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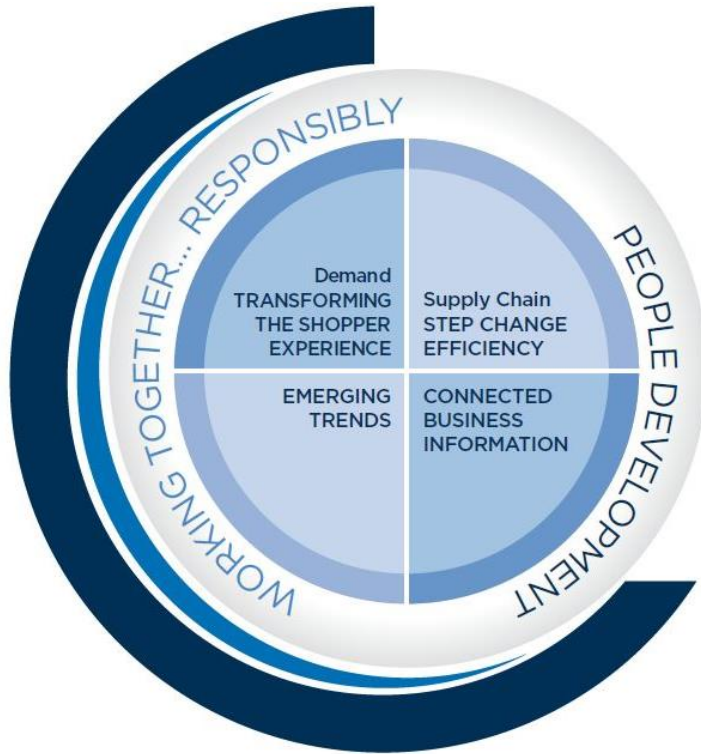
Česko-Slovenská Iniciativa ECR Spolupráce pro udržitelnost

Představení aktivit.

Konference RetailNews 9.9.2020.



Základní principy ECR



- Not-for-profit organizace
- Společná neutrální platforma pro spolupráci a sdílení zkušeností a nejlepší praxe
- Zastoupeni jsou výrobci, obchodníci, poskytovatelé služeb, věda a výzkum



CZ-SK Iniciativa ECR / struktura

Pracovní skupiny

- EDI (el. výměna dokumentů)
- Benchmarking & OSA
- Digital Retail Transformation

Programy a projekty

- Food Waste
- Lean & Green
- Packaging Waste & Plastics Footprint

ECR Shopper Segmentation
Category Management WG
Physical distribution WG
Retail Loss Prevention IG


WG Digital Retail Transformation:

- Společný projekt s podporou Svazu obchodu
- První fáze / Studie proveditelnosti – právní a daňová analýza
- Fáze 2 / procesní a datový model
- Příprava pilotního projektu s vybraným obchodníkem




The Global Language of Business

Digital Receipts in Retail



What is a digital receipt?

- Provides proof that someone has received money for goods or services
- Is machine readable and can be automatically understood and processed by a receiving application
- Can be transferred between computer systems and apps
- Meets legal requirements regarding content for receipts
- Usually contains information about purchased products such as line items, transaction time and location, basket size, and corresponding value-added tax amounts

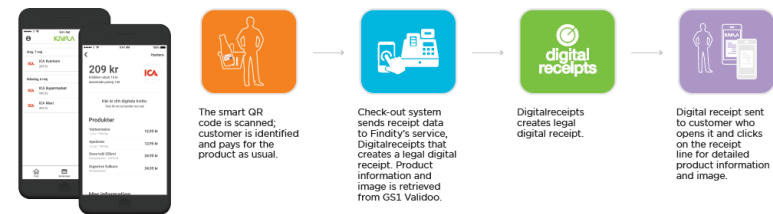


Why use digital receipts?

Use cases include:

- Targeted consumer recalls
- Activating guarantees
- Accessing manuals
- Monitoring service intervals
- Recycling end-of-life information
- Consumer interaction for retailers and brands

How a digital receipt works



Implementations

UK - Flux	Provides digital receipts automatically in a consumer's banking app as payments are made with the bank card at any store in the Flux network.
Australia - Sloop	Enables an interactive and intuitive digital receipt to be automatically delivered to a consumer's banking app post-purchase, without collecting consumer data at point-of-sale.
Sweden - Kivra powered by Findity	Allows a consumer to create a digital mailbox to receive and store digital letters, invoices and digital receipts. When linked to E-Banking, invoices are paid with one click.

