



ECR Community - Strategy 2017-2019

Purpose

**ECR Community is the Flagship for Collaboration
*for the benefit of Consumers***

Vision

Transforming the way we work together to fulfil Consumer wishes better, faster and at less cost.

Mission

The ECR Community is the flagship for delivering consumer benefits through collaborative practices between trading partners along the consumer goods value chain. We provide a neutral platform on which to develop, disseminate and foster the implementation of these practices.

The Community consists of a network of National ECR Initiatives each of which brings together manufacturers, retailers and in many cases, service providers within their country.

We work with a range of partners who share our vision including the Consumer Goods Forum, GS1, AIM, Euro-Commerce and various universities and we help with the flow of information between these partners.

Operational strategy

We operate in the following ways:

- Working together on areas of high relevance across our markets, developing and delivering joint solutions
- Overseeing the work at a national level and avoiding duplication by sharing ideas, information, outputs and contacts
- Collecting evidence and examples, conducting research and communicating through various channels to demonstrate the value of collaborative practices
- Contributing towards, raising awareness and promoting work developed at a global level by the Consumer Goods Forum and other partners

**The neutral collaborative platform for
retailers, manufacturers and national ECR initiatives
to develop and implement best practices.**

Our Values

| Value | Description |
|----------------------------|---|
| 1. Neutral | We are neutral toward size, value chain-role, product category of our members and customers. |
| 2. Holistic | We always keep in a holistic the total value network and the total value process within companies in mind. This means that we pay equally attention to the total value creation. Collaborative supply chain-, demand- and data management are in focus areas. |
| 3. Inclusive | Collective, Team-work, Collaborative – we enable and foster collaboration among the value network partners. |
| 4. Active listening | We actively listening to companies to ensure proximity to markets and to identify the relevant topics and to live a forward thinking culture. |
| 5. Practical | What we recommend is ready to use in practice – it solves practical operational and strategic issues in the value networks. |

Services from ECR Community to its members:

Services Included in Membership Fee

1. Network
of National ECR Initiatives, ECR Project Groups, Multinational Organisations
2. ECR Quarterly Activity Meetings
3. Website
 - a. Basic Information on Activities and News
 - b. Knowledge; Blue Books, Whitepapers
 - c. Blog
 - d. Directory
4. Newsletter
 - a. News around the ECR world
 - b. News on projects
5. Project Platform to solve industry issues
 - a. Project framework
 - b. Coordination
 - c. Activation Projects
 - d. Knowledge sharing
 - e. Market information
 - f. Networking
6. Worldwide – Link to ECR Asia, CGF, GS1, ...

Services provided at additional costs

1. ECR Briefing Day
 - a. Once per Year in host country
 - b. Update on Collaboration, ECR, hot topics, Projects, Innovation
 - c. Networking
2. Trainings & Focus Workshops
 - a. Trainings in host countries
 - b. Focus Workshops in host countries
3. Partnership Platform for e.g. SAP, IBM
 - a. Workshops with Industry Partners
 - b. Knowledge transfer
 - c. Pilot partners
4. Knowledge service platforms
 - a. Survey's and studies around Europe
 - b. Panel of experts
5. Collaboration services
 - a. Moderation of collaboration projects
 - b. Arbitration services - multilingual
6. ECR Lounge for Individuals
 - a. ECR-Club membership to get access to ECR knowledge as individual
7. Award

Services from National ECR Initiatives to its Members

Services Included in Membership Fee

Basic services package:

1. Membership or similar in neutral NPO environment
2. Promotion of ECR brand and values
3. Websites and Newsletters
4. Board in antitrust compliant environment
5. Project Platform to solve industry issues
 - a. Project framework
 - b. Coordination, Moderation
 - c. Knowledge sharing
 - d. Market information
 - e. Networking
6. Knowledge for common language
 - a. Best practice Industry recommendation
 - b. Creation of future models and solutions

Advanced package:

1. Knowledge development, Studies & surveys
2. Academic Partnership

Services provided at additional costs

Different country by country:

1. ECR Events/conferences/Awards
2. Trainings & Workshops
3. Partnership Platform for Service Providers in ICT, Logistics, Marketing, Consulting
4. Special Initiatives: Speed Docking, Lean & Green etc.
5. Consulting Services
6. Collaboration Services: platforms, arbitration, knowledge
7. ECR Lounge for Individuals
8. Project Platform
 - a. Coordinator/moderator over projects
 - b. Project framework

