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The Global Language of Business

The Movement towards Sustainable & Circular Supply Chains
Updates on 2D barcodes at retail point-of-sale

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Today's 2D Update brought to you by...

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Agenda

Update

Inspire

Address

The Movement towards **Sustainable & Circular Supply Chains**...

...necessitates **acceleration** of progress towards **Ambition 2027**

Reminder: What is Ambition 2027?

There is a rapidly increasing demand for more information about the products we use and consume. To meet this demand, industry has set a goal: **By the end of 2027, all retail point of sale (POS) systems should be capable of reading and processing a defined set of 2D barcodes with GS1 standards, in addition to existing linear barcodes.**

As the transition to scanning of 2D barcodes with GS1 standards at POS progresses on different timelines across the globe, **brand owners should already be exploring and implementing the most appropriate 2D barcode to address priority use cases** for their products and meet critical consumer and business needs.

(01)09521101530001
QR code powered by GS1

(01)09521101530001
GS1 DataMatrix

(01)09521101530001
Data Matrix

GS1®

Engagement is taking place in **68 countries***, representing **92.35%** of world GDP.

*Based on MO-reported data in the 2D insights tracker from **87** GS1 Member Organisations.*

81 % of reported engagement involves active 2D pilots and/or implementations.

| Brand Owners | 80 Top Global Brands Tracked | 69 Engaged | 25 Implementing |

1113+ Brand owners participating in national 2D pilots and implementations#

| Retailers | 30 Top Global Retailers Tracked | 24 Engaged | 11 Implementing |

356+ Retailers participating in national 2D pilots and implementations#

#Note that national 2D pilots or implementations may be being undertaken confidentially.
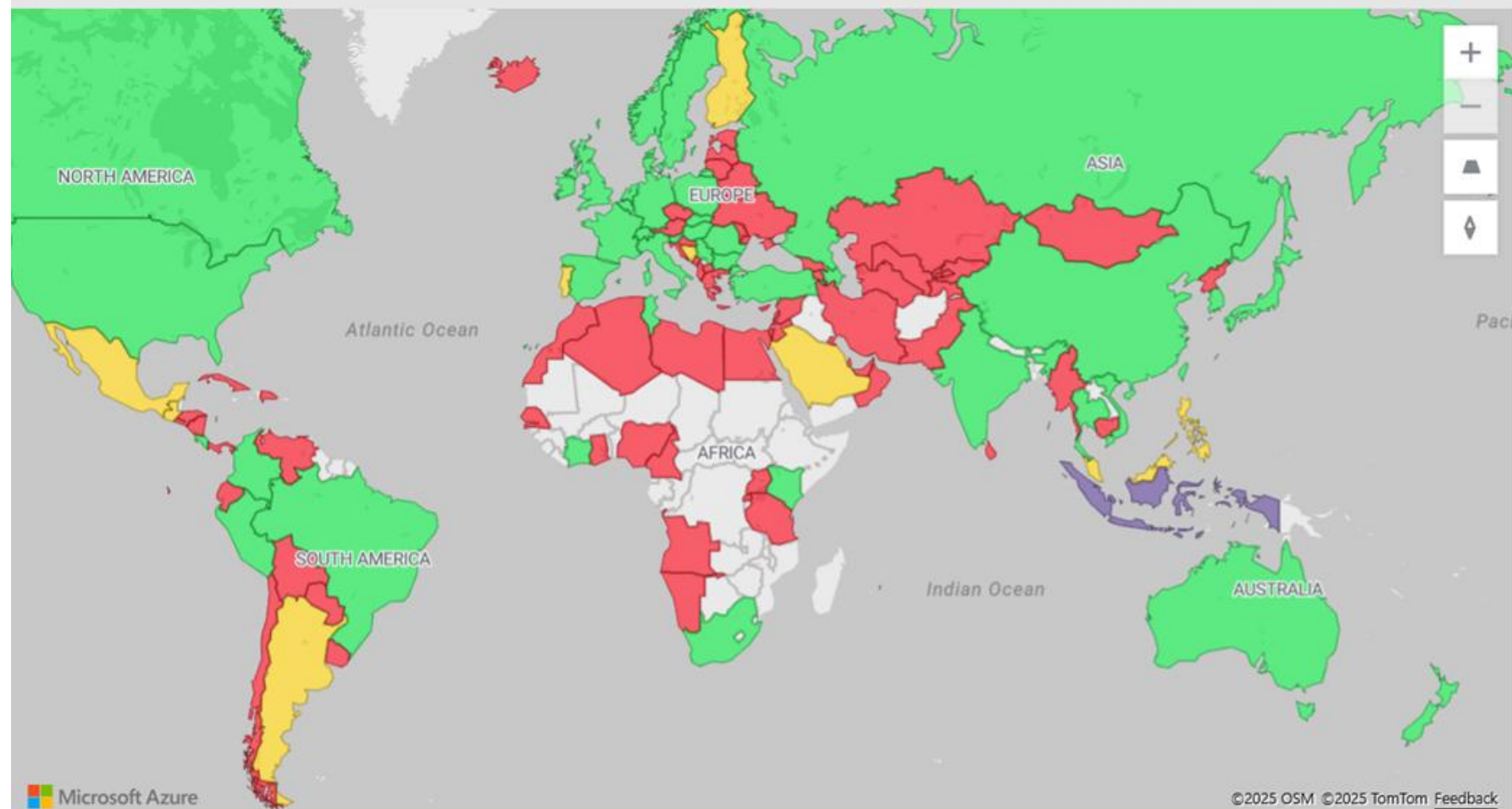
Implementation Heatmap

