

GS1 IN EUROPE REGIONAL FORUM



23 - 26 October 2023 Athens, Greece

MO FOCUS SESSION MO STRATEGY

Tue 24 Oct, 09:00 – 10:30



GS1 IN EUROPE REGIONAL FORUM



23 - 26 October 2023 Athens, Greece



STAFF BOOK

GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
 - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>



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ETIQUETTE ...

IN-PERSON
USE MICROPHONE
FOR QUESTIONS

ONLINE
PLEASE STAY MUTED
RAISE HAND OR USE
CHAT FOR QUESTIONS

FOR ALL
ENJOY THE SESSION &
THE REGIONAL FORUM

THE SLIDE DECK AND THE RECORDING OF
THE SESSION WILL BE SHARED AFTERWARDS

WELCOME & INTRODUCTION

SETUP SESSION

5 X PRESENTATION
5 X DIRECT QUESTIONS

PANEL WITH ALL PRESENTERS
QUESTIONS FROM THE AUDIENCE

PRESENTERS FROM

GS1 ASSOCIATION GREECE
GS1 SWEDEN
GS1 SLOVENIA
GS1 ITALY
GS1 IN EUROPE



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Dimitris Christou
Director Market
Development
GS1 Association
Greece

George Sarantavgas
Director Standards
& Solutions
GS1 Association
Greece



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Dimitris Christou & George Sarantavgas
Directors
GS1 Association Greece



MO STRATEGY

Vision

We are transforming the way we work and live, providing standards that constitute the Global Language of Business. Directed by our passion to satisfy our members, we want to be the reliable partner of all companies. We operate with flexibility and consistency by promoting teamwork and initiative, aiming to offer reliable solutions and innovative services.



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Values

- Customer centric culture
- Promote teamwork
- Encourage initiative
- Work reliably & Consistently
- Delivering innovative services driven by our members and their satisfaction.



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Our Priorities



Sector Specific

- Agriculture
- Retail
- Logistics
- Health
- E-commerce



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Our Priorities



Needs & Requirements

- Digital Transformation
- Traceability
- Sustainability
- Innovative Technologies
- Market value relevant
- Circular economy, Waste management



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Our Priorities



Standards & Services

- Unique identification through GS1 Standards
- Member Area
- GS1 Activate
- Verified by GS1
- HellaSync GDSN
- HellaStrace EPCIS
- GS1 Print (GS1 Austria)
- Online Barcode creation tool
- Barcode creation
- Barcode verification
- Training (Standards, GDSN, EPCIS)

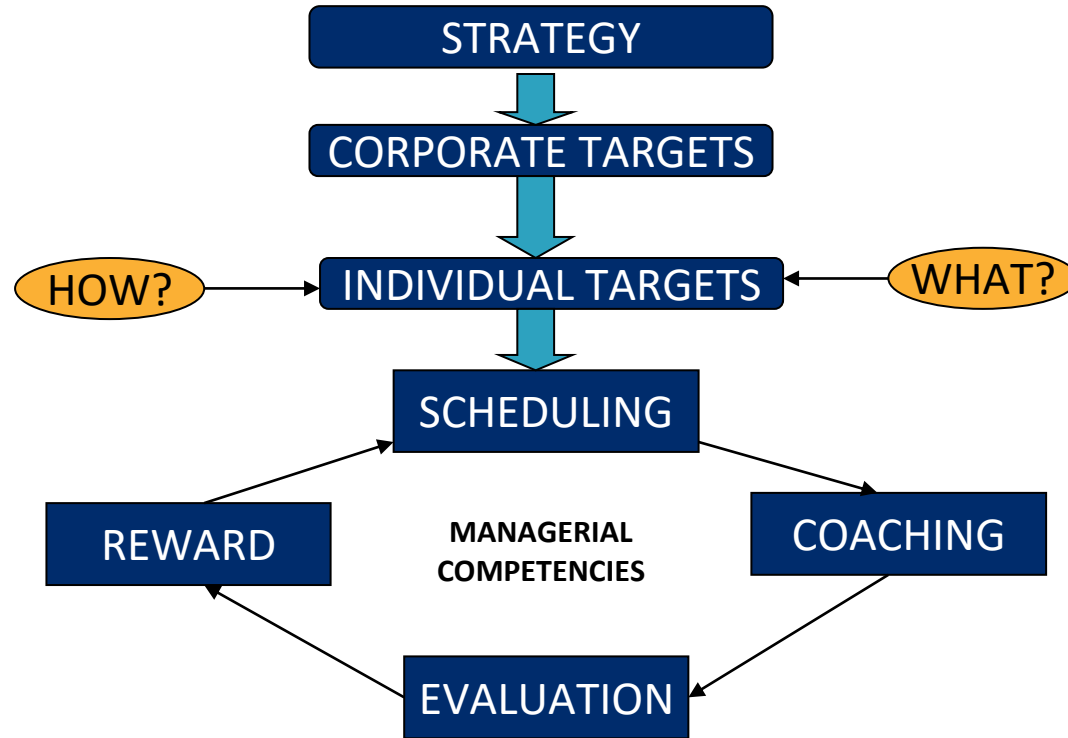


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Performance Management



Member Area – Products and GRP

12/2022

Active members with login credentials	5.741
Active members logged in	2.356
Companies with products	1.232

Total number of Products	153.113
Registered	76.406
Uploaded to GS1 Registry	76.707

09/2023

Active members with login credentials	6.046
Active members logged in	2.955
Companies with products	1.655

Total number of Products	233.524
Uploaded to Member Area (not finalised)	91.458
Uploaded to GS1 Registry	142.066



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Services Portfolio Growth

Year	Service
2011	Training
2012	Barcode Verification
2014	Barcode creation tool
2015	HellaSync Data Pool (GDSN)
2020	Member Area
2021	GS1 Activate
2021	GS1 Print (GS1 Austria)
2022	Service ticketing online system
2022	HellasTrace (EPCIS)
2022	Greek GLN Registry
2023	Online barcode creation tool
2023	Verified by GS1



Targets for the future

QUALITATIVE

- Increase the quality of offered services through investment in infrastructures, IT, security and personnel development
- Processes automation and optimization

