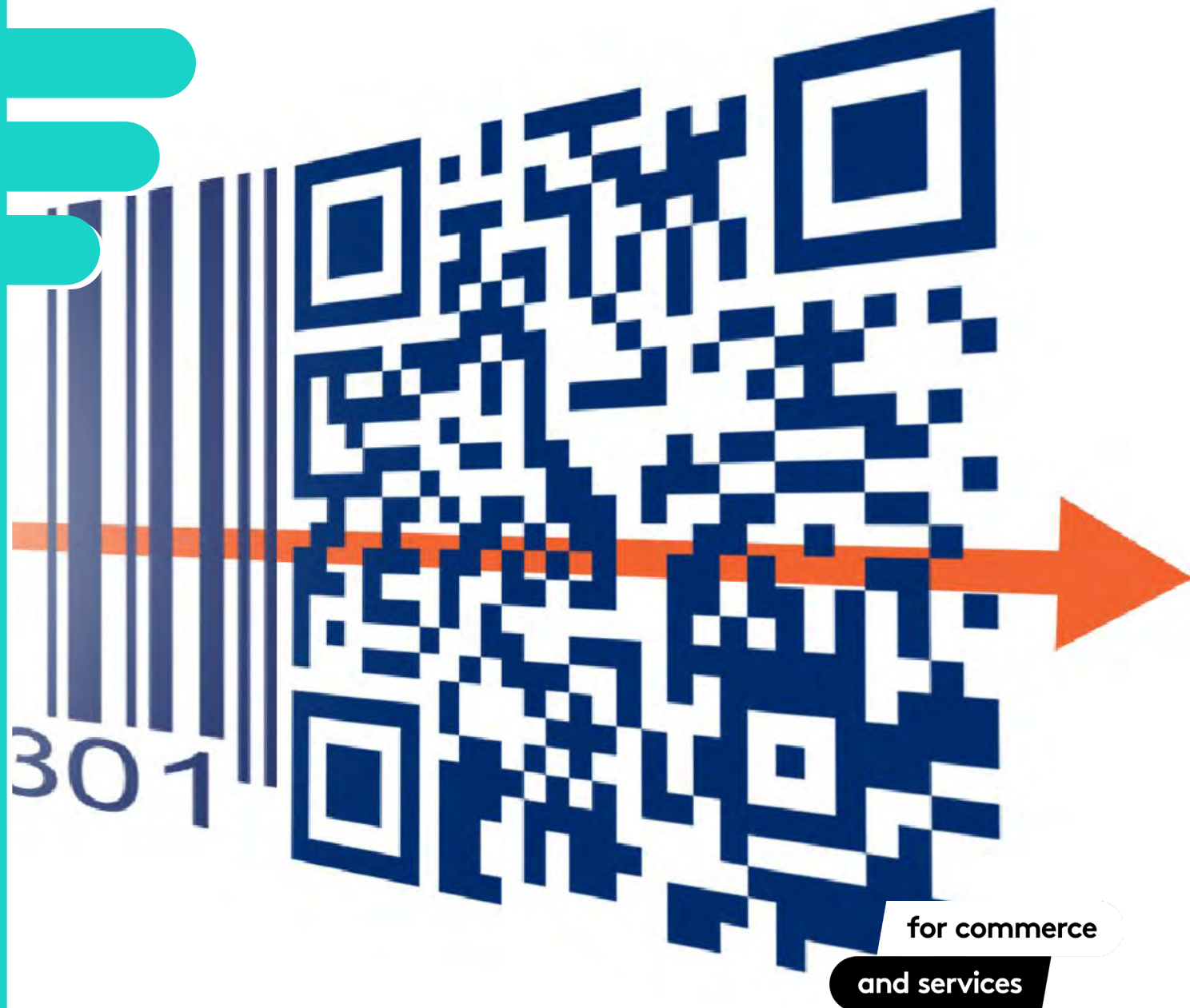


How Green is your label?

