



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY



Agenda for the day

01

Sustainability demystified

Heineken
Playdesign / Vox
Barilla
Nestlé



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY



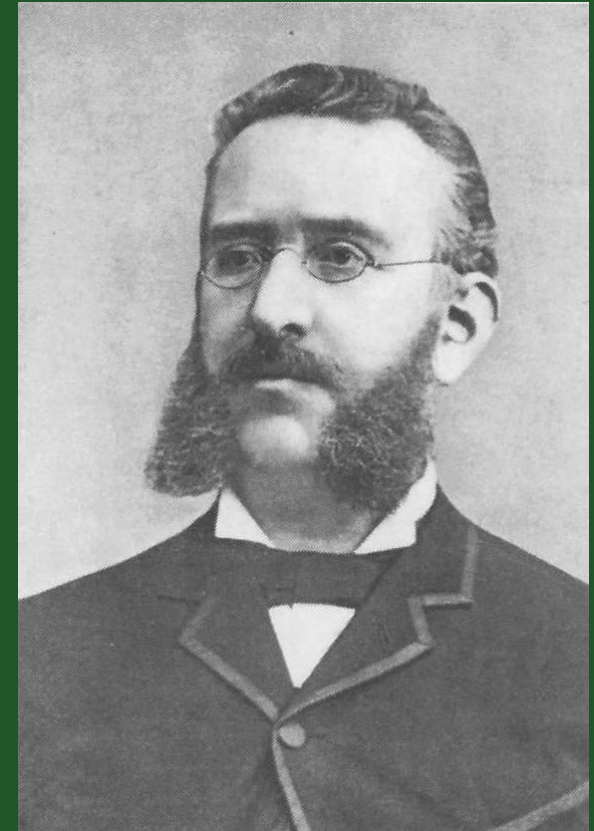
Nicolas Clerget
Global Director Net
Zero Carbon Strategy
Heineken International



HEINEKEN

GS1 Summit
June 2025

Warm Welcome to the HEINEKEN Experience!



