

GS1 Innovation Café

Artificial Intelligence for better data quality

14 November 2019



Agenda

15:00 - Welcome by the chairman of the GS1 Innovation Committee

Wouter Schaekers - Supply Chain Innovation & Sustainability Procter & Gamble

15:05 - AI and Data Quality

Jan Merckx - Innovation Manager, GS1 Belgilux
Mayra Castellanos - Innovation Manager, GS1 Germany

15:30 - From the GS1 Research Labs

Klaus Fuchs - Auto-ID Labs, ETH Zürich

16:00 - The use of AI at GS1

Eelke van der Horst - Data Scientist, GS1 Netherlands

16:15 - Smart with Food

Ellen Verhasselt - International Business Development, Smart With Food

16:30 - Q&A

17:00 - Networking reception





SMARTWITHFOOD

The smartest B2B2C companion
for your data & digital
applications in personalized
nutrition & health initiatives.





“

Today consumers do not just buy products, they buy lifestyle.



CHALLENGES



Complexity of food information

Variety of dietary profiles

Increased appetite for healthy food & advice



FOOD – AS – A – SERVICE

KEY PILLARS

TRANSPARENCY



CONVENIENCE



PERSONALISATION



SUSTAINABILITY

PREFERENCES

**HEALTH
STATUS**

PERSONALISATION

TASTE

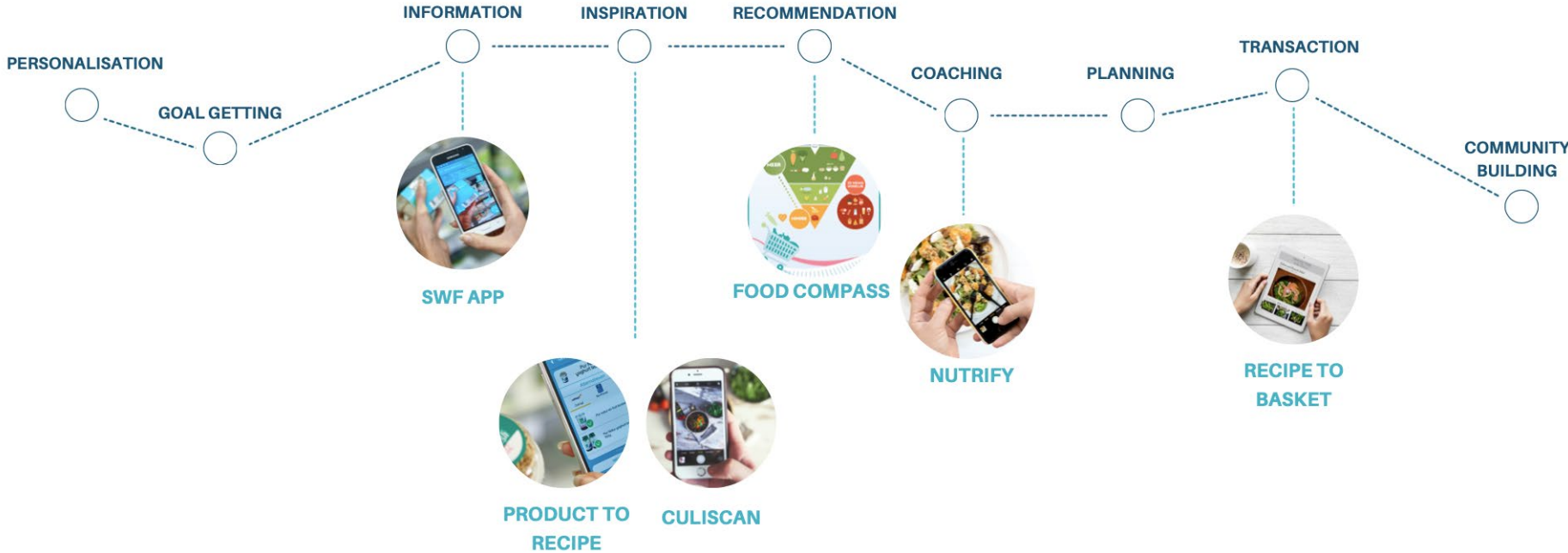
PRICE

Seasonality

ORIGIN

DIET

CUSTOMER JOURNEY

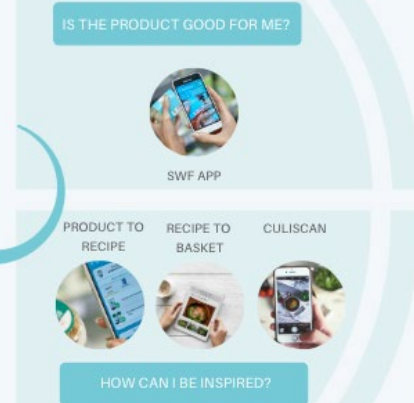


A ROADMAP TO HEALTH

HOLISTIC APPROACH



TRANSPARANCY



PERSONALISATION

CONVENIENCE



FROM A MOBILE APP

...

...TO A FOOD INTELLIGENCE PLATFORM

Alpro Soya Original



Ingredients

water, peeled SOYBEAN (8%), sugar, calcium carbonate, acidity regulator (potassium phosphates), flavor, sea salt, stabilizer (gellan gum), vitamins (B2, B12, D2).



