

Looking back

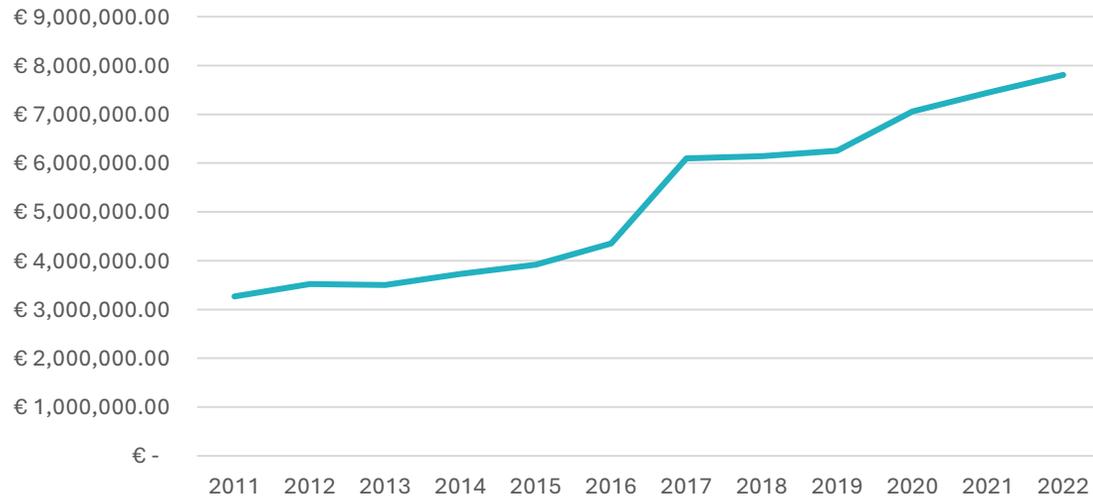


Celebrating 45 years
of GS1 Belgilux

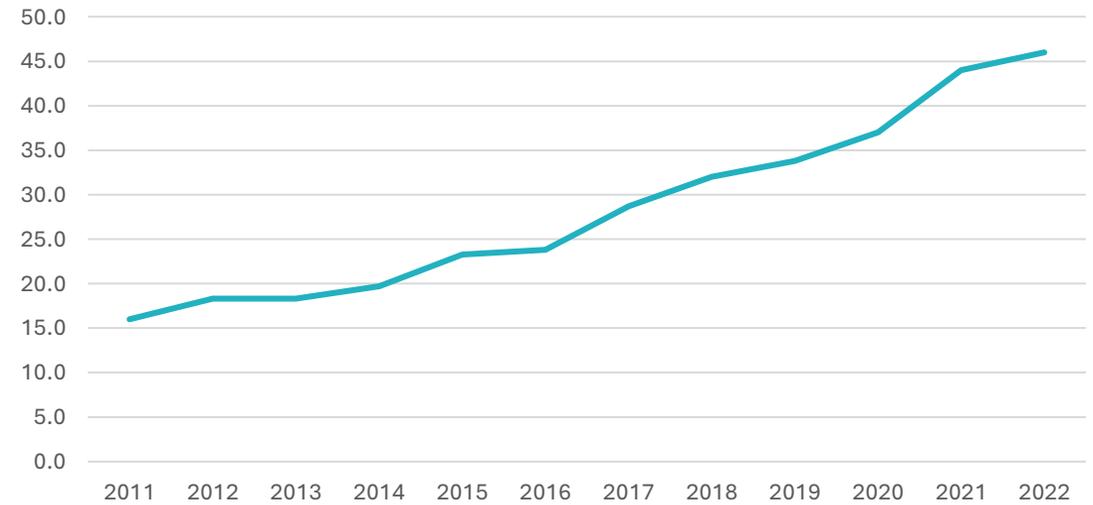




Turnover



Number of FTEs



GS1 Belgilux anno 2022
Compared to 2011

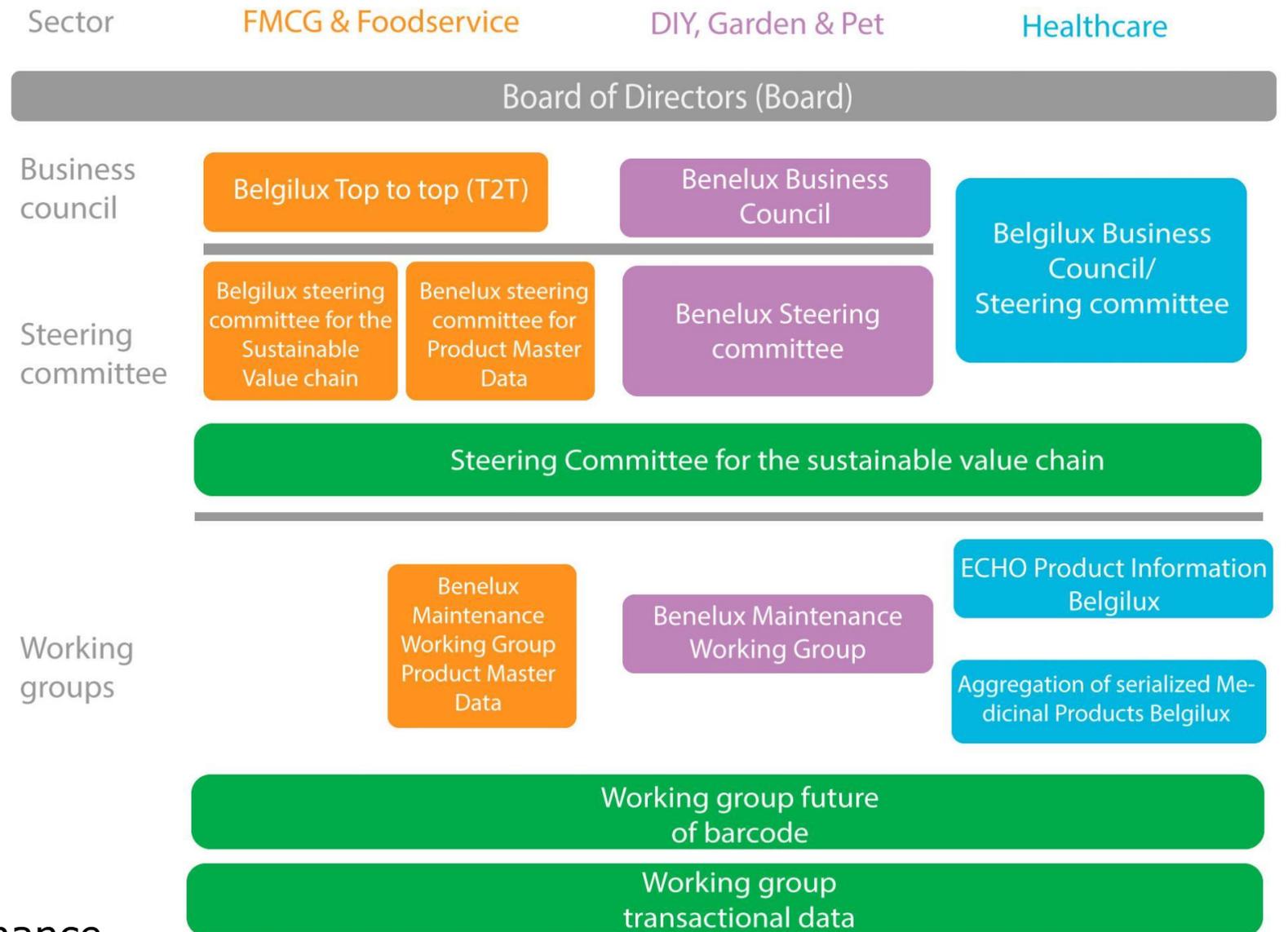


With **+9000 members**, we've grown 25% in memberships compared to 2020

Our members active in different sectors:

- FMCG -Foodservice
- Healthcare
- DIY, Garden & Pet
- Transport & logistics
- Financial services
- E-commerce and marketplaces

We could not have done this without our members



...nor without an efficient governance

GS1 Belgilux created a user-friendly single sign-on platform (the **"waffle"**) for different user needs across sectors

By focusing on



Data Quality



Customer satisfaction



My GS1



My Product
Manager



My Locations
Manager



Verified by GS1



My Audits



My Coupon
Manager



My UDI
Manager



My Training

Committed to our Strategic Plan 2020-2022



**My Product
Manager**

- 780.000+ GTINs in MPM Identify
- 451.000+ GTINs in MPM Share
- Nearly 2000 users MPM share
- Excellent NPS in consumer satisfaction



- 1890 followers (+52% compared to 2019)
- 220 publications/year (x2.5 compared to 2019)
- >5% engagement rate