QUANTITATIVE

- Further expand our service portfolio
- Increase our engagement with Public Sector and Educational institutions / Universities through projects
- Increase members / minimize unauthorized resellers issue
- Increase interaction with members



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Jonatan Tullberg
CEO
GS1 Sweden





GS1 Sweden



Jonatan Tullberg | VD





Create a digital representation and fill it with information that creates value



Digital information



Masterdata



Traceability



Consumer

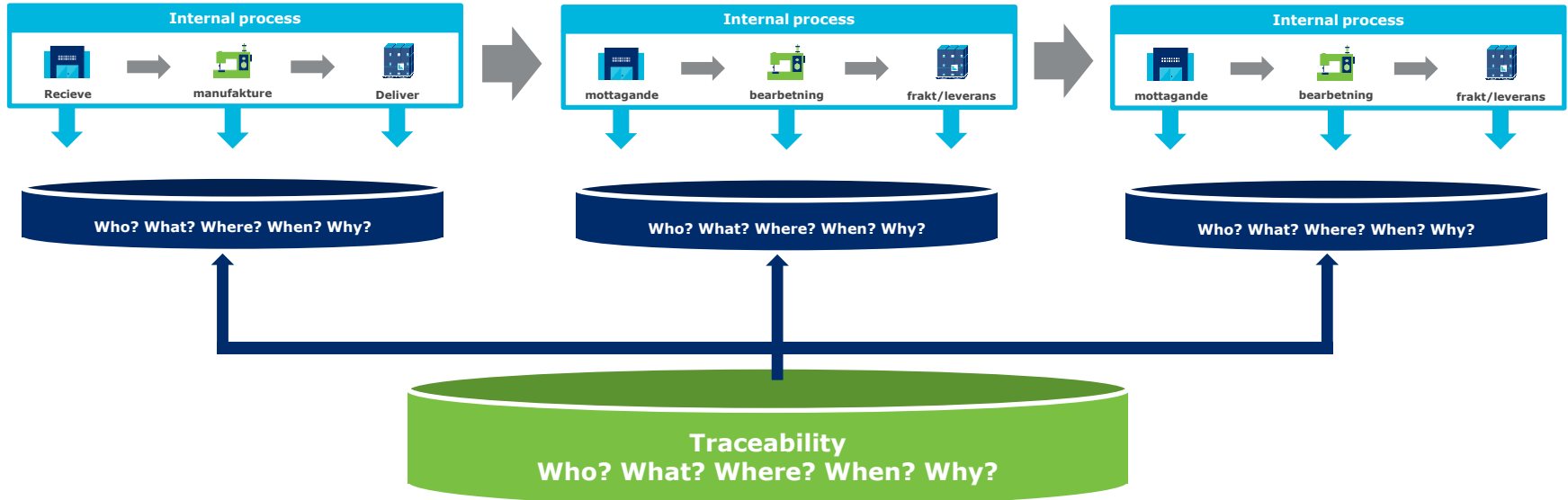


Recycling instructions



Certifications

Follow through a products life cycle and share information with relevant stakeholders



Enabling value in many areas



Identification



Valuechain



Sales



Consumer



3rd party



Traceability



Regulation



Fast pace of EU regulations conneted to “Green Deal” strategy and increased ESG requirements

ESPR

Ecodesign for Sustainable Products Regulation

What

Environmental focus, including circularity and energy performance. Requirement on information to consumer

Who

Any physical good, with a few exceptions, such as food, feed, medicinal, and veterinary products`

When

Estimated 2027

Deforestation

Regulation for Deforestation-Free Products

What

Deforestation & degradation related to palm oil, cattle, soy, coffee, cocoa, timber and rubber

Who

Alla Companies placing on the EU market products that includes palm oil, coco, coffee, cattle, rubber

When

Estimated 2026

PPWR

Packaging and Packaging Waste Regulation

What

Packaging and packaging waste, protection of human heal. Requirement to have digital link on pack carrying information on the packaging's reusability

Who

All products with a packaging

When

Estimated 2027

CSRD

Corporate Sustainability Reporting Directive

What

Sustainability Reporting Framework on Environmental, Social and Governance Factors

Who

Large companies and listed SMEs

When

Estimated 20274

CSDDD

Corporate Sustainability Due Diligence Directive

What

Human rights and environmental aspects in the value chain

Who

Large companies across sectors; medium-sized companies in high-impact sectors

When

Estimated 2026

Increased requirements on more companies drives the need for more efficient and automated global solutions

Specification of requirements across regulations



Extent

The majority of future regulations and directives will, in the long term, cover not only large companies but also small and medium-sized companies. It is likely that transparency will be required about progress and what is being done to achieve the ambitions and how to act through the value chain



Dataset

Large amounts of data need to be collected and harmonized from internal and external sources for future reporting and governance



Data quality

Data quality requirements are increasing as it becomes more important to follow up on goals and promises made to investors and customers, while third-party auditing plays an increasingly important role

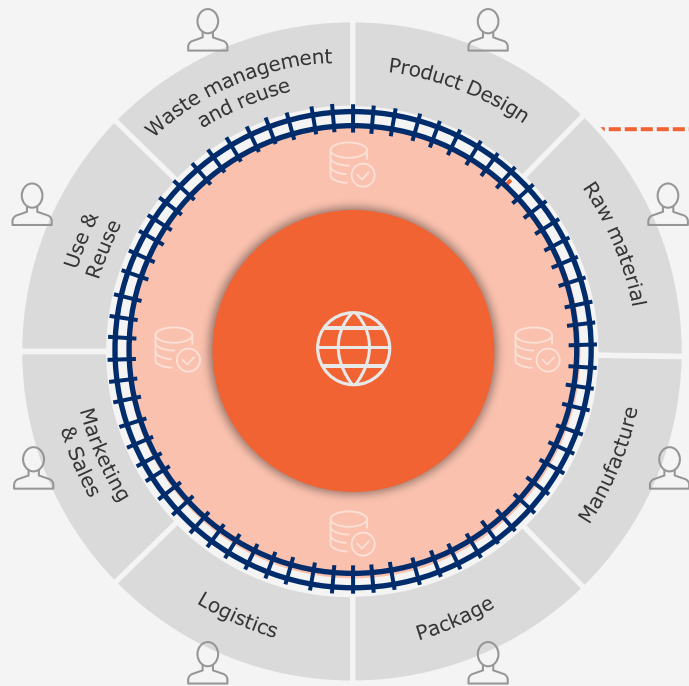


Standardisation

Companies will need to have a standardized way of sharing and collecting data to streamline flows, increase automation and avoid confusion, especially for the end consumer

