



# GS1 Industry Engagement Process Overview



**GS1 follows an industry driven engagement model for bringing community needs into the GS1 standards development process. Industry Engagement (GS1 IE) activities offer user communities the opportunity to come together to strengthen their collaboration while at the same time improving the GS1 System and driving efficiencies in their supply chains.**

**The aim of GS1 Industry Engagement is to work in close collaboration with GS1 Member Organisations to:**

- **Manage the GS1 interface to industries globally**
- **Identify and prioritize industry needs relative to the work of GS1**
- **Work with Strategic alliance partners to identify opportunities for industry solutions**
- **Develop industry work plans and ensure alignment with other GS1 teams**
- **Drive the development of specific industry solutions and services**

### **Prioritisation**

GS1 engages with specific industries in order to understand their needs for standards, services and solutions for the improvement of industry processes. Needs can vary within an industry and across industries though some, such as those to support warehousing and logistics, can span multiple industries. This gives rise to the need to coordinate and prioritize work undertaken for industries and to assess the viability and impact to the GS1 System of expanding into new industries. The purpose of the Industry Engagement Advisory Committee (IEAC) is to approve and prioritize the work undertaken. The IEAC is composed of Users, MOs, Members of the GS1 Leadership team and GDSN and EPC Board members.

### **Industry User Groups**

An Industry User Group (IUG) is the means by which GS1 engages with organisations belonging to a particular industry sector or group of sectors. An IUG exists to bring together stakeholders within an industry to discuss and identify common needs that may be addressed by the GS1 System. The IUG provides support to its industry to understand and adopt relevant parts of the GS1 System. From time to time, the IUG may also identify areas of business need within the industry that are not currently addressed by the GS1 System, but which may be addressed by enhancing the GS1 System by creating new system components (standards, guidelines, etc.) or enhancing existing system components. The identification of an unmet business need may lead to a work effort to enhance the GS1 System through the Global Standards Management Process (GSMP).

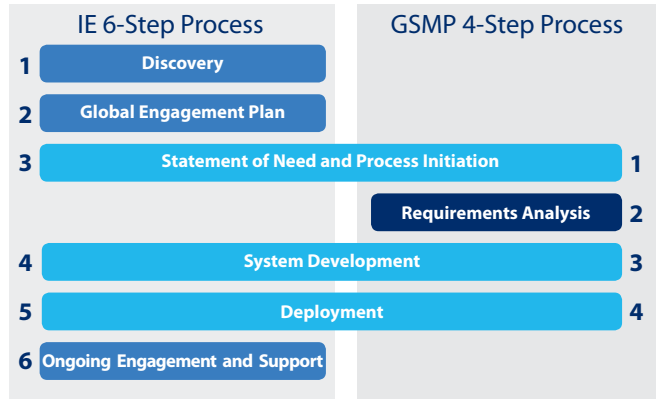


There is an IUG for each industry that has gone through Steps 1 and 2 of an Industry Engagement 6-Step Process and has been approved for inclusion as an ongoing part of GS1 Industry Engagement. An IUG exists for as long as the industry contributes to and consumes components of the GS1 System. In some cases, a Cross Industry User Group may be formed to address joint needs of certain industries e.g. when two industries routinely collaborate on a common business problem or independently face business problems which are nearly identical.



**IE and GSMP Processes**

GS1 uses an Industry Engagement (IE) 6-Step Process for the engagement of Industries. This process is intended to ensure that we engage where it makes sense for GS1, for the requesting industry, our MOs and all other stakeholders involved. The IE 6-Step Process defines all of the activity carried out by GS1 in service of its MOs and their members in good standing. IUGs are responsible for Steps 3 through 6, with the work in the latter half of Step 3 and all of Steps 4 and 5 being carried out within the Global Standards Management (GSMP) 4-Step Process.



**Discovery**

The first step involves no commitment or exposure for GS1. It consists of simply observing an industry over a period of time to see if it could be a potential candidate for working with GS1.



**Global Engagement Plan**

This step covers the initial contact with the industry with a view to assessing the viability of engaging with them to develop standards, solutions and/or services. The Global Engagement plan is used to assess this viability. This is a critical process step as it ultimately results in agreement and commitment by the GS1 Advisory Council, GS1 Leadership team and Management Board. IUG status is awarded and an MO Interest Group (MO IG) for the industry is set-up alongside the IUG.