- 10.640 subscribers to e-news (+3% compared to 2020)
- 25 e-news/year

Enabling us to deliver



- Data quality remains an issue, not yet at the 96% target
- MPM needs continuous improvement and updates (including cybersecurity)
- MPM still needs to be extended with DAM (including validations)
- Onboarding of data recipients onto GDSN still ongoing



- Not everyone is ready for the (global) migration to 2D barcodes and Digital Link by end of 2027

However, our job is never done

Looking forward: setting the scene





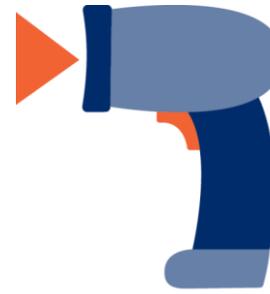
legislator



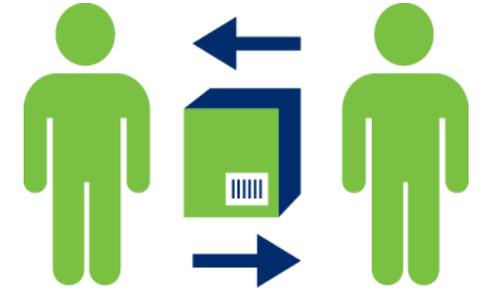
consumer



solution provider

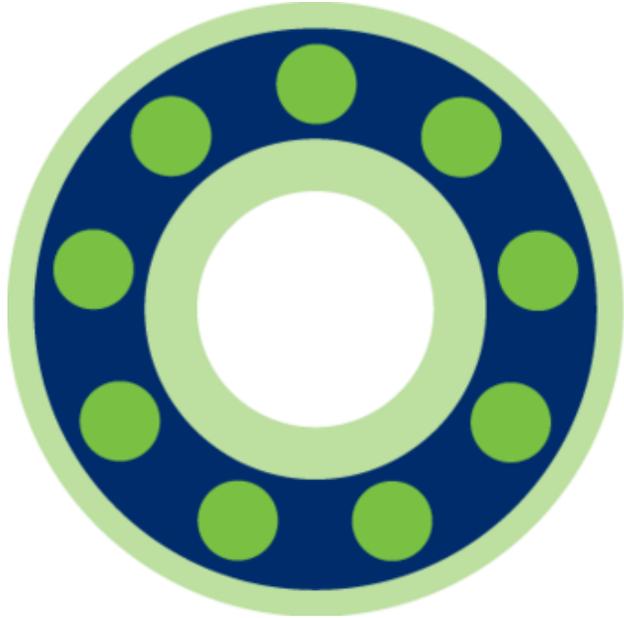


technology



business

The world evolves and we need to be proactive |



Looking at the scarcity of raw materials, the waste crisis and climate change

It forces *all of us* to rethink the concept of “product life” and to invest more in **reuse & recycle** (upcycle)

We need data-driven insights and transparency to make this happen

This requires **verified and trusted data**
Exchanged through **interoperable** systems

From a linear to a circular economy model

I. A product passport shall meet the following conditions:

- (a) it shall be connected through a data carrier to a **unique product identifier**;
- (b) the data carrier shall be physically present on the product, its packaging or on documentation accompanying the product, as specified in the applicable delegated act adopted pursuant to Article 4;
- (c) the data carrier and the unique product identifier shall comply with standard ("ISO/IEC") 15459:2015;
- (d) all information included in the product passport shall be based on **open standards, developed with an inter-operable format and shall be machine-readable, structured, and searchable**, in accordance with the essential requirements set out in Article 10;
- (e) the information included in the product passport shall refer to the **product model, batch, or item** as specified in the delegated act adopted pursuant to Article 4;

GS1 Unique identifiers and data carriers based on global standards

GS1 No proprietary solutions

GS1 **Granularity**
The information included in the product passport shall refer to the product model (e.g. iPhone 13), batch (e.g. iPhone 13, produced in factory XYZ), or item (e.g. iPhone 13, serial number 123456789)

GS1 Decentralised system...
... with a central registry

GS1 **Liability**
The economic operator placing the product on the market is responsible for making available the DPP and for the information included therein

GS1 **Access rights ('need-to-know')**
The access to information included in the passport shall be regulated in accordance with the essential requirements included in Article 9. The specific access rights at product group level will be identified in the applicable delegated act.

(32) To ensure that the product passport is flexible, agile and market-driven and evolving in line with business models, markets and innovation, it should be based on a decentralised data system, set up and maintained by economic operators. However, for enforcement and monitoring purposes, it may be necessary that competent national authorities and the Commission have direct access to a record of all data carriers and unique identifiers linked to products placed on the market or put in service.