HEINEKEN at a Glance

>190

COUNTRIES IN
WHICH OUR
BRANDS ARE
PRESENT

>160

BREWERIES

>350

INTERNATIONAL
AND LOCAL BEER
& CIDER BRANDS

~3billion

TOTAL #
of CASES

~36billion

REVENUE



HEINEKEN®



INTERNATIONAL BRANDS



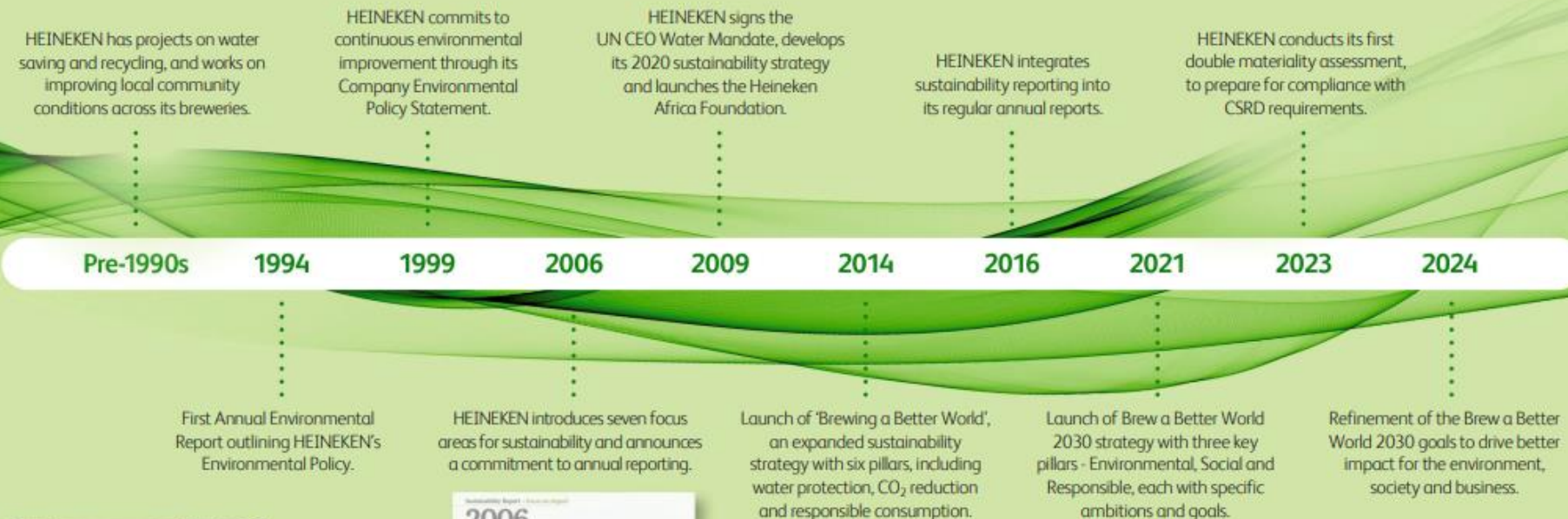
LOCAL PREMIUM CHAMPIONS



Our sustainability timeline

Raising the bar on sustainability for many years

From the very beginning when Gerard Heineken bought his first brewery, HEINEKEN has looked for opportunities to serve its local community. While we take pride in our efforts to raise the bar on sustainability, we also recognise the environmental and social challenges that come with our operations. This timeline reflects both our achievements and our ongoing journey to addressing our impacts as we strive for a more sustainable future.



