GS1 Belgium & Luxembourg

Strategic Plan
2023-2025
Looking back
Celebrating 45 years of GS1 Belgilux
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
Committed to our Strategic Plan 2020-2022

By focusing on

Data Quality

Customer satisfaction

GS1 Belgilux created a user-friendly single sign-on platform (the “waffle”) for different user needs across sectors
Enabling us to deliver

- 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
• 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
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
With the **Digital Product Passport**

- 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
GS1’s role within the Digital Product Passport framework

- Open standards for track & trace
- Data quality and verification
- Neutrality
- Leverage existing standards and infrastructures
- Interoperability and compatibility
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

GS1’s role within the Digital Product Passport framework
Our ecosystem will be expanding...
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
We now believe in the **power of standards** to transform the way...
we work
we consume
we enable reuse/repair/recycle
we live

Our new mission
Looking forward: strategy 2023-2025
Leveraging our strengths

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

**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*
Considering our threats

**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
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
Setting priorities

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

- Community engagement
- Collaboration at EU/GO level

- Process efficiency
- Digitization
- User experience
Our guiding principles

TRUST

- our identifiers
- our data
- our role within the ecosystem
- our members
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**.
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
Our commitment for the next 3 years

- **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)
Thank you