



The Global Language of Business

# GS1 Strategy



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# What is GS1?

**GS1 is a neutral, not-for-profit standards organisation that helps companies do business across the world.**

**118 Member Organisations**  
around the world

Developing standards for **over 2 million** companies worldwide

**25 industries** served across  
**150 countries**

Over **1 billion products**  
carry the GS1 barcode

Barcodes scanned more than  
**10 billion times** a day globally

# Together, GS1...

**Sees one vision**

**Speaks with one voice**

**Acts as one organisation**



# Purpose and beliefs

## **GS1 believes in the power of standards to transform the way we work and live.**

**We create** a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

**We enable** visibility through the exchange of authentic data.

**We empower** business to grow and to improve efficiency, safety, security and sustainability.

### **We are:**

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

# Global values

- Inspirational leadership
- Passion for delivering the best results
- Innovation
- Trust and integrity
- Teamwork and collaboration



# Constituencies

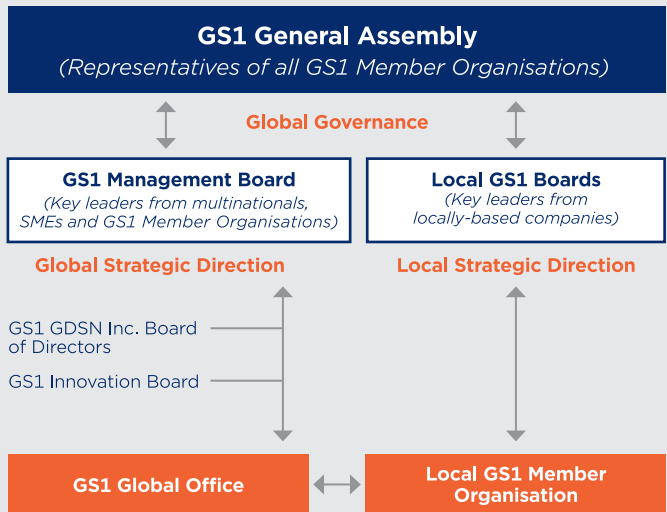
- Consumers
- Patients
- Companies of all sizes
- Public affairs and governments
- Industry associations
- Solution providers
- Standards bodies
- Communities/cultures where we operate
- Our people







# Organisation and roles



- Lead the development of global strategy
- Lead the development of global standards and services
- Support GS1 Member Organisations
- Align/communicate

- Lead engagement with local stakeholders
- Lead local implementation
- Help in the development of global standards and services
- Offer local services

# Core competencies

## **Best-in-class standards development**

Effectively manage the global, user-driven development and implementation process to deliver high-quality, easy-to-implement standards to industry and solution providers

## **Unique identification**

Provide a system of unambiguous numbers to identify goods, services, assets and locations in support of automated and secure supply chain processes

## **Global reach**

Maintain and develop a global network of national member organisations that deliver high-quality, standards-oriented services to their members

## **Cross-cultural communication**

Develop and maintain a broad range of communication capabilities that enable effective two-way communications between GS1, its member organisations, its membership and the wider community

# Standards, services and solutions



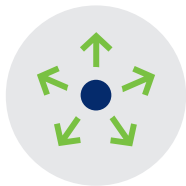
## Identify

Create unique global identity for products, locations and more



## Capture

Record information into data carriers




## Share

Efficiently exchange accurate data and connect it everywhere

# GS1 Strategy 2023-2026



***GS1 empowers  
industry's digital  
transformation...***



***...to ultimately  
benefit consumers  
and patients.***

## Focus



Retail and  
Consumer  
Goods



Marketplaces



Healthcare



Transport  
& Logistics



Technical  
Industries



Government  
& Regulatory  
Bodies



# GS1 Strategy 2023-2026

## 3 Strategic Pillars

1

### DELIVERING VALUE TO INDUSTRIES

- Focus on **value creation opportunities** prioritised with Industry (consumer engagement, better patient outcomes, supply chain visibility and traceability, sustainability, ...)
- **Extend the use** of the GS1 system across the **entire value chain**
- Strengthen **GS1 Marketing** (GS1 Brand, value propositions, go-to-market practices)

