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](http://www.gs1.org/gs1-competition-law-caution)
Statement & reminder for seeking intellectual property information

- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.
QR code powered by GS1 & GS1 Digital Link

Available for each customer who buys a GTIN in our customerportal
Screenshots – under construction
E-label for wine & spirits

- API with Registry
- API with GDSN

QR code powered by GS1 & GS1 Digital Link resulting in the accessibility of (mandatory) label information to consumers
GLN registry proof of concept

Certification organisations - Unique Farm Identification

Simpler and better data exchange of certificates in the food supply chain

Reduce duplications of farm locations
Fruit tech campus

- Innovation and Education Center, supported by business, Education & Government
- A physical demonstrator site of GS1 standards (digital identification twin)
- Demonstrating GS1 from Farm to Fork
Packaging information

- Sustainable development, reuse packaging
- Recycle by standardising types of raw materials
- Share packaging product data to make more sustainable choices
- Pilot: give packaging a GTIN, use GDSN for data sharing
- Help comply with law and regulations
Bol.com has increasingly been facing data quality issues and issues related to EAN counterfeit.

New regulations force marketplaces to deliver trusted data to consumers.

Verified by GS1, might be a solution.
Test by bol.com

Results
• Approx. 8000 toy products removed from site and re-listed
• Decrease SEO
• After re-listing: less than 40% have officially registered GTIN

To discuss: are we really going to be the data partner for marketplaces?
• Registration number indicates nothing about brand ownership
• Verified by GS1 product data to be entered correctly and completely
• Partnership ISBW and BOIP to build trust
From grain to glass, with GS1
Situation scan
proof of concept with Heineken

GS1 Certified Improvement Program

GS1 Certified Situation scan
- Intake
- Interviews
- Situation Matrix
- Set goals
- Improvement plan

GS1 Certified Training Portfolio
- Training A
- Training B
- Training C
- Training D
- Training E

GS1 Certified Growth scan
- Interviews
- New Situation Matrix
- Improvement Matrix
- Final report
- Follow up plan / interview
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<th>First steps</th>
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<tr>
<td>Creating &amp; sharing data</td>
<td>Manual process</td>
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<td>Automated process prior to product launch</td>
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<td>Single source of truth</td>
<td>Minimal use of Verified by GS1</td>
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<td>Product identification</td>
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<td>Physical and digital use of GTIN</td>
<td>GTIN used on all trade item hierarchy levels</td>
<td>Use of GS1 2D barcodes and RFID</td>
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A Strategic Imperative
Why invest in micro and small businesses?

sustainable growth
to 40,000 Global Standards users

• Store of the Community
• Supply Resilience
• Innovation
• Operating Efficiency
• Risk Management

• Marketplace Growth
• Authentication & Counterfeit
• Regulatory Requirements

• Resilient Economy
• Canadian Grown & Made
• Funding & Subsidies
GS1 Canada Value Proposition

Neutral Third Party

Standardized Content

Data Excellence

Canadian Industry Expertise

Single Source of Truth
Micro-Small Enterprise Strategy
Enabling Subscribers of All Sizes

Valuable Solution
offer MSE investment for growth

Engaging Communication & Education
smart communication & impactful learning opportunities

Community Management
build an enabling ecosystem

Implementation Partner
a simple & scalable subscriber experience
Valuable Solution

offer MSE investment for growth
Retail Trade Ready Bundle – Typical Kit (food)

Planogram images, including Tray images, Planogram software ready (small size/low res)