Our sustainability strategy covers three areas

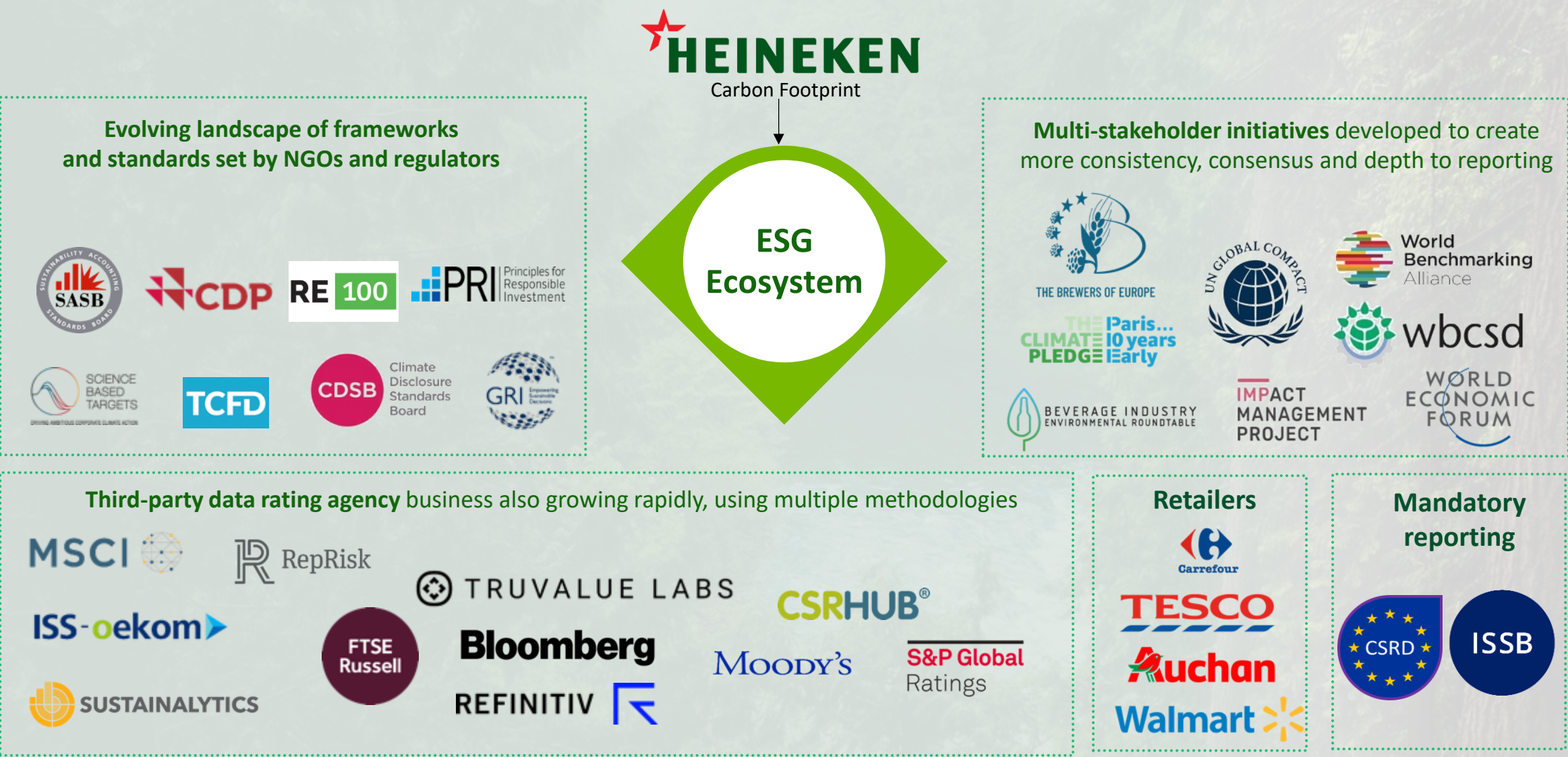


Path to
zero impact

Path to an inclusive,
fair and equitable world

Path to moderation and
no harmful use

Sustainability Data are evolving from voluntary to mandatory reporting

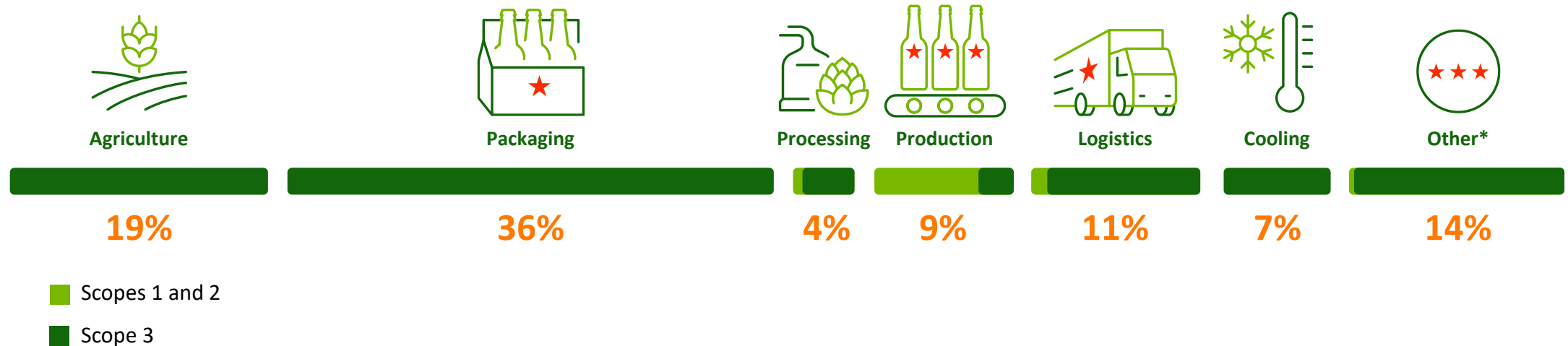
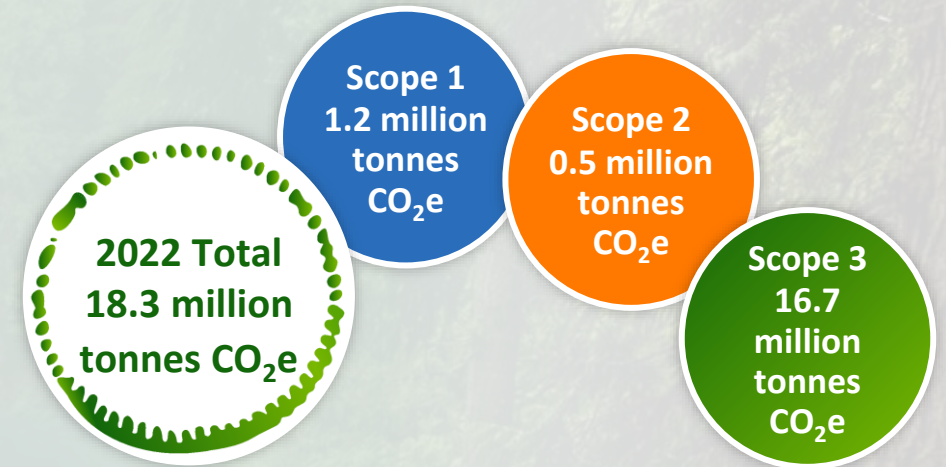


Sustainability data are shifting from own operations to Value Chain

Engaging suppliers and customers is key

HEINEKEN's entire carbon footprint (scopes 1, 2, and 3) in 2022 was 18.3 million tonnes CO₂e.

Our footprint is broken down across the following lifecycles:



* More than 60% of the 'Other' category is related to commercial activities and expenses, business travel, employee commuting

How does HEINEKEN collect and share data from value chain actors?

Supplier engagement:

- Upskilling suppliers capabilities
- Annual survey
- Modelling emissions from suppliers



Collaboration with industry

- Define standards with BIER (Beverage industry environmental roundtable)
- Clarify methodology, best practices. Harmonize standards



Retailer Engagement:

- Collaborate with retailers on their sustainability platforms
- Share data on annual basis on CDP or retailers' platforms



What is the future for Sustainability Data?