2

### BRIDGING THE PHYSICAL AND DIGITAL WORLDS

- Develop and adapt GS1 **standards and training** to evolving industry and public sector needs
- Focus on **deployment and adoption** of the **registries and 2D**
- Continue to **enable industry to exchange trusted, quality data**
- Develop **local value-added services** demanded by industry
- Expand and empower our networks of **Solution Providers**

3

### BUILDING A FEDERATION OF TRUST AND INNOVATION

- Leverage **GS1 global and local organisation** to grow value for Industry and the public sector
- Deliver **growing value** by developing GS1 team **competencies and collaborative culture**
- **Apply the Compliance Framework** to protect GS1 purpose and beliefs
- Prepare the future through **Innovation** initiatives and **Vision 2030** strategy work

# Global strategic focus areas

*GS1's objective is to deliver value to our stakeholders*

## **Standards adoption**

Continue to drive adoption of GS1 standards. Develop value propositions and best practices for key processes by sector and for companies of all sizes. Drive and measure adoption of GS1 KPIs by key users and GS1 Member Organisations.

## **Global Registries and 2D barcodes**

Enable unique identification of companies, products, locations and much more. Deploy and drive adoption of the Verified by GS1 service, leveraging the database of GS1 identifiers such as GTINs, GLNs and associated links to help businesses meet consumer needs and drive traceability across supply chains. Partner with industry to harness the power of the next generation (2D barcodes such as QR Codes powered by GS1 and GS1 DataMatrix) to unlock further value creation opportunities for all stakeholders.

## **Multi-sectorial approach**

Provide world-class service to our core sectors (Retail and Consumer Goods, Marketplaces, Healthcare, Transport & Logistics, Technical Industries and Government & Regulatory Bodies). Integrate new sectors that can leverage GS1 standards and add value to our core sectors and to GS1 Member Organisations.



## **Empower Industry's digital and sustainable transformation**

Foster the adoption of GS1 standards and services to serve the needs of companies and stakeholders of all sizes, in an increasingly digital and circular economy, ultimately benefitting consumers and patients.

## **Shape the future of sustainability together**

Take on a leading role in enabling the transition to a circular economy by fostering collaboration between industry and governments. As a neutral partner, enable scalable identification methods and seamless sharing of trusted data, supporting an inclusive and effective sustainability data ecosystem.

## **Governance**

Align the strategies of the Management Boards of GS1 and GS1 Member Organisations (MOs). Ensure senior executive-level representation at the global and MO Management Boards to maintain a strategic business perspective.

## **Collaborate with trade associations**

Maintain close strategic working relationships with leading industry associations across the diverse business sectors we serve such as healthcare, marketplaces, fresh foods, apparel and consumer packaged goods – globally, regionally and locally.

## **Build GS1 Brand equity and awareness**

Continue to increase the awareness of the GS1 brand, among existing and new stakeholders, strengthening the simplicity and consistency of the message and coordinating campaigns.

## **Ensure an integrated portfolio of products and solutions through ongoing innovation**

Ensure the integrity and consistency of the GS1 System through a holistic GS1 Architecture. Continuously innovate to ensure the relevance of the GS1 System in the digital world.

## **Strengthen strategic partnerships**

Establish and strengthen mutually beneficial partnerships with solution providers, standards development organisations, NGOs and other relevant groups to best serve the needs of our members.

## **Support Public Policy developments**

Cultivate an open and constructive dialogue with legislative, regulatory, media and other key constituencies at the local, regional and global level.

## **Be an interdependent federation**

Build a community that sees one vision, speaks with one voice about that vision and acts as one organisation consistent with that vision.



**See one vision**

**Speak with one voice**

**Act as one organisation**

# 50 years of transforming tomorrow



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