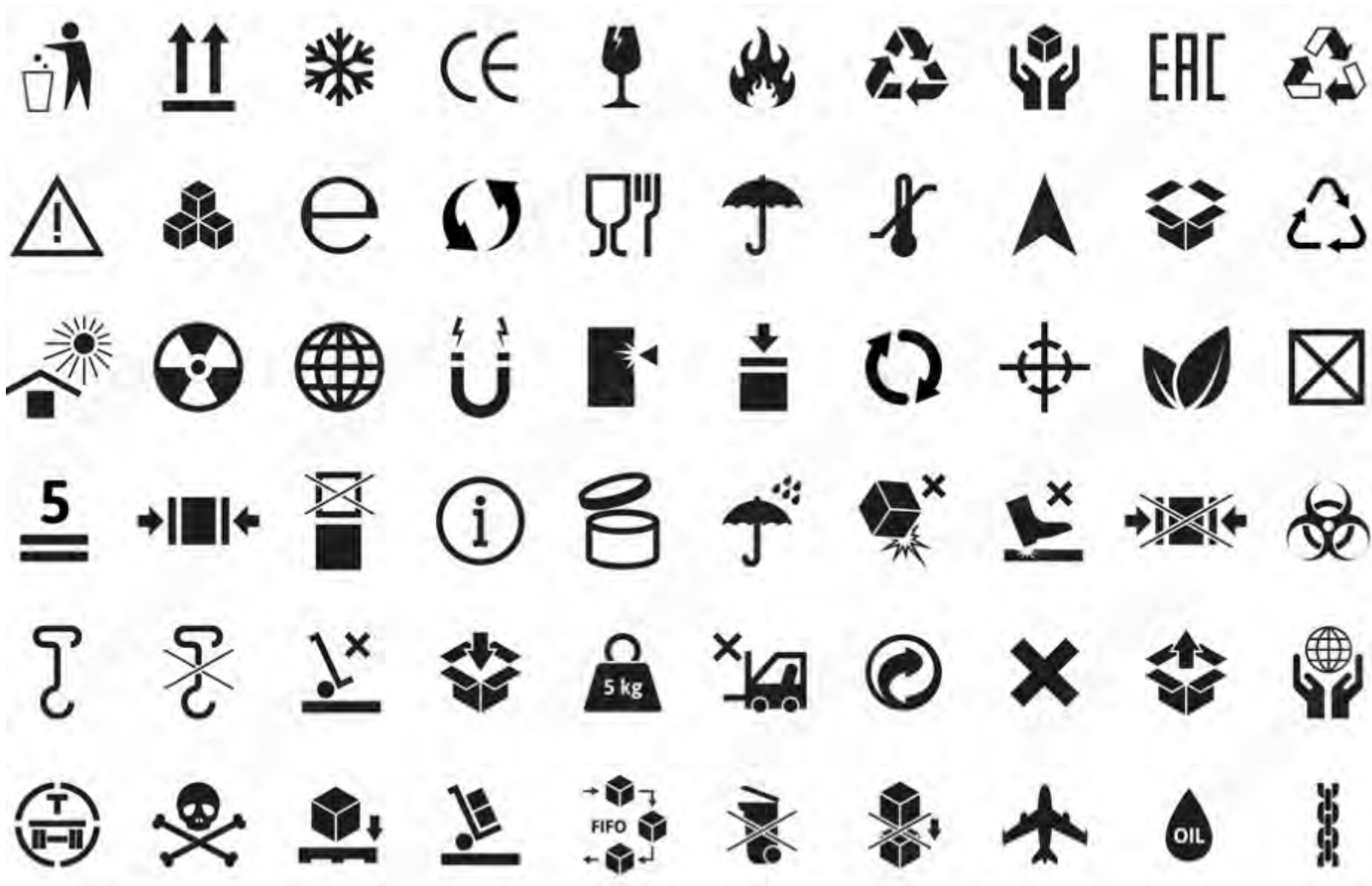
European requirements, customer
needs and a GS1 solution