Article 12 – Product Passport registry

1. The Commission shall set up and maintain a registry storing information included in the product passports required by delegated acts adopted pursuant to Article 4. The registry referred to in the first subparagraph shall at least include a list of the data carriers and unique product identifiers referred to in Article 9(1). The Commission shall ensure that the information stored in the registry referred to in the first subparagraph is processed securely and in compliance with Union law, including applicable rules on the protection of personal data.
2. The Commission shall, in the delegated acts adopted pursuant to Article 4, specify the information which, in addition to being included in the product passport, shall be stored in the registry referred to in paragraph 1, taking into account at least the following criteria:
 - (a) the need to allow for the verification of the authenticity of the product passport;
 - (b) the relevance of information for improving the efficiency and effectiveness of market surveillance checks and customs controls in relation to products covered by delegated acts adopted pursuant to Article 4;
 - (c) the need to avoid disproportionate administrative burden for economic operators.
3. In relation to its responsibility to establish and manage the registry referred to in paragraph 1 and the processing of any personal data that might result from that activity, the Commission shall be regarded as controller as defined in Article 3, point (8), of Regulation (EU) 2018/1725.
4. The economic operator placing the product on the market or putting it into service shall upload, to the registry referred to in paragraph 1, the information referred to in paragraph 2.
5. The Commission, competent national authorities and customs authorities shall have access to the registry referred to in this Article for carrying out their duties pursuant to Union legislation.

ANNEX III – Digital Product Passport

- The requirements related to the product passport laid down in the delegated acts adopted pursuant to Article 4 shall specify what information shall or may be included in the product passport from among the following elements:
- (a) information required under Articles 9(2) and 9(3) or by other Union law applicable to the relevant product group;
 - (b) the unique product identifier at the level indicated in the applicable delegated act adopted pursuant to Article 4;
 - (c) the Global Trade Identification Number as provided for in standard ISO/IEC 15459 or equivalent of products or their parts;
 - (d) relevant commodity codes, such as a TARIC code as defined in Council Regulation (EEC) No 2656/87;
 - (e) compliance documentation and information required under this Regulation or other Union law applicable to the product, such as the declaration of conformity, technical documentation or conformity certificates;
 - (f) user manuals, instructions, warnings or safety information, as required by other Union legislation applicable to the product;
 - (g) references related to the manufacturer, such as its unique operator identifier and the information referred to in Article 23(7);
 - (h) unique operator identifiers other than that of the manufacturer;
 - (i) unique facility identifiers;
 - (j) information related to the importer, including the information referred to in Article 23(1) and its EORI number;
 - (k) the name, contact details and unique operator identifier code of the economic operator established in the Union responsible for carrying out the tasks set out in Article 4 of Regulation (EU) 2019/1020 or Article 17 of Regulation (EU) ... on

GS1 **Track & tracing**
Unique operator identifiers and unique facility identifiers may be requested. These are key information component to allow the track & tracing of information along the supply chain

- Sustainable Product Regulation Proposal, under EU Green Deal
- “The product passport means a set of data specific to a product that includes the information (specified in the delegated act) and that is accessible via electronic means through a data carrier”
- Applicable to any physical good placed on EU market or put into service (= global impact)
- Food, feed, medicine exempted (for now)
- Goal is to reduce lifecycle environmental impact of the product
- Through track & trace and verification