Marketing/eCommerce images, fully edited, hi-resolution

Nutritional images
## Engaging Communication & Education

**smart communication & impactful learning opportunities**

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<th>Module 1</th>
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<tr>
<td><strong>Barcodes Simplified</strong></td>
<td><strong>Which Sales Channel is Right for You</strong></td>
<td><strong>Pitch Your Product with Confidence</strong></td>
<td><strong>Canadian Regulatory Requirements</strong></td>
<td><strong>What You Need to Know to Sell Your Products Online</strong></td>
<td><strong>Tools for Success and How GS1 Canada Can Help</strong></td>
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</tbody>
</table>
| • Introduction to GS1 and GS1 Canada | • What is a sales channel?  
• Understanding different types of sales channels  
• Avoiding common mistakes  
• Determining profitability and assessing potential costs | • What is a good product pitch?  
• Types of product pitches.  
• Delivering an effective pitch. | • Why Canadian business regulations are important  
• Awareness of provincial, city and industry regulations  
• Packaging and labelling food and consumer products | • Online marketplaces vs. ecommerce websites  
• Online marketplace requirements  
• Tips for handling online logistics  
• Basics for selling products online | • Importance of product content sharing  
• Information to share when setting up a new product  
• Product image requirements for various business processes  
• GS1 Canada Image Capture Services and tools |
Hear from Canadian small businesses, including a family-run fromagerie in small town Quebec, a firefighter turned hot sauce entrepreneur and a sustainable, olive oil soap social enterprise empowering refugee communities. Listen in as they share challenges they overcame getting started and growing their business, and what they learned along the way. Leaders from Canadian Retailers share insights on navigating the product listing process, pitching new products, getting products online and more.

1. Getting the Basics Right
2. Bringing Your Product to Market
3. Growing Your Business
Community Management

**build an enabling ecosystem**

- Government of Canada’s Agri Assurance Program
  1. Education + Establish MSE Community + Identify Industry Needs
  2. Enable Sourcing in ECCnet – Canada’s National Product Registry

- Community Workgroup:
  1. Identify MSE sourcing criteria (eg: Diversity-Female Led, First Nations)
  2. Identify Trade Readiness Requirements for Sourcing

- Online Community
- Association Partners
Community Management

build an enabling ecosystem

AMPLIFY THROUGH ASSOCIATION PARTNERS

- Alberta Food Processors Association
- Alliance of Ontario Food Processors
- Baking Association of Canada
- BC Farmers Market Association
- BC Food & Beverage Association
- Canada Organic Trade Association
- Canadian Association of Importers and Exporters
- Canadian Beverage Association
- Canadian Council for Aboriginal Business
- Canadian Food Exporters Association
- Canadian Food Innovation Network
- Canadian Health Food Association
- Canadian Institute of Food Science & Technology
- Canadian Manufacturers & Exporters
- Canadian Women in Food
- Canadian Women’s Chamber of Commerce
- Cando
- Centre For Women in Business
- Coffee Association of Canada
- Community Future Manitoba
- Community Future Saskatchewan
- Community Futures BC
- Community Futures Network of Canada
- Community Futures Ontario
- Council of Canadian Innovators
- DMZ - DMZ Ventures Toronto Metropolitan University
- Enactus
- Enterprise Toronto
- EVOL - financer le changement
- Fanshawe Centre for Research & Innovation (CRI)
- Fédération des chambres de commerce du Québec
- Food & Beverage Atlantic

- Food and Beverage Canada
- Food and Beverage Ontario
- Food Producers of Canada
- Food Research and Innovation at Conestoga College (CFRIL)
- Foodpreneur Lab
- Forum for International Trade Training
- Fruit and Vegetable Growers of Canada
- Futurepreneur
- George Brown - Start GBC
- Group 3737
- Halton Regional Small Business Centre
- Incubator 13
- Innovation Guelph
- Innovators and Entrepreneur Foundation
- Invest Ottawa
- Junior Achievement
- La Passerelle
- LEAF Certified
- League of Innovators
- Manitoba Entrepreneurial Hub
- Manitoba Food Processors Association
- Market 13
- Missions Commerciales, University de Laval
- Natural Products Canada
- Natural Products Canada
- Newfoundland and Labrador Organization of Women Entrepreneurs
- Niagara College’s Canadian Food & Wine Institute Innovation Centre
- One of a Kind Show
- Ontario Greenhouse Vegetable Growers Association
- Ontario MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS
- Organization of Women in International Trade - Toronto
- Paro Centre For Women’s Enterprise
- PEI Business Federation
- Plant Based Foods Canada

