



# Invitation to ECR Baltic (Efficient Consumer Response Initiative) open General Meeting on 31st of July in Riga

**Jorma Rautanen**  
Co-Chair, ECR Baltic  
(Prisma)

**Edgars Pentjuss**  
MD, ECR Baltic  
[edgars@ecr-baltic.org](mailto:edgars@ecr-baltic.org)  
+37126546645

# AGENDA (Tallink Hotel, Riga):

12:30 - 13:00 Welcome coffee

13:00 - 14:30

- Introduction (competition law and antitrust caution, what is ECR and its principles)
- ECR Baltic annual report
- ECR Europe and ECR Baltic strategy
- ECR Baltic working streams (EUR Pallets assessment, Returnable/Reusable Transport Items unification, Master Data Management and Data Synchronization, EDI, Category Management-Shopper, Training and Education)

14:30 - 15:00 Coffee break

15:00 - 16:30

- ECR Baltic working streams continued (annual ECR Baltic forum 2012 on 8th of November in Vilnius)
- Voting for statutes change request:

8.1. Administrative body of the Association is an executive board that consists of one (1) board member who is elected for 1 (one) to maximum 3 (three) years.

- Election and voting for the Board (Council) members representing manufacturing side from Estonia. If you are a manufacturer based in Estonia and would like to join ECR Baltic on Board (Council) level, please send your nomination to [edgars@ecr-baltic.org](mailto:edgars@ecr-baltic.org)
- Members time and closure

# ECR Baltic members:





# What is ECR?

ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania.

ECR Baltic is a **collaborative retailer-manufacturer platform** with a mission “to fulfill consumer wishes better, faster and at less cost”. It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value.

ECR Baltic is a member of ECR Europe:

<http://www.ecr-europe.org/>

Since November 2010, ECR Europe is the regional platform for collaboration of the [Global Consumer Goods Forum](#).

**Uniqueness: Only European platform for value chain co-operation on a parity basis between brand manufacturers and retailers.**

# ECR mission and objectives?

**Collaboration**

**Consumer focus**

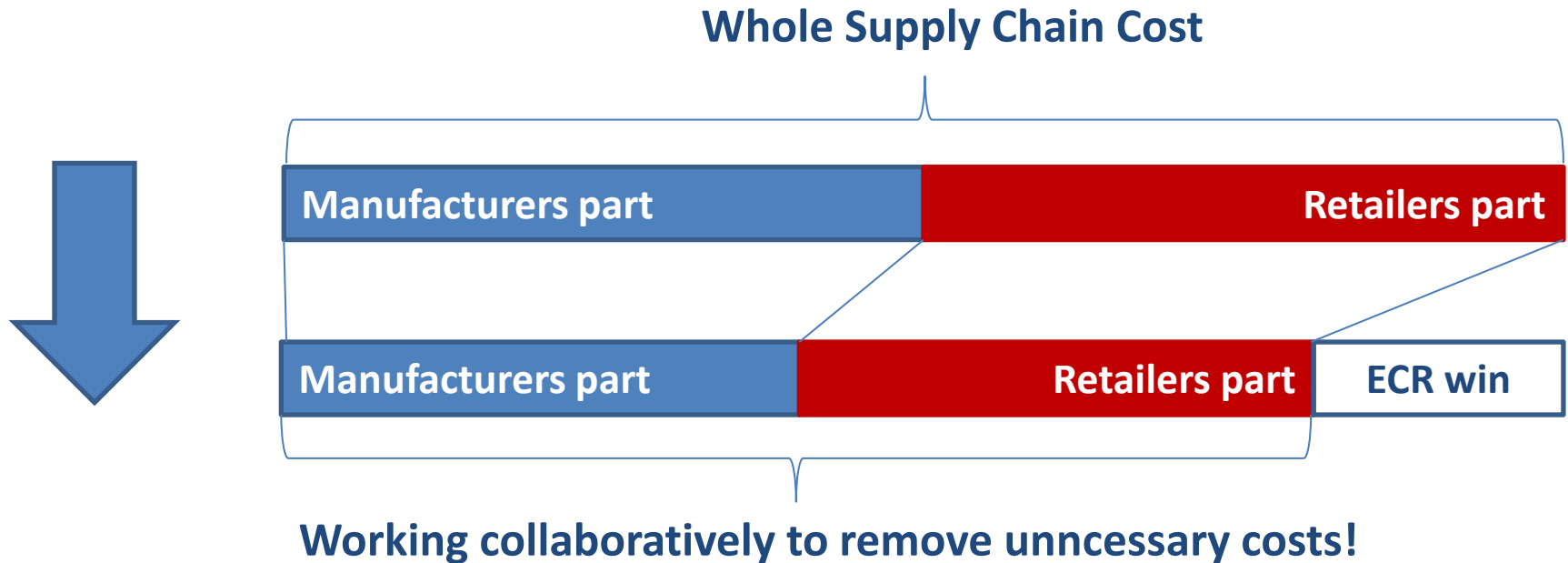
**Working together to fulfil consumer wishes better,  
faster and at less cost**

