



The Global Language of Business

GS1 Vision 2030

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Agenda

- 1. Introduction to GS1**
- 2. Looking into the future with Vision 2030**
- 3. Ambition for Industry with Industry**
- 4. Importance of global collaboration**

**50 years ago,
the GS1 barcode
started a profound
transformation...**



Today, GS1 empowers industry's digital transformation to ultimately benefit consumers and patients

- Over 1 billion products identified
- +10 billion scans per day



GS1 Purpose & Mission

Why we exist



We believe in the power of standards to transform the way we work and live.

What we do

We create a common foundation for businesses by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

GS1 is a global standards organisation that helps companies do business across the world

Global community

- 25 industries served
- More than 2 million companies
- 120 Member Organisations
- GS1 Global Office in Brussels

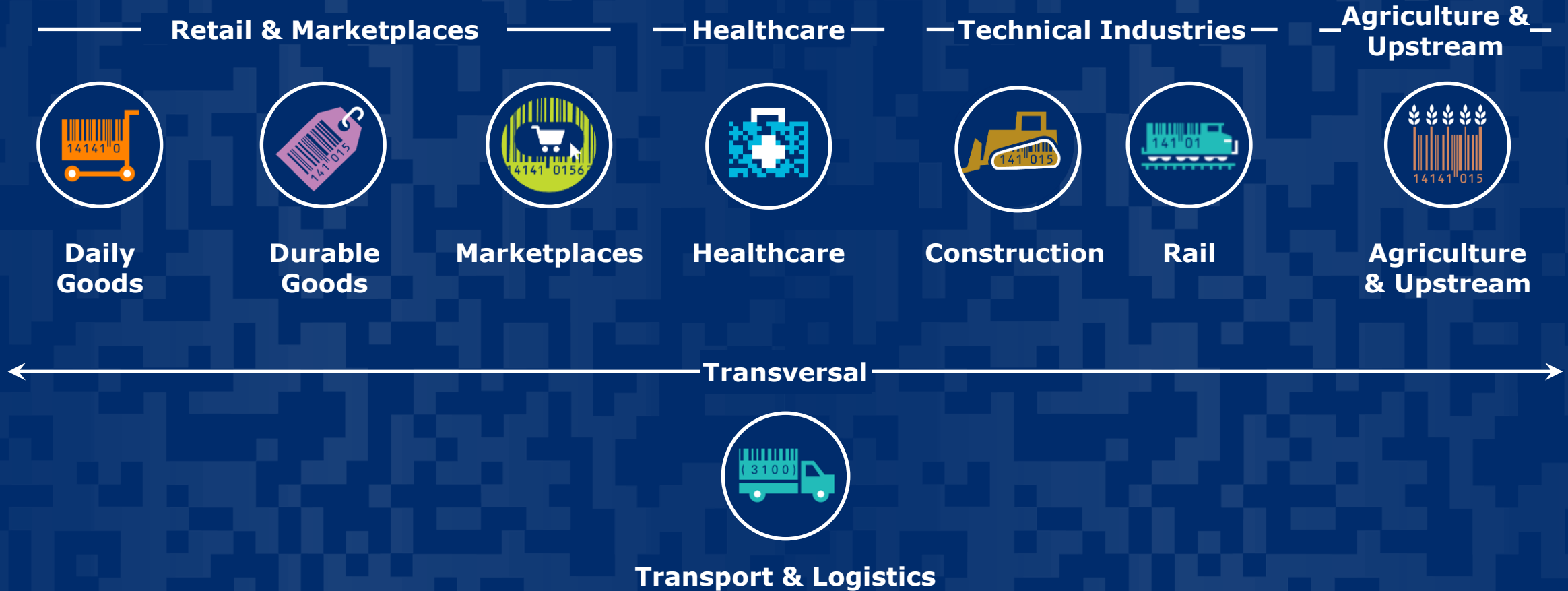
We are:

- Neutral and not for profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

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Accelerate business value creation across the end-to-end value chain



Address industry needs requiring industry collaboration



**Market Access and
Product Listing**



**Operational
Efficiency**



**Consumer Experience
and Patient Safety**



**Sustainability and
Circular Economy**



Considering the rapidly evolving world

Global Trade



Regulations



Supply Chain



Digitalisation



Trusted data sharing: an essential common foundation

- Product transparency and safety
- Supply chain visibility and traceability
- Trade digitalisation
- Regulatory compliance
- Sustainability and circular economy
- Data-driven automation
- Artificial intelligence

GS1 Vision 2030

*Powering trust in data
for everyone everywhere*

Unique strategic benefits

Trusted data

Innovative standards & services to enhance trusted identification and trusted data