With the **Digital Product Passport**



Open standards
for track & trace



Data quality
and verification



Neutrality



Leverage existing
standards and
infrastructures



Interoperability
and compatibility

GS1's role within the Digital Product Passport framework |

Reinforcing

- Data quality needs
- Standardization needs

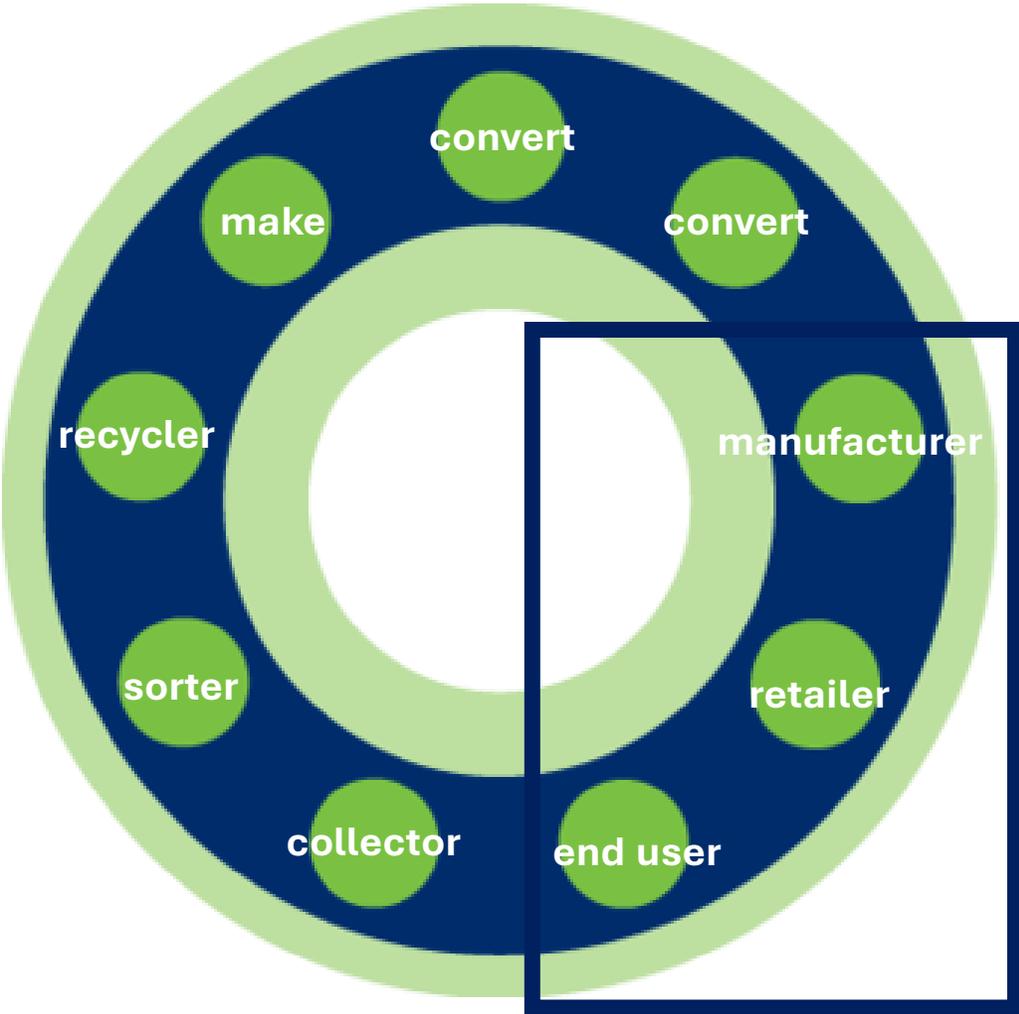
But also, **introducing**

- New data
- New players
- New user journeys
- Other industry standards

And **impacting**

- Our memberships
- Our standards
- Our services

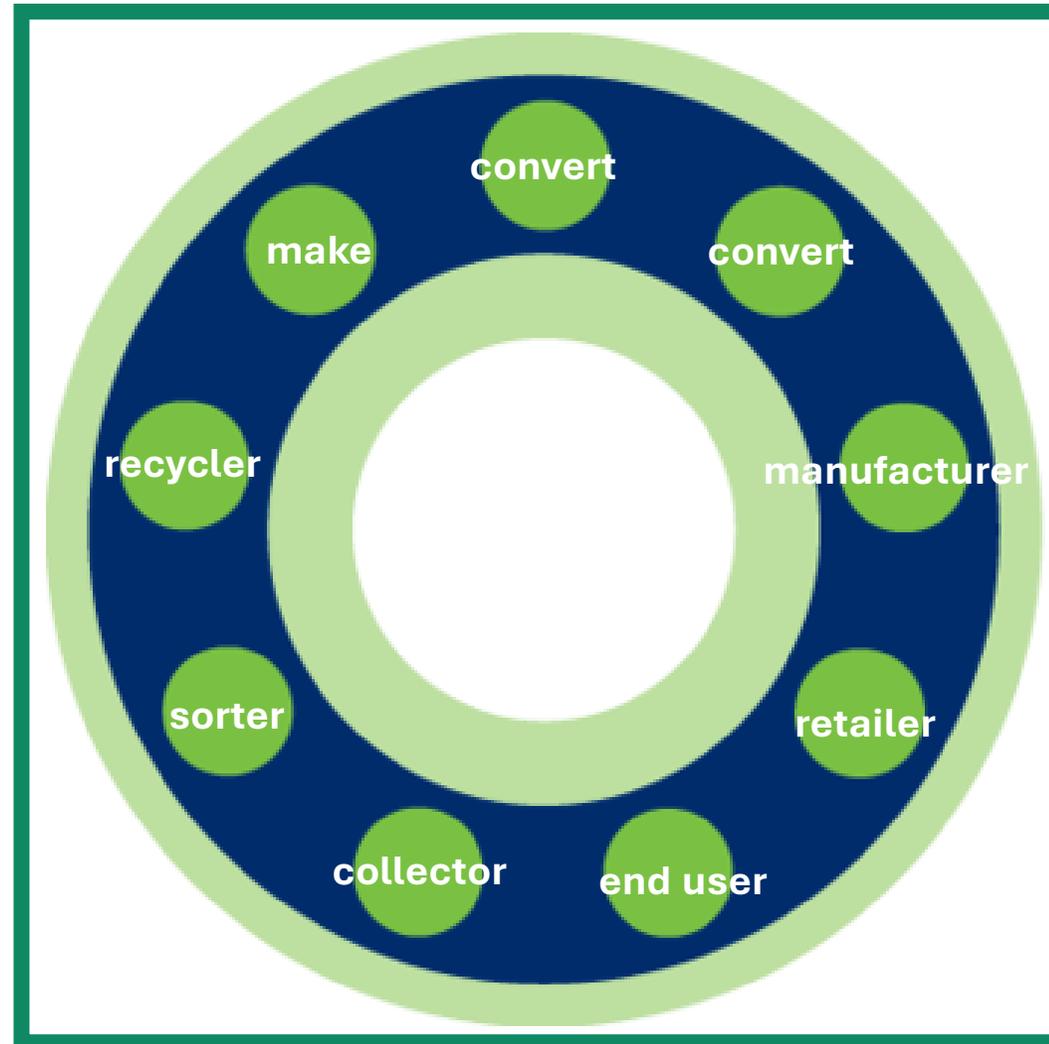




AS IS ecosystem
→ **To protect**

Our ecosystem will be expanding

- More data exchange
- Full lifecycle of product
- Many-to-many communication
- Importance of digital twin



TO BE ecosystem
→ **To create value**

Our ecosystem will be expanding

Looking forward: strategy 2023-2025





Validation process
May 2022-October 2022



Strengths*

- Neutrality
- Governance (parity based Board + committees)
- Driven by community
- Vital partner in data with data quality programme
- 1 platform for our members (single sign-on, including MPM)
- Digital way of working
- Customer support and satisfaction
- Service and member oriented
- Sectoral approach supported by Standardisation
- Technical expertise (e.g. Peppol, 2D barcodes)