September 08,...

Legend (Engagement Status)

○ No MO ● No Data ● Pilots in-Progress ● Pilots Completed ● Implementations in-Market
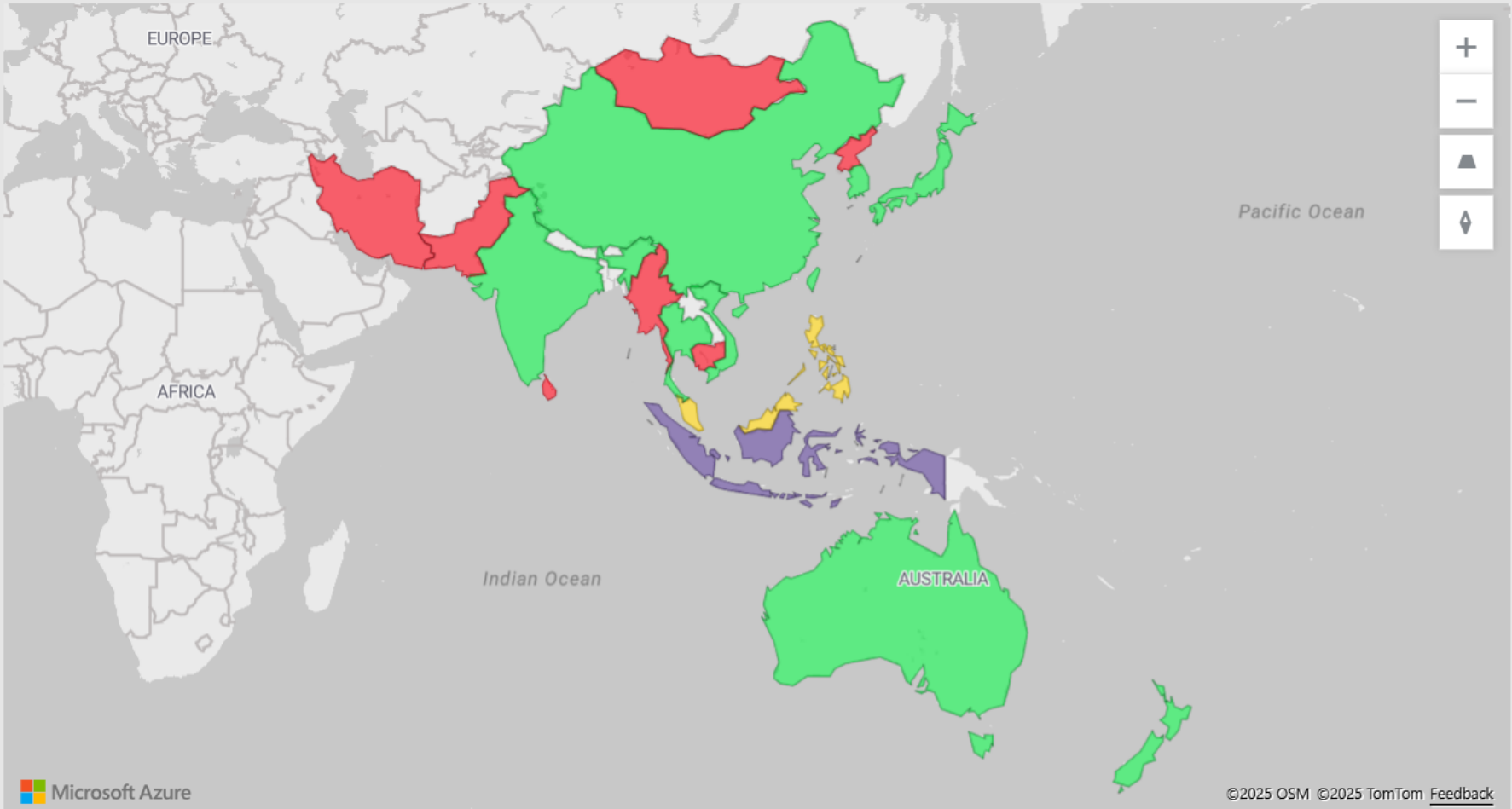
Region (filter)

