Our customer journey

Wouter Schaekers
Board member
Director Product Supply & Sustainability P&G

Jan Somers
CEO GS1 Belgium & Luxembourg

GS1 GO GA - Antwerp
GS1 Belgium & Luxembourg 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.

This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

More information:
- [http://www.gs1belu.org/nl/deontologische-code](http://www.gs1belu.org/nl/deontologische-code)
- [http://www.gs1belu.org/fr/code-deontologique](http://www.gs1belu.org/fr/code-deontologique)
1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. Can we match their requirements?
4. Our strategy
5. Key messages
6. How do we measure our success?
1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. Can we match their requirements?
4. Our strategy
5. Key messages
6. How do we measure our success?
50Y anniversary of GS1 barcode in the press
Le code-barres bientôt remplacé sur les emballages de produits?

À l’occasion des 50 ans de la création des codes à barres sur les produits alimentaires, l’organisation internationale explique que les entreprises ont intérêt à passer aux nouvelles générations. « Ce futur code à barres sort de loin avec le monde digital et peut fournir beaucoup plus d’informations sur les produits via une page web ou base de données ligne », précise Jan Somers, CEO de GS1 Belgium.

En effet, selon l’organisation, les codes à d’augmentés GS1, ou les GS1 DataBar, un code à barres 2D-dimensionnel, entretiennent plus d’informations et permettent notamment de les fournir en plusieurs langues via un seul lien, évitant ainsi de devoir les mettre en différentes langues sur l’étiquette même. Les entreprises doivent notamment contempler le scan direct de ces codes à barres augmentés en raison de leur résistance à la lumière et de leur facilité de lecture. Les codes à barres augmentés GS1 sont actuellement utilisés par la plupart de ces entreprises et parmi les nouvelles entrées dans l’industrie alimentaire.

Le nouveau code devrait être relié à l’internet pour permettre au consommateur de lire son smartphone.

Streepjescode mag met pensioen: vanaf 2027 vind je geen QR-code op je producten

De streepjescode op producten wordt vanaf 2027 vervangen door een QR-code. Volgens GS1, het bedrijf dat inzet voor het behoud van barcodes, heeft een QR-code meer voordelen voor de consument. “Door de code te scannen met de smartphone, krijg je extra info over het product.”
With **+9000 members**, we’ve grown **17 % in membership compared to 2020**

Our members active in different sectors:
- FMCG - Foodservice
- Healthcare
- DIY, Garden & Pet
- Transport & logistics
- Financial services
- E-commerce and marketplaces

54 FIEs (including IT), most of them happy 😊
FMCG & Foodservice
52%
Growing

DIY, Garden & Pet
17%
Stable

Healthcare
6%
Growing

Transport & Logistics
1%
Growing
1. 50 years of barcodes and GS1 in Belgium & Luxembourg

2. Our customers today and tomorrow: is there any change?

3. Can we match their requirements?

4. Our strategy

5. Key messages

6. How do we measure our success?
The world evolves and we need to be proactive.
Our customers have changed...

- Fewer knowledge of GS1 standards
- Their journey is complicated
- Focus on key activities, not on GS1
- Impacted by legislation

- They think GS1 is too complicated
- They want a one-stop-shop
- They want speed and agility
New legislation is a lever for GS1

<table>
<thead>
<tr>
<th>Industry</th>
<th>GTIN/GLN</th>
<th>GDSN</th>
<th>Digital assets</th>
<th>Packaging attributes</th>
<th>EPR</th>
<th>DPP</th>
<th>ESG</th>
<th>Farm to fork</th>
<th>Intelligent sorting</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMCG &amp; FS</td>
<td>GS1 in use</td>
<td>GS1 in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>DIY, garden &amp; pet</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Healthcare</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Fashion</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Construction</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Agriculture</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
<tr>
<td>Other industries</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
<td>GS1 partly in use</td>
</tr>
</tbody>
</table>
But we need to support our members in avoiding this...

Barcode for DDRS
Barcode for list of ingredients
Barcode for energy value
Barcode for POS price look-up
Barcode for full nutrition declaration
... but instead implement this

One barcode for ALL use cases

One barcode that includes a **trusted** identifier and that links to **trusted** data
Agenda

1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. **Can we match their requirements?**
4. Our strategy
5. Key messages
6. How do we measure our success?
Our ecosystem will be expanding: AS IS

To protect
Our ecosystem will be expanding: TO BE

- More granular identification
- More data exchange
- Full lifecycle of product, with focus on packaging and of life
- Many-to-many communication
- **Legislator** is one of the new key stakeholder for GS1 taking its place in the donut

→ To create value
Looking at the scarcity of raw materials, the waste crisis and climate change and the EU green deal, it forces all of us to rethink the concept of “product life” and to invest more in reduce (packaging), reuse & recycle. We need data-driven insights and transparency to make this happen. This requires verified and trusted data exchanged through interoperable systems.
Agenda

1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. Can we match their requirements?
4. **Our strategy**
5. Key messages
6. How do we measure our success?
Our ambition is to **protect** and to **create value** for our members along the customer journey.

