GS1

The Global Language of Business

GS1 Strategy

What is GS1?

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

116 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

GS1 General Assembly
(Representatives of all GS1 Member Organisations)

Global Governance

GS1 Management Board
(Key leaders from multinationals, SMEs and GS1 Member Organisations)

Local GS1 Boards
(Key leaders from locally-based companies)

Global Strategic Direction

Local Strategic Direction

GS1 GDSN Inc. Board of Directors

GS1 Innovation Board

GS1 Global Office

Local GS1 Member Organisation

- 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
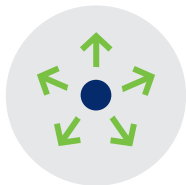
Standards, services and solutions

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 2D barcodes – the next generation barcodes – 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 the consumers and patients.

Sustainable business model

Define the future business model for the services and solutions identified in our long-term vision.

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.

Collaboration 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 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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