**supply chain efficiency**

**with a shared business process leading to  
shared benefits across the value chain.**

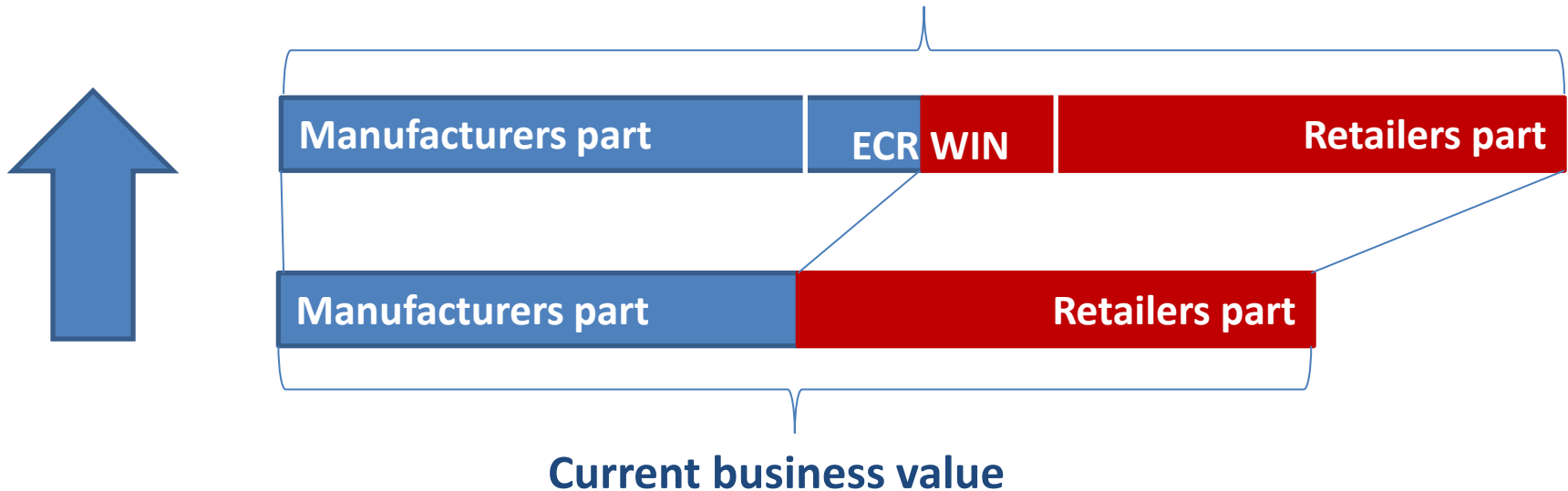
**Win - Win**

# How does ECR work on supply side? Cutting Costs!

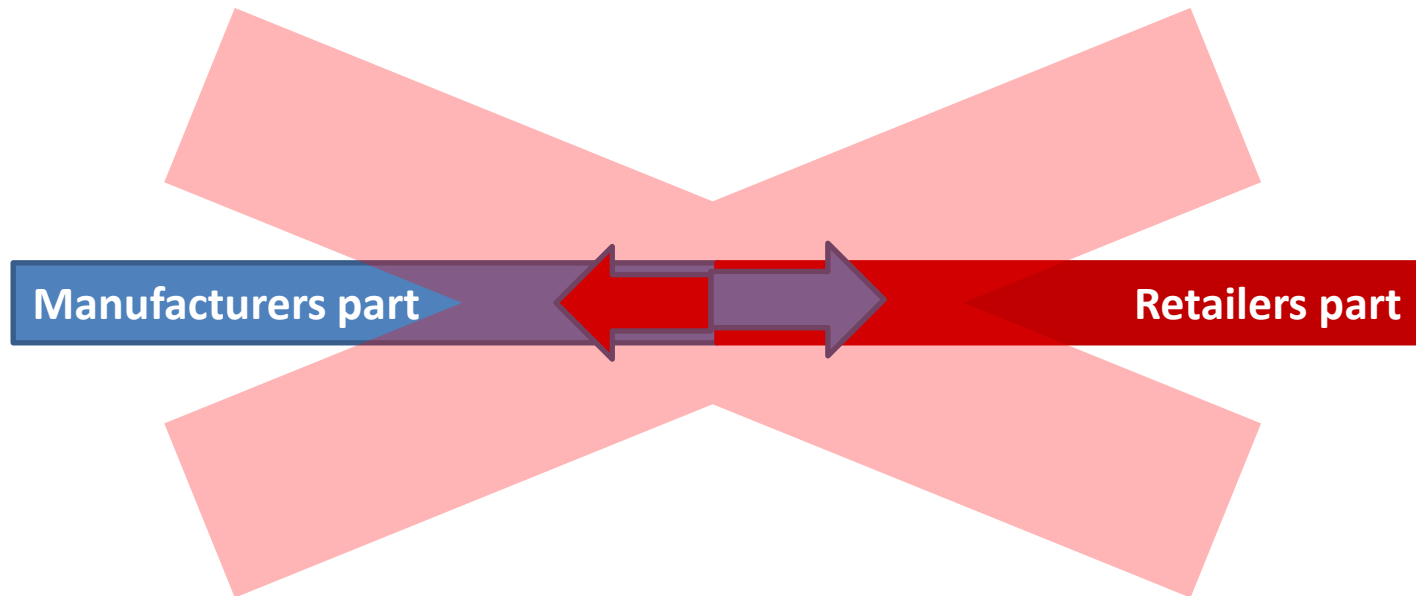


# How does ECR work on demand side? Growing Demand!

Working collaboratively to focus on consumer/shopper needs



ECR is about efficiency and cost reduction of whole supply/value chain and not moving costs and profit part back and forth!



For overall cost calculation ECR use ABC – Activity Based Costing



## STRATEGY & STANDARDS

Consumer Goods  
Forum



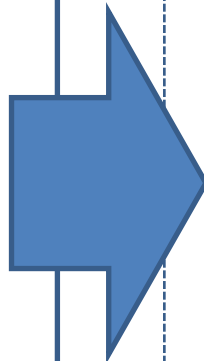
ECR Europe



