



Towards one eBusiness Language for fashion

eBIZ

Action plan 2013 - 2014

The eBIZ Interest Group
eBIZ monitoring, promotion & support
Follow up



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1. Background

eBIZ is the European initiative pursuing since 2008 the use and greater interoperability of e-Business (i.e. digital communication between companies) in the Fashion supply-chain, textile clothing and footwear.

In 2012-2013 eBIZ grows significantly through the activities enabled by the CEN eBIZ Workshop, which delivers:

- **54 organizations** from 10 European countries gather in the international working group set up under CEN eBIZ Workshop made up of 72 participants from IT suppliers for fashion (47%), Research/consultants/Uni (28%), and fashion industry (25%)
- a CEN Workshop Agreement (CWA) represented by a **new version** of the **eBIZ Reference Architecture** for interoperability of e-Business and which expands on: RFID, eInvoicing, Business models, yarn technical data etc.
- 9 public meetings unveiling the mass of **eBIZ users** across Europe, estimated in over 300 companies, and marking once again the benefits of a common, interoperable language for the fashion business.

2. Action Plan 2013-2014

In June 2013 the CEN eBIZ Workshop is successfully concluded delivering all planned results and paving the way for the next phase.

Having consulted members of the CEN eBIZ Workshop, EURATEX proposes the present action plan at the attention of all relevant stakeholders and focused on the following 3 activities:

1. set up an **eBIZ Interest Group**;
2. **monitoring** the eBIZ growth, **promote** and **support** its adoption;
3. **evaluate new requirements and follow up** actions after 1 year.



3. The eBIZ interest Group

The eBIZ Interest Group is an informal forum taking forward all results achieved under eBIZ to promote further expansion of eBIZ and of eBusiness for the benefit of fashion companies.

3.1 Objective

To promote **data exchange** in the fashion supply chain **through the use and greater interoperability of e-Business** communication, based on the agreed CEN Workshop Agreement (CWA) hereafter called the eBIZ Reference Architecture

3.2 Activities

Withing the eBIZ Interest Group the following activites will be carried out:

- 1) to exchange information and support the use of the eBIZ Reference Architecture
- 2) to exchange information and assess new requirements of eBusiness for fashion
- 3) to offer visibility to companies which use eBIZ compliant eBusiness

3.3 Access and Governance

The eBIZ Interest Group is joined by any concerned stakeholder by simple e-mail notification. All members of the CEN eBIZ Workshop are directly invited to join.

The Group is:

- chaired by EURATEX Director General,
- managed by eBIZ constituting organizations EURATEX and ENEA,
- guided by the eBIZ Advisory Board.



3.4 Roles and activities

The activities of the eBIZ Interest Group features the following key actors:

- **EURATEX**, based on its role of eBIZ coordinator since the inception (2008), will coordinate the Group activities; liaise with international bodies notably the European Commission and CEN; organize and chair the periodic meetings, defining the agenda; manage the eBIZ website; receive and circulate information provided by the members of the Group; initiate monitoring and promotional activities.
- **ENEA**, based in its role of developer of the eBIZ Reference Architecture since the inception (2008), will provide assistance to implement the eBIZ Architecture; manage the technical parts of the eBIZ website (notably the eBIZ Validators); collect requirements and technical inputs on the eBIZ Architecture.
- the **members of the Advisory Board**, based on their interests on eBIZ and on eBusiness, they provide opinions, evaluate options and may propose initiatives to promote eBIZ and the Group objective/ activities at national/ international level.
- any **member of the eBIZ Interest Group**, based on its interests on eBIZ and on eBusiness, will have access to information circulated by EURATEX and may wish to provide opinions or to propose initiatives addressing the Group's objective and activities at national and international level.

Representatives of the European Commission, of CEN, of the fashion industry including the footwear industry are invited to join meetings of the Advisory Board even if they are not members of the Group and/or the Advisory Board.