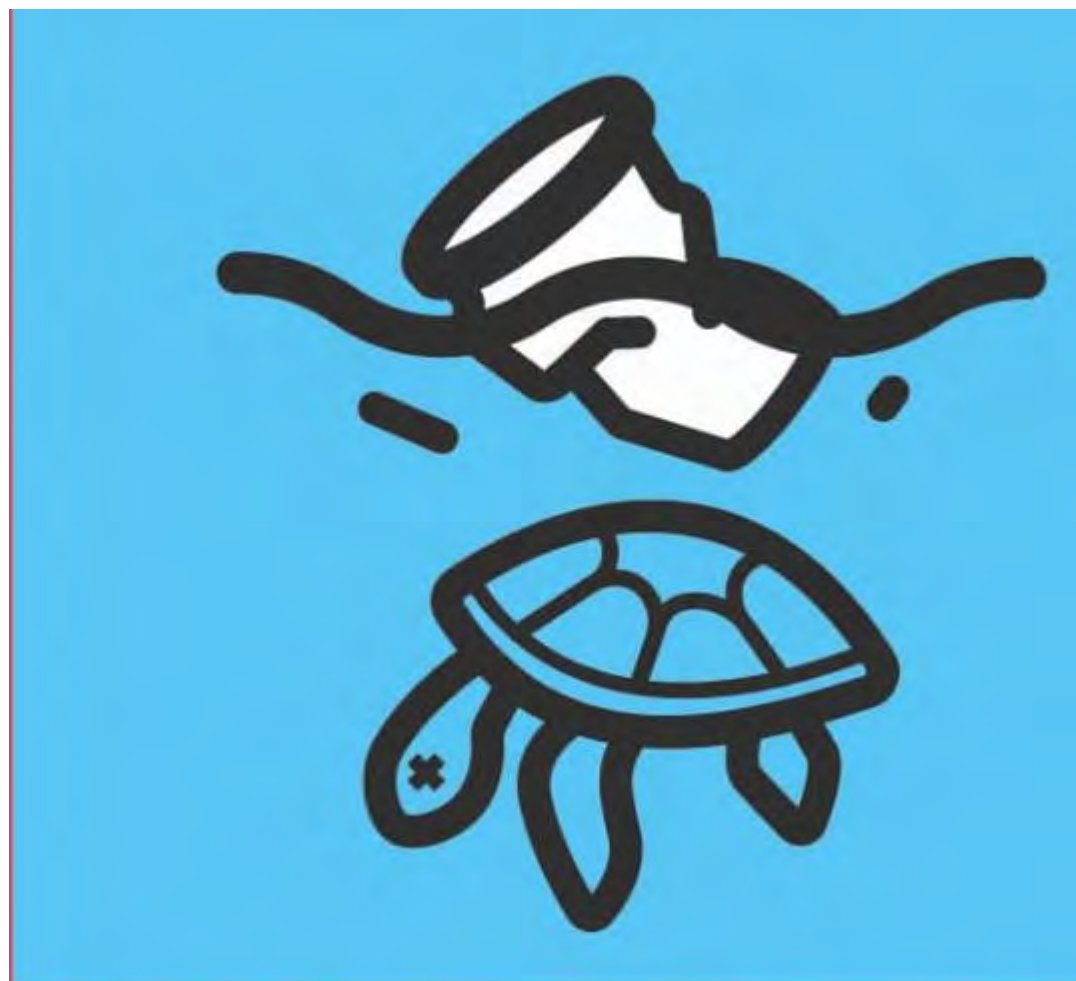
Wim Van Edom | #GS1BelgiluxForum2024

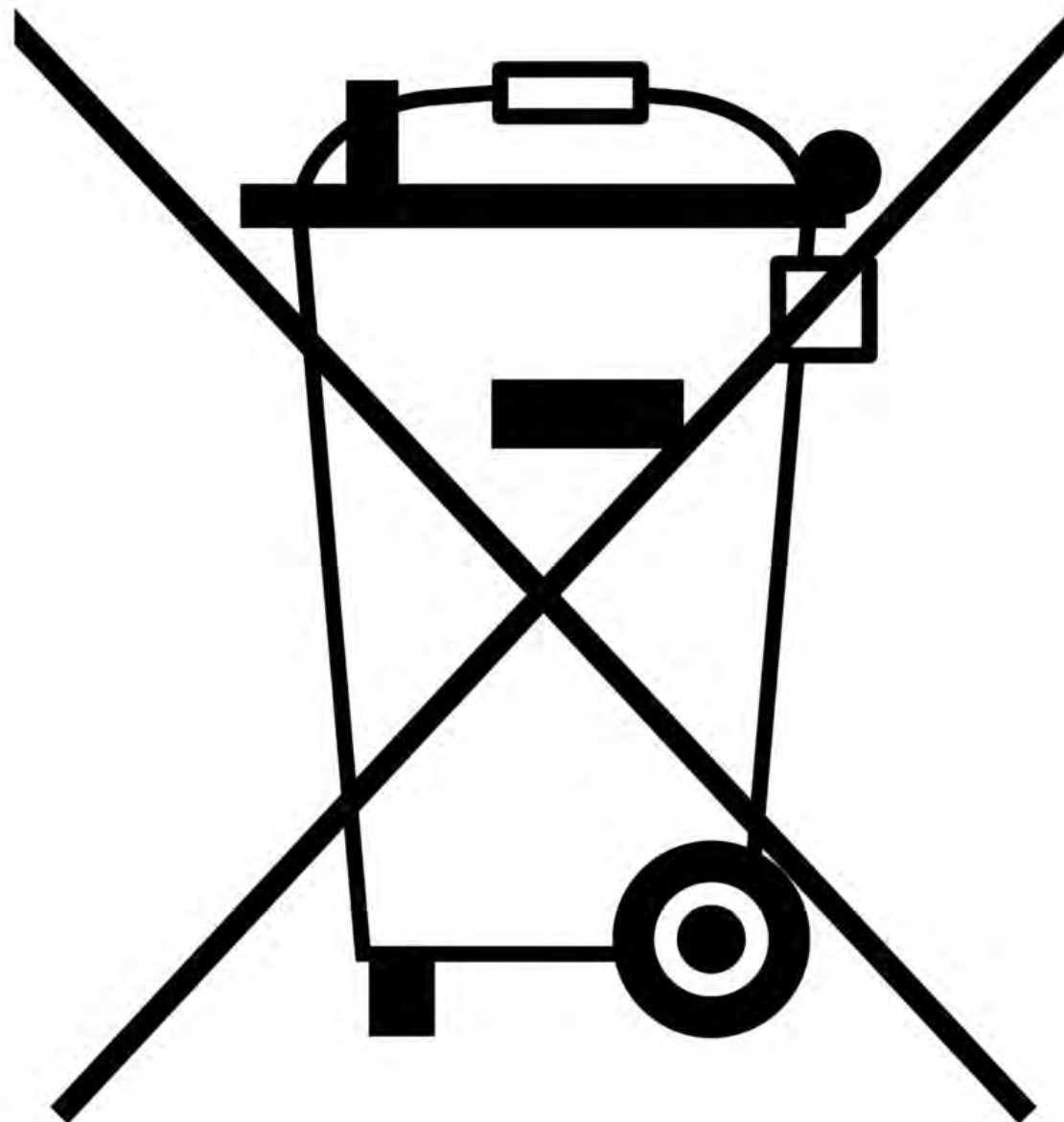
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'Green claims' directive

DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on substantiation and communication of explicit environmental claims

“Article 5.6: Information on the product or the trader that is the subject of the explicit environmental claim and on the substantiation shall be made available together with the claim in a physical form or in the form of a weblink, QR code or equivalent.”

Ecodesign for Sustainable Products Regulation