Natural Language Processing

Machine Learning

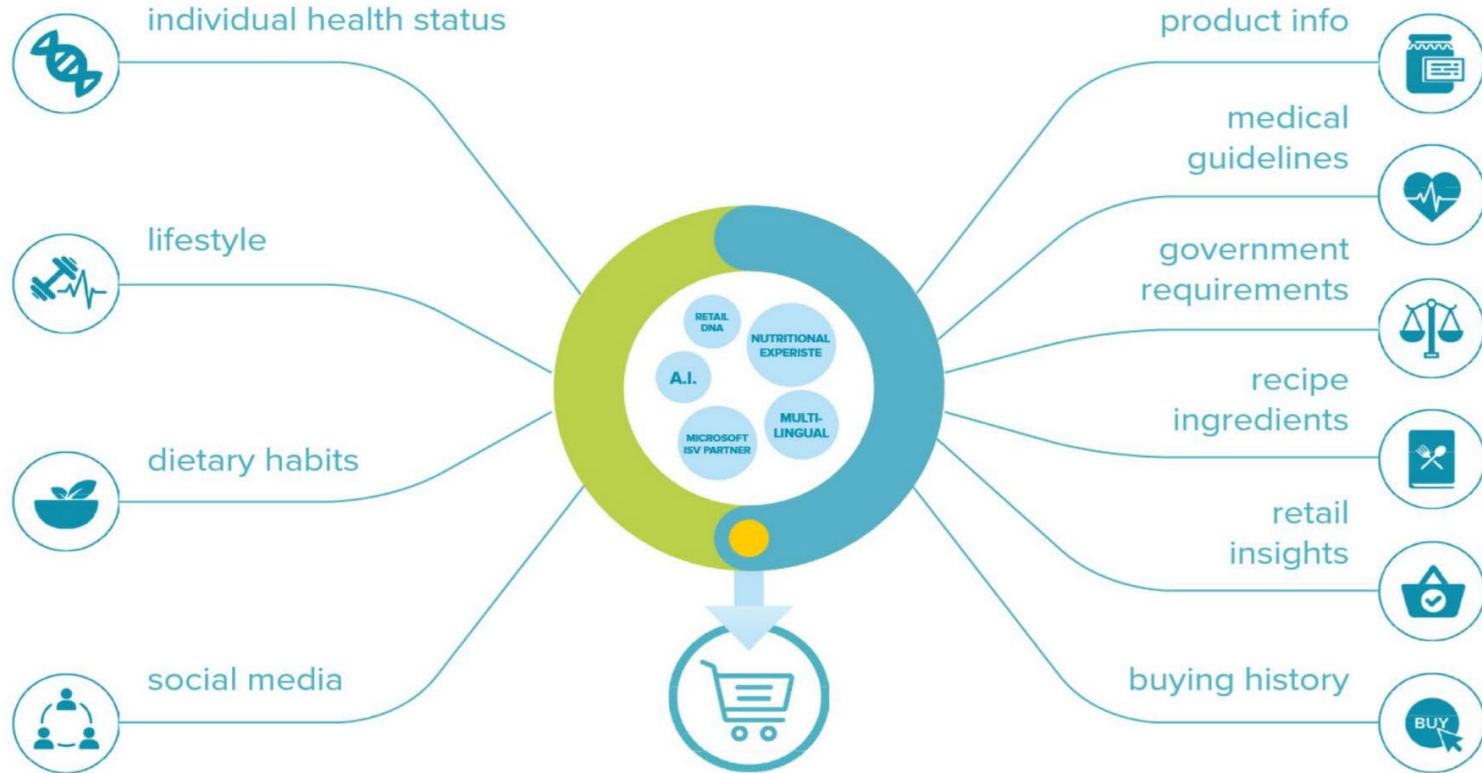
AI

Language agnostic

Scientifically endorsed content

Relations

CONNECTING DATA





Mat Velloso

@matvelloso

Follow



Difference between machine learning and AI:

If it is written in Python, it's probably machine learning

If it is written in PowerPoint, it's probably AI

5:25 PM - 22 Nov 2018

8,533 Retweets 23,703 Likes



206

8.5K

24K



IT ALL STARTS WITH
CURATED & SMART DATA

TOMATO	
AVG 123 grams - 22 kcal	
Nutrition Facts (Estimated) per 100 grams - 100 grams	
Calories	22
Total Fat	0.2g
Total Carb	2.9g
Total Sugar	0.1g
Total Protein	0.9g
Total Fiber	1.7g