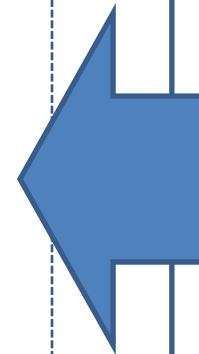
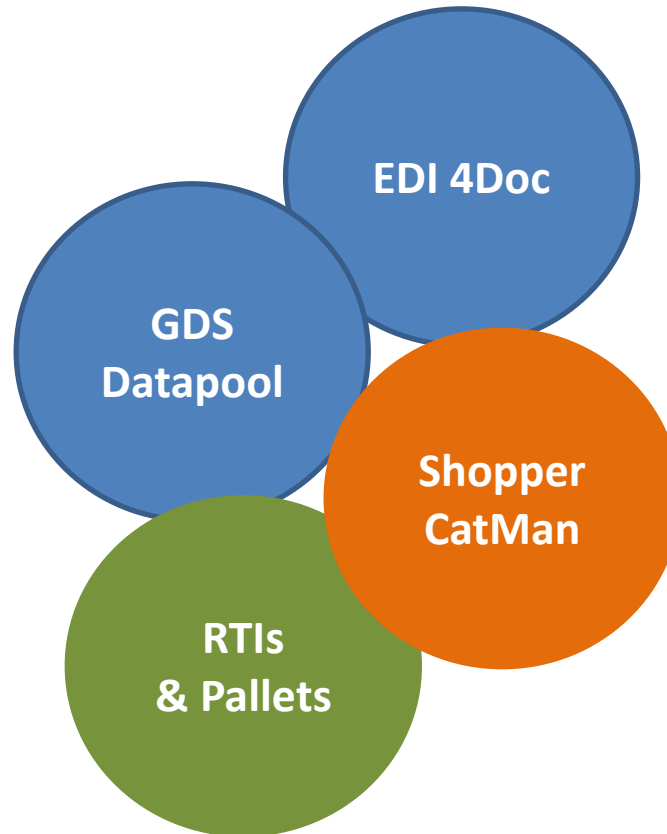
ECR Baltic



Global Standards  
(GS1) and local  
legislation



ECR Working Groups:  
FMCG Retailers and  
manufacturers:



## SOLUTIONS & IMPLEMENTATION

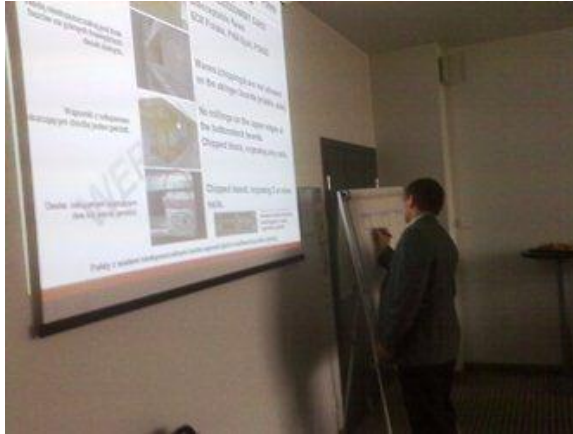
Telema, Edisoft  
Itella, BPO

SA2, Edisoft,  
GS1, Saphety

Nielsen,  
Analyse2  
Solutions

EPAL  
Chep  
Bepco  
MPS  
CC

## Join ECR Baltic working groups



- Supply Chain Committee
- Pallets assessment working groups
- RTI (reusable transport items) unification
- Electronic Data Interchange
- Master Data Management and Data Synchronozation
- Education and Training Committee
- Demand – Category Management