Recommendations

GS1 identification	To make a digital receipt implementation ready for new use cases, GS1 standards are vital—products are identified by GTINs in digital receipts and supplementary data encoded in 2D barcodes.
GS1 Digital Link	With GS1 Digital Link, it may be possible to include the same link in the digital receipt itself, allowing a consumer to get more information about the product directly in the receipt app.
Interoperability	Retailers should require that their digital receipts service provider connects with other consumer apps than their own. Consumers will benefit from interoperability, since they can monitor their spending habits in one place.

Digital Retail Transformation / Digital Receipt

Pohled spotřebitele:
“Už nechceme skladovat hory
papírových účtenek” ...



...protože:



Vysoká spotřeba papíru (negativní dopad na přírodní zdroje)

Papírová účtenka se snadno ztratí, vypere se, tisk dlouho nevydrží...archivaci a práci se stovkami/tisíci papírových účtenek zvládá jen málokdo...



Neposkytuje přehled kolik a za co jsme utratili



Není možné recyklovat a potištěný papír může zvyšovat riziko zdravotních komplikací



“Chceme stejný komfort a kontrolu jako když nakupujeme na eshopu” ...

IČ: 28206592 DIČ: CZ28206592 E-MAIL: info@vokohalfood.cz		2818149432 Doprava - 00 - Místní nákladí				
Objednání: 9101004939 0308 19.12.2018 18:55:55 21.12.2018 10:28:59 Zaplaceno		Odběratel: Ondrej Zak				
NÁZEV PRODUKTU	KS	J. CENA	CENA	LOPH	DPH	KČ CELKEM
1 služba nádobí a koflíky Nobby May Camo Včetně ZODI: L	1	536,36 Kč	536,36 Kč	27%	102,64 Kč	649 Kč
10 Zlhaná mléčná s limonádou a kávu ONLY Laura Včetně ZODI: L	1	990,90 Kč	990,91 Kč	27%	208,09 Kč	1 199 Kč
DAŽI:	1	0 Kč	0 Kč	27%	0 Kč	0 Kč
REKAPITULACE DPH 21%			1 527,27 Kč	27%	320,73 Kč	1 848 Kč
CELKEM			1 527,27 Kč		320,73 Kč	1 848 Kč

...a spotřebitelské trendy jsou:



Praktičnost a úspora času – efektivní práce s digitální účtenkou, vždy ji najdu a mohu použít i pro reklamace a sledovat své výdaje)

Ohled na životní prostředí – úspora přírodních zdrojů a vyhýbání se materiálům s negativním efektem na zdraví ...



Digitalizace – maloobchod stejně jako další odvětví (bankovníctví, telekomunikace) se mění na bezpapírový, digitální oběh dokumentů.



- Lean & Green Logistics je nejvýznamnější evropský program pro udržitelnou logistiku.
- Zapojené země: Nizozemí, Belgie, Luxembursko, Španělsko, Německo, Itálie, Švýcarsko, ČR. Nově: Maďarsko, Polsko, Rakousko, Portugalsko,...
- Snížení CO2 o 20% během 5 let pro získání Lean&Green 1st Star
- Lean & Green Personal Mobility
- Ambasadoři: Unilever, CHEP
- Univerzity: VŠLG, VŠE Praha, UP, Škoda Auto VŠ