Total Vitamin C	21.2mg
Total Potassium	242mg
Total Calcium	7mg
Total Iron	0.3mg
Total Magnesium	10mg
Total Zinc	0.1mg
Total Selenium	0.1mg
Total Copper	0.001mg
Total Manganese	0.05mg
Total Phosphorus	13mg
Total Sodium	1mg

SMART DATA

INPUT

UNSTRUCTURED PRODUCT DATA



OUTPUT

SMART PRODUCT DATA (ENRICHED & LINKED)



- NATURAL
- NO COLORANTS
- LOW IN SUGAR
- SOY
- LACTOSE FREE
- GLUTEN FREE

HOW IT WORKS



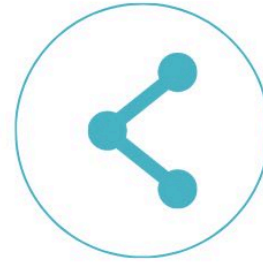
Collect

All data received from partners is transferred to the platform.



Transform

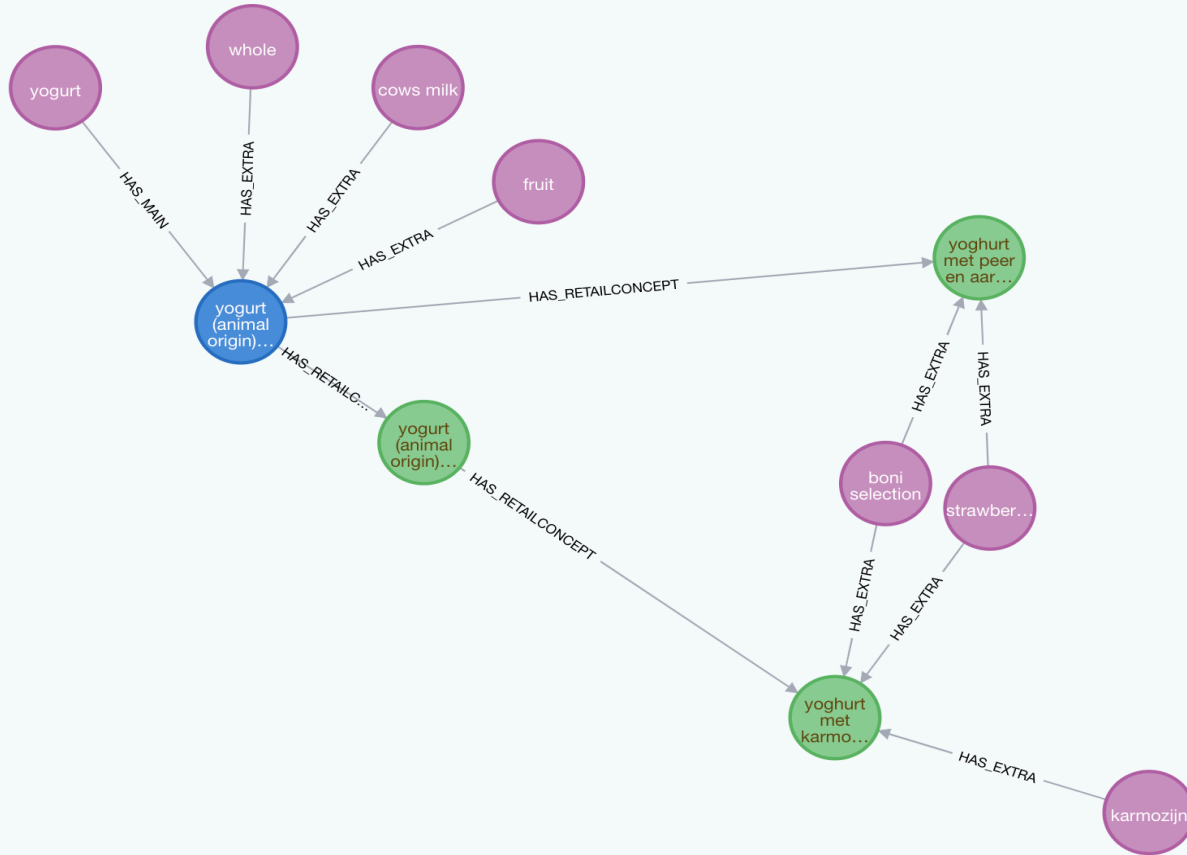
The data gets cleaned, annotated (+250 attributes) and linked, using AI and NLP to make data smart.