- Community engagement with marketing initiatives

* main results from SWOT analysis as input for strategy 2023-2025

Leveraging our strengths |

Threats*

- Unclear or incorrect brand image
- Competitors offering similar services
- Other industry standards being used
- **Fast pace of evolutions and regulations
(mainly *Digital Product Passport*)**
- Impact and timing of migration to 2D barcodes at retail POS
- Data models not always harmonized or implemented
- Difficult to reach certain stakeholders such as SMEs
- Data quality of data providers is often low

* main results from SWOT analysis as input for strategy 2023-2025

Considering our threats |

Opportunities*

- Corporate branding initiatives
- Prioritize customer satisfaction and continuous improvement of our offer
- Drive interoperability between systems and standards
- Contribute to public policy and proactively engage with relevant stakeholders
- Collaborate more with other MOs at Benelux/EU/Global level
- Targeted communication and increased community engagement
- Quality of master data (audit, data capture and self-certification) and transactional data

* main results from SWOT analysis as input for strategy 2023-2025

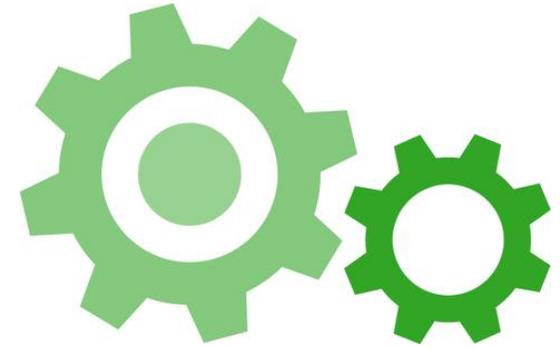
Exploiting our opportunities |



- Authentication and verification of identifiers and data
- Enable circular economy