**Statement of Business Need and Process Initiation**

An Industry User Group works to understand the needs of the industry, and from time to time identifies specific areas where there is a business need to develop a GS1 Standard or other GS1 System component. When a potential business need is identified, a Work Request is filed to begin tracking progress.



A Business Needs Group (BNG) is formed to create a Statement of Business Need (SBN), which enters the GSMP for prioritization and assignment to a GSMP working group. (This activity corresponds to GSMP Step 1) In some instances, the IUG as a whole may act as the BNG to create an SBN, rather than forming a smaller BNG. Work Requests may also originate outside of Industry Engagement; in many cases these are routed back to Industry Engagement for the creation of an SBN as described above.

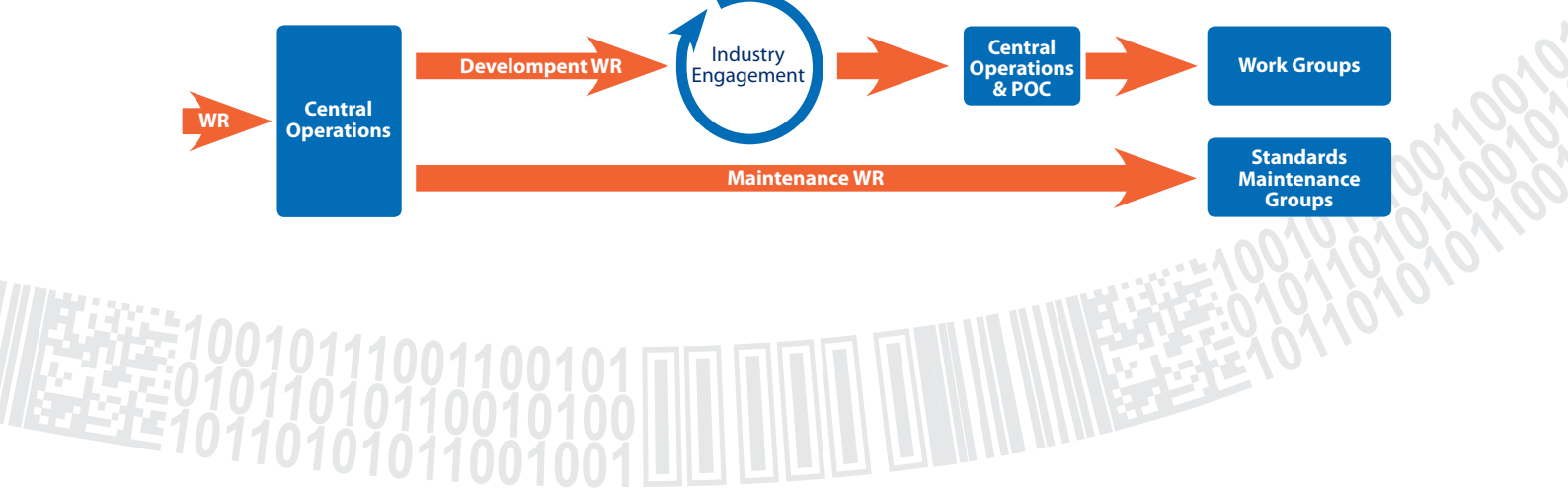
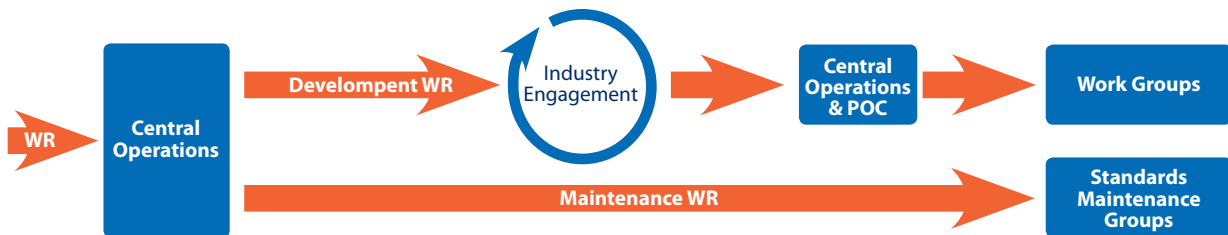
Work Requests (WR), the entry point into the GSMP process, are submitted by the community to request new standards or modify existing standards. **Maintenance** WRs are directly routed to SMGs, Development WRs are routed to Industry Engagement (IE) for review – then on to a Work Group.

