



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY





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Hannah Brown
Broadcast Journalist
Euronews

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GS1 INTERACT



Jan Somers
GS1 in Europe
Chair
CEO GS1 Belgilux

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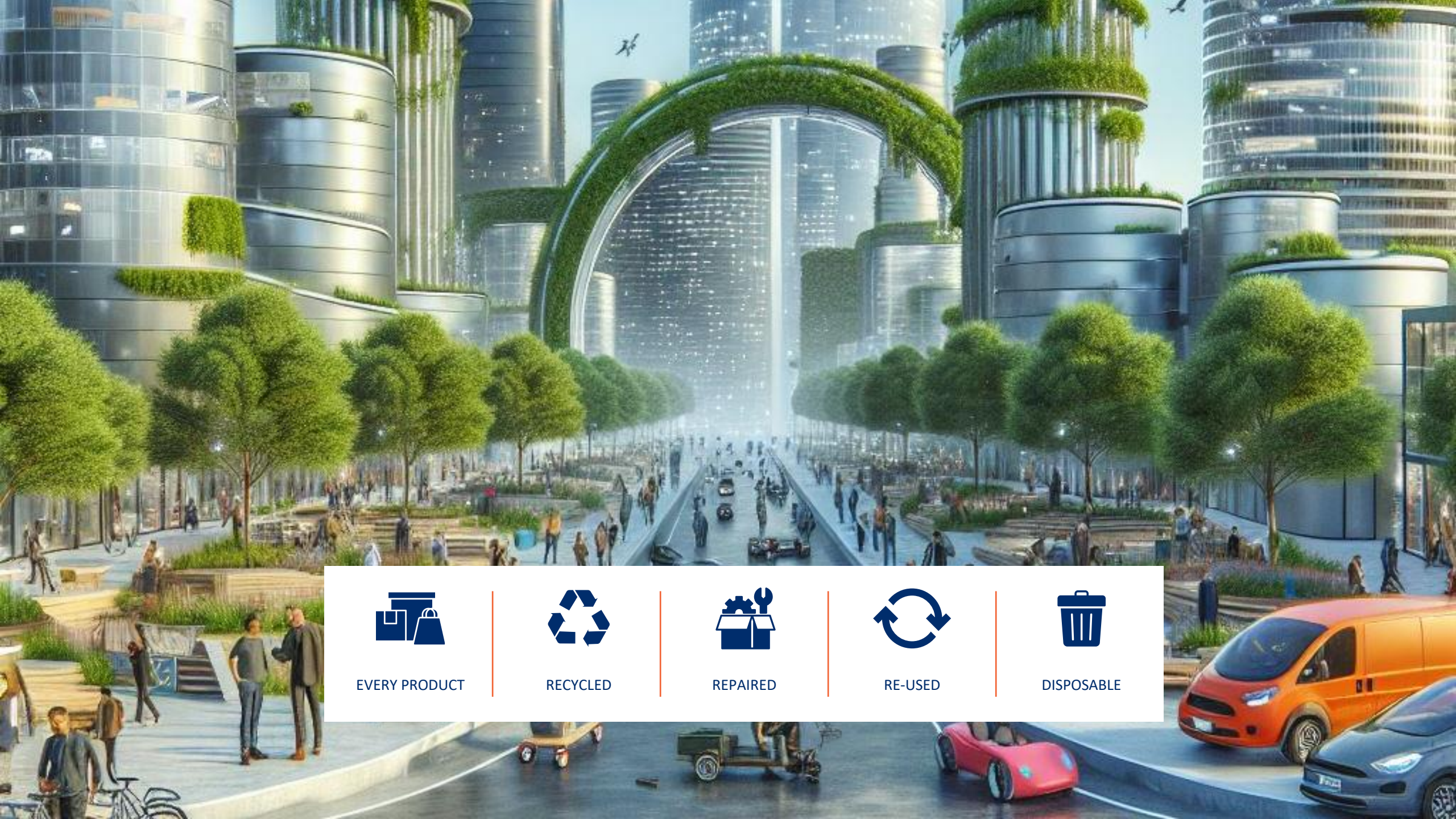
HOSTED BY