Cross industry establish a core ecosystem of a common digital language

Ekosystemets olika dimensioner



Standardized digital language

To create an effective and sustainable solution for companies to report on legal requirements will require a common and competition-neutral standard that works regardless of industry where:

- **Unique identifier** that is global and verifiable
- **Data carrier** (e.g. QR) with digital address linked to the product master data
- Common protocol for **structuring data** for seamless and automated data transfer
- **Standardized infrastructure** where information can be published anywhere and only needs to be shared once

GS1 Strategy

VISION

GS1 believes in the power of standards to transform the way we work and live

MISSION

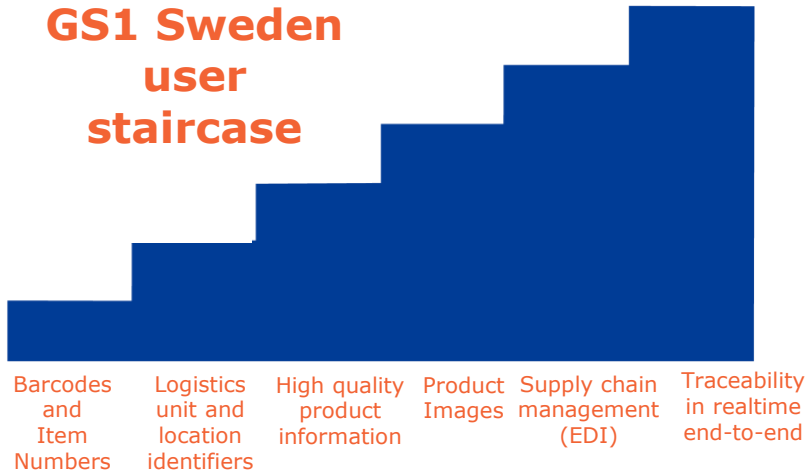
With a standardized digital language GS1 enables efficiency and transparency through the value chain – locally and globally

JOB TO BE DONE

Enable the creation and sharing of a **unique**, globally **standardized** and **verifiable** digital representation that facilitates **traceability** through the value chain – locally and **globally**

Strategic pillar 1: Focus on standard implementation

GS1 Sweden user staircase

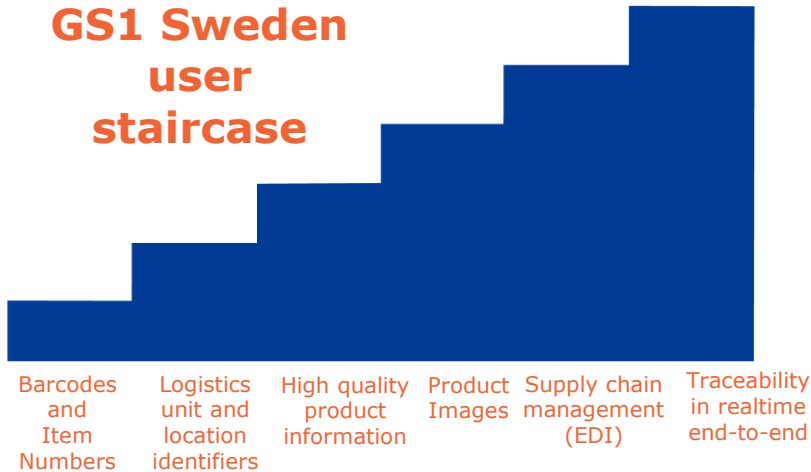


Focus areas:

- Verified data
- Global interoperability
- Traceability
- Dynamic labeling

Strategic pillar 1: Focus on standard implementation

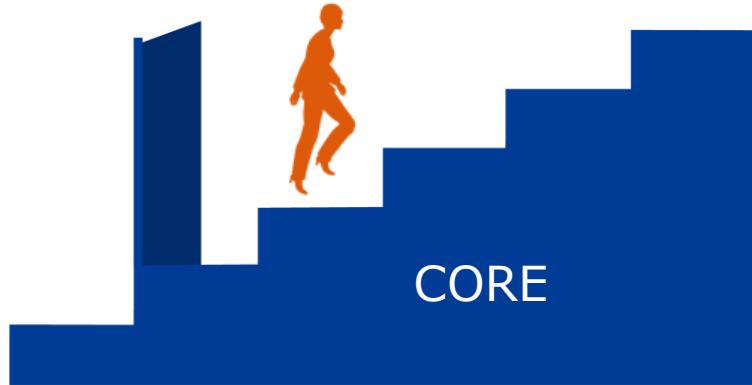
GS1 Sweden user staircase



Key Activities:

- Drive GRP usage
- 2D implementation
- GDM compliance (Nordic interoperability)
- Establish standardized infrastructure - ProPare

Strategic pillar 2: Industry expansion



Focus areas:

- Industry engagement program



Health



Construction



E-Commerce



Retail



T&L

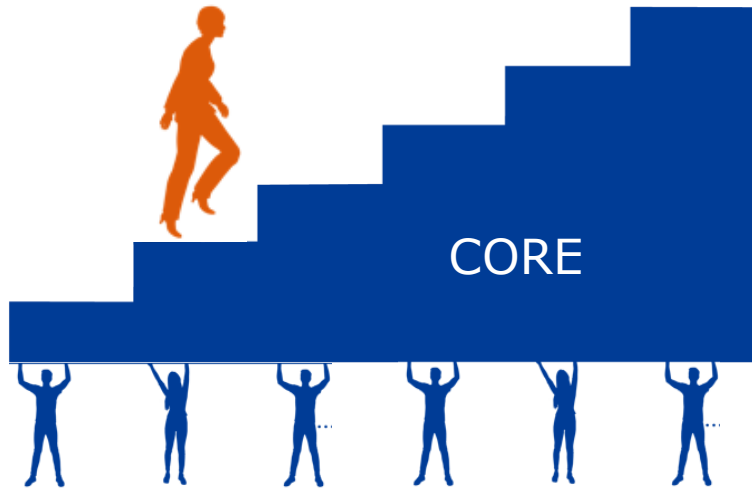
Strategic pillar 2: Industry expansion



Key activities

- Unique ID: Implement GTIN in Construction industry
- Traceability: Sheep on repeat
- Supply chain: GSIN implementation Sweden