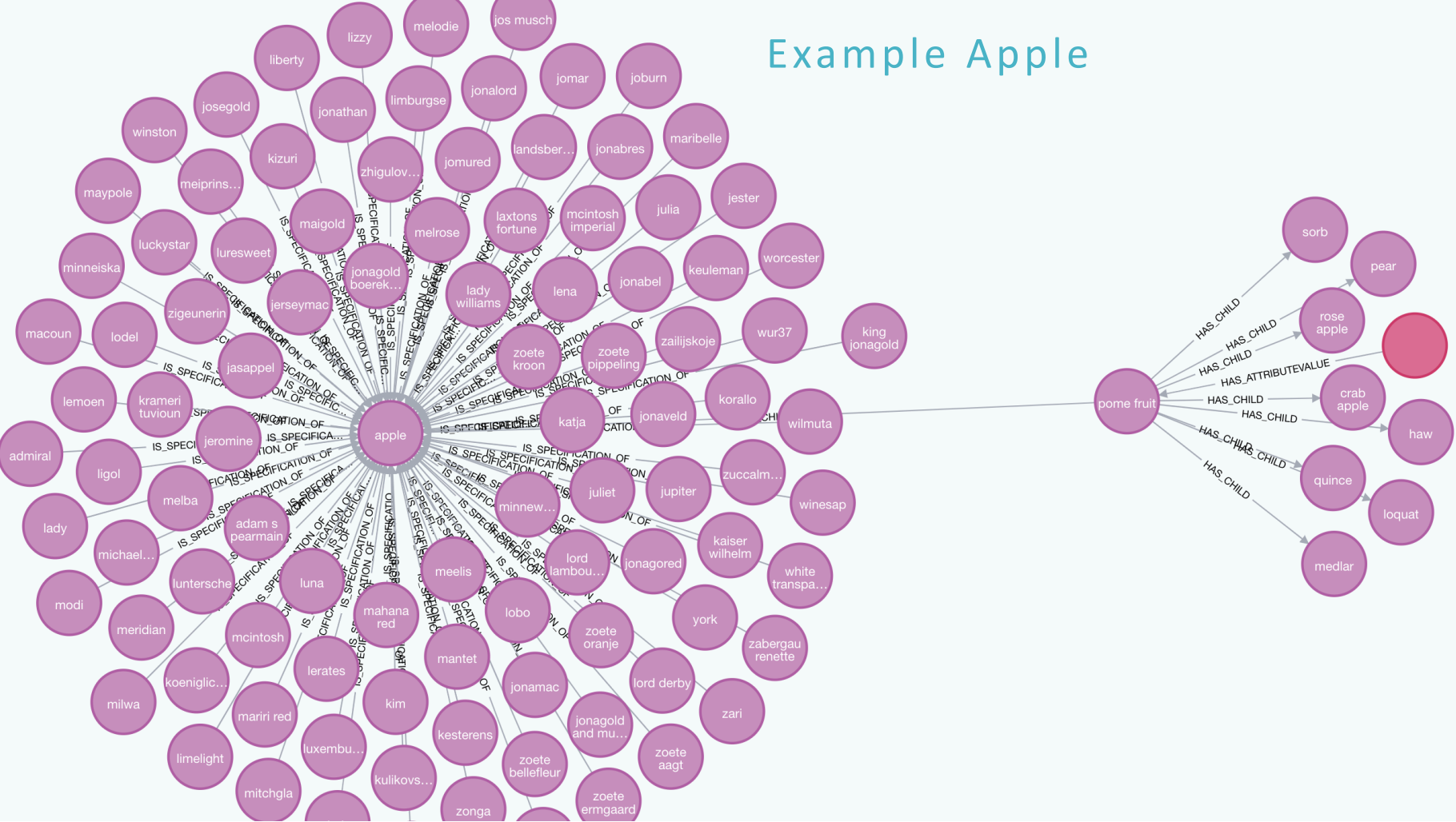
FEED

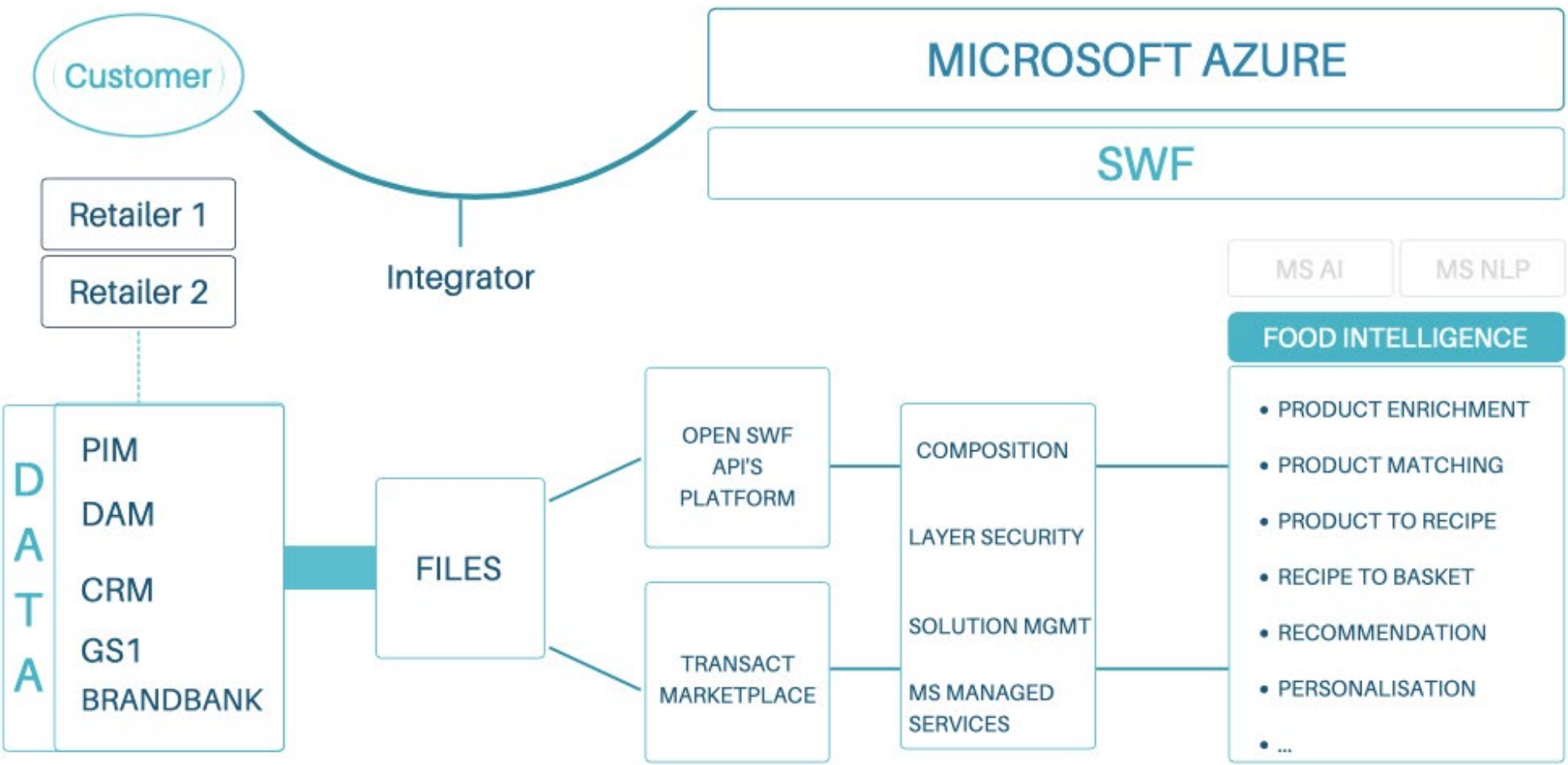
The smart data is now ready to feed tools that can be used for offering product matching services to consumers.

