guest speaker NCC Sweden provided an interesting insight in the industry's thoughts process on GTIN adoption. Equally fascinating were the contributions of company +ImpaKT (Positive ImpaKT) on the challenges and first results in circular economy with the Product Circularity Data Sheet (PCDS) and the presentation from GS1 Ireland on the use of GS1 Digital Link for facility management processes in the construction sector. A short introduction and update was also provided on the activities in the Digital Supply Chain in Built Environment (DSCiBE) industry work group. A bright future lies ahead.

Electronic Data Exchange SMG
In this session, over 35 experts on the GS1 Electronic Data Exchange (EDI) standards came together.
Key discussions and agreements were:
- The ongoing EDI educational opportunities – check out the video
- Processing the open GSMP Work Requests
- Open and strategic discussions around the themes of:
  - GS1 EDI standards release schedule
  - Global standards / cross-sector standards
  - Returnable Transport Items and how blockchain may have a role

GS1 Digital Link barcamp

The barcamp format allowed participants to decide which topics most needed to be talked about, which questions needed to be addressed. After a quick update on the standard itself and an explanation of how the session was going to work, pitches from six participants led to the formation of four sub-groups. It worked well with a lot of participation and lively discussion.

GS1 Global Product Classification Standards Maintenance Group (GPC SMG)
During this session, Eileen Harpell and Dan Clark led attendees through presentations by Nicole Golestrani, GS1 Canada on GPC's impact on cannabis, Khaled El Sayed, GS1 Egypt on the GPC requirements with Egyptian Tax Authority and Steve Robba on the findings when GDSN tries to leverage GPC brick attributes. Eight work requests were motioned to publication and two work requests were motioned to community review.

GSMP Digital Signatures MSWG

The team successfully eBalloted the Digital Signature Business Requirements Analysis Document (BRAD) which ended on 30 November to start the solution phase. This was a working session to start solution phase focused on following discussion topics:
1. Which data fields / data structures need to be signed?
2. Which of these need to be in the data carrier vs could be accessed via the web?
3. Identify a few commonalities across the use cases so far.

Which other data is needed to bind that unique ID to a specific physical object or virtual object and its specific characteristics or security markings.

The Global Traceability Programme
With traceability becoming an important topic and a priority in many GS1 Member Organisations (MO) and sectors, it was time to revise the GO led Global Traceability Programme. The new GTP Refresh Programme involved establishing a new approach in relation to traceability training and methodologies. In this session, MO attendees learned about the ongoing work of the Refresh team and what will be made available in the coming two to three years for the benefit of the global MO community. They also heard from MO colleagues about how they make use of the available methodologies and learnings in their markets in addition to their local efforts. GS1 Hungary shared two local projects with practical examples. GS1 Australia shared a holistic view on their national traceability experience.

NEXT EVENTS

GS1 Standards Event 2021
Date: To be announced soon

GS1 Industry & Standards Event 2021
Date: 13 – 16 September 2021

GSMP IN A NUTSHELL

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.