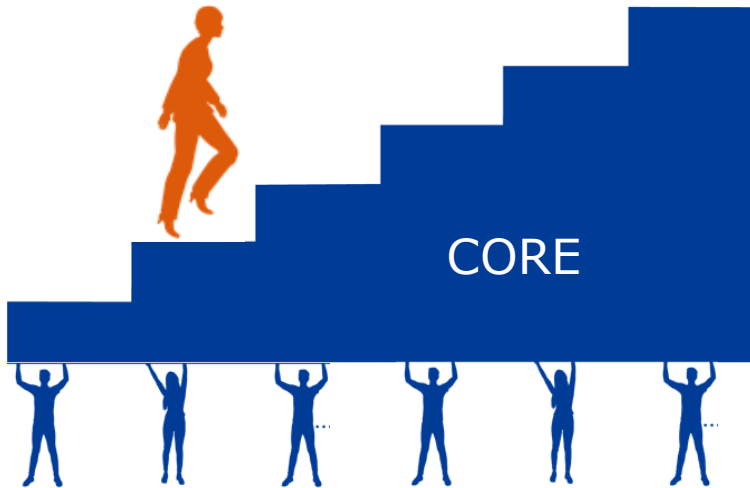
Strategic pillar 3: GS1 Sweden - Great place to work



Focus areas:

- Continued development of our organizational culture
- Individual and collective leadership development
- Employer branding

Strategic pillar 3: GS1 Sweden - Great place to work



Key activities:

- 360 leadership development
- Collective intelligence
- Employer branding program
- Competence development program



Vi hörs!



Jonatan Tullberg

Email: jonatan.tullberg@gs1.se

LinkedIn



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Zdenka Konda
CEO
GS1 Slovenia





Globalni jezik poslovanja

GS1 Slovenia Strategy 2021-2024

GS1 in Europe Regional Forum 2023 | Strategy Showcase

Zdenka Konda, CEO, GS1 Slovenia

October 2023



Most important takes on **strategy**



- Strategy is **the most important document** for any organization
 - **Essential to** include:
 - **Clear vision** of organization development
 - **Clear goals and clearly outlined paths to achieve them**
- Just writing a document for its own sake is insufficient, it must be **flexible and constantly updated**
- **Employees need to be involved in** the development **and** in the implementation of Strategy

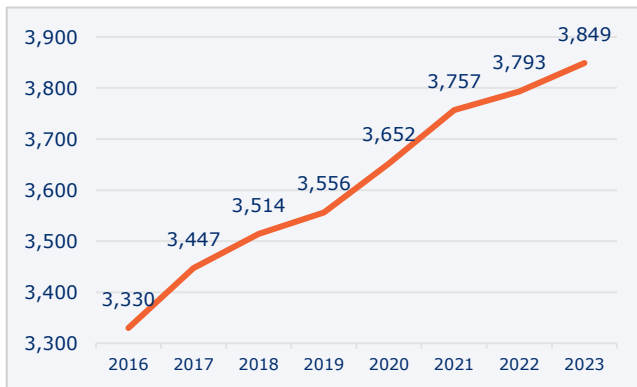
GS1 Slovenia's position in Slovenia



2.000.000
Population

3.849
Members
(on 30 September 2023)

> 80%
BDP



15 Employees

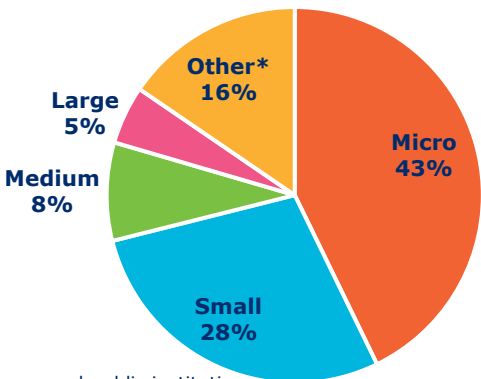


GS1 Slovenia Members (on 30 September 2023)



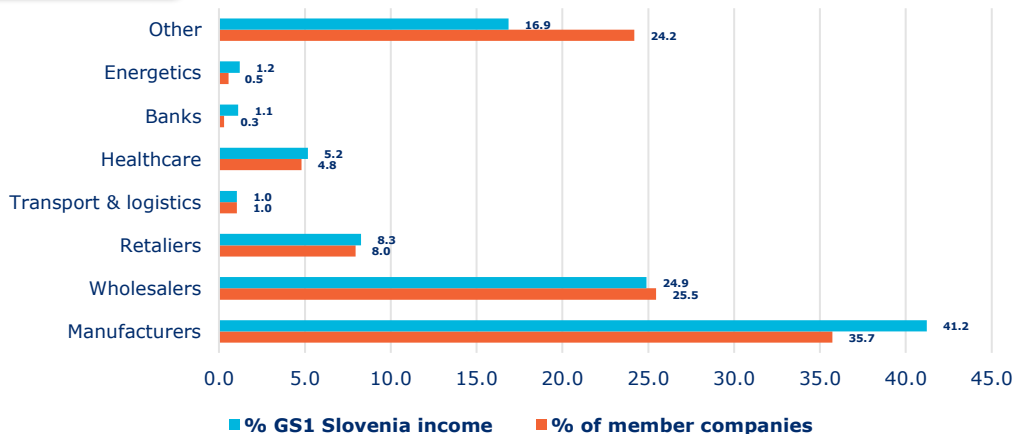
Member companies by size
(source AJPES – Slovenian Business Register)

