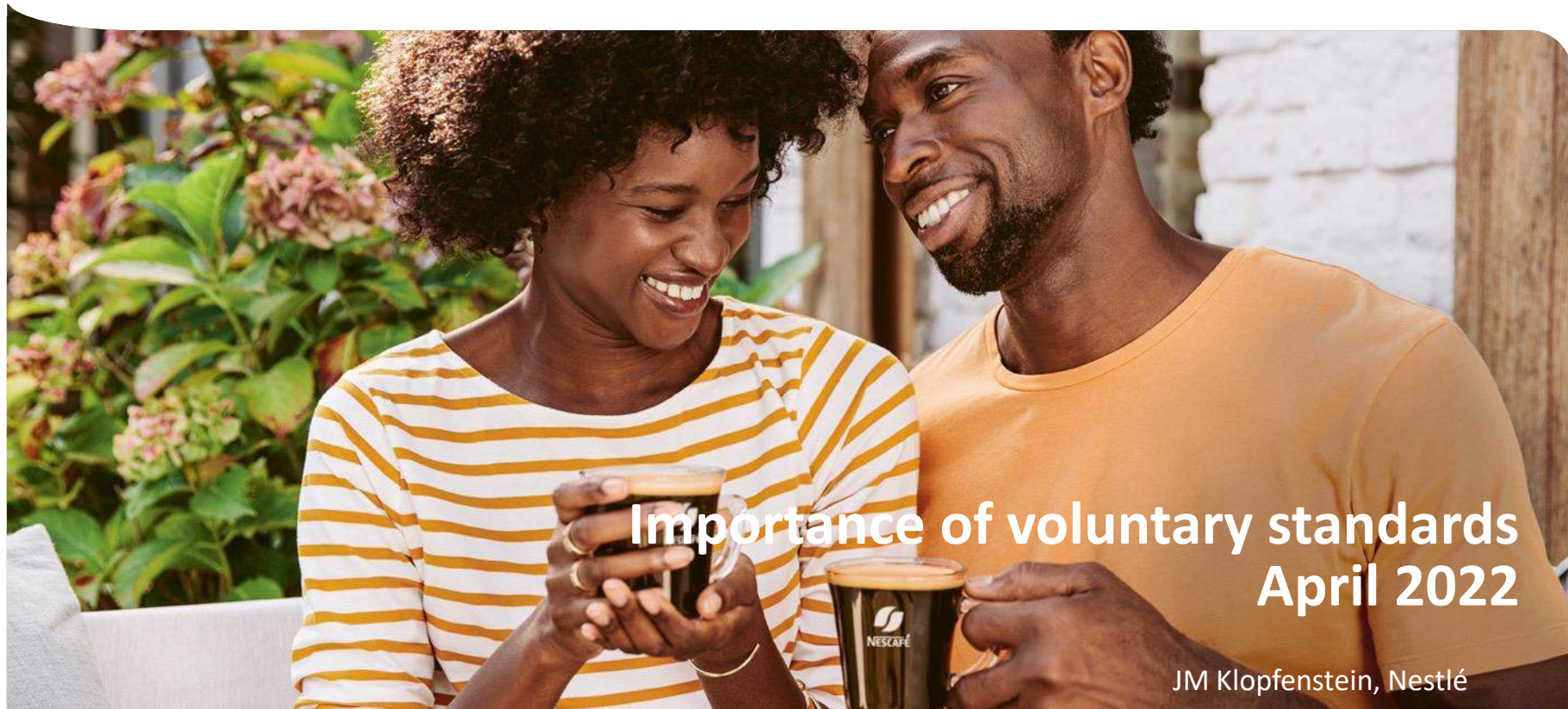




Nestlé Good food, Good life



# Importance of voluntary standards April 2022

JM Klopfenstein, Nestlé

**“If you want to go fast, go alone. If you want to go far, go together” – African proverb**

# Leveraging data to drive actions within and beyond Nestlé

As **Global Master Data Lead**, responsible to ensure

- Strong digital identity
- Complete and accurate details
- Integration within business flows

Within Nestlé and beyond...

**Strong believer in “Common Data Language”**, and contributing to

- GS1 GDSN, enabling automatic exchange of high-quality data
- GS1 Board Committee of Standards, confirming validity and scalability of current and future voluntary standards



Business Partners



Product Information



External Data



Machines



Corporate Ref. Data



# Trustable digital identity

## Current situation

Global Trade Item Number (GTIN) can be used by a company to uniquely identify all of its trade items

Governed by GS1 : [Global Trade Item Number \(GTIN\) | GS1](#)

Already used globally and several improvement projects to improve GTIN Trust and content (Transition to 2D codes)



## Challenges

- **Discipline** in applying GTIN Management rules

**Guiding Principles for making good decisions**

At least one of the following **guiding principles** must apply for a GTIN change to be required

- Is a consumer or supply chain partner expected to distinguish new or changed products from previous/current products?
- Is there a regulatory/liability disclosure requirement to the consumer and/or trading partner?
- Is there a material impact to the supply chain (i.e.: how the product is shipped, stored, received)?

- Identity not always Trusted
- While GTIN is well recognized, many new initiatives trying to bring “new” identities leading to **waste** and confusion

## Opportunities

- Leverage existing initiatives to accelerate trusted identity in a consistent manner throughout the entire value chain (Verified-By-GS1)
- **Consistently** leverage current identity to support new requirements
  - Digital European Passport
  - Circularity Holygrail 2.0
  - Handling of new behaviors (e.g. re-fill, bulk, ....)
- Ensure **Trusted** identity all along the value chain
  - Physical locations
  - Suppliers / customers
  - Packaging Ingredients
  - Process steps
  - ...

