Importance of voluntary standards
April 2022

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

JM Klopfenstein, Nestlé
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
### 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/litigation 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

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 exist 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