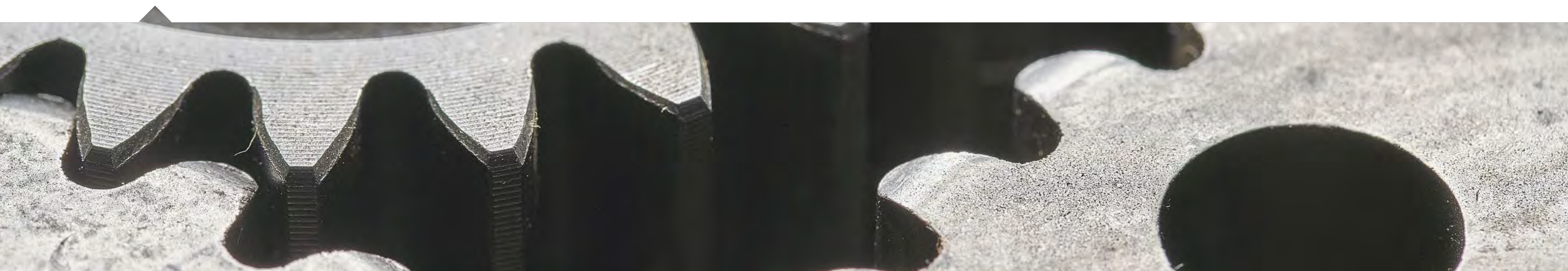




E2E Induction Programme

Collaborate with us



HOW CAN YOU COLLABORATE WITH E2E?

BEST-PRACTICE SHARING

E2E Blog Posts

E2E Springboards

E2E Podcasts

E2E Open Space

E2E Learning Series

E2E Frog Event

E2E MicroChallenge

CGF INTERNAL
Document ID



E2E Blog Posts

Our latest blog posts

- ✓ **Opinion pieces**
- ✓ **700 words**
- ✓ **2-3 images**
- ✓ **Author's photo**

Most of our blog posts are written in the style of **opinion pieces** about a topic of the author's choice that has to do with the key E2E themes or industry hot topics. However, kindly note that blogs should **not include any sales/marketing** content. We usually suggest to aim for around **700 words** for the post. We would also need 2 or 3 accompanying **high resolution images**. In addition, we ask that you kindly provide a **photo of the author** as well as their full name and job title to include in the byline. It is always a good idea to take a look at a selection of our blog posts to see the style.

What are the costs?

The E2E blog posts are **currently free**.



E2E Podcasts

Our latest podcasts

Important - Disclaimer

- ✓ Podcasts about **education** on interesting concepts and technologies.
- ✓ Language related to direct sales **cannot be used**.
- ✓ The intention is to showcase **expert know-how** existing in your companies.
- ✓ **You should** refrain from promoting your own company name during the recording.

What are the costs?

The E2E Podcasts are **currently free**.

When planning **what topic you want to talk** about, you should also choose between two format options when deciding how to structure your podcast: **planned content** or **improvisation**.

Final recordings will typically be a **maximum of 15 minutes** and the edited version will be shared with you to obtain **your approval prior to publishing**.



E2E Learning Series

Our latest publications

What is it?

Is a collection of **educational publications** and infographics produced with the aim of delivering thought-provoking material on trending topics.

Who is it for?

The target audience for Learning Series material is the **CGF membership**.

What are the costs?

2,500€, which includes the layout, additional graphs and two resolution versions (web / print, 8-20 pages) of an Executive Summary.

How will it be branded?

All the material produced as part of the End-to-End Learning Series will be **co-branded** as CGF and your company.

How can I get involved?

- Submit a title
- Decide the format
- Agree on a deadline
- Develop content
- Send your initial proposal
- Devise a joint communication plan with the CGF.



E2E SpringBoards

Visit SpringBoard web

- ✓ **Off-site events**
- ✓ **Empowering**
- ✓ **Discussions**

The End-to-End Value Chain SpringBoard Events are **off-site events**, hosted by member companies to provide hands-on experience of new technologies. The aim of these events is to **empower decision makers** of retail and manufacturing companies who want to enter discussions about the **strategic implications** of new technologies for their business.

SpringBoard Events are **sponsored, by invitation only** and host **10-50 people**. Sponsor costs depend on SpringBoard type of participation chosen (ranges between 4k - 20k €). Participation is complimentary.