Objectives

| Category | Action / Principles |
|-------------------------|---|
| 1. Topics | Working in areas of high relevance around ECR |
| 2. Role | 1. We provide a neutral platform |
| | 2. We are a Network of National ECR Initiatives, ECR Project Institutes and other related organisations |
| | 3. Network of nationally attracted manufacturers, retailers and service providers |
| 3. Results | 1. Develop practices, delivering joint solutions |
| | 2. foster implementation of these. |
| | 3. Partner with other organisations that share our vision |
| | 3.1. Consumer Goods Forum: understand, contribute to, validate and spread working results |
| | 3.2. GS1: align process models with GS1 standards |
| | 3.3 AIM, Euro-Commerce, others: involve industry representatives from retail and manufacturer side |
| | 3.4 Universities: collecting evidence and conducting research |
| | 4. sharing ideas, information, outputs, examples and contacts |
| 4. Communication | 1. Disseminate our role as flagship for delivering consumer benefits through collaborative practices Communicating to demonstrate the value of collaborative practices, working results |
| | 2. Enable flow of information from these partners to our members and members members. |
| | 3. Overseeing the work at a national level and avoiding duplication |

Strategic processes

➤ Board of Directors

- In total min 4 max 8 executive representatives from members, re-election bi annually, annually replacement if needed
- Chaired by 2 Co-Chairs (max 4 years), one incoming Co-Chair (+1 year), one outgoing Co Chair (+1 year) re-election bi-annually
- Meets 6-12 times, min 3 times face to face, min. presence 60%

➤ Partners Relations

- Global and regional organisations (all regions)
- Service Providers
 - Technology
 - Logistics, Supply Chain
 - Data analysis
 - Marketing services
 - Management Consulting

