



## Announcement

### ECR Europe becomes ECR Community

For more than 20 years, ECR Europe has been the focal point for consumer goods retailers and manufacturers to work together for the benefit of consumers across Europe. Now, its work will continue to grow under the new name of ECR Community.

The ECR Community is owned and managed by the ECR National Associations, which span Europe and the international ECR Shrink and On Shelf Availability group. These associations are supported by over 1,800 retailers, manufacturers and service providers.

Declan Carolan, CEO of ECR Ireland and Co-chair of ECR Community, said: “The changes to ECR have been made to streamline the system. Companies participate in huge numbers through their national ECR associations and many engage globally through the Consumer Goods Forum. But there is no longer a need for companies to join at a European level too, because the national organisations are doing all the co-ordination required.

“This fresh approach has given us renewed focus and energy, and we intend to be a stronger force for collaboration than ever.”

The mission of the ECR Community is “Transforming the way we work together to fulfil consumer wishes better, faster and at less cost”. Through the Community, national associations work together on a wide range of activities and materials, the first of which has recently been published. “Best Practice in Implementing VMI” (Vendor Managed Inventory) is a guide that pulls together expertise and experience across Europe. It includes theory and practical tools and is free to download at [www.gs1.ch/ecr](http://www.gs1.ch/ecr)

Other ECR activities underway, at a national or international level, include:

- Sell More, Waste Less – a programme managed by the ECR Shrink & OSA Group to help retailers reduce losses from their stores and improve on-shelf availability
- Influencing the Shopper – best practice in category management and shopper marketing
- Logistics Pooling – guidance for companies on how to combine forces to improve efficiency
- Food Waste reduction – a series of activities to minimise food waste throughout the food chain, including by channelling products to people in need
- Omni-channel retailing – advice on how to combine “bricks and clicks” to deliver the best overall service to consumers

Joanne Denney-Finch, Chief Executive of IGD, said: “As the owners of ECR UK, we are delighted to be founder members of the ECR Community. We are great believers in sharing and learning from others. The international heritage of ECR is immense and has made a big impact on the thinking and practices of the food and grocery industry. We are committed to help build an ever brighter future for our industry.”

For more information or to enquire about becoming involved with ECR, please contact your local ECR National.