E2E Open Space

More information

- ✓ **Roundtable**
- ✓ **Industry experts**
- ✓ **Sharing**
- ✓ **Collaboration**

Open Space is our **recently launched** virtual roundtable on Supply Chain Security and Resilience. It gives a **space for industry experts** to come together for best practice sharing to answer questions like how to **manage current supply chain challenges** and the role that companies can collaboratively play in non-ordinary times.

Two possible trails

[Trends]: Co-hosted with **Dr Trevor Davis**.

[Tech]: where leading tech companies can discuss new ideas and solutions.



3-6 online moderated sessions
45-60 minutes each



By invitation only, hosting a limited number of seats (~12) for an **exclusive range of participants**



Selected topics: **Supply Chain, Innovation and IT**



Open Space is currently free.

Frog Event | Winter Comes

Visit Frog Event web

- ✓ **Flagship event**
- ✓ **Includes all E2E participants**
- ✓ **1st Oct 2021**

This is the **flagship E2E event** at the end of year (1st Oct 2021), combining the **best of all E2E Induction Programme Participants** (i.e. SpringBoards, OpenSpace, authors of blog posts, etc.). A gathering of the **Supply Chain, IT and StartUp Community** to act, share and learn about everything related to **Digital, Automation, Computation and AI**.

 Open to both CGF Member and Non-Member Companies.

 Expected attendance: 50-250 participants.

E2E MicroChallenge

More information

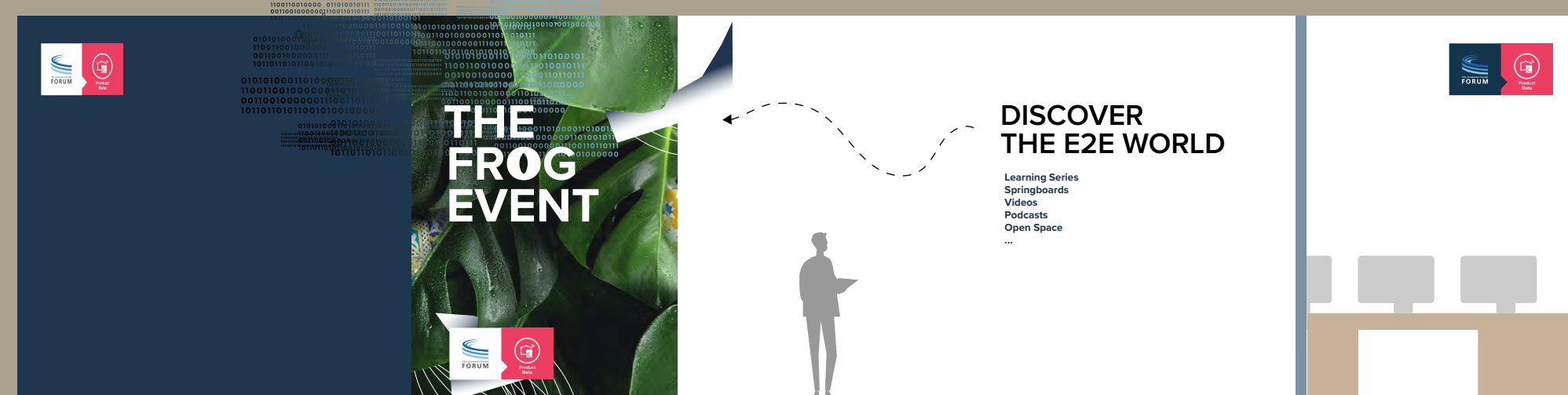
- ✓ **Innovation sprint**
- ✓ **3 to 5 companies**
- ✓ **Looking for pioneers**

The E2E MicroChallenge consists of a **3-month pilot** to evaluate a **new, or a combination of several technologies**. The **Task Force** is composed of one or more Service Providers and one or two manufacturers and retailers.

The objective is to produce a report in the form of an E2E Learning Series to **share best-practices** regarding the experienced readiness of the technology.

Looking for pioneers!

- Optical Spectrometer
- Smart Shelves
- IoT & Product Serialisation



Please feel free to reach out should you have any questions on the information in this document, and we'd be happy to clarify.

Contact us