Asia Pacific	Europe
LATAM	MEMA
North America	

Visual Interpretation Guide

- Visual is plotted based on data collected via MO feedback on local engagement and observations on:
  - Top 80 Global Brand Owners
  - Top 30 Global Retailers
  - Pilots in-Progress
  - Completed 2D Pilots
  - Implementations in-Market

- This is a very high-level representation of data where each country is assigned a colour based on the highest implementation status, irrespective of whether it was a retailer or brand owner that had been observed as having pilots or implementations in the country
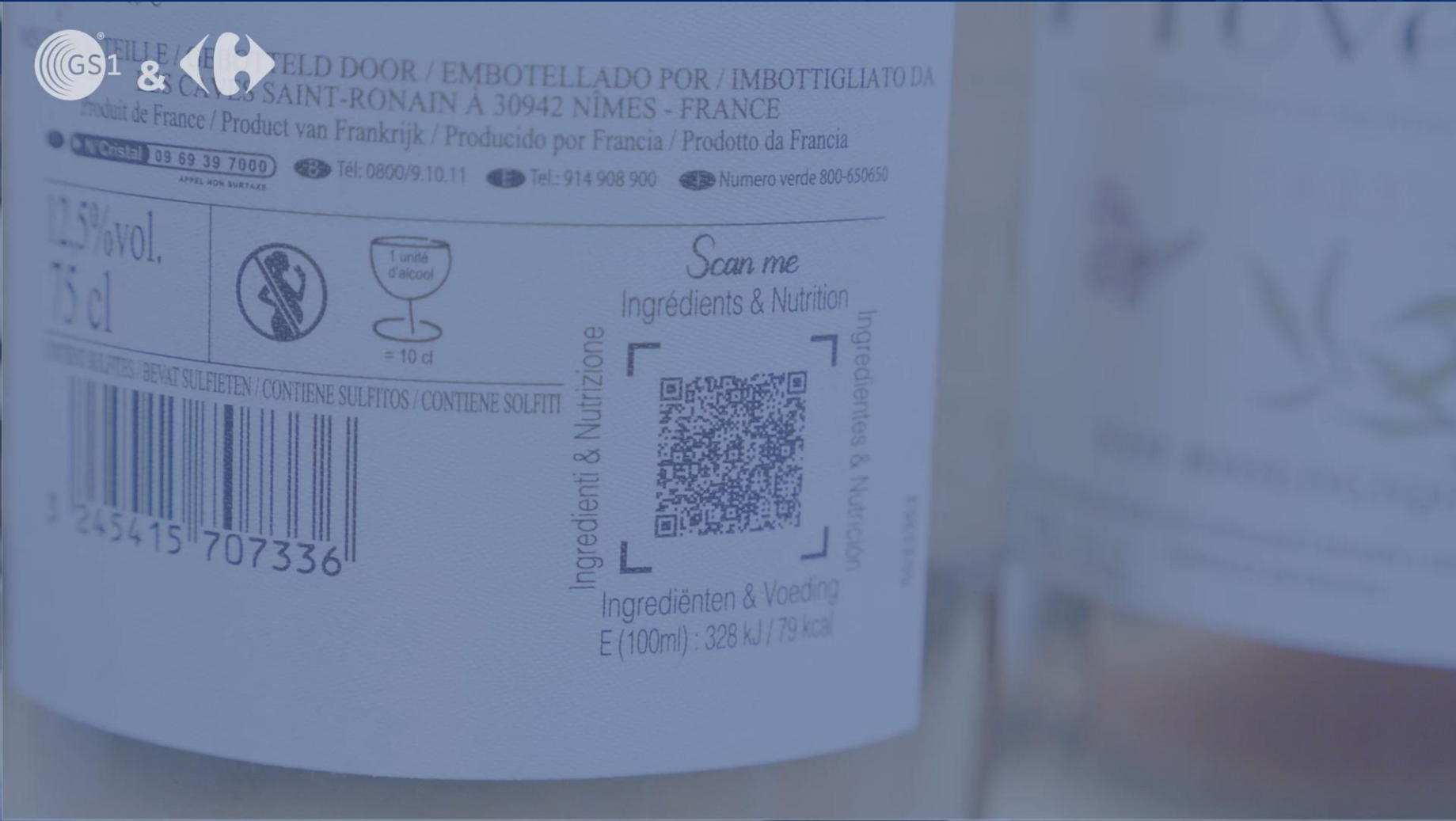
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Microsoft Azure

Zoom in: Asia Pacific

Insight #1: Carrefour, France

Insight #2: Ghee Traceability, India

Overview

- India's National Digital Livestock Mission (NDLM) in partnership with GS1 India
- Address traceability issues in the dairy sector (E.g., source of milk and verification of cattle health)
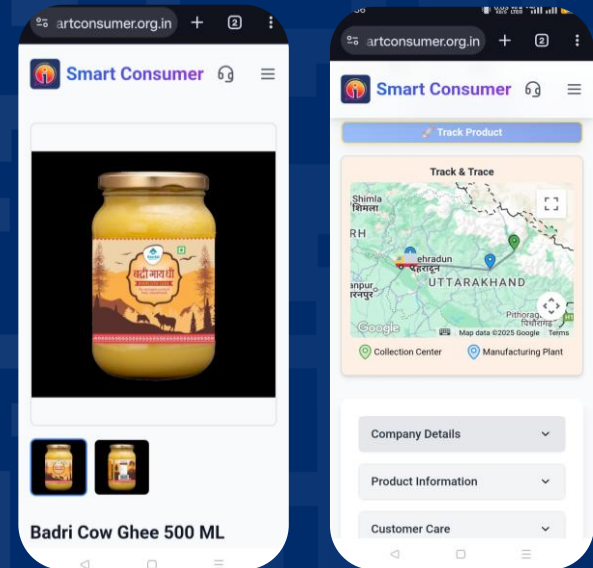- 2D Barcode used: **QR Code with GS1 Digital Link URI**