3.849



*farmers and public institutions whose size is not calculated

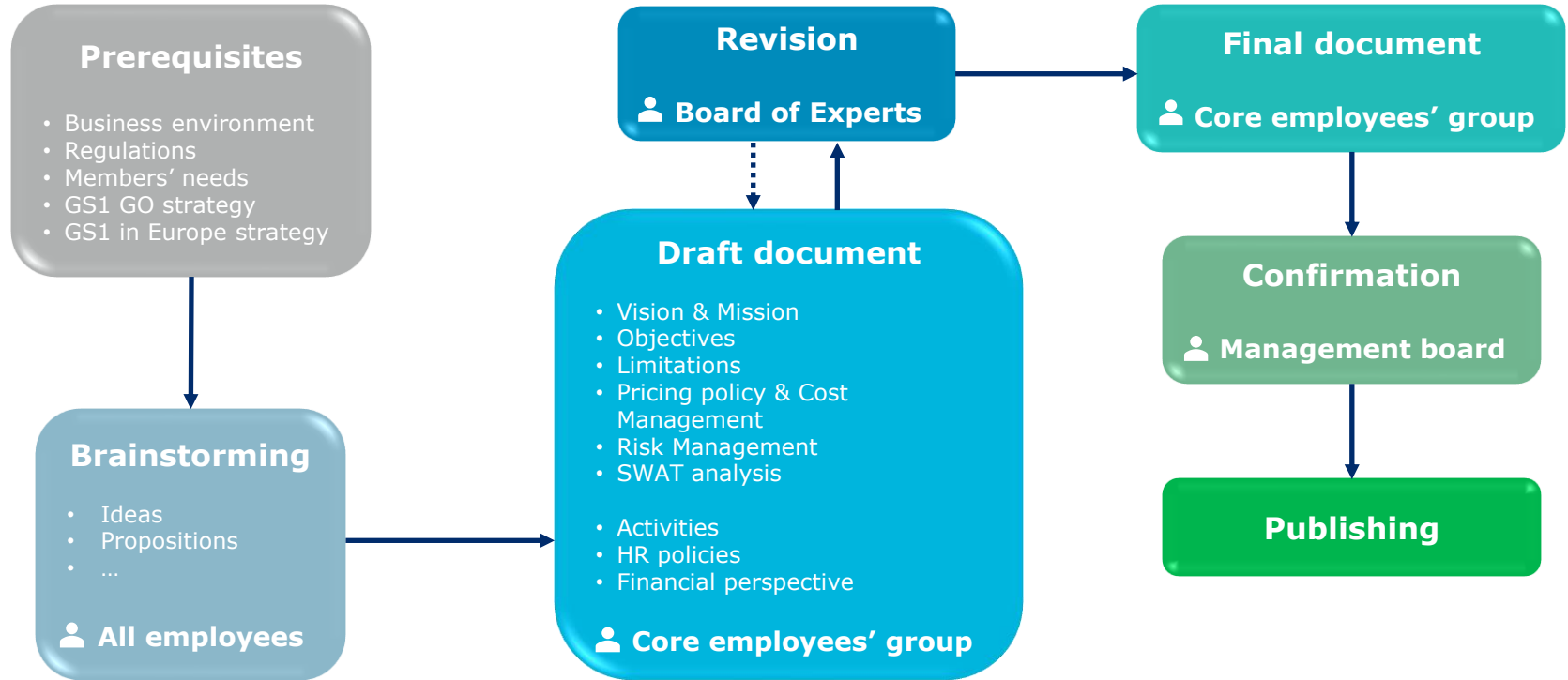
Member companies by business type
(source NACE)



Interesting facts



Shaping the Strategy - steps



Strategy 2021-2024 (1+2)



Areas of activities

Key goal:

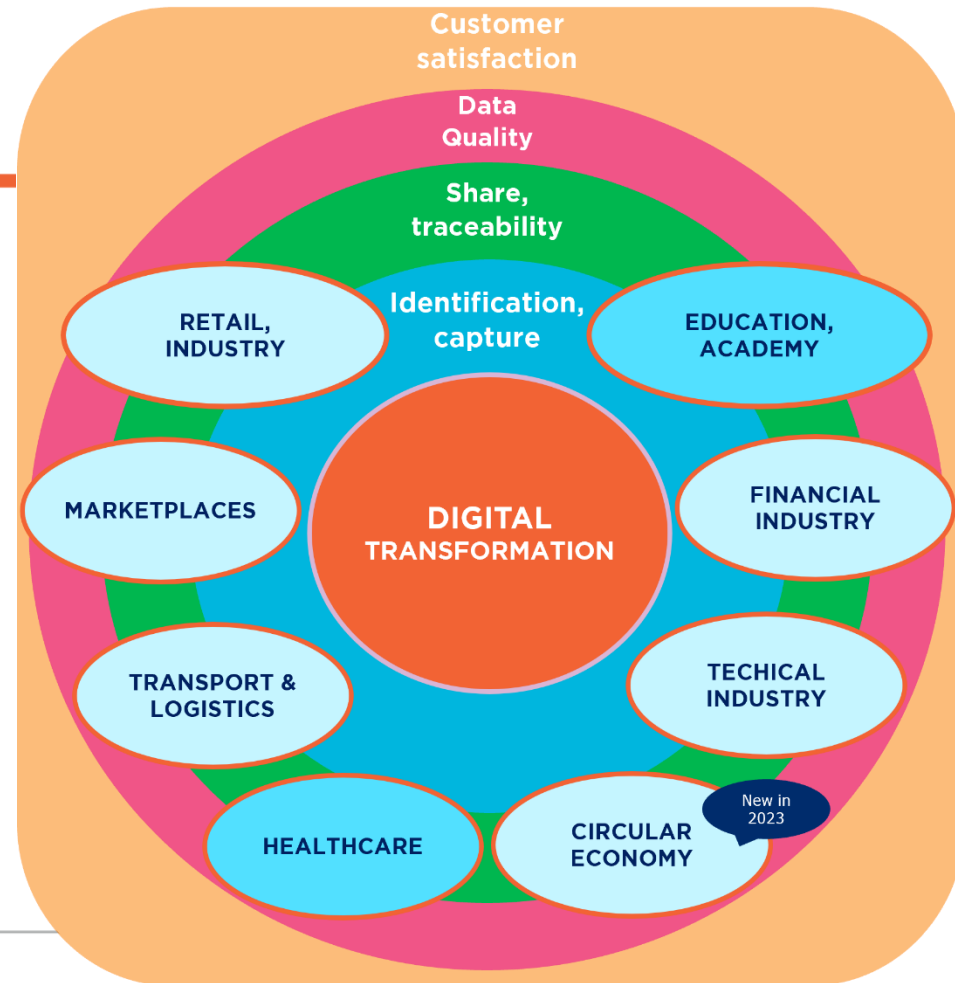
**To help OUR CUSTOMERS
in DIGITAL TRANSFORMATION
of their BUSINESSES**