**Mirjam
Karmiggelt**
CEO GS1 Netherlands







EVERY PRODUCT



RECYCLED



REPAIRED



RE-USED



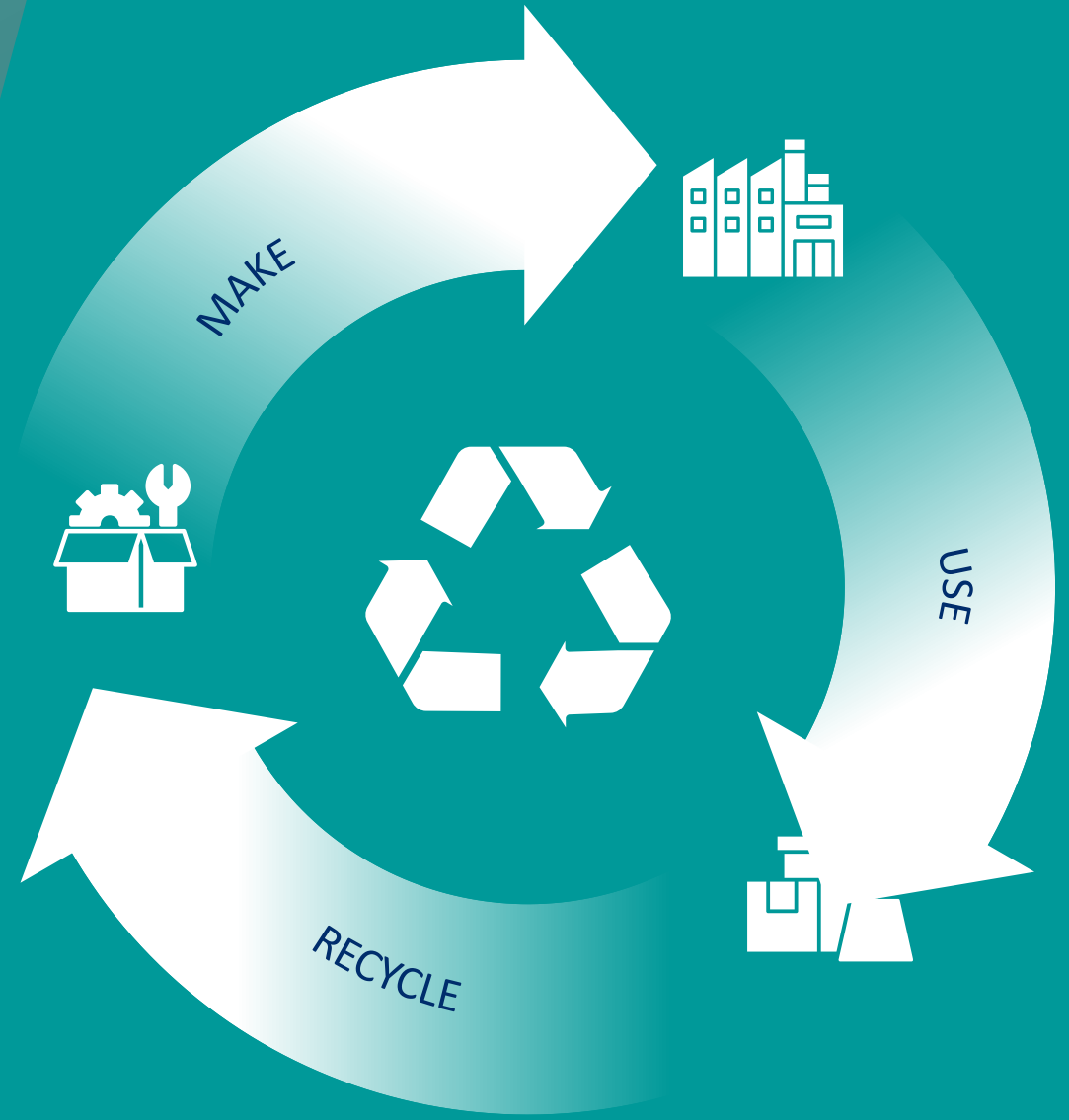
DISPOSABLE