- Pow Wow Pitch (Indigenous)
- Queens University
- Reseau des femmes d’affaires Quebec
- Revolutioner
- Rise
- She Trades (part of ITC)
- Skills for Change
- Small Business BC/ Export Navigator Program
- Small Business Centres Ontario
- Small Scale Food Processor Association
- Société Économique de l’Ontario
- StartUP Canada
- Tea and Herbal Association of Canada
- The 51
- The Forge Business Incubator
- The Forum
- Toronto Small Business Enterprise Centre (City of Toronto)
- Trenvial Business Development Corporation
- University of Toronto Black Founders Network
- WBE Canada - Certification for Canadian Women
- We Connect Canada
- WBE Canada
- Women Enterprise Cent Manitoba
- Women Entrepreneurs Saskatchewan
- Women Entrepreneurship Knowledge Hub
- Women In Business NB
- Women in Business PEI
- Women of Influence
- Women’s Enterprise Organizations of Canada
- Yes Employment Entrepreneurship
- York University Incubator Program - Food Accelerator Program
Implementation Partner

**People**
- Dedicated MSE Team (4 FTE)
- Organization Design / Job Design

**Process**
- Mapping Data Recipient Standard Operating Processes
- Voice of Customer:
  - Subscriber Listening / Survey
  - Early Adopters / Pilots
- End to End Subscriber Journey Process Reengineering:
  - Contact Center
  - Registration and Service Request
  - Image & Validation Process

**Technology**
- ECCnet Replatforming
- Single View of GTIN
- Enhanced Trade Ready Attribution
- Sourcing Capabilities

*a simple scalable subscriber experience*
Thank you
GS1 SMART Box –
A reusable system for the
FMCG Industry

Ingo Wolters
Lead Community Services
GS1 Germany
Is packaging reduction in the supply chain possible?

The use of disposable packaging must be examined across the entire supply chain and should only be used where it really makes sense.

Reusable transport packaging should be used wherever processes and products require it.
The process is what matters!
The GS1 SMART Box meets extensive requirements
The GS1 SMART Box has arrived in practice

- **100,000** boxes are in the pool circuit
- **>20** companies already use the GS1 SMART Box
- **Trouble-free** processes, good handling, trouble-free labeling

![Image of GS1 SMART Boxes on a conveyor belt]
Potential savings can already be generated in the packaging line and during transport

• change from stacked consignments with American boxes to EUL 1/2 consignments with the GS1 SMART-Box
• Reducing pallet space during transport
• Reducing cost for pallet cycle
• Reducing administration expenses
In retail, entire processes can be eliminated

- Elimination of the need to open, repack and dispose of disposable packaging in the goods receiving area of the retail distribution center
- Optimization of the picking processes in the distribution center
- Savings in packaging material
• up to 60% less Cardboard

Savings when using the GS1 SMART-Box, compared to disposable Cardboard Packaging (Scenario on Average)

• up to 35% less CO₂ Emissions

Savings by using the GS1 SMART-Box compared to disposable Cardboard Packaging (Scenario on Average)

• Repacking in the Retail Distribution Centre can be skipped

Optimal Utilisation of Freight Space

20% less logistics cost*

60% less cardboard in the process**

Up to 35% less CO₂ emissions than a single-use carton in an average scenario**

*business case about all participating companies

**institute for energy and environmental research (IFEU)
The GS1 SMART Box can be used across sectors and internationally

(Almost) no restriction to industries → the process is decisive

GS1 Germany standard and extending to other countries
2- Questions

1. What is "GS1" about the SMART Box?
   - The GS1 SMART box meets a whole range of GS1 standard requirements. Starting with the identification with 3 data carriers (GS1-128, 2D barcode DataMatrix, RFID) to supply chain standards of the “Efficient Unit Loads”, such as the EUL loading height recommendation or the requirements for ISO modularity.