How:

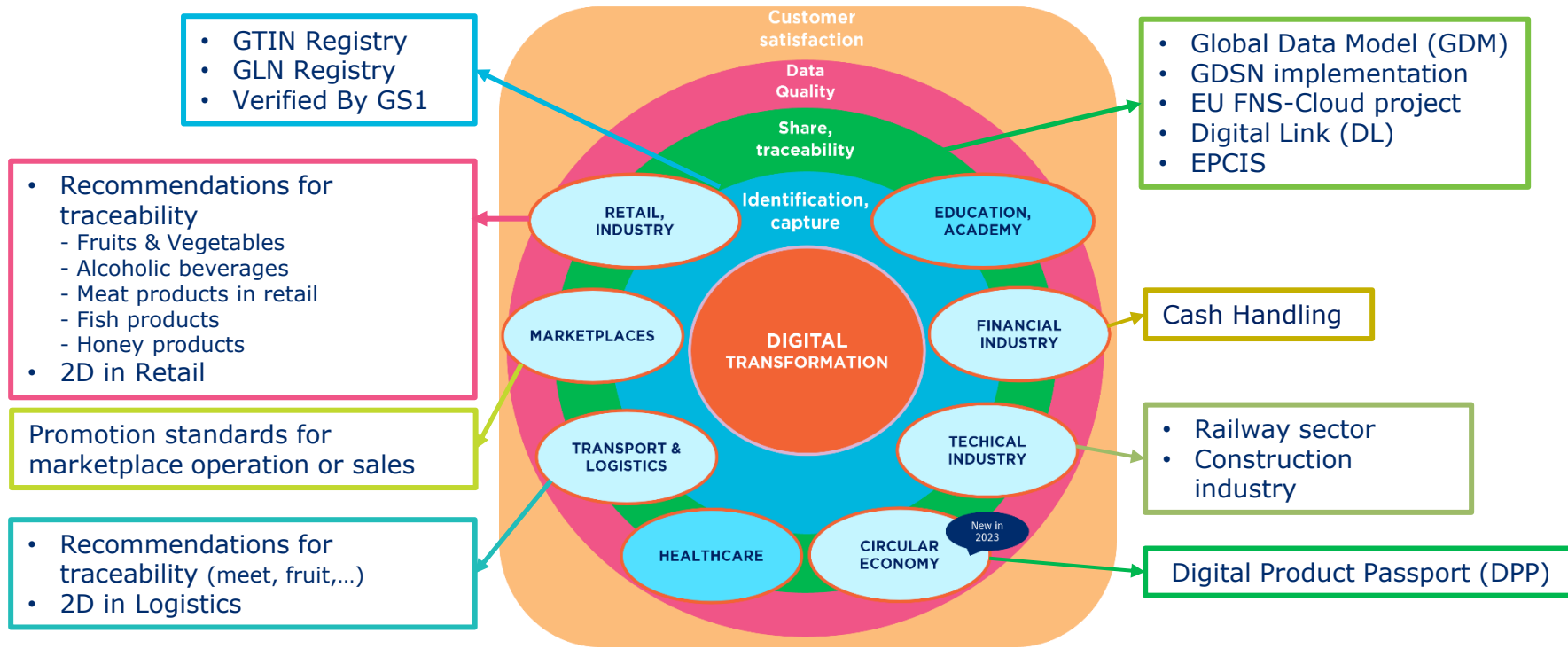
- **Regular activities** (68%)
- **2 special areas and 14 projects** (32%)
- Ad hoc unplanned tasks (??%)

Crucial:

- Define **the right priorities** for each Activity



Areas of activities



Registries GS1 Slovenia



Global Projects

GTIN Registry

GLN Registry

Verified by GS1

- Insufficiently defined from outset
- Unclear technical documentation
- Many changes in requirements
- Solutions/components offered by GS1 GO were and are too simplified and so not useful for us
- Unclear definition of „Back Catalogue Data“ – what to do with ‚old‘ GTINs with incomplete data

Strategic Decision

To develop local IT solutions

HR

- 3-4 employees
- External contractors
- Students

Time

10-12
hours per
employee
per week

Costs

- Investments
- IT services
- Salaries
- ...

Satisfied

with Global projects achievements
and goals

NO

Believe

in the importance of
Registries

YES

Registries GS1 Slovenia – current status



Local IT Solutions

GTIN Registry (V2)

- In production from May 22
- Activate grade certification in Jun 22

GLN Registry (V2)

- In production from May 23
- Activate grade certification – plan Nov 23

Verified by GS1

- V1: Use of public Global Verified by GS1 Service component on www.gs1si.org
- V2: Local IT solution - in development, plan to roll out in 2024

API exchange data with GRP (each hour)

- Licenses – from April 2018
- GTIN - from July 2022
- GLN – plan to start in December 2023

Licence Registry

GCP licences: 10.360

GTIN-8 licences: 1.032

GTIN licences: 143

GTIN Registry

Local
998.300

GRP
341.700
(34%)

GLN Registry

Local
13.570

GRP
0
(0%)

Digital Product Passport (DPP)



Project GS1 in Europe

- Well defined
- Clear goals and directions
- Good support for activities of local MOs from GS1 in Europe

Results:

- Completed the DPP MO Plan
- Successfully conducted meetings with a Ministerial officer from the Ministry of Economy and a Member of European Parliament
- Promotion of the potential of GS1 standards in DPP
- Signed letter of intent with Reusable Technologies

Decision

Project is/must continue being included in operational plans and strategies

HR

- 1-2 employees

Time

1-2 hours per employee per week

Costs

- Salaries

Satisfied

with GS1 in Europe specifications, recommendations and support

YES

Believe

in the importance of DPP implementation

YES

Final thoughts



IF

- the **recommendations, instructions, goals, directions of projects/strategies** from GO or GS1 in Europe are **unambiguous and clear**,
- GO or GS1 in Europe **takes into account** the **limitations regarding financial and human resources**
- GO or GS1 in Europe are **aware that issues in implementing a project** are the **same or even greater for small organizations** than big organizations - requirements are the same, market is equally developed
- **everyone has a sufficiently equal understanding** of projects/strategies,
- there are **clearly defined steps** in **project implementation**,
- we **make use of all the opportunities** for the **exchange of best practices and ideas**
- the **communication/messages about projects/strategies** with members or the public **is consistent around the world**.