3.5 the Advisory Board

Key Stakeholders with an interest in eBIZ and in eBusiness for fashion are invited by EURATEX to join the Advisory Board which plays a crucial role to:

- guide the activities carried out under the eBIZ Interest Group
- align the present and future eBIZ activities with the needs of the global fashion markets and with major eBusiness developments globally.

The Advisory Board is made up by country-based key stakeholders, normally 1 organisation per country.

The Advisory Board members provide opinions, evaluate options and may propose initiatives to promote eBIZ and the Group's objective and activities at national and international level.

The following organizations will be invited to join the meetings of the Advisory Board:

- a representative of the European Commission,
- a representative of CEN,
- a representative of the footwear industry,
- other representatives of the fashion industry as appropriate.

The Advisory Board will be convened twice a year, tentatively on:

- November 2013
- June 2014

A non confidential summary of the meetings will be released via the eBIZ website.



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3.6 Legal aspects

Unless differently agreed and specified by the concerned parties, the action of joining the eBIZ Interest Group and/ or the eBIZ Advisory Board does not imply any of the following: formal commitment, legal obligation, legal representative power or commitment of resources.

The allocation of any resource to the activities of the Group and /or of the Advisory Board is freely decided by the concerned stakeholder based on its interest and availability.

3.7 Use of information/confidentiality:

The use of all information provided in the registration e-mail will be strictly limited to the purpose of establishing the group and will not be disclosed to third parties.

EURATEX reserves the right to publish the names and the organisational affiliation of the members of the Group and/or of the Advisory Board.

The possible publication of personal contact details as well as any other material relating to the information exchanged will take place only if agreed with the concerned party/ies.



4. eBIZ monitoring, promotion and support

Monitoring the growth of eBIZ use and promote the eBIZ adoption are of critical importance to support standardization and to show critical mass.

4.1 Monitoring:

Monitoring the number of companies which offer/use eBIZ compliant eBusiness takes place through the eBIZ website and its application the eBIZ Validator.

The **eBIZ website** is enabled to list name and location of companies offering/using eBIZ compatible eBusiness and which express the interest of being named in the website.

The **eBIZ validator tool**, available in the eBIZ website, offers the opportunity to verify eBIZ compliance by simple transmission of test messages.

4.2 Promotion:

Promoting the adoption of eBIZ compliant eBusiness and of eBusiness standardization takes place through a number of items, notably:

Short Business cases elaborating on actual and potential eBIZ adoption will be published and promoted through the eBIZ website. The Business cases texts will be agreed with the concerned parties.

Relevant events such as industry fairs, conferences, meetings etc. will be organized or participated and promoted through eBIZ website

Production of Videos, interviews, and other digital publications will be supported and promoted through the eBIZ website

Social media, particularly the eBIZ group on Linked In.

4.3 Support:

Actions to support pilots set up and training measures will be considered.



5. Evaluate new requirements and follow up

Tentatively by June 2014, one year following the official completion of the CEN eBIZ Workshop, the Advisory Board will be asked to evaluate follow up actions based on the available information and on the progress of activities.



ANNEX I – Actions list

Indicative actions discussed at eBIZ Plenary meeting 26th June 2013

Monitoring and Promotion

- Public Relations with relevant stakeholders globally
- Participation at fashion and IT relevant events
- On-line listing of eBIZ compliant companies
- Digital publication update notably on business cases
- Translation of the eBIZ Website and key material in EU languages
- Consolidate the eBIZ Interest Group
- Dialogue with the EC European Multi-stakeholder Platform on ICT Standardisation

Support to implementation

- Pilots upstream (manufacturing) and downstream (retail)
- Training measures for decision makers
- Training measures for technical staff
- Support an implementation network
- Free of charge demo applications
- Investigate financial support measures

New requirements assessment

- Multichannel Business Models Business models and processes
- EDI documentations (EANCOM/XML)
- Identification requirements for products
- Efficient management of returns
- Sampling & listing on- / offline assortment
- Trusted Data, Product descriptions. GPC
- RFID/EPCIS process integration
- NFC technologies
- Logistic
- Mobile devices Integration