- Community engagement
- Collaboration at EU/GO level



- Process efficiency
- Digitization
- User experience



TRUST

our identifiers

our data

our role within the ecosystem

our members

Our guiding principles |



INTEROPERABILITY

Between
GS1 MOs

Between
IT systems

Between other
industry standards

Our guiding principles |



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**

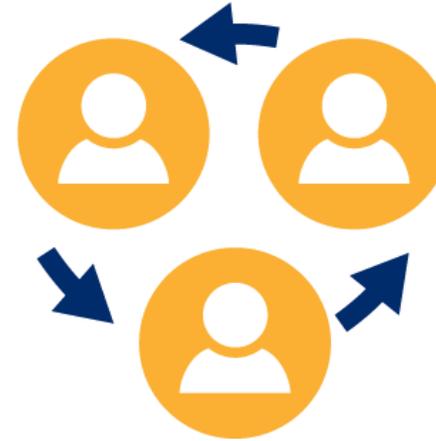
Our ambition & objective |



Enable our members to create a Digital Product Passport



Ensure unique and verified identifiers



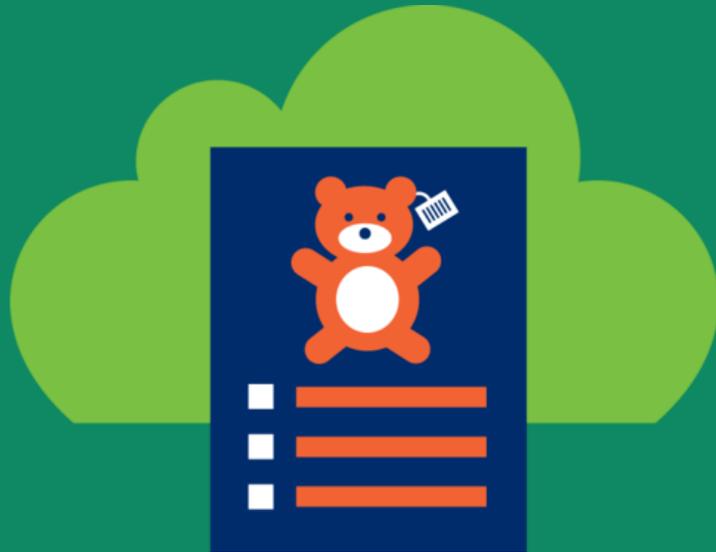
Improve and ensure quality and efficiency of data exchange



Stimulate/facilitate a digital (and green) ecosystem

4 strategic goals

Goal 1: Our members are able to make and use a Digital Product Passport (DPP) based on GS1 standards



- Support (sector) use cases and user journeys
- Co-develop European/Global architecture blue-print (with shared investment)
- Leverage My Product Manager as local interface
- Drive interoperability between DPPs
- Refresh finance model with focus on ROI for members

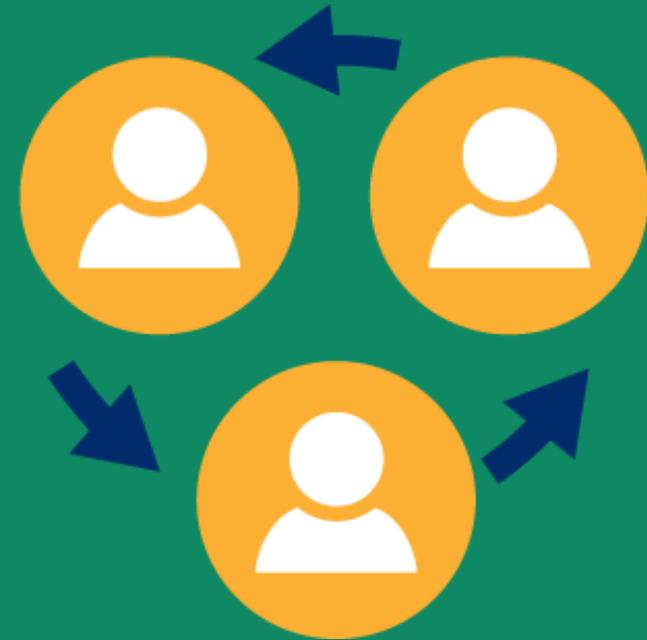
Goal 2: Every identifier (GTIN, GLN, GCN and LEI) is unique, verified and visible



- Every GTIN and GLN is uploaded in GS1 registries
- Accelerate use of Verified by GS1 and Search function
- Due diligence of GS1 identifiers
- Roll-out GLN to community
- Digitize national coupon process

