



The Global Language of Business

What happened at the 2020 GS1 Standards Event – A digital experience?

Executive summary of main accomplishments



We were not able to meet in person this year, however, staying connected and informed was more important than ever. This year's event was a digital experience with live keynote speakers, breakout work group sessions and "flash talks".

By being digital, participants were enabled to join from anywhere in the world and still have a seat at the table as well as stay on top of the latest trends in digital transformation, industry standards, governance and innovation.

June 22 – 25th, 403 people from 52 countries worked together at the GS1 Standards Event to *shape the future of standards*.

Thanks to the commitment and energy of everyone who attended, the week was *productive and successful*.

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

MONDAY, 22 JUNE 2020

KEYNOTE: Accelerating into our digital future

In our opening keynote, Robert Beideman (Chief Solutions & Innovation Officer, GS1) shares his perspective on how foundational learnings from his 20 years of experience in wilderness photography (4 themes of Preparation, Resilience, Sustainability, Flexibility) are relevant to the global events of the recent months. He talks about how these same four themes are highly relevant to the important questions that industry is asking themselves as we all navigate through global health, economic and social crises. The keynote concludes with an analysis of how the GS1 community can collaborate to help to accelerate industry digital transformation into the future!

FLASH TALK: Retail Innovation: Computer Vision

Wendi Eriksen, Walmart International spoke about Walmart's exploration of Computer Vision for retail innovations. A key element in Computer Vision is the "training data sets" that are needed for successful implementation. Some example applications cited include: transforming the customer experience through personalisation, enabling automatic self payments (grab and go), viewing shelves to help see what items are out of stock and checking for accuracy of pricing, compliance errors (such as looking for spills or tripping hazards), shrink reduction, ensuring we have accurate product dimensions (case and item level) for managing the space on the trucks and on the shelf, inventory management (knowing the exact count of inventory at all stores to manage replenishment from the distribution centre), etc. To test many of these concepts, Walmart has an "Intelligent Retail Lab" (IRL) test store. However, with all these possible applications, an important driver is to understand the ROI (return on investment) before moving from a pilot to a broader-scale implementation.

FLASH TALK: GS1 in maritime-based supply chains

Thierry Grumiaux, GS1 France, provided a short but very informative intro to Maritime Transportation and its importance to Supply/Value Chains of GS1 User Companies; Highlighting every Value Chain uses the Maritime Mode somewhere in the chain. Thierry also emphasized the magnitude of the Maritime Mode compared to other modes of transport but also as a stand-alone industry. Two thirds of all transport worldwide is executed by the Maritime Mode. Thierry also stressed that GS1 has enhanced its capability to support Global Traceability when using the Maritime Mode significantly over the past years. Now GS1 can provide a seamless Global Traceability solution (using EPCIS) from Seller-to-Buyer also across the Maritime Mode. Thierry then handed over to Captain Ben van Scherpenzeel. Ben stressed that Maritime Transportation and ports are vital nodes in Transport & Logistics networks. Maritime should there seamlessly interoperate with the end-to-end Supply Chain. Maritime should therefore adopt Global Data Standards (e.g. GS1) that are already well-used within the Supply Chain. Maritime Transportation (through the International Taskforce Port Call Optimization that Ben is

chair-person of) has started to adopt GS1 standards in several of the most influential publications used in the maritime world. The GLN in particular is to be used as common ID for locations within ports and elsewhere in the Supply Chain. Ben explained how that would work in practice. Ben mentioned the collaboration between GS1 and ITPCO to (potentially) develop the Global Port Master Data tool (currently Proof of Concept) into a (minimum) viable product that would be used by all stakeholders in the Maritime Industry. Ben also highlighted that ECPIS would be useful for Just-in-Time Arrival and Sustainable Global Shipping.

GSMP Identification (ID) Standards Maintenance Group (SMG)

There was a great turnout of 65 members and 20 NEW participants. The team was focused on improving the General Specification primarily on the glossary of terms and RFID aspects. Several decisions were made and details can be found in the ID SMG community room.

