

25 JUNE, 10:00 TO 16:00, AMSTERDAM HEINEKEN EXPERIENCE AND ONLINE





GS1 INTERACT

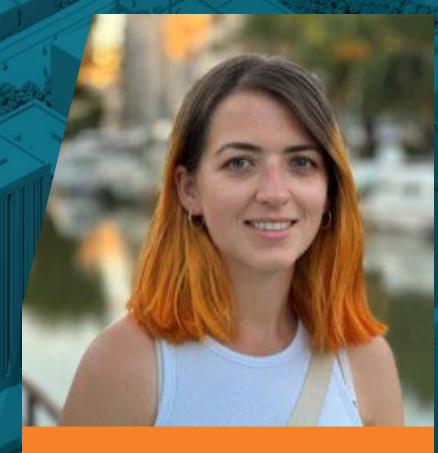


CONNECTING THE DOTS
WITH GS1 STANDARDS

Hannah Brown
Broadcast Journalist
Euronews

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GS1 INTERACT

Jan Somers
GS1 in Europe
Chair
CEO GS1 Belgilux

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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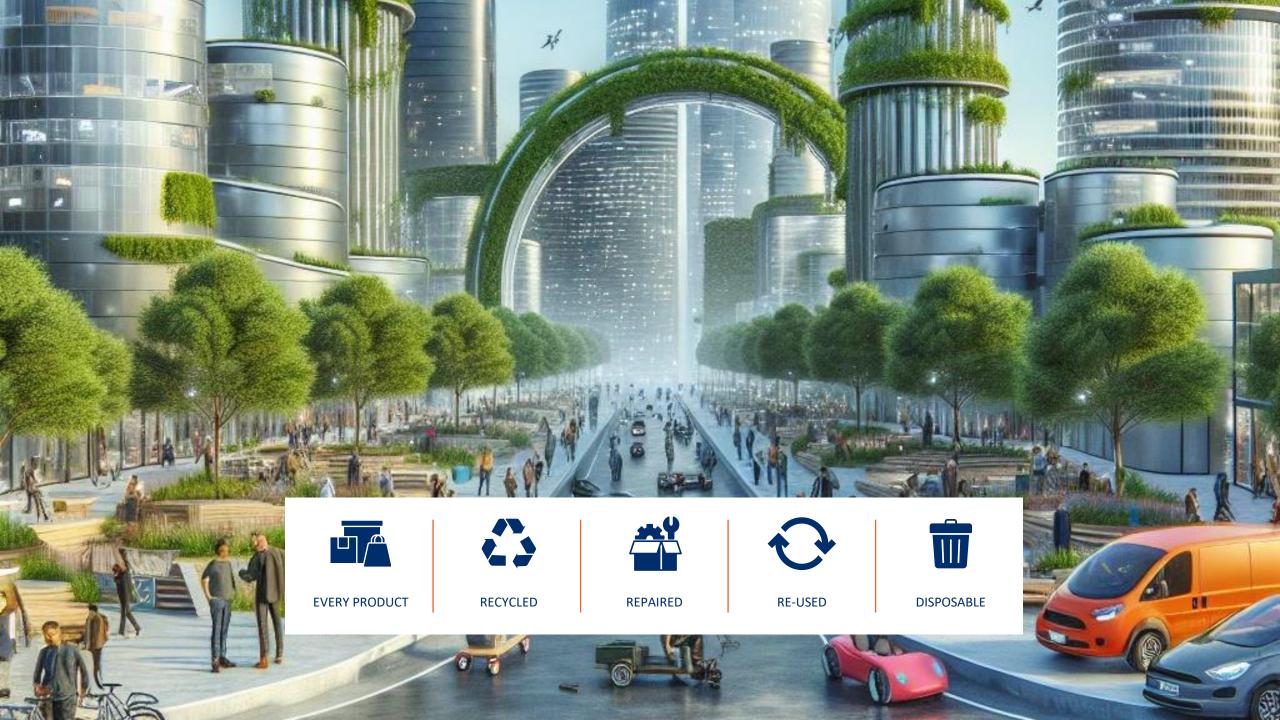