Then we can reasonably expect

- the **successful implementation** of GO or GS1 in Europe **projects/strategies**
- that **employee satisfaction and trust** in the **importance of global projects/strategies** will be much **higher**.

Thank you!

Zdenka Konda, CEO, GS1 Slovenia



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Globalni jezik poslovanja

THANK YOU !!!

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Bruno Aceto
CEO
GS1 Italy



The **role** of GS1 Italy



1978

**Standards
management**



1991

**Studies
and research**



1993

ECR



2003

**Indicod-Ecr
(standards
and processes)**



2008

**Services
and implementation
support**



2014

**Production
of information**



2017

**Immagino
Observatory**

Strategic Plan 2023–2026

The three working areas

Collective intelligence and information to be enhanced

Collaborative approach to efficiency:

- **Sharing** of information between actors in the ecosystem.
 - **Use of data** for AI-based predictive systems and machine learning.
 - **Need** to overcome concerns about confidentiality.
 - **Integration of the supply chains** and enhancement of the available data.
-
- GS1 Italy's pivotal role, thanks to innovative standards and tools.
 - The **exchange of information** plays a transversal role in all activities.

Strategic Plan 2023–2026

Work areas



Digitalisation



**Supply chain efficiency
and the evolution of the
logistics relationship**



Sustainability

The focus

"Global standards are decisive in accelerating **digitisation and efficiency** to create an integrated and interoperable ecosystem"

- EDI
- Aligning the master data (Allineo)
- Optimising and digitising deliveries

- Adopting the GS1 Digital Link
- Sustainability

Strategic Plan 2023–2026

The enablers for success

How?

- **Commitment**
Involve **key figures in companies**.
- **Collaboration**
Provide **support** for **university training courses** and **promote networking between companies** on themes related to efficiency.
- **Awareness-raising and training**
Introduce GS1 Italy training programmes in the **internal training courses of companies**, collaborating with associations and companies.
- **Communication and relationships**
Creating relationships with businesses and the business community through the **GS1 Italy and GS1 Italy Servizi channels** to disseminate knowledge and information.
- **Information support**
Continuous updating and information thanks to **observatories and research**, contents of the **house organ magazine, publications** and collaborations with **research institutes, universities** and bodies.
- **Services**
GS1 Italy Services and ECR to promote the **implementation of efficient systems and processes** and stimulate the **involvement of business partners**, in addition to the consolidation of the **Solution partner programme**.

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The Global Language of Business

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Camille Dreyfuss
Secretary General
GS1 in Europe



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Camille Dreyfuss
Secretary General
GS1 in Europe



GS1 IN EUROPE STRATEGY



Play a significant role in helping our members, including those from **new sectors**, thanks to a common language and **standard-based solutions**



Be considered as a trusted advisor and relevant partner by our **members** and by **regulators**



Be recognized for proactively anticipating, understanding and translating new regulation and business needs in **standards, services, solutions consistently across the GS1 in Europe region**

OUR GS1 in EUROPE POLAR STAR

Our 3-year strategy



1

**Play a strategic role in circular economy -
the GS1 standards form the DNA for
circularity**

**2023 priority 1: deliver the
Digital Product Passport
programme**

**2023 priority 2: engage in
packaging through a new
GS1 in Europe activity**

Our 2023 priorities – CIRCULAR ECONOMY (1)

- Support MOs in **understanding** the DPP regulation, the associated challenges, needs, etc.
- Ensure our **standards are fit** for the DPP challenge
- Engage with **regulators** to position GS1 standards
- Engage with **industry and associations** to identify the right stakeholders for standards work and implementation

DPP



- Identify **best practices** from MOs that can be leveraged at European level
- Develop a **European approach** towards a common and interoperable data framework for the circular packaging value chain according to the Packaging and Packaging Waste Regulation

Packaging





2

Strengthen our position in strategic sectors
on traceability and transparency

2023 priority 2: pursue efforts in getting **key sectors** to use the
GS1 standards: construction, agriculture, alcoholic beverages

Our 2023 priorities – TRACEABILITY & TRANSPARENCY (2)

- Complete the full **GDM-compatible Data Model** for wine and spirits
- Activate **Direct Licencing** option for IT solutions
- Check and shape with companies GS1 management rules for **product and companies' identification** in line with the regulation & business requirements
- Inform companies about the benefits of assigning new GTINs when there is a **vintage** change
- Continue to support **Industry solutions** and work together to raise awareness

Alcoholic Beverages



- Develop a **stakeholder analysis** in order to prioritise the stakeholders we want to engage with as a European group
- Develop a **stakeholder/public policy plan**
- Compile **use cases & stories**
- Write a GS1 in Europe **position paper**
- Start 3 international **proof of concept projects**

Agriculture



- Efficiently **run CoE Construction** in accordance with the Gov. Committee
- Conduct **awareness** / development / education
- Grow CoE engagement with **new MOs**
- Main focus regarding our standards: **identification of made-to-order** products
- Improve **external and internal communication**
- Strengthen the **relationship with internal organisations**, participation in further events

Construction



3

Maintain a robust platform of collaboration



2023 priority: pursue our ambitions in public policy, supporting operations, marketing, communication and events

Our 2023 priorities – PLATFORM OF COLLABORATION (3)

Public Policy



Supporting Operations



Marketing



Communication



Events



GS1 in Europe supporting activities

Public Policy



EU Commission and EU bodies



EU associations



GS1 in Europe supporting activities

European Projects



Fruits &
Vegetables



Cash Handling



ECHO



Data Excellence –
DIY, Garden & Pet



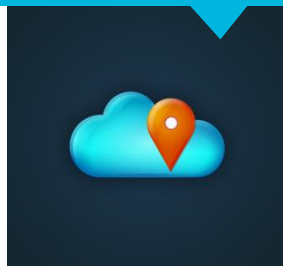
GS1 Picture It!