AN EXAMPLE: YOGHURT

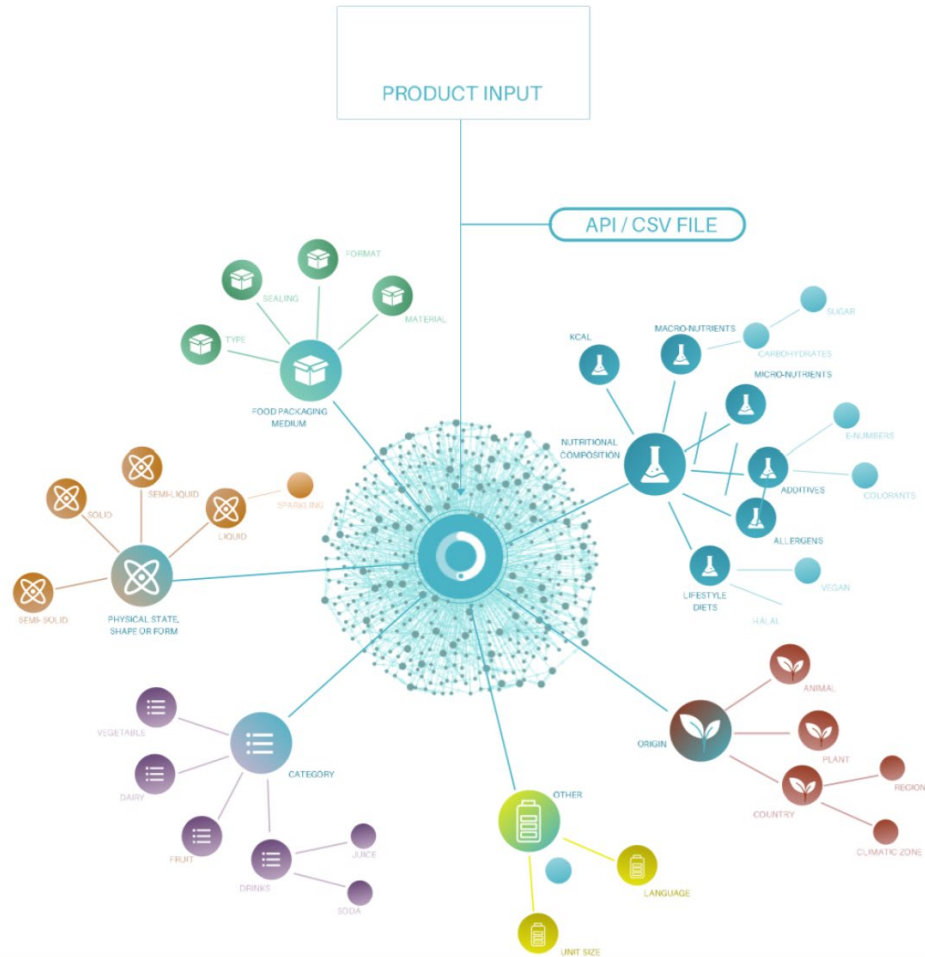


Example Apple





A ROADMAP



BENEFITS FOR THE CONSUMER

HYPER PERSONALISATION



TRUSTWORTHY INFORMATION



ULTIMATE CONVENIENCE



TRANSPARENT INFO ABOUT BRANDS





THANK YOU!

#BESMARTWITHFOOD