The new digital product passport

“The new **“Digital Product Passport”** will provide information about products’ environmental sustainability. This information will be easily accessible by **scanning a data carrier** and it will include attributes such as the durability and reparability, the recycled content or the availability of spare parts of a product.”

Toys Regulation

Proposal for a Regulation of the European Parliament and of the Council on the safety of toys and repealing Directive 2009/48/EC

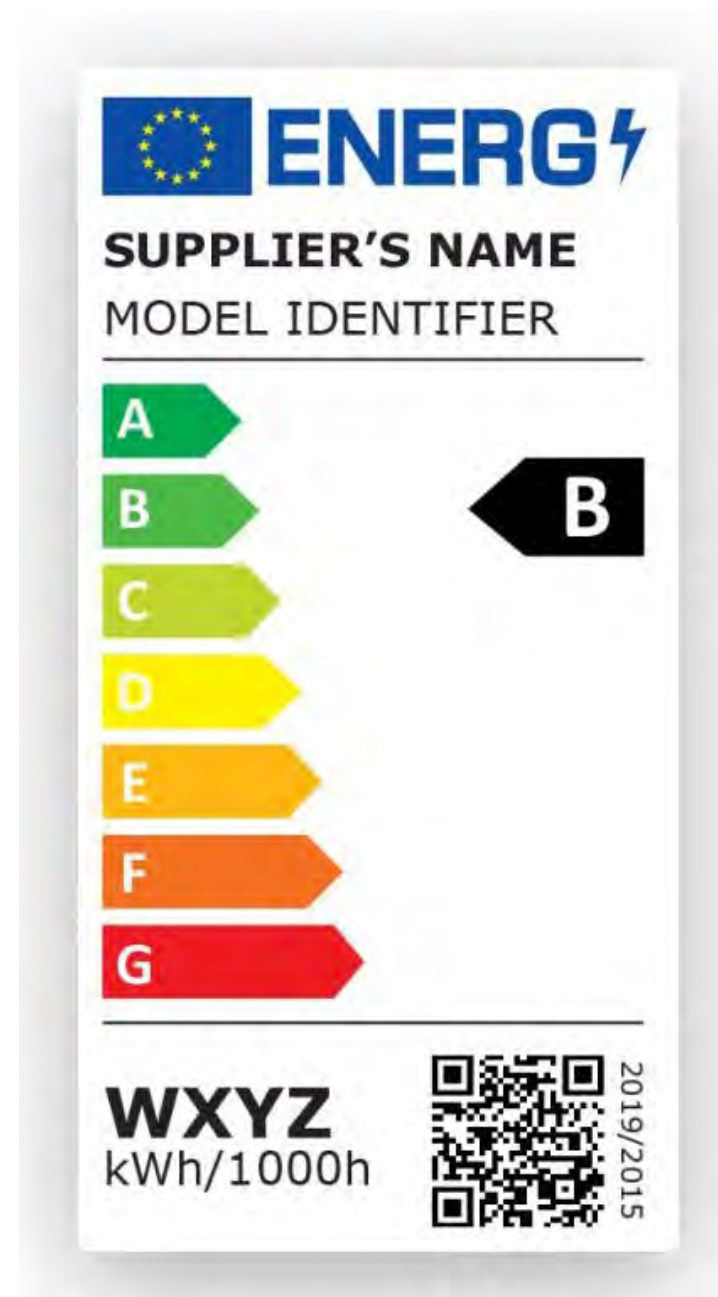
“The proposal ensures that only safe toys will be sold in the EU.