Goal 3: Data is trusted by all data recipients and is exchanged efficiently and user-friendly

- Leverage and expand our master data network
- Ensure the quality of master data
- Widen the use of transactional data
- Explore the opportunities for event data exchange

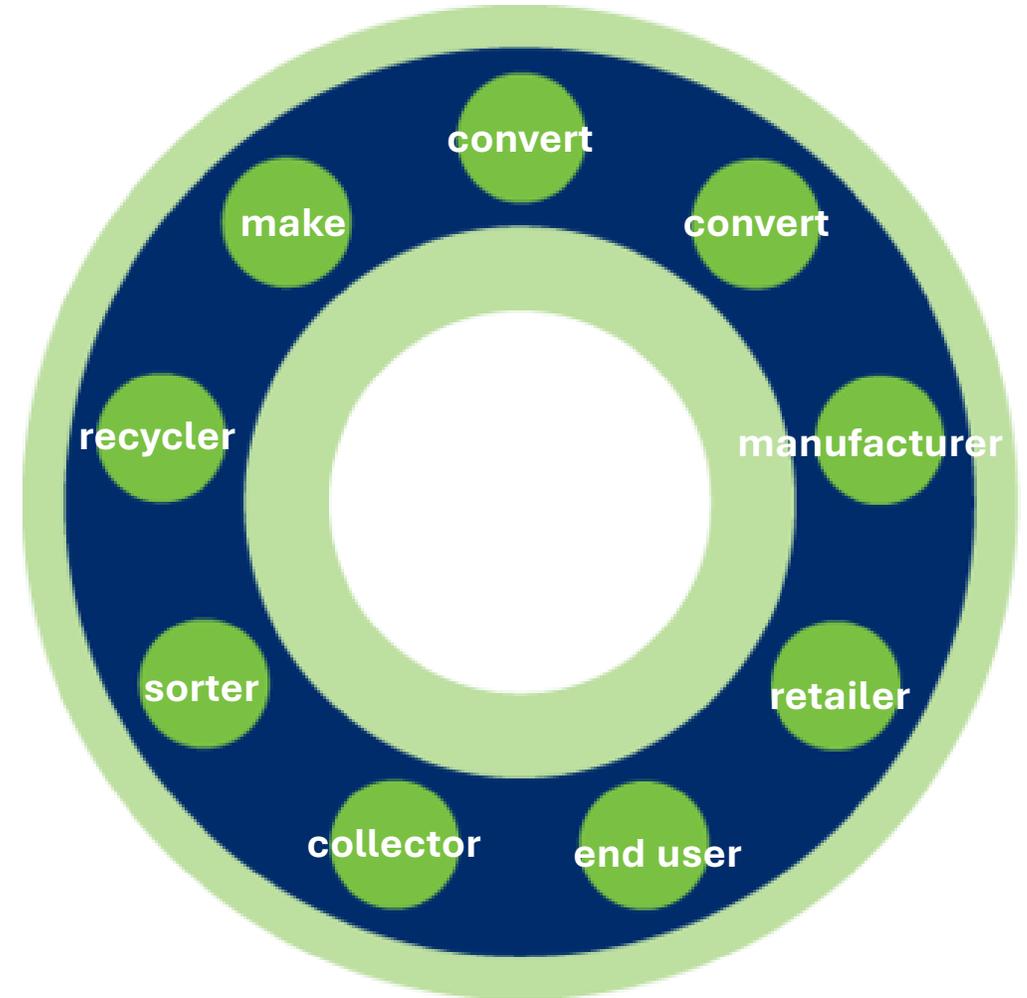


Goal 4: GS1 is stimulating/facilitating a digital (and green) ecosystem

- Deepen our relations with existing community (from current sectors)
- Engage with new players to increase collaboration and influence
- Strengthen the role of GS1 within the ecosystem
- Digitize circular economy processes
- Participate in projects to improve sustainability
- Extend ecosystem through innovation



- **Identifiers**
 - Unique, open and interoperable
 - Verified and authenticated
 - For economic operators (GLN)
 - For products (GTIN)
- **Data** linked to identifiers
 - For multiple lifecycles
 - Based on EU/globally harmonized data models and architecture
 - Quality ensured
- **Data exchange**
 - Open and interoperable
 - For master data (GDSN)
 - For event data (EPCIS)
 - For transactional data (EDI/Peppol)



Our commitment for the next 3 years

#weareGS1 |



Thank you