GDSN User Group Meeting

During the meeting we reviewed GDSN Governance. We also reviewed the approved GDSN Strategy. In addition, overviews and updates on the GDSN Roadmap, Global Data Model, GPC attribute duplication and other features were given by GS1 and the community. GS1 in Europe gave an update on several initiatives that they are working on that may impact GDSN. Several work requests that need GDSN User Group input/prioritisation were also discussed. All meeting notes and actions will be posted in the GDSN User Group Community Room.

Industry Engagement Steering Committee (IESC) Meeting

The Industry Engagement Steering Committee (IESC) met on Monday 22 June as part of the GS1 Standards Event. 14 participants joined the meeting. The IESC is a GS1 governance body operating under the Board Committee for Standards (BCS). The purpose of the Industry Engagement Steering Committee (IESC) is to assess required entrance criteria for large work efforts submitted to GSMP. In the meeting, the committee received notice that group member Ana Paula Maniero, GS1 Brasil was approved for an additional 2 year term by the BCS. Tania Snioch, GS1 Global Office provided an overview of the new GS1 Healthcare strategy. Cedric LeColley, GS1 France provided an update on the GS1 Global Marketplace Advisory Team and their work efforts to date. Amber Walls, GS1 US provided an overview of the Global GLN project and submitted an IESC Project Proposal for the standards portion to enter GSMP for standards development. The IESC unanimously approved the GLN standards work to enter GSMP. The committee reviewed proposed changes to the IESC Project Proposal template making the document less redundant and more targeted encouraging a clear and complete project proposal.

TUESDAY, 23 JUNE 2020

KEYNOTE: How organisations (and the people who lead them) can thrive in the age of relentless change

Miguel Lopera, GS1, started the keynote with an overview of how GS1 standards are ready to empower industry's digital transformation to benefit consumers and patients. Miguel also described GS1's ambition for 2025 that includes the three strategic pillars: delivering value to industries, bridging the physical and digital worlds, and building a federation of trust and innovation. Greg Verdino followed Miguel and presented on the topic of 'How Organisations (and the people who lead them) can thrive in the age of relentless change.' Greg provided an overview of different technology trends that will empower a digital transformation, all of which have been accelerated due to the impact of the coronavirus. This digital transformation is impacting not only large companies but also the gig economy that now have new avenues to reach potential customers. Greg also discussed how the change we are experiencing has created an environment he refers to as the 'never normal'. A time where the most certain thing is that there will continue to be uncertainty that we will need to constantly adapt to.

FLASH TALK: Global Data Model Business Case

The two presenters, Christian Zaeske of METRO Group and Markus Mueller of GS1 Global Office, have focused on how the Global Data Model creates value for individual companies and the community. It has been underlined that "Foundational data is non-competitive!" and the GDM creates value in two ways. On the one hand trading partners will benefit from operational efficiencies based on reducing the complexities within product master data exchange, and on the other hand it improves the overall consumer experience as the model has a positive impact on the availability, completeness, accuracy and timeliness of product data. All business case resources can be found on the GS1 Global data Model website: www.gs1.org/global-data-model

GSMP Image, Digital & Electronic Asset (IDEA) Standards Maintenance Group (SMG)

The Images, Digital & Electronic Assets (IDEAs) Standard Maintenance Group met on Tuesday 23 June as part of the inaugural GS1 digital experience. Sixty-seven participants joined the call. Community Review comments on five Work Requests to update the GS1 Product Image Specification were resolved and motioned to eBallot, with one additional Work Request being motioned to Community Review. The group was then treated to three high-level and strategic presentation on the Product Image standard for workflow & distribution outside GDSN, Update on Picture It and MetaData for Product Images and other Digital Assets. Before the co-chairs led a discussion on the future work plan which focused on the future of Product Image naming convention, opportunities around HTML based publication and leveraging the GS1 Digital Link standards.

GSMP EPCIS & CBV Mission Specific Work Group (MSWG)

The objective of the two-day session was to identify any concerns or issues in both the EPCOS 2.0 and CBV standard documents and have both documents in a position for a final review and motion to Community Review on the 30 June team call. During the Global Standards Management Process (GSMP) session, the Working Group continued the overview of both the standard documents. Updates were made during the call based on group input and group approval. Questions on this work? Please contact greg.rowe@gs1.org or craig.alan.repac@gs1.org.