Scope

~10000 Dairy Farmers, ~20000 Cows
2 Milk Collection Centres covering 134 Village Collection Points
2 Manufacturing Locations
~11 million Litres of Cow Milk, ~200 thousand Kilogrammes Cow Butter
~ 8 thousand Litres of Premium Gir Cow Ghee

Insight #2: Ghee Traceability, India (cont'd)

Outcome

- Consumers can trace the origin of products to the specific village, farmer, and cattle from which the milk is sourced.
- Bharat Pashudhan by National Digital Livestock Mission (NDLM) allows verification of the cattle's health status.
- ~16,000 units (500ml each) of products in market
  ~ 6,000+ consumer scans using the Traceability QR Code on product.
- Demonstrated technical feasibility of traceability solution in dairy sector to government and industry

Insight #3: Consumer Engagement, Indonesia

Overview

- Micro SME (Berkah Pangan Nusantara) looking for ways to improve consumer engagement
- Having just a simple QR code pointing to brand website wasn't effective
- 2D Barcode used: **QR Code with GS1 Digital Link URI**

Outcome

- QR Code on each product configured to redirect to specific product webpage
- Ensures relevance for increased consumer engagement
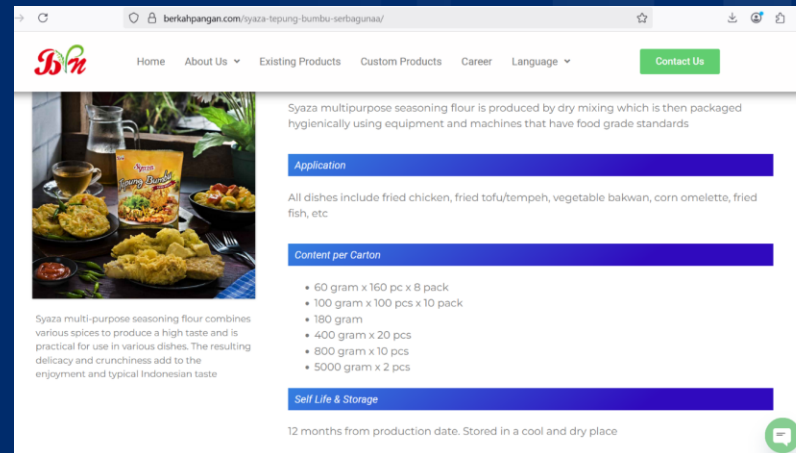
Other Interesting 2D Insights

GS1 Netherlands & GS1 Pakistan - SockLab® biodegradable socks
- Traceability and transparency throughout the product lifecycle – from design to disposal
- Each sock has a QR Code powered by GS1 linking to its digital identity
- Key information: materials, procntal impact
- Allows consumers to track produn sourcing in Pakistan to global supply chain partners
- 2D Barcode used: **QR Code witRI**

GS1 Poland – Żabka (retailer) in pijka (brand)
- To ensure product freshness, imgement and meet increasing consumer demanation
- Transformed retailer's inventory management, improved product tracking and enhanced customer safety
- Rolled out across more than 11,000 stores
- Increased Żabka franchisee satisfaction by 47%
- 2D Barcode used: **GS1 DataMatrix**

An **important shared characteristic** across all these case studies...

...the **2D barcodes** still go **"*beep"*** at point-of-sale!

Some Fundamental Must Knows

Brand Owners/ Manufacturers

How do I know which barcode to use?

Retailers

What needs to be done for my POS scanners to be considered ready for Ambition 2027 at retail POS?

Solution Providers

How do I support my clients as they migrate to 2D barcodes at retail point-of-sale?

Thank you for your time and attention!