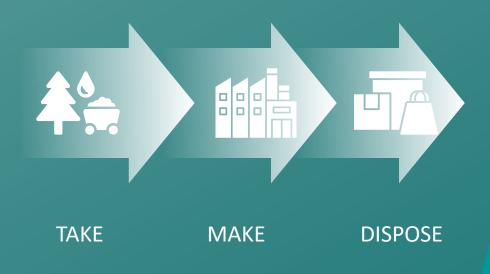
Mirjam
Karmiggelt
CEO GS1 Netherlands





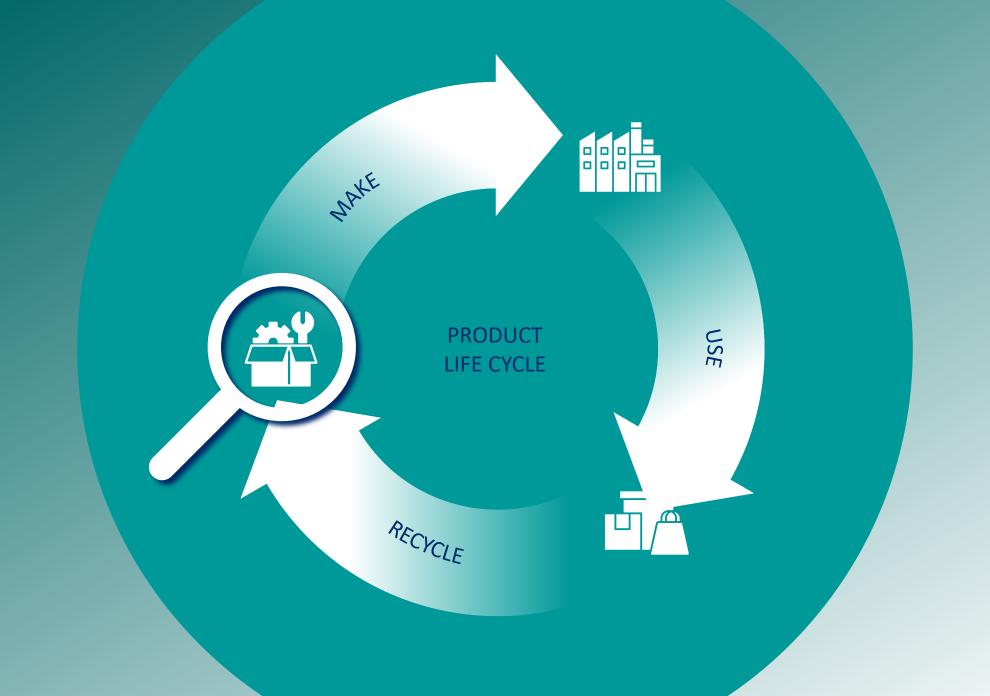






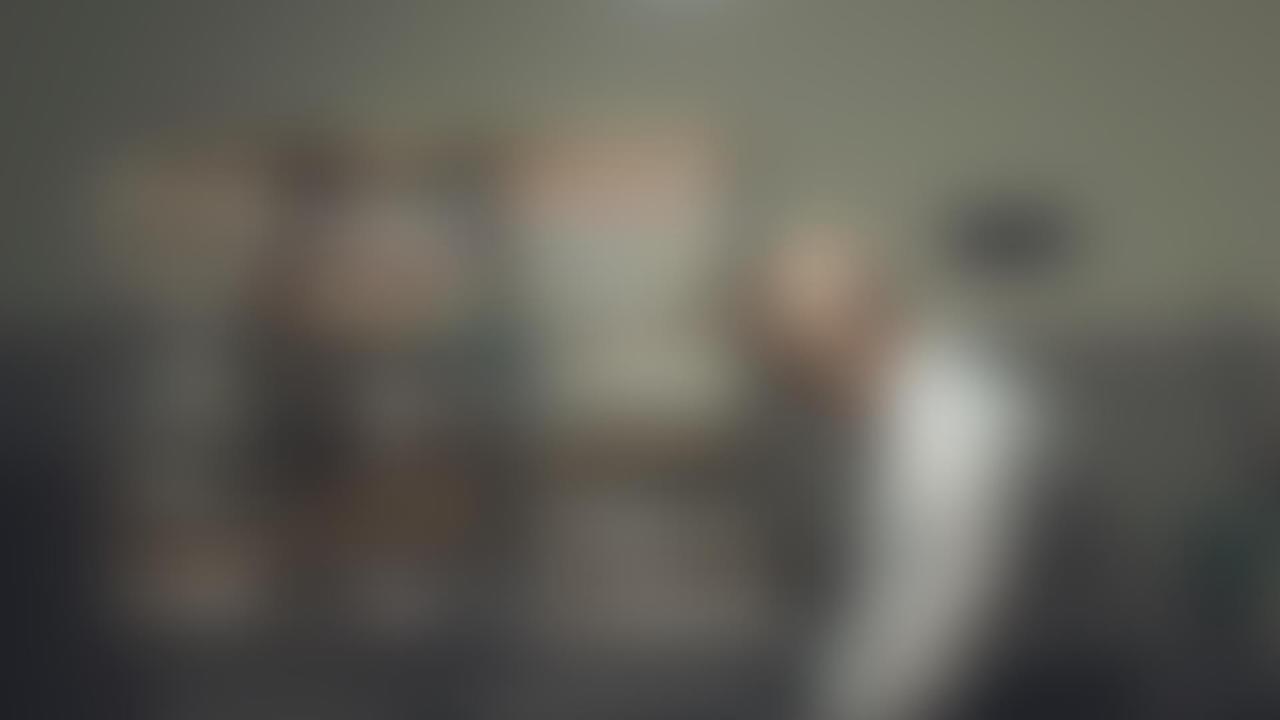


















One barcode, infinite possibilities







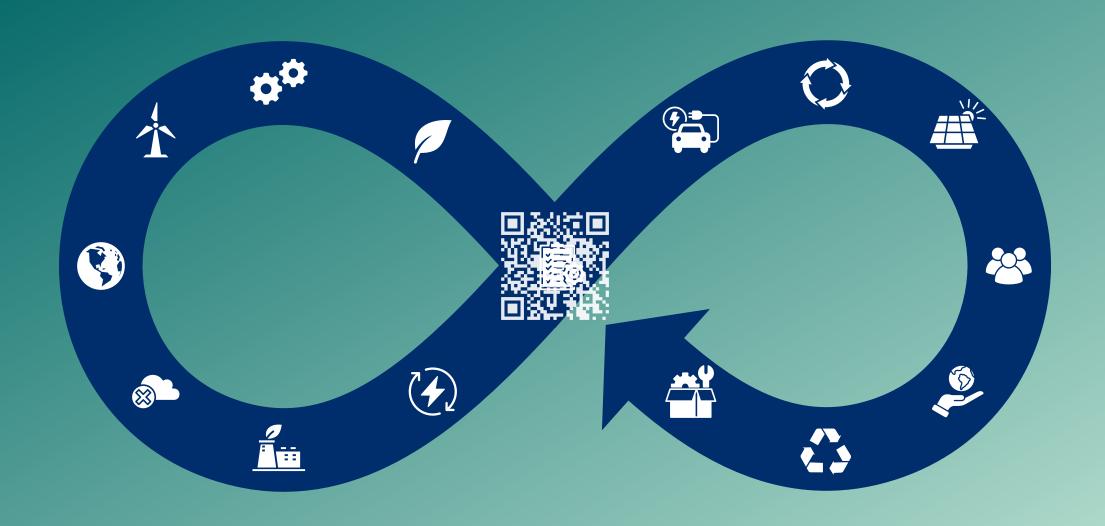








• • And so much more!







Too many codes...

Barcode/ID for POS

Barcode/ID for sorting

Barcode/ID for Digital Product Passport



Certification label 1, Certification label 2, Certification label 3,

Barcode for consumer engagement

Barcode/ID for traceability

One barcode fits all ... hallelujah!



1 single barcode for

- POS
- Sorting
- Digital Product Passport
- Traceability
- Consumer engagement
- Certifications, ...

with 1 single identifier = our good old GTIN

The future? And the link to DPP?



Let's talk or Key Considerations

What's Happening?

- Tsunami of new legislation Circular economy, sustainability laws, ESG reporting
- Dynamic regulatory landscape Constant updates and shifting frameworks
- Geopolitical tensions
 Focus on digital trade,
 competitiveness, and political
 control

Business Needs Are Evolving

- Efficiency through digitisation
- End-to-end system interoperability
- Product & packaging transparency
- Sustainable competitiveness & resilience
- European/global standards alignment
- Unprecedented data demand even upstream

A Clear Shift is Taking Place

From	То
Convenience	Compliance
National liberty	EU/Global harmonisation
Supply chain thinking	Life cycle management thinking





Strengthen Public Policy

Position papers with top FMCG players

Digital labelling and one barcode fits all

Rethink our data exchange









Thank you!

The slide deck and recording of the session will be shared afterwards

Agenda for the day

Sustainability demystified Heineken 01 Playdesign / Vox Barilla Nestlé **Circularity and DPP** Witgoed Brigade 03 Interloop Europe **Packaging** Henkel 05 Spar and KNAPP Pellenc ST and Polytag

One barcode fits all GS1 02 EuroCommerce AISE **Deforestation and ESG** Aldi Süd 04 Colruyt Group The future of sustainability

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Heineken and SyncForce GS1 UK **GS1** in Europe