The New Global Data Model Standard – Driving global adoption

During the session the presenters, Katherine Tabares of GS1 Colombia, Henk-Jan Timmerman of GS1 in Europe and Markus Mueller of GS1 Global Office, have covered an introduction to the Global Data Model and largely discussed on how to drive adoption on global, regional and local levels. It was underlined that the GDM success depends on leveraging a network effect, which is why the team tries to orchestrate adoption carefully with the help of industry and GS1 MOs. Katherine and Henk-Jan have presented two exceptional best practice examples on initiating the local and regional Global Data Model governance and implementation work.

WEDNESDAY, 24 JUNE 2020

KEYNOTE: GS1 Standards in Healthcare

Jeff Denton, Amerisource Bergen Corp., presented on the role of a distributor and the services that they provide which are supported by an integrated technology platform. Jeff also described how Blockchain is a part of that platform which provides a collaborative tool to communicate amongst organisations, enabled by global standards. Susanne Somerville, Chronicled, joined Jeff to describe how Blockchain can change how businesses operate. Susanne outlined how to enable product verification and revenue management via a Blockchain-based solution. The presentations highlighted that the GS1 standards serve as the foundation for solving business problems as they identify the companies and products involved. The global standards ensure that all of the product information is unique, and you know who is providing that data to you.

GSMP Low Level Reader Protocol (LLRP) Mission Specific Work Group (MSWG)

The team made an important decision to conduct prototype testing to ensure quality and implementable standard. There were active discussion to establish the roles and responsibilities of key prototype testers and provide next steps for the remaining 2020 calendar year.

The Future of On-pack Coding

During this interactive 2-hour session, the Future of On-Pack Coding programme team gave an update on industry activities and outlined the recent work of the three programme workstreams. After an overview of the programme vision/goals, industry included pilots and implementations were highlighted: 2D barcodes (GS1 DataMatrix) at point-of-sale for variable measure fresh foods in Europe (collaboration between industry and GS1 MOs led by GS1 Belgium-Luxembourg – highlighting pilot details from Colruyt Group) and Australia (presented by Roberto Olivares from Woolworths and supported by GS1 Australia). Next, the Future of On-Pack Coding workstream leads presented their team goals and outlined the planned deliverables for 2020. A summary of each workstream goals are: Awareness & Education: Inform our GS1 community on uses cases, research, regulations and deliver new decision tools enable consistent implementations. New Stakeholder Engagements: Develop connections into our stakeholder marketing community as well as strengthen and expand solution provider relationships. Standards & Technology: Deliver standardised guidance and the “what’s possible” for technology to support the community and on pack coding strategy. Any GS1 MOs interested in getting involved in the activity can contact the programme lead, Steven Keddle at steven.keddle@gs1.org, and read more about the Barcode (r)Evolution at [https://www.gs1.org/docs/barcodes/The-Barcode-\(r\)Evolution.pdf](https://www.gs1.org/docs/barcodes/The-Barcode-(r)Evolution.pdf)

THURSDAY, 25 JUNE 2020

KEYNOTE: MIGROS Ticaret & Google Shopping

Pre-recorded from the GS1 Global Forum this past February 2020, we heard from Özgür Tort, CEO Migros Group and Co-Chair Consumer Goods Forum, on how today's companies need to keep pace with complex demands from consumers, trading partners and regulators, all of whom require more - and better - data. We also had a chance to see into the future through the eyes of Google. One of GS1's newest board members - Bhanu Narasimhan, Director of Google Shopping - spoke about the drivers of digital transformation around the world, and how GS1 will be relevant in a future where everything that can be connected will be connected.

FLASH TALK: Material Master Data in the Rail Industry

Over the period 2012-2017 the global Rail community has developed a couple of GS1 Application Standards to tackle specific challenges in this industry. In Australia and New Zealand these standards have become an integral part of **project i-Trace**, an industry-wide initiative in support of the rail industry's digital roadmap. Implementation of unique parts identification and data capture has started in the course of 2018. In March 2019 a separate workstream for Material Master Data has been launched with the objective of developing an agreed data set for rail parts/components/assets as well as a standard process for data sharing across the industry using GDSN. In the Flash Talk Siemens Mobility and GS1 Australia have shared the latest update on this MMD pilot.

