

# IRI's Role – Strategy for Meeting our Overarching Objective



## Educate the Market

- Communicate and clarify the capabilities and behaviors needed to meet IRI's guiding principles
- Broadcast the consumer and industry benefits of adoption
- Celebrate and publicize individual organization and industry-wide successes



## Drive Universal Adoption

- Offer guidance and tools as members encounter adoption challenges
- Advocate for leniency and support in the face of state-specific issues
- Vet vendor partnerships to solve challenges
- Participate in collaboration efforts for industry readiness



## Provide Accountability

- Baseline current industry-wide adoption rates – starting with IRI members – and track improvement over time
- Monitor individual member performance and recommend next steps for improvement
- Update guiding principles as technology, consumer demand, and products evolve