**There are two entry points into this Step:**

1. Work Requests created by Industry Engagement.



2. Work Requests created by other groups or individuals. Depending on the nature of the request, it may be routed back to Industry Engagement.



**IE Step 4**

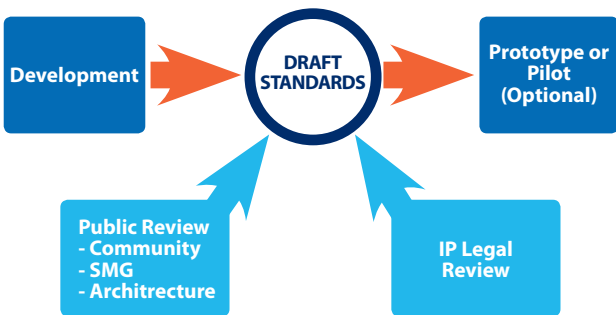
**System Development**

GSMP Working Group analyzes requirements and develops a GS1 Standard, GS1 Guideline, or enhancement to an existing GS1 Standard or GS1 Guideline. (This activity corresponds to GSMP Step 2 and GSMP Step 3).

This is the most critical step of user engagement in the GSMP. It harmonizes requirements across all types of standards. A Business Requirements Analysis Document (BRAD) contains detailed industry "needs" to assure the solution addresses the industry problem.



The standard is developed with a methodology that guarantees a robust, stable and timely solution at the end of the production chain. In this step, an opportunity for prototyping (if necessary) exists as well.



**IE Step 5**

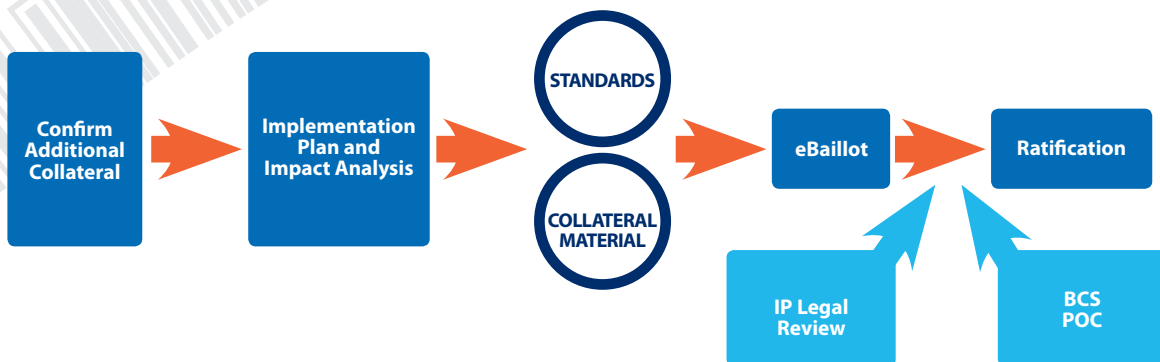
**Deployment**

A GSMP Working Group ratifies the completed GS1 Standard or GS1 Guideline. (This activity corresponds to GSMP Step 4.) This step assures that user's needs are met, and that the standard is ready to go to market. Standards are part of a "full package" delivery to the community – which includes collateral material such as Implementation Guidance, Webinars,



Training, Newsletters, or Bulletins. Ratification by the BCS and the POC assures adherence to GS1 operational and strategic procedures.