GS1 in Europe supporting activities

Global Projects and Activities



Marketplaces



GLN Registry



Global Data Model



VbG and Activate



Migration to 2D



T&L



Rail

GS1 in Europe supporting activities

Events, Communication and Marketing



Events



Communication –
Website, Social Media



Common European Market
Segmentation Webinar
Marketing – Business
Intelligence

17 - 20 October 2022
Regional Forum
Amsterdam, the Netherlands Hybrid Event



**GS1 in Europe
Open Day**

Live from GS1 Italy

MO Open Day

A Virtual Event Starring



Norway

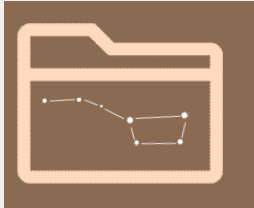


Turkey



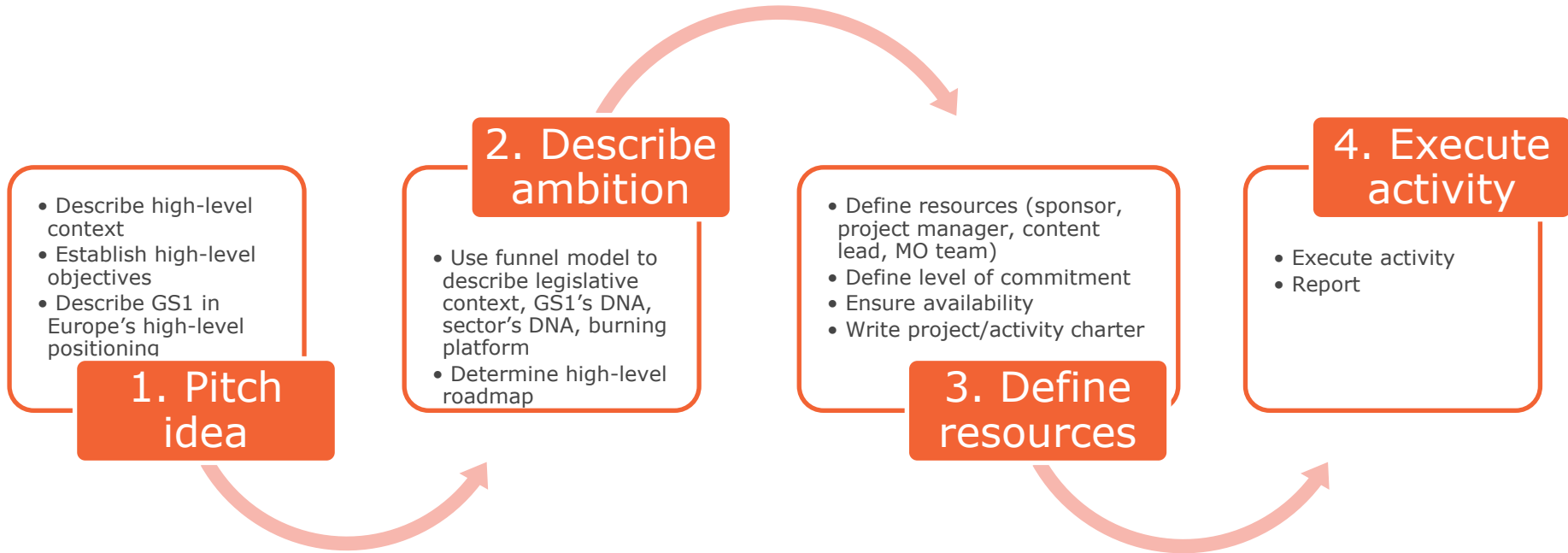
Portfolio

Portfolio

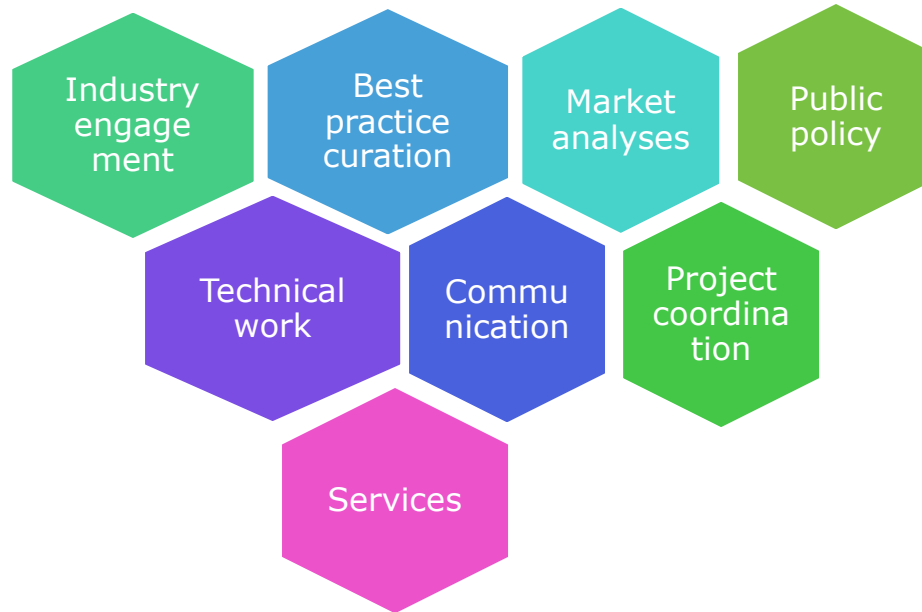


- What is our ambition?
- How do we get there?
- How do we measure success?
- Which resources do we need?

A 4-step approach



What we do at GS1 in Europe



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