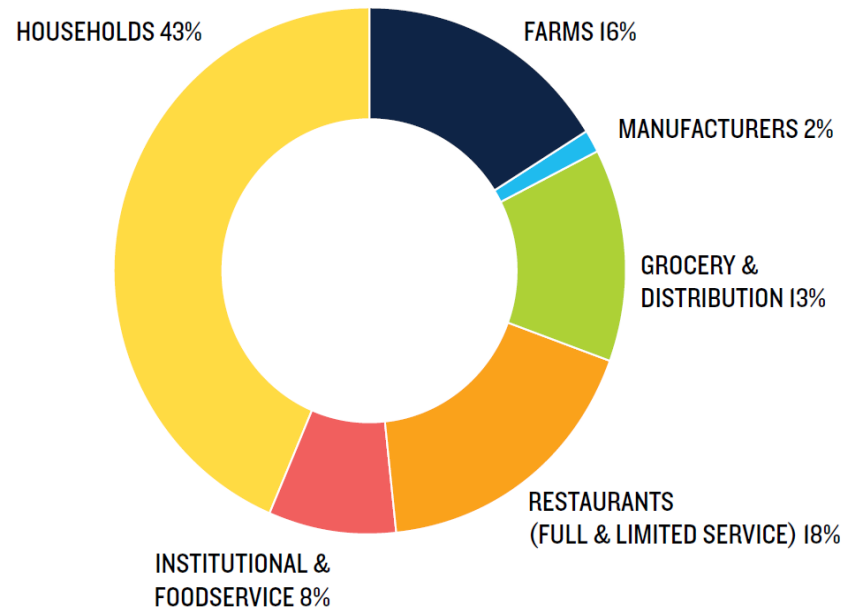


<http://www.lean-green.cz/>
<https://lean-green.eu/>

Food waste

- Společný projekt s VŠE Praha
 - Sběr a vyhodnocování dat od retailerů (Neprodané potraviny / Darované, jiné využití, food waste)
 - Celkové náklady na redistribuci / Food banks x Alternativní modely
- Plán for 2019 / 2020
 - Prevence a předcházení vzniku FW, Inovace.
 - Redistribuce / alternativní modely (Sociální Marketing)
 - Metodika spolupráce Dodavatel – Obchodník
- ECR platforma
 - Sdílení dat / neutralizace
 - Případové studie
 - Waste & OSA – Fresh Case Cover
 - Expiry Date Visibility – Size of Prize & Pilot Learnings (GS1 DataBar)
 - ECR Retail Food waste Challenge! Podpora projektů realizace

FIGURE I: BREAKDOWN OF FOOD WASTE GENERATION BY SUPPLY CHAIN STAGE, AS ESTIMATED BY REFEF FOR 2015⁴³



Note that by-products used for animal feed are not included.

Packaging waste / Plastics footprint

Zákazník v době plastové

- Sběr, recyklace, opětovné využití, zálohové systémy, vlastní obaly,..
- Plast vs Food Waste

Spolupráce dodavatel a obchodník pro snižování odpadu z obalů.

- ECR Circular Packaging Design (ECR Austria)
- Gigaton CO2 / Retail Sustainability





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Užitečné odkazy:

<https://ecr-shrink-group.com/page/home>

<http://ecr-community.org/>

<https://lean-green.eu/>



Best practice - COVID



“BEST PRACTICES” for reducing the risk of Covid-19 spreading in LOGISTICS

➤ Management of the warehouses and of the truck drivers

- 1) **Firmly segregate warehouse activities** by separating areas, which are in contact with the external environment (e.g., goods reception and shipping), from the other areas (e.g., storage, picking and order fulfillment) and avoid any exchange of personnel. Avoid the access of personnel from other departments (e.g., production, offices) and/or external people to the warehouse.
- 2) Operators in charge of goods receiving and shipping, and drivers must wear **suitable protective masks and disposable gloves** when exchanging documents and/or goods. You should also advise them to **wash their hands with antibacterial products** after each contact. To this aim, make dispensers of antibacterial products available.
- 3) Similar to what hospitals currently do, put in place **separation elements** (for example, tapes and partition barrier stands) to separate the person who delivers from the person who receives the documents (**at least 1 meter of distance**). Have the drivers enter the warehouse one at a time.
- 4) If there is a **waiting room for drivers**, place a sign on every other chair with "**for your safety, do not sit here**" written on it. In this way, drivers cannot sit **side by side** as there will be an empty chair separating them.
- 5) **When unloading and loading goods**, drivers must wear face-masks; if they do not have masks, make them available or refuse to accept the load. This creates a virtuous circle. Drivers must use masks correctly. The "best in class" companies have organized boxes where drivers leave the shipping documents.
- 6) When possible, organize the staff in **separate and non-changeable shifts**; do not give people the possibility to change their shifts. For example, you can create two shifts, so that people who work in each shift never meet each other, even during the changing of shifts.
- 7) At the beginning of the shift, check the **body temperature of the workers** with electronic thermometers, to check whether they have a high temperature.
- 8) During the shifts, workers **must not exchange tools** (e.g., trolleys, barcode scanners, manual devices and terminals for creating shipping documents). Before picking or storing any tool and equipment, they **must sanitize the parts** in contact with their bodies (e.g., RFID scanner grips). Provide antibacterial products that staff can use to this aim.
- 9) Before starting or ending a shift, or when changing activities, **wash your hands** with water (preferably hot) and soap.
- 10) **Avoid any unnecessary activity**, including, for instance, inventory checks, cleaning performed by external personnel, non-essential projects, staff updating meetings, unless these activities are aimed at managing the ongoing emergency.
- 11) Wherever possible, carry out weekly **sanitization cycles** for warehouses, offices, and rooms in general.