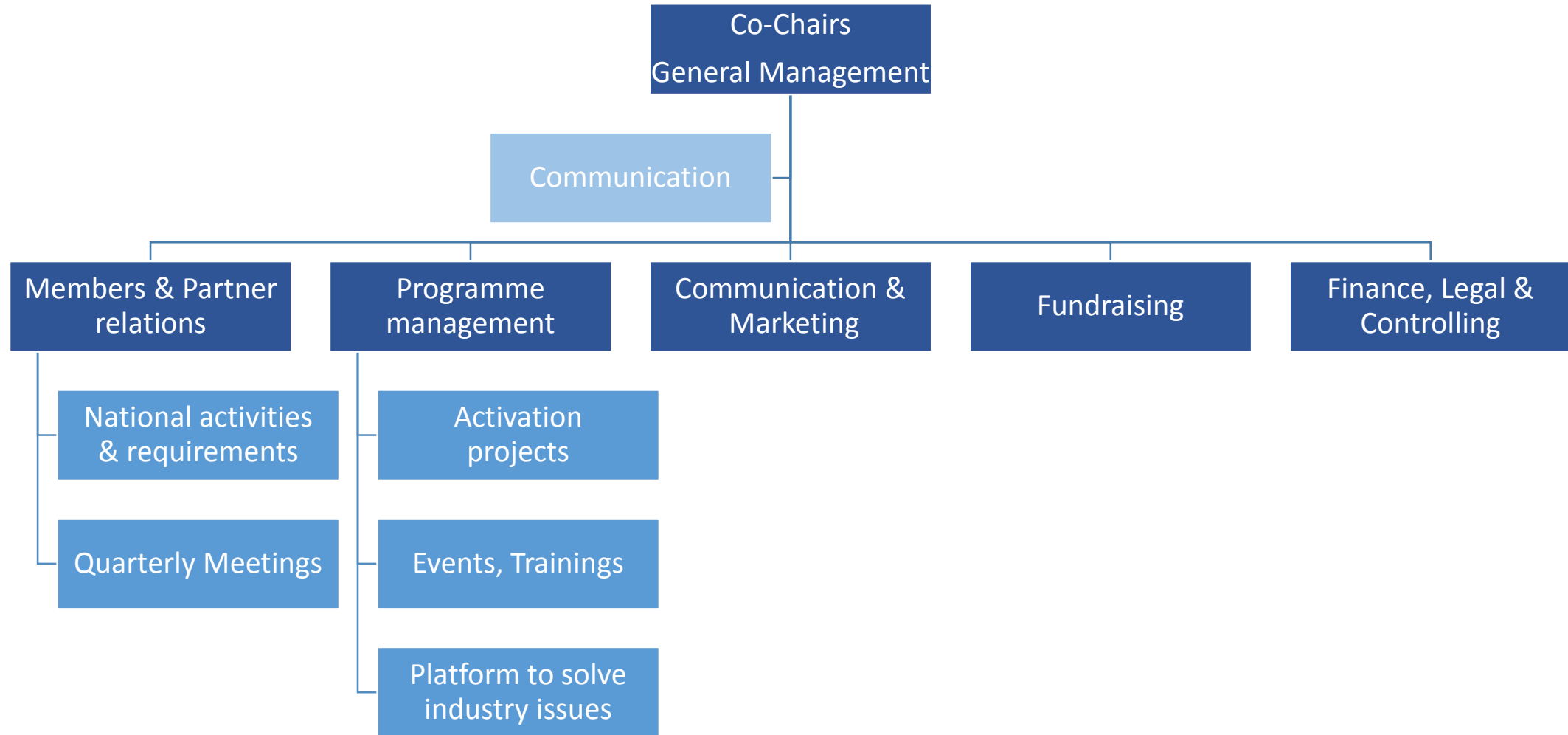
➤ Members events

- Quarterly ECR meetings (members only)
 - Updates
 - Project planning, monitor and review
- Whereof one combined with annual general assembly
 - Annual report, budget, accounting
 - Election

➤ Controlling

- Quality check
- Financial controlling
- Audit

Structure



Operational processes

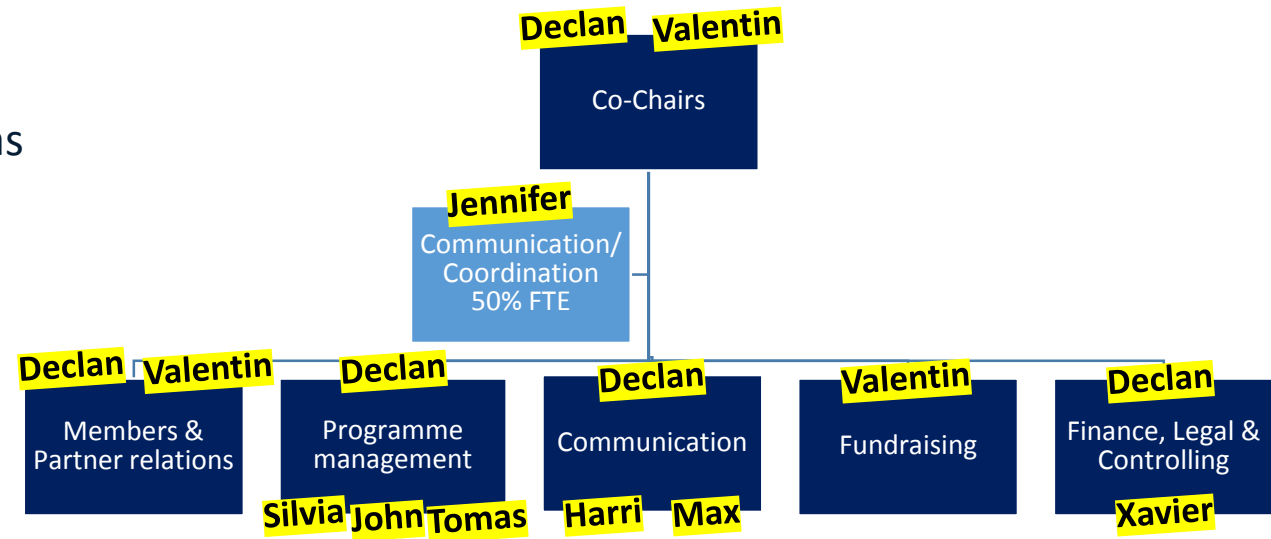
Roles and responsibilities – Board positions

- **Co-Chairs: Gen. Management:** Declan, Valentin
 - Members relations
 - Partners relations
 - Communication
 - HR

- **Programme Management** Declan, Silvia, John, Tomas
 - Hero project
 - Projects/Activation Projects

- **Fundraising** Valentin, Harri, Max
 - Acquisition & relationship

- **Finance & legal** Declan, Xavier
 - Book-keeping
 - Legal compliance



Thank you

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Valentin K. Wepfer
Co-Chair, ECR Community

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