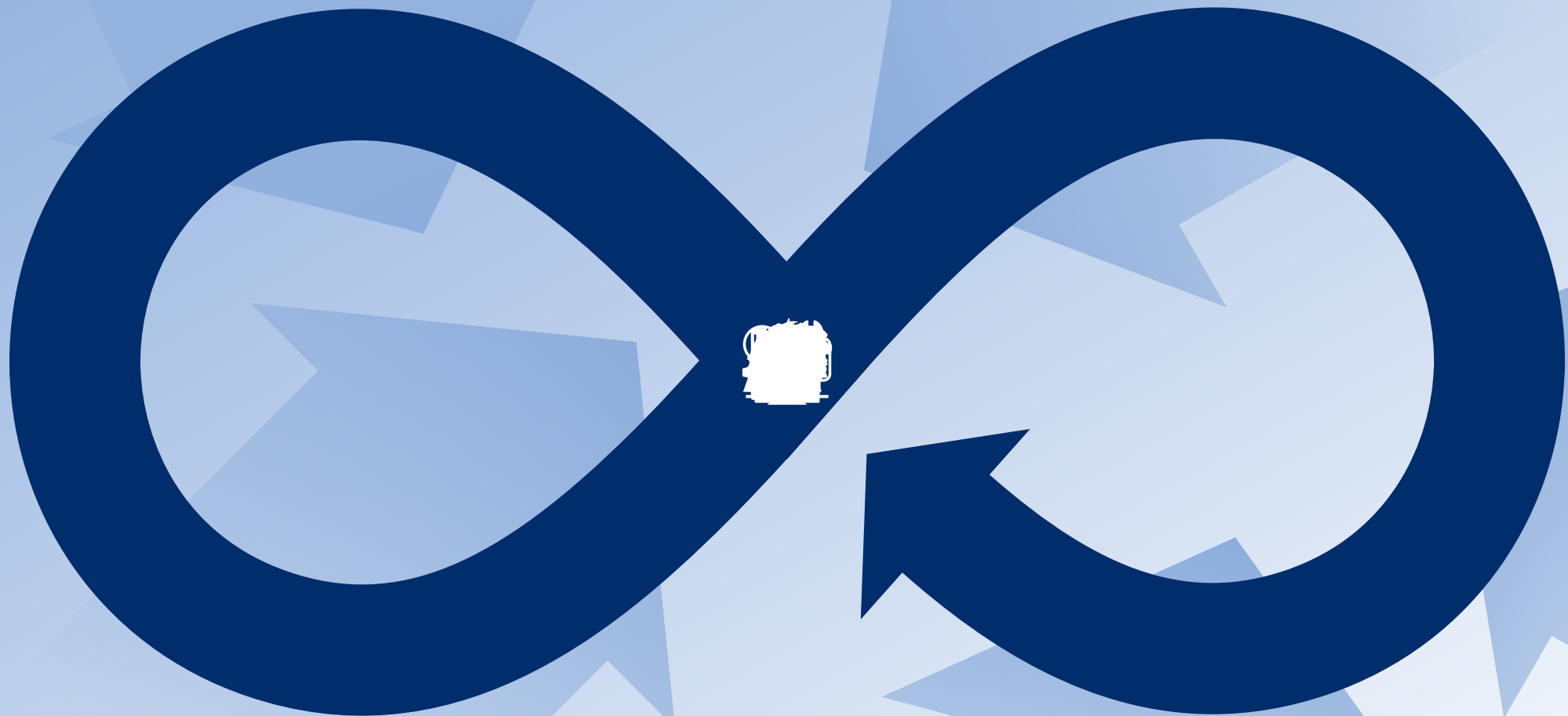


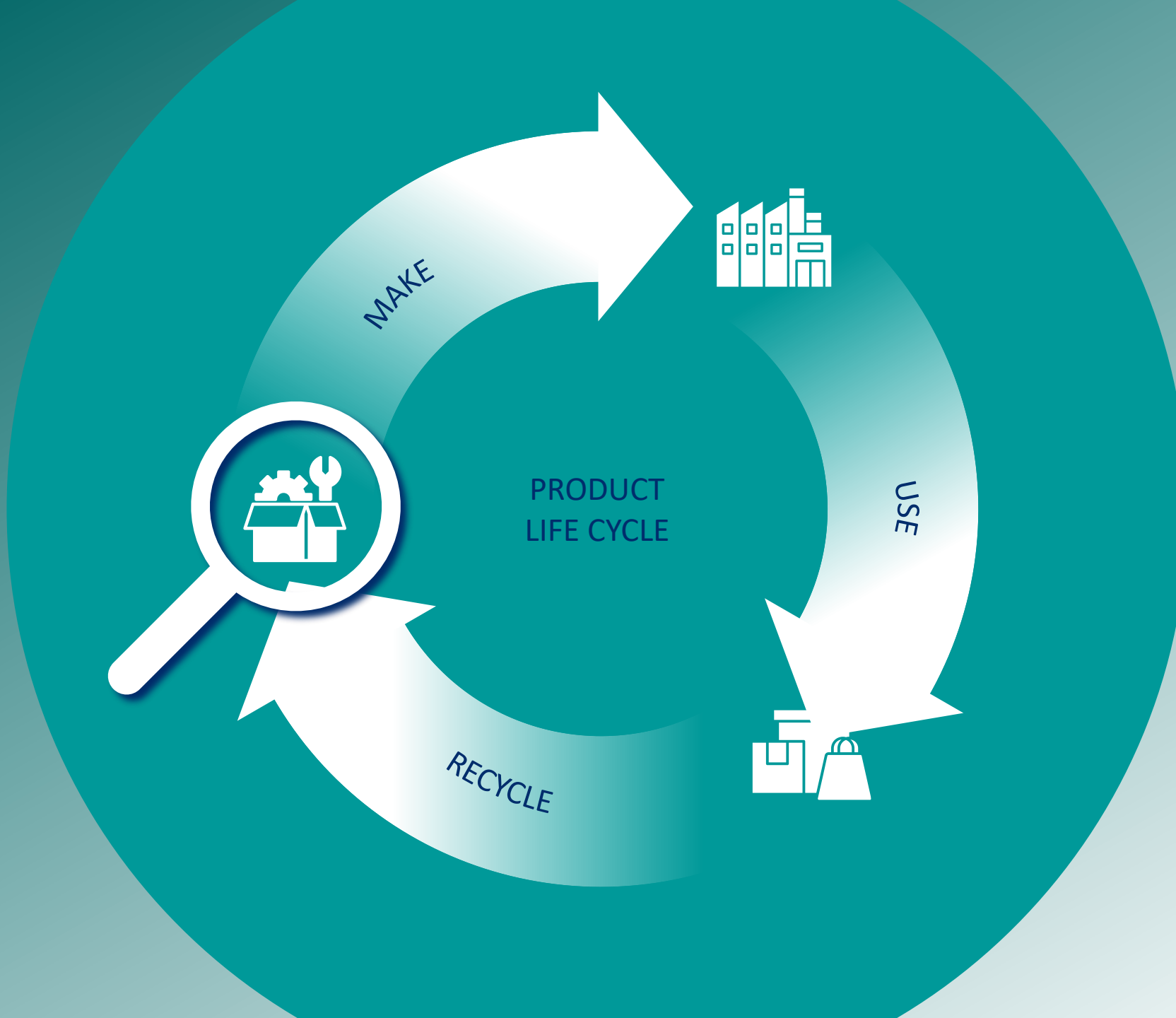
TAKE

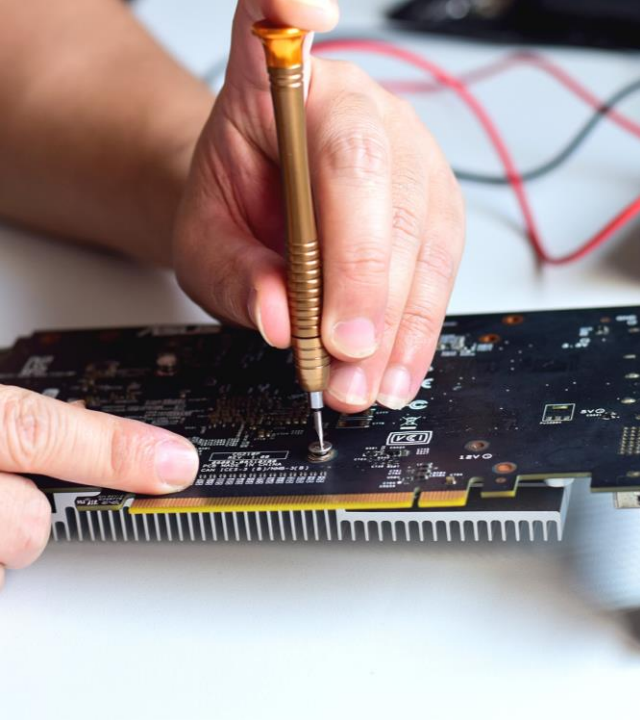
MAKE

DISPOSE











GS1 GDSN®

GS1 Global
Registry®



My Product
Manager

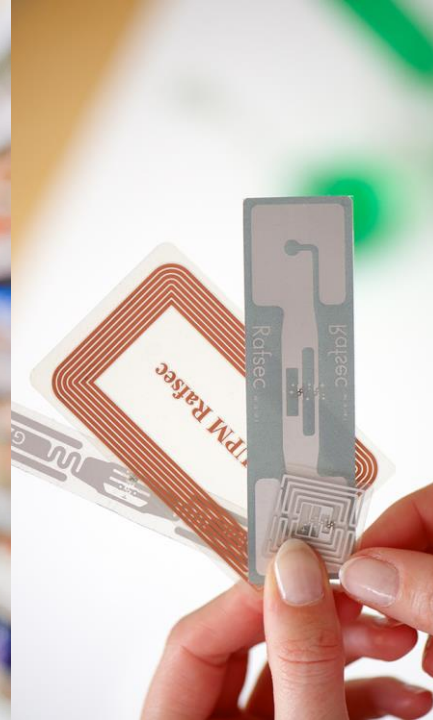


Sellers



Buyers





One barcode, infinite possibilities









Too many codes...