RFID beyond identification

Steve Halliday, president of the RAIN alliance, demonstrated how the RAIN RFID community can help all the stakeholders in implementing the technology. Even if a lot of benefits are obvious, implementation can sometime be seen as difficult and cumbersome. Even if RFID is not a plug and play technology, it's more and more easy to benefit from this technology due to the fact that, jointly with GS1, RAIN alliance educates, day after day, all the different industrial sectors and provide valuable advices. Jonathan Gregory, Director of Community Engagement of Apparel and General Merchandise at GS1 US is leading a lot of projects that deal with RFID implementation. He showed us how raw material can be identified and how we can access valuable additional information. It's not only about regulation compliance but more about manufacturing efficiency, traceability and consumers demand. Isabelle Devant, Key Account Manager at Primo1D, an RFID solution provider which proposes new RFID tag form factor that enables the full integration into products (not only textile ones). She explained that if we want to be able to identify the products up to the recycling processes, it is important to be sure that the tag will be really attached and embedded into these products. Then came the time to give the floor to Paul Muller, who is RFID Business Unit Manager at EM Microelectronic. EM microelectronic designs and manufactures RFID chips that comply with RAIN and NFC protocols. Paul explained that these two protocols complement each other, and he demonstrated how such a dual technology can solve B2B and B2C needs. Finally, since RFID tags will never carry all the valuable information about the products, Craig Alan Repec, Senior Manager, Supply Chain Visibility, EPCIS & RFID at GS1 Global Office, presented EPCIS, the most efficient and interoperable way to share data in complex and open value chains.

Global Data Model Live Q&A

The session featured three amazing panellists and key stakeholders of the Global Data Model Programme, Gina Tomassi of PepsiCo, Tracy Scott of Walmart and Jeffrey Cree of Retail Business Services (Ahold/Delhaize USA). The panellists have been challenged with interesting questions from the large audience speaking about their plans regarding the GDM implementation and business value it creates for their respective organisations.

GSMP 2D at POS Fresh Foods Variable Measure Products

The [GS1 AIDC Fresh Foods Sold at Point-of-Sale Implementation Guideline](#) outlines what Retailers, Suppliers and Solution Providers need to do in order to identify fresh food items at Retail Point-of-Sale (POS) and apply the corresponding GS1 Barcodes. Version 19.1 of the GS1 General Specifications first included the use of GS1 DataMatrix and GS1 QR Code barcodes for scanning variable measure fresh food trade items at retail POS. Retailers, Suppliers and Solution Providers (e.g. labelling, POS hardware, POS software) will benefit from a global, standardised approach to implementation. In this session, the Working Group continued updates to the GS1 AIDC Fresh Foods Sold at Point-of-Sale Implementation Guideline to align with the GS1 General Specifications and add additional industry best practices for standardised implementation of GS1 DataMatrix and GS1 QR Code for variable measure fresh food items. Discussions on important sections of the Guideline included Community input on the following topics and/or Guideline sections: New photos and labels for the business case examples; Guidance for Retailer POS Software Readiness; Best practices for Retailer Scanner Readiness and Best practices for equipment and software companies. Questions on this work? Please contact greg.rowe@gs1.org or elena.tomanovich@gs1.org.

GSMP Digital Signature Mission Specific Work Group (MSWG)

During this session, we ran through some use case examples that can be used in the BRAD, the following were discussed: Event tickets – Neil Piper GO; Licence Plate – Bertus Pretorius (Licensys); Trade Corridors – Bertus Pretorius (Licensys); Counterfeit Pharmaceutical Network – Tim Marsh GO; Counterfeit Goods – Denis O'Brien GS1 Ireland and Bridge Project – Mark Harrison GO. The group also worked through the final business requirements in the BRAD so that completed all 35 of them. We had at any one time a maximum of 37 attendees with some dropping in and out. Excellent participation and we can now move forward with populating the BRAD with more information, very useful three hours and the technology (zoom, website etc.) worked perfectly.

SAVE THE DATES FOR UPCOMING EVENTS

GS1 Industry & Standards Event 2020 – being held virtually

30 November – 4 December 2020

More information coming soon!

GS1 Industry & Standards Event 2020

Held virtually
30 November – 4 December ›



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>.