All toys will be required to have a Digital Product Passport, which will include information on compliance with the proposed Regulation. Importers will have to submit digital product passports for all toys at the EU borders, including for those sold online.”

EPREL

The European Product Registry fo Energy Labelling

“It is possible to scan the QR code featured on a product’s energy label (for example, in a physical shop) to obtain additional information from the EPREL database.”



Regulation on detergents and surfactants

proposal to update the EU framework on detergents and surfactants

“The proposal would introduce the possibility for producers to use a digital label to display mandatory information; for detergents sold in a refill format, all labelling information could be provided digitally (with some exceptions). The proposal would replace the EU declaration of conformity with a 'product passport'.”

Digital Product Passport in the textile sector

Draft version STOA Panel meeting 14 March 2024

Based on the results of the survey, we propose a step-by-step scenario and policy options for the deployment of the DPP in 3 phases:

Phase 1. Deployment of a “minimal & simplified DPP” for textile at short-term horizon 2027

Phase 2. Deployment of an “advanced DPP” for textile at mid-term horizon 2030

Phase 3. Deployment of a “full circular DPP” for textile at long-term horizon 2033

New rules for wine labelling

Regulation No 251/2014 on the definition, description, presentation, labelling and the protection of geographical indications of aromatised wine products

“Article 6a Nutrition declaration and ingredients list

3. By way of derogation from paragraph 1, point (b), the list of ingredients may be provided by electronic means identified on the package or on a label attached thereto.”

Packaging and packaging waste

Revision of the Packaging and Packaging Waste Directive

“From 4 years after entry into force of the proposed regulation, packaging would have to bear a label on packaging reusability and a digital data carrier (such as a QR code) providing information on packaging reusability and facilitating the tracking of the packaging.”



One Code to rule them all,
One Code to find them,
One Code to bring them all,
and in convenience bind them.

GS1 Digital Link

One barcode, infinite possibilities



GS1 Digital Link

Benefits for consumers



Inspiration

Get inspired by recipes, tutorials,...



Sustainability information

Make better decisions in function of available information on the sustainability of products



Allergen information

Always well informed on allergenes in products



In own language

Based on your smartphone's language setting



Engaging information

Find easily recycling info, promotions,...

GS1 Digital Link

Benefits for producers



Strengthen your brand

With a smaller barcode, you have more space for your own content



Inform and protect

Make sure consumers are safe and well-informed by giving them immediate access to the information they need to make the right decision



Increased flexibility

Change information without changing QR code



Work more efficiently

Future-proof your packaging by storing important data for the supply chain and point-of-sale



Well prepared for changes

Quickly conform to changing legal requirements by providing consumers with updated content immediately

GS1 Digital Link

Benefits for retailers



Highly scannable

Even when damaged, it is often still possible to scan



Automate more processes

As the QR code can contain more information than just the GTIN



Improved stock management

Thanks to lot number



Automatic discounts

In function of best before date



Block products


When expired or recalls



Thank you for your attention!

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1160 Brussel

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**for commerce
and services**