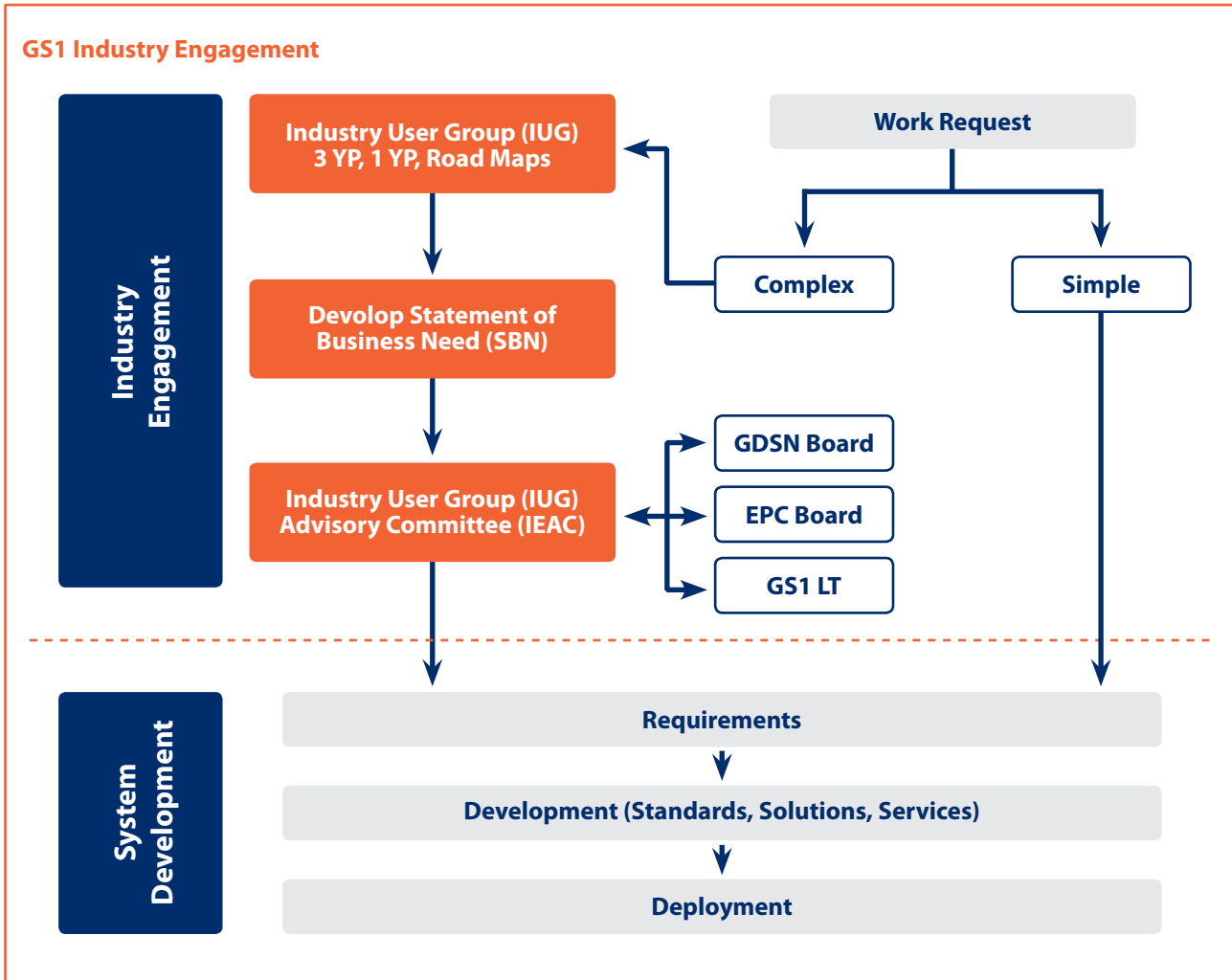
The IUG may organize pilot activity if appropriate. The GS1 Global Office and GS1 MOs develop and deliver training and other implementation support.



**IE Step 6**

**Ongoing Engagement and Support**

The IUG, in cooperation with the MOs, promotes GS1 standards in the relevant user community and supports all MOs in their implementation efforts. MOs may also request the IUG to contribute directly to an implementation where multiple MOs are involved in the same implementation or where specialist knowledge or skills in the IUG are required.



**Current IE Activities**

GS1 and its MOs lead the development and execution of the use of GS1 standards in your industry. GS1 has developed key strategic and practical relationships with many industry sectors including Retail Supply Chain (CPG/FMCG), Healthcare, Transport and Logistics, Consumer Electronics, Aerospace and Defence, Automotive and Postal. This focus on relationships ensures that the adoption of GS1 System provides compatibility across industry sectors, optimizing supply chain operations and maximizing return on investment.

**Want to get involved with GS1?**

For more information on GS1 Industry Engagement activities you may contact your local GS1 organisation or a GS1 organisation in your area. See [www.gs1.org/contact](http://www.gs1.org/contact) for contact details.