2. Will there be only this one version of the GS1 SMART-Box?
   - No. It was planned from the beginning to design a whole "family" for the different requirements. In addition to the already established box, another, higher variant will soon be launched on the market. Depending on the article requirements and with a view to the best possible utilization, the appropriate box should exist.
Making a difference in peasant communities & vocational studies

Angel Becerra, CEO, GS1 Peru
23 May 2023
How to make a difference in our country based on our knowledge and experience?

We decided to focus on specific sectors and communities that have no access to the market or who have difficulties to access it. Also, people from low income sectors or isolated communities:

- Micro and small business (SME) in rural / peasant communities
- Young people with no access to technical studies
How are we are making the difference in rural/peasant communities?

Helping the commercial growth of rural communities through global standards & traceability, connecting Peruvian products to the world.

Difference: enable exports to Europe, significant income growth and significant improvement in living standards.
Traceability of Aromatic Herbs
– Arequipa with Women associations

Highlands of Peru - Chiguata & Puquina - Arequipa
3,000 habitants & 9,000-12,000 feet above sea level
Highlands of Peru - Caraz - Ancash
27,000 habitants & 7,000 feet above sea level
Results: full traceability certified by GS1 that enables exports from dozens of small agricultural rural communities and hundreds of people with better jobs, with better income, reducing poverty
How to make a difference with specialized technical education?

Promoting an Institute of Technology specialized in Logistics and Supply Chain studies with an innovative educational model: dual education and focused as a target in low income populations.

Vocational studies 3 year careers

Results: more than 300 graduate students to whom Inlog changed their lifes
Ruth Montesinos, a 26-year-old professional who went through various critical and very risky situations in her life - led her to realize training was important to advance.
Cristian Chipana, a 27-year-old professional who changed not just his life but his whole family situation after he got over a very critical personal situation.
Working with rural communities in Peru and specialized technical education has been very challenging, but it has also been very rewarding.

Working collaboratively to design and implement programs, allows us to make a significant difference in the lives of people, communities and small business.
It has been amazing to realize how big our contribution can be in making a difference and change lives using GS1 standards, tools, models and our technical knowledge and experience in supply chain.
People and culture

Anne Godfrey, CEO, GS1 UK
23 May 2023
Our people strategy

Build the right **skills and competencies**, across the business, to support delivery

Develop a strong, **cohesive leadership** structure and associated operational teams

Introduce an improved, robust **performance management** process and recognise success
Our strategic capabilities

Communication

Insight into action

Leadership and management

Stakeholder engagement
Our brand values

**Collaborative**
GS1 UK is **collaborative** by design, bringing together industry players to find solutions for shared concerns.

**Trust and integrity**
As a neutral, independent body, GS1 UK is a **trusted** source of insights, valued for the **integrity** demonstrated by its team in support of members and society.

**Forward thinking**
**Forward thinking** is at the heart of GS1 UK, we strive to tackle the issues of today and answer the questions of tomorrow.
Our people’s values

**Collaborative**

At GS1 UK we are dedicated to working in cross-functional teams to solve problems members can’t solve alone.

**Trust and integrity**

We seek to build trust in every interaction by conducting ourselves in a professional and honest manner.

**Forward thinking**

We are proactive, always looking ahead, and not afraid to take risks. We are always willing to learn and grow.
Performance management

**Achievement**

The what

We set and measure delivery of personal objectives with agreed KPIs.

**Approach**

The how

We expect our people’s behaviours to model our values in interactions with their peers and members.

**Above and beyond**

The what else?

We recognise staff who excel and exceed expectations.
Reward & recognition

A **transparent** and fair pay and grading structure underpinned by job evaluations and salary benchmarking

Competitive and **incentivised** personal and corporate bonus schemes

**Peer to peer** recognition through our staff award scheme
Our purpose

We harness the power of standards to transform the way people work and live.
Thank you

Anne Godfrey
CEO, GS1 UK

M +44 (0)776 6661 310
E anne.godfrey@gs1uk.org
New ways of working to bring GS1’s values to life

Goh Chiang Fein
CEO, GS1 Malaysia Berhad
A Platform to encourage discussion, exchanges, development & drive adoption of GS1 Standards & Keys, through Public & Private Collaboration.