Our objective is to enable the circular economy with **trusted identifiers** and **trusted data**.
Strategy 2023-2025: Give an answer at glocal level

But investigate more GS1 MO collaboration on common investments in solutions to shape the circular economy.
4 strategic goals

- Enable our members to create a Digital Product Passport
- Ensure unique and verified identifiers
- Improve and ensure quality and efficiency of data exchange
- Stimulate/facilitate a digital (and green) ecosystem
GS1’s role within the Digital Product Passport framework
Just one example

Open standards for track & trace
Leverage existing and new standards and infrastructures

Data quality and verification

Interoperability

Solution to generate a DPP with shared investments between MOs

Neutrality
We went completely digital with ONE platform in 2018.

Our customer first: big or small, services help to implement standards.

One customer journey.

My Product Manager.
My Product Manager

Upload your existing product identification numbers (GTINs) and maintain their product data.

My company prefix(es)

<table>
<thead>
<tr>
<th>Company Prefix</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5410000</td>
<td></td>
</tr>
</tbody>
</table>

My company prefix(es) for small products

<table>
<thead>
<tr>
<th>Company Prefix</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>540131</td>
<td></td>
</tr>
<tr>
<td>540139</td>
<td></td>
</tr>
</tbody>
</table>
My Product Manager
Identify

+ 5,300 members

My Product Manager Share

+ 1,900 suppliers
+ 70 data recipients
+ 600K product sheets
Trusted identifiers that are not trusted or missing?

Do we verify the legal entity behind a license?

Are we sure we can create DPP that are unique?

Do marketplaces block GTINs that are hijacked?

What if we cover only 10% with the GS1 registry?

Can we play our role in the circular economy if we miss trusted identifiers?
Trusted data that is not trusted?

- Foreign or small suppliers miss the boat
- GDSN included as dynamic webforms
- Upfront validation in WebUI
- 16,000 machine validation rules inserted

And we did not solve the problem yet! We still struggle with data that is not complete and accurate!
Data Quality Framework

- Data exchange
- Data quality framework

Supplier passes machine validations ➔ Supplier commits to either

Audit ➔ Data Capture ➔ Self Assessment

Data completeness + Data accuracy

OUR success GOAL is to guarantee a 96% data quality score
Completeness reporting

- Not OK: 24%
- Partly ok: 50%
- On track: +96%
Self-assessment
Let’s innovate!

Digital Deposit Return Schemes (DDRS)

Use AI (data capture)

Digital Product Passport (DPP)

GS1 SMART-Box

E-CMR

Next generation barcodes

Intelligent sorting (HolyGrail 2.0)
Where are we (not yet) ready?

- Trusted data
- Data quality
- Digital Product Passport (DPP)
- Extended Producer Responsibility (EPR)
- Environmental, social and corporate governance (ESG)
- Farm to fork
- Intelligent sorting
- GLN
- Fresh upstream
- Different industries
1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. Can we match their requirements?
4. Our strategy
5. **Key messages**
6. How do we measure our success?
GS1 can be more relevant than ever if we are intentional, agile and ready to re-invent ourselves as a community.
We need more focus in creating a new ecosystem with new players
We are still too much inside-inside with an unknown or hidden reputation and value proposition (narrative)
We renewed our retail strategy, but are we sure we have all the stakeholders of the donut economy linked to us?
More collaboration needed with GS1 taking an active facilitation role
Common investments are needed across MOs to optimize costs, investments. We cannot finance the role we need to play in the circular economy on our own.
Offer menu of services to get everyone on board (SME, corporate, ...
Data quality remains crucial
1. 50 years of barcodes and GS1 in Belgium & Luxembourg
2. Our customers today and tomorrow: is there any change?
3. Can we match their requirements?
4. Our strategy
5. Key messages
6. How do we measure our success?
In 3 to 6 years we will measure our success in the circular economy

- Do we have a new narrative after 50 years?
- Can the DDP we generate be trusted?
- Are the GTIN and GLN the trusted keys in our new ecosystem?
- Are our upgraded and more granular standards ready? Can we manage a product variant?
- Did we manage to link identifiers and data (master plus dynamic data) into one concept used by small and big stakeholders?
- Is the new generation of barcodes a worldwide success?