One barcode fits all ... hallelujah!

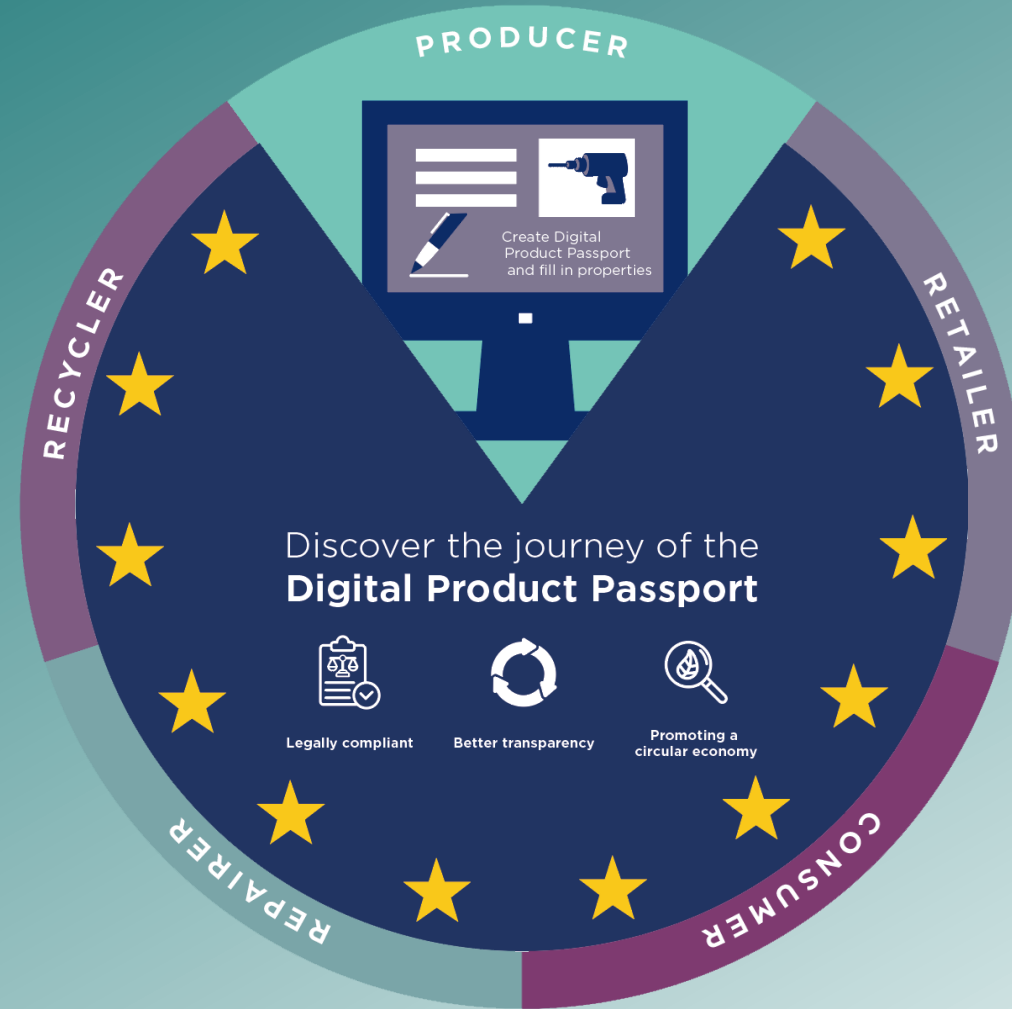


1 single barcode for

- 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



Strengthen Public
Policy

Position papers with
top FMCG players

Digital labelling and
one barcode fits all

Rethink our data
exchange



ARE YOU
READY?



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Thank you!

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

Agenda for the day

01

Sustainability demystified

Heineken
Playdesign / Vox
Barilla
Nestlé

02

One barcode fits all

GS1
EuroCommerce
AISE

03

Circularity and DPP

Witgoed Brigade
Interloop Europe

04

Deforestation and ESG

Aldi Süd
Colruyt Group

05

Packaging

Henkel
Spar and KNAPP
Pellenc ST and Polytag

06

The future of sustainability

Heineken and SyncForce
GS1 UK
GS1 in Europe