

# GS1 Global Public Policy Strategy

Envision | Engage | Empower 2024-2027



# About this strategy

The scope of this strategy is retail, marketplaces and consumer goods. It doesn't cover healthcare.

Our GS1 global public policy strategy outlines a path towards globally consistent policy frameworks by establishing priorities and engaging key stakeholders consistently and proactively across the federation.

The quantity and relevance of regulations impacting the GS1 community is quickly growing globally: over the last decade, ESG (environmental, social, governance) related regulations have increased by 155%, product safety regulations have more than doubled, and E-commerce regulations are rapidly evolving.

Our community can play a critical role in public policy by sharing neutral expertise and evidence about the importance of interoperability and global, open product data standards and registries.

## Values, vision and mission

The global public policy strategy is built on:

### **Values**

- · Trust of industry and respect of regulators for the integrity of the GS1 system
- · Passion for sharing innovative best practices and new ways of engaging with policy makers
- Neutral and technically driven towards all supply chain partners and regulators
- · Visionary coordination of the MO community, industry and NGOs to engage around common policy goals

#### Vision

GS1 standards driving globally consistent policy frameworks for the benefit of industry, consumers and a more sustainable future

#### **Mission**

Industry and government stakeholders recognise that GS1 standards and registries enable data interoperability, innovation, more efficient business processes and government operations



# Engage

Given the dynamic policy context in which GS1 operates, setting priorities demands collaborative efforts. Based on a list of globally relevant policy and regulatory topics and the usage of professional public policy tools, **5 strategic focus areas** have been identified.

### Public policy strategy: focusing on 5 strategic areas

**Enabling cross border trade** 

**Empowering product** and consumer safety

Achieving sustainability & Digital Product Passports

Enhancing retail & E-commerce

Supporting supply chain transparency

GS1 operates at the center of industry, government and consumers. Being a neutral, trusted, not-for-profit, and industry driven federation, GS1 has a strong starting point to engage on public policy issues. Given the swift pace of regulatory and industry changes, conducting a stakeholder analysis has been instrumental in guiding our engagement strategies and identifying gaps in our approach to certain external communities.

Our stakeholders within the GS1 ecosystem include:

- Regulators, governments, international organisations, regional authorities, and customs agencies
- · Sector-specific, trade, and business associations, as well as chambers of commerce
- International, regional, and national standardisation bodies
- Solution providers and certification bodies
- Consumer organisations, non-governmental organisations (NGOs), academia, research institutions, foundations, and startup ecosystems

## Trust will be built with stakeholders and regulators working with our federation



If you want to learn more about the GS1 Public Policy strategy and you are a GS1 member, <u>follow this link</u> or otherwise contact us at <u>gs1publicpolicy@gs1.org</u>

### **About GS1**

GS1 is a neutral, not-for-profit organisation that provides global standards for efficient business communication. We are best known for the barcode, named in 2016 by the BBC as one of "the 50 things that made the world economy." GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. We enable organisations of all types and sizes to identify, capture and share information seamlessly. Our scale and reach – local Member Organisations in 116 countries, more than 2 million user companies and over 10 billion transactions every day – help ensure that GS1 standards create a common language that supports systems and processes across the globe. Find out more at www.gs1.org.

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