Collaboration

Collaboration platform to inspire common solutions by and for industry and society

Interoperability

Interoperability across industries, stakeholders and geographies

GS1 growth strategy

*Powering trust in data
for everyone everywhere*



Industry needs first

Focus on industry needs common across the industries we serve, supporting users of all sizes in their digital journey and regulatory compliance implementation



Trusted identification

Strengthen the digital relevance of GS1 by developing and deploying consistent common solutions for Trusted identification, Connecting identity to data and the Future of data sharing



Accelerating as One GS1

Collaboratively transform the way we work as One GS1, with targeted improvements in our culture, talent and organisation, governance and the way we plan and follow-up

Local acceleration: Accelerate local investments to strengthen go-to-market and solution capabilities

Global acceleration: Accelerate global investments and adapt the global support model for different MO segments

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Ambition for Industry



Market Access and Product Listing

Companies of all sizes can seamlessly reach markets and list products globally, relying on trusted GS1 identification, registries and product data standards.



Operational Efficiency across Supply Chains

Businesses enhance supply chain visibility, efficiency and resilience in global trade, leveraging GS1 standards and services to gain instant access to trusted product data.



Consumer Experience and Patient Safety

Billions of consumers have instant access to the story behind each product, whether shopping online or scanning a 2D barcode powered by GS1.



Patients benefit from improved safety and better outcomes as healthcare products carry a 2D barcode, scanned and used at point of care and across the supply chain.



Sustainability and Circular Economy

Companies can comply with sustainability and regulatory needs while supporting the circular economy across global value chains, using GS1 standards and services for efficient product traceability.

Examples of companies leading the way

Market Access and Product Listing

Operational Efficiency across Supply Chains

Consumer Experience and Patient Safety

Sustainability and Circular Economy



Marketplaces

Allegro: Enhancing online shopping with trusted data

As e-commerce grows, Allegro is reducing duplicates and improving search with GS1 GTINs for a better...



Retail

How the GS1 Global Data Synchronisation Network (GDSN) is changing the game for Carrefour ...

Carrefour was among the first to realise the potential for GDSN to drive its business forward.



Retail, Apparel

Via Marte Brazil: Precision and innovation in supply chain management

This shoe manufacturer has boosted consumer engagement and almost entirely eliminated logistic error...



Healthcare

Embracing serialisation by driving adoption beyond compliance mandates

As countries explore serialisation mandates, Johnson & Johnson leverages its robust GS1-based progra...



Consumer packaged goods (CPG)

Jeju SamDaSoo mineral water aiming for "top" levels of efficiency and sustainability

By putting a QR Code powered by GS1 on every bottle cap, Korean water bottler JPDC is going label-le...

<https://www.gs1.org/insights-events/case-studies>

Ambition with Industry for 2030

Broad adoption by companies of all sizes

Unique Identity



Identification Keys

Globally-recognised unique identification of products, locations, logistic units, assets and more (e.g., GTIN, GLN, SSCC)

Verified by GS1



Global Registries

Digital IDs for GS1 prefixes, products, locations, links to sources of data

2D barcodes & RFID



Data Carriers

Real-time accurate and automatic capture of data:

- Linear barcodes
- QR codes powered by GS1,
- GS1 DataMatrix,
- EPC RFID

Data sharing



Data Sharing Toolbox:

Efficient sharing of information from trusted & authentic sources:
GS1 Global Data Model
GS1 Digital Link, Links registry
GS1 Web vocabulary
EPCIS
GDSN, EDI

Ambition with Industry for 2030

GS1 Management Board members



Carrefour



Johnson&Johnson

L'ORÉAL



Medtronic



MiGROS
TİCARET A.Ş.



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Global collaboration to set global standards

Examples

Setting the standard for solving business problems

Join the GS1 Global Standards Management Process (GSMP)



2D Barcodes at Retail Point-of-Sale
Implementation Guideline

Provisional GSCN 23-103
Digital Product Passport (DPP)

Work-in-progress: Standards for EU
Deforestation-Free Products
Regulation (EUDR)

Global collaboration on Public Policy

*GS1 standards enabling
globally consistent policy framework*

**Sustainability
Product Passports**

**Retail &
e-commerce**

**Product & Consumer
Safety**

Cross-border trade

**Supply chain
Transparency**

**Regulators, governments, regional &
international organisations**

**Standardisation bodies
(international, regional, national)**

**Non-governmental organisations,
academia & research**

**Trade and business associations,
Chambers of commerce**

**Solution providers &
Certification bodies**

Global and Local collaboration within GS1

Accelerate as One GS1

***See One Vision
Speak with One Voice
Act as One Organisation***





***Trusted data powered by
GS1 global standards and collaboration
for the digital era***

Thank you!



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