➤ Supply Chain and Prevention

- 12) Avoid **in-person meetings** and **replace them with remote/on-line meetings**. If it is not possible to avoid in-person meetings, limit the number of participants, ensure that they **keep the safety distance of at least one meter**, and ensure that they keep a clear space of **at least one meter** from the table they're sitting at.
- 13) **Increase the size of the replenishment orders** (by placing larger orders, but avoiding unnecessary stock-piling). For example, if you double the size of the orders, you reduce the shipping frequency by half and, ultimately, the risk of Covid-19 spreading.
- 14) This applies to **logistics and to any other department**: workers with – even negligible - symptoms of a **flu syndrome must stay at home**. Keep in mind that logistics workers often tend to **stretch beyond their limits**, so they likely will want to keep on working despite feeling unwell, especially if they are paid according to hourly rates.
- 15) For **cooperatives and temporary workers**: hire new workers only if this is absolutely necessary and make the appropriate health checks to new employees. For instance, ask new employees to sign a declaration stating that, in the past 14 days, they have not met people at risk of Covid-19 contamination.
- 16) Prioritize the **shipments directed to hospitals** and to the most affected geographic areas (countries, regions); also prioritize the shipments of products used to treat people affected by Covid-19. In doing this, maximize the delivery speed even if this implies higher costs. In general, priority should be given to the supply of essential and emergency goods.
- 17) When possible, all the employees working in the **logistics department** (customers, planners, ...) **must work from home**, thus reducing the probability of spreading the virus also to those workers who must be on-site and **cannot work from home**.
- 18) Suspend all forms of **car sharing**. Stagger the arrivals of staff to reduce the possibility of contacts within crowded areas (entrances, turnstiles, check in and check out areas, and changing rooms).
- 19) **Reduce payments made on delivery**. If these payments are unavoidable, prefer payments with contactless credit cards to cash payments and ensure that only the customer handles the card.
- 20) **Close all canteens** and encourage the delivery of meals directly to the offices. Prevent access to coffee machines because in these places the risk of spreading the virus is high.
- 21) Train your staff on these precautions and **monitor their rigorous application**, by being a role-model for **your staff**.
- 22) These precautions will likely **reduce the productivity by 15-20%**. Managers must be ready to activate overtime/additional shifts in order to effectively manage the end-of-month peaks.
- 23) **Support your team** in this critical phase of the Coronavirus pandemic; provide them with clear and exhaustive information and communications, and listen to their suggestions and/or concerns. Nurture a "sense of community belonging" that makes people feel emotionally close, although they are physically distant.
- 24) Adopt a **proactive and transparent communication approach with all the stakeholders**, for instance with trade unions, by sharing with them the efforts you and your company are making to reduce the risk of Covid-19 spreading and the precautions that you are taking.

Share your **best practices** and **this document**, and stem the Coronavirus outbreak

**Co je prioritou: ochrana
planety a jejích zdrojů,
nebo ochrana nakupujícího?**

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ochrana
planety a jejích
zdrojů,
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nakupujícího?**

Plán 2020/21: dva nezávislé výzkumy



**Zaměřený na maloobchodní
firmy**

Zaměřený na spotřebitele

Výzkum zaměřený na maloobchodní firmy

Zkoumaný vzorek:

- maloobchodní firmy
- různý sortiment
- offline i online
- různé velikosti

Výzkumná otázka:

- jaká opatření firma dělala
- jaké to znamenalo náklady
- co bylo problémem
- jaké změny to přineslo
- dopad na food waste a spolupráci s potravinovými bankami

Výzkum zaměřený na maloobchodní firmy



**Členění výzkumu – fáze dle zavádění
proticovidových opatření**



Cíl:

- **komplexně vyhodnotit realizovaná opatření**
- **nalézt „best practices“**

Výzkum zaměřený na spotřebitele

Zkoumaný vzorek:

- domácnosti různého typu a různé velikosti
- všechny kraje
- různé velikosti sídel

Výzkumná otázka:

- změny v chování při nákupu
- změny v chování související se spotřebou
- změny v plýtvání potravinami, resp. v pohledu na udržitelnost
- hodnocení přístupu maloobchodních firem

Výzkum zaměřený na spotřebitele



**Členění výzkumu – fáze dle zavádění
proticovidových opatření**



Cíl:

- **komplexně vyhodnotit změny v chování spotřebitelů a posoudit dopady na maloobchod a dlouhodobou udržitelnost**
- **zpětná vazba maloobchodním firmám**

**Co je tedy prioritou:
ochrana planety a jejích zdrojů,
nebo ochrana nakupujícího?**



**Výzkumy dají odpověď na to,
co je prioritou obou
zkoumaných skupin**