# What is Verified-By-GS1: Global registry platform to lookup for product information supplied by brand owners to verify product and company identity



Deployed in 64 Countries, 91% World GDP and over 177 Mio GTINs  
(Feb'2022 numbers)

# Build the Digital Twin to support plastic commitments

## Current situation

GS1 Global Data [model](#) aligned with the FMCG industry in order to provide harmonized and better product details.

Multiple initiatives attempting to define a list of attributes with the necessary definitions to ensure accurate data



## Challenges

- **High** number of attributes requested by the different initiatives (> 50 per packaging components) triggering high incremental workload
- **Limited** harmonization of data attributes creating waste and inaccuracy in the environmental & sustainability area

Data of Packaging – Detailed view on components

Component type	Weight	Main ingredient	Removable	PCR content
Tray	35.0 g	PET-A	No	74 %
Lidding	2.1 g	PE-LD	By consumer	0 %
Label	0.4 g	Paper	Hot-washing 80 °C	Unknown
	37.5 g	PET-A		80 %

## Opportunities

- Environmental and Data **Experts** to work together to build the Global Data Model that will support packaging improvements initiatives (and beyond), in strong **partnership** with governments, businesses and society
- Leveraging GS1 [Digital Link](#), a simple, standard-based structure providing access to trusted and dynamic product information (reduce costs of physical re-labeling)



# Efficient and automated data exchange

## Current situation

Automating data exchange between business partners means standardizing “touchpoints” leveraging a **common language**

GS1 Global Data Synchronization Network (GS1 GDSN) is the world's largest product data network.



## Challenges

- Automation of data exchange requests high-level of **standardization** and **discipline** in management of identities as well as global data model
- For Nestlé GS1 GDSN only covers 40% of data exchange with business partners (eMails, MS Excel and manual work for the remaining 60%)

## Opportunities

- Every new scenarios to connect and improve existing mechanisms in order to bring **efficiency** and **scale** faster
- Accelerate deployment **GS1 GDSN** as a foundation for future data exchange



## Summary

- **Everybody** is impacted, a **global** challenge with many different **local** contexts  
We need a **COMMON LANGUAGE** to support global and local initiatives
- Many components already exists to support Product identity, Digital data model (“Digital twin”) and automated data exchange  
We need focus and discipline to accelerate usage across industries and enabling **trusted** data
- Identify gaps and accelerate governments, industry and society alignment through evolution and/or creation of **voluntary standards** bringing environmental and data experts **together**

“If you want to go fast, go alone. If you want to go far, go together” – African proverb



A word cloud featuring the phrase "thank you" in various languages and scripts. The central text "thank you" is the largest and most prominent. Other visible words include: danke, 謝謝, ngiyabonga, teşekkür ederim, gracias, tapadh leat, спасибо, ありがとう, merci, danke, dank je, misaotra, matondo, paldies, grazzi, maialo, хвала, asante, manana, obrigada, murakoze, tenki, mochchakkeram, дякую, go raibh maith agat, munnun, arigatō, tak, dakujem, trugarez, sukriya, kop khun krap, taiku, grazie, arigatō, dhanyavadagalu, shukriya, merci, merси, sagolun, chnorakaloutioun, gratias ago, gracies, sulpay, agat, obrigado, mesi, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси, bedankt, nanni, nandri, kiitos, dankie, dhanyavad, hvala, mauuru, köszönöm, enkosi, bayartala, gracie, faafetai lava, vinaka, spasibi, blagodaram, akun, dankon, atiti, djiere, dieuf, lau, mochchakkeram, mamnun, sobodi, dekuji, najs tuke, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси, danke, 謝謝, ngiyabonga, teşekkür ederim, gracias, tapadh leat, спасибо, ありがとう, merci, danke, dank je, misaotra, matondo, paldies, grazzi, maialo, хвала, asante, manana, obrigada, murakoze, tenki, mochchakkeram, дякую, go raibh maith agat, munnun, arigatō, tak, dakujem, trugarez, sukriya, kop khun krap, taiku, grazie, arigatō, dhanyavadagalu, shukriya, merci, merси, sagolun, chnorakaloutioun, gratias ago, gracies, sulpay, agat, obrigado, mesi, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси, bedankt, nanni, nandri, kiitos, dankie, dhanyavad, hvala, mauuru, köszönöm, enkosi, bayartala, gracie, faafetai lava, vinaka, spasibi, blagodaram, akun, dankon, atiti, djiere, dieuf, lau, mochchakkeram, mamnun, sobodi, dekuji, najs tuke, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси, danke, 謝謝, ngiyabonga, teşekkür ederim, gracias, tapadh leat, спасибо, ありがとう, merci, danke, dank je, misaotra, matondo, paldies, grazzi, maialo, хвала, asante, manana, obrigada, murakoze, tenki, mochchakkeram, дякую, go raibh maith agat, munnun, arigatō, tak, dakujem, trugarez, sukriya, kop khun krap, taiku, grazie, arigatō, dhanyavadagalu, shukriya, merci, merси, sagolun, chnorakaloutioun, gratias ago, gracies, sulpay, agat, obrigado, mesi, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси, bedankt, nanni, nandri, kiitos, dankie, dhanyavad, hvala, mauuru, köszönöm, enkosi, bayartala, gracie, faafetai lava, vinaka, spasibi, blagodaram, akun, dankon, atiti, djiere, dieuf, lau, mochchakkeram, mamnun, sobodi, dekuji, najs tuke, didi madloba, kam sah hamida, rahmet, terima kasih, rahmet, tanemirt, rahmet, xixie, eucharistw, diolch, dhanyavadagalu, shukriya, merci, merси