- Identity governance
- Maintain brand and product integrity
- Enable authentication & validation and
- Improve efficiency, safety, security in everyday business.
## BRING GS1'S VALUES TO LIFE

### GS1 GLOBAL STRATEGIES - STRENGTHEN CORE COMPETENCIES

- GTIN Growth & Engagement Strategy
- GLN Registry (Wave 2)
- 2D in Retail: MSWG
- GS1 Marketplaces
- GS1 Registries
- GS1 Healthcare
- GS1 Asia Pacific Unauthorised Numbers
- GS1 Asia Pacific Customs & Cross-Border

### LEVERAGE, STRUCTURE & SCALE
At Global, Regional and Local Levels

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<td>National Pharmaceutical Regulatory Agency</td>
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<td>Medical Device Authority</td>
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<td>Academia</td>
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<td>Local &amp; Global Retailers &amp; Marketplaces</td>
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<td>Dubai Health Authority</td>
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<tr>
<td>South Korea MFDS</td>
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</table>

### GS1 STANDARDS IN ACTION

- Strategic Partner of Ministry of Domestic Trade & Cost of Living
- Collaboration with Ministry of Domestic Trade on Barcode Registration Incentive to support SMEs
- National Pharmaceutical Track & Trace Initiative
- Cross-Border 2D Healthcare Track & Trace Pilot
- Migration to 2D in Retail, 2D Implementation Initiative
- GTIN Reporting at China Single Window Customs Declaration, Product Data Sharing
- GTIN Reporting for imported goods at Vietnam & Algeria
- Barcode Symbol Verification for imported goods to Australia & New Zealand
- Russian Decree requires GLN & GTIN to be present in certificates of conformity
- Unique Device Identification (UDI) for US FDA, EU MDR, and other countries
- Guest Lecturer for Academia
Meeting Customers’ Needs

- Growing Business
- Transforming Lives
- More Informed Decision-Making
- Enhanced Visibility
- Increased Safety
- Digital Transformation
- Better Consumer Transparency
- Greater Operational Efficiency
- More Sustainable
Thank You
FACTS ABOUT

Population 50 million plus

47 county Government

RETAIL:
1. 1400 Branded Stores
2. 480,000 small RT shops
3. Numerous Market places

HEALTHCARE:
1. 56 Local Manufacturers
2. 6,000 Healthcare facilities
3. 9,000 Pharmaceutical retail outlets

AGRIBUSINESS
1. 2000 fresh produce exporters
2. More than 180,000 small farmers
3. 3,000 large scale farmers
This platform Allows direct interaction between Consumers and Brand owners.

On line platform embedded on our ERP/CRM for members to access both Linear & 2D code generation upon registration.

HAKIKISAHA BIDHAA
Our aim is to establish referral point where GS1 standards are in use in the region. To show case:
1. Tracking and tracing of medicine
2. Patient safety

HEALTHCARE

PARTNERSHIP

We have signed partnerships with two private hospitals of:
- level 3  - No bed Capacity
- level 4  - 25 Bed capacity.

THAMANI dawa
The aim is to facilitate farmers of all sizes access global market by leveraging on GS1 keys.
GS1 Kenya

IN CONCLUSION

**RETAIL:**
August 2023; Launch HAKIKISHA BIDHAA-VbGS

**HEALTHCARE:**
June 2023; Launch THAMANI DAWA pilot stage with the 25 bed middle level hospital to implement

**AGRIBUSINESS:**
On boarding farmers in SHAMBA ikoNET since September 2022
We have made it easy for members to generate 2D at the registration point. Members have the opportunity to choose what to share with public. Public have a portal to give feedback to the supplier Realtime.
Thank You