[www.ecr-baltic.org](http://www.ecr-baltic.org)

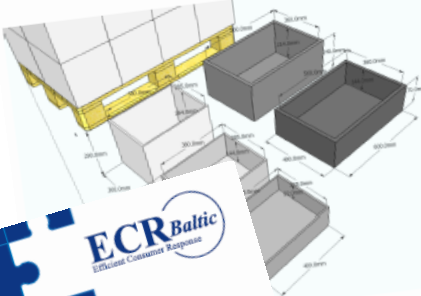
## Edgars Pentjuss

[edgars@ecr-baltic.org](mailto:edgars@ecr-baltic.org)

+37126546645

# Publications and bluebooks: ECR Baltic, ECR Europe: <http://www.ecr-europe.org/ecr-library>

RTI (Returnable-Reusable Transport Items) for dairy, meat, bakery, fresh fruits and vegetables\*:



For RTI, it is recommended to limit the number of crate types from more than 100 different types currently circulating in Baltics to 3-6. The crates must be compatible so that they can be piled up. The formats shall be limited to 60 x 40 cm and 30 x 40 cm as per recommendation below (height tolerance +/- 2 mm).

Reduce 3 crates set

Primary packaging types:

1000mm diameter cups: 18 pcs  
600mm diameter cups: 12 pcs  
1000mm pure packs: 15 pcs

Suitable for

Product category

1000mm diameter cups: 12 pcs  
600mm pure packs: 15 pcs

Suitable for

Product category

1000mm diameter cups: 15 pcs  
600mm pure packs: 12 pcs  
1000mm pure packs (pouch): 18

Suitable for

Product category

Vegetables crates set

Primary packaging types:

1000mm diameter cups: 18 pcs  
600mm diameter cups: 12 pcs  
1000mm pure packs: 15 pcs

Suitable for

Product category

1000mm diameter cups: 12 pcs  
600mm pure packs: 15 pcs

Suitable for

Product category

1000mm diameter cups: 15 pcs  
600mm pure packs: 12 pcs  
1000mm pure packs (pouch): 18

Suitable for

Product category

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Suitable for

Product category

1000mm diameter cups: 15 pcs  
600mm pure packs: 12 pcs  
1000mm pure packs (pouch): 18

Suitable for

Product category



Baltic EUR kaubaaluste hindamise  
(Eesti, Läti, Leedu)





# Annual ECR Baltic Forum:



10th November ECR Baltic Forum 2011 -  
Improving together!

232 photos | 246 views

items are from 10 Nov 2011.





*Vilnius Lithuania*

**6th ECR Baltic Forum**

**8 November 2012**

More information on [www.ecr-baltic.org](http://www.ecr-baltic.org), social media and mobile



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# Antitrust and Competition Law Caution

ECR Baltic will not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws. By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions and conditions with third parties, including purchasing strategy, terms of supply, trade programs or distribution strategy. This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

Message to new members, participants and/or people taking part for the first time: Please note that taking part in ECR Europe's and ECR Baltic activities is subject to having read and understood ECR Europe's EC Competition Law Compliance Program. If you have not done so, please do so now. <http://www.ecr-baltic.org/f/docs/clcp.pdf>





Thank you!

[www.ecr-baltic.org](http://www.ecr-baltic.org)

[www.ecr-europe.org](http://www.ecr-europe.org)

## ECR Baltic

Address: Brivibas Street 149,  
8. korrus, Riga, LV-1012

T +371 26546645

F +371 67885461

E [info@ecr-baltic.org](mailto:info@ecr-baltic.org)

Skype: [ecr.baltic](https://www.skype.com/name/ECR%20Baltic)

<http://www.ecr-baltic.org>

ECR Baltic on Efektiivne  
Tarbijatele Reageerimise  
Algatus Eestis, Lätis ja  
Leedus. ECR Baltic on  
jaemüüjate-tootjate  
koostööplatvorm missiooniga  
"täita tarbijate soove paremini,  
kiiremini ja väiksemate  
kuludega". See on  
mittetulunduslik  
organisatsioon, mille eesmärk  
on aidata esmatarbekaupade  
müüjatel ja tootjatel parandada  
tarneahelate efektiivsust,  
kiirendada äritegevuse kasvu  
ja tõsta tarbijaväärtust."