- Focus on exchanging data that contributes to optimal resource usage (e.g. Circular packaging)?
- Harmonised regulatory framework (EU PPWR, EUDR, CBAM)?
- Shifting from Corporate to Product Footprint?
- Efficiency or Disruption from Gen AI?
- New business relationships across the value chain (e.g. direct between suppliers and customers)?



★ HEINEKEN

BREW A BETTER WORLD

RAISE THE BAR 2030



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Thank you!

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



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY



**Marcin
Baranski**
Co-founder Playdesign /
VOX

WE ARE A GLOBAL BRAND

VOX worldwide

You can find interiors decorated with our products all over the world. From India, to Mexico, to Dubai and most European countries. VOX products are present in more than 60 countries. Working with customers representing different lifestyles and cultures allows us to create thoughtful and universal interior solutions.



Business, Education, Innovation and Non-Profit

HUMANISTS IN BUSINESS

Human Touch Group

We belong to a group of companies founded by the Voelkel family. They are united by the idea of Human Touch. According to this idea, our focus is on people, their needs and values. We create VOX products and services using knowledge from various humanistic disciplines. Thanks to cooperation with universities and institutions such as SWPS University, Concordia Design, Lab150, VOX Artis or eN Studios, we can create solutions that support customers in creating interiors that enable them to pursue their life passions.

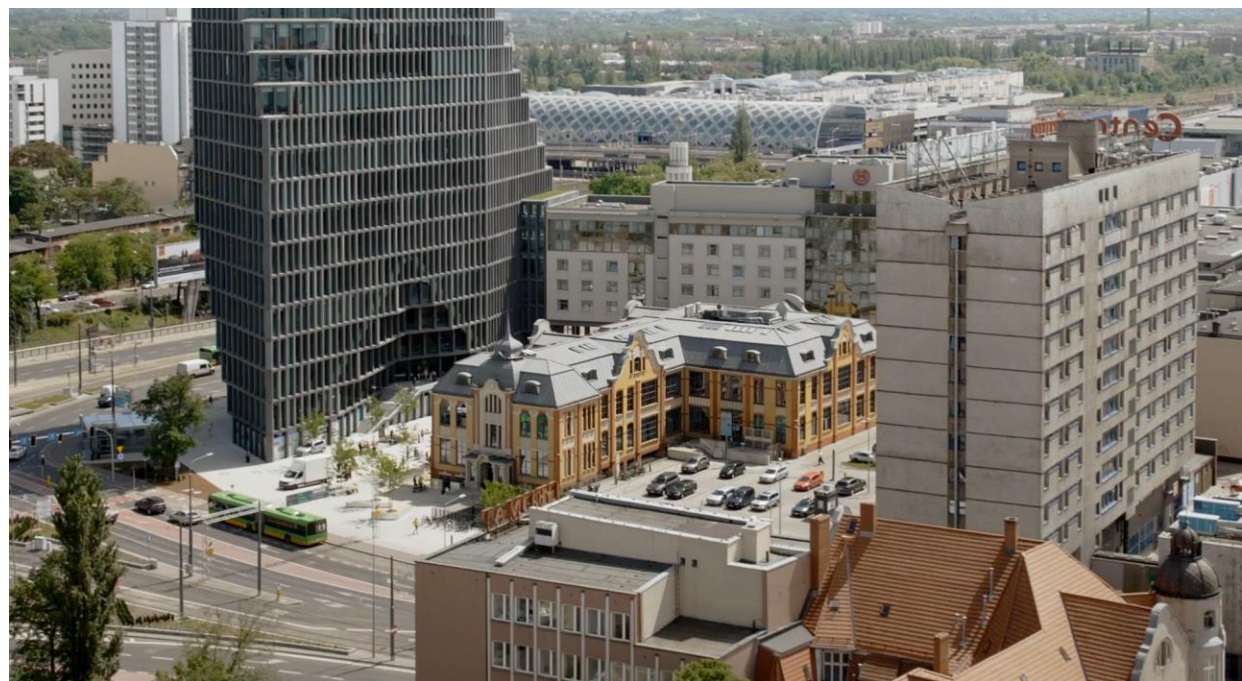


CONCORDIA
DESIGN

CONCORDIA DESIGN

The first private
design and innovation centers in Poland.

Incubator for start-ups, innovations,
creativity, business and education
for adults & children.





SWPS

The first and **biggest private university** in Poland.

Place of work, science, research and experiments for over 40 000 students and scientists





SCHOOL OF FORM

Design school,
where education
is the **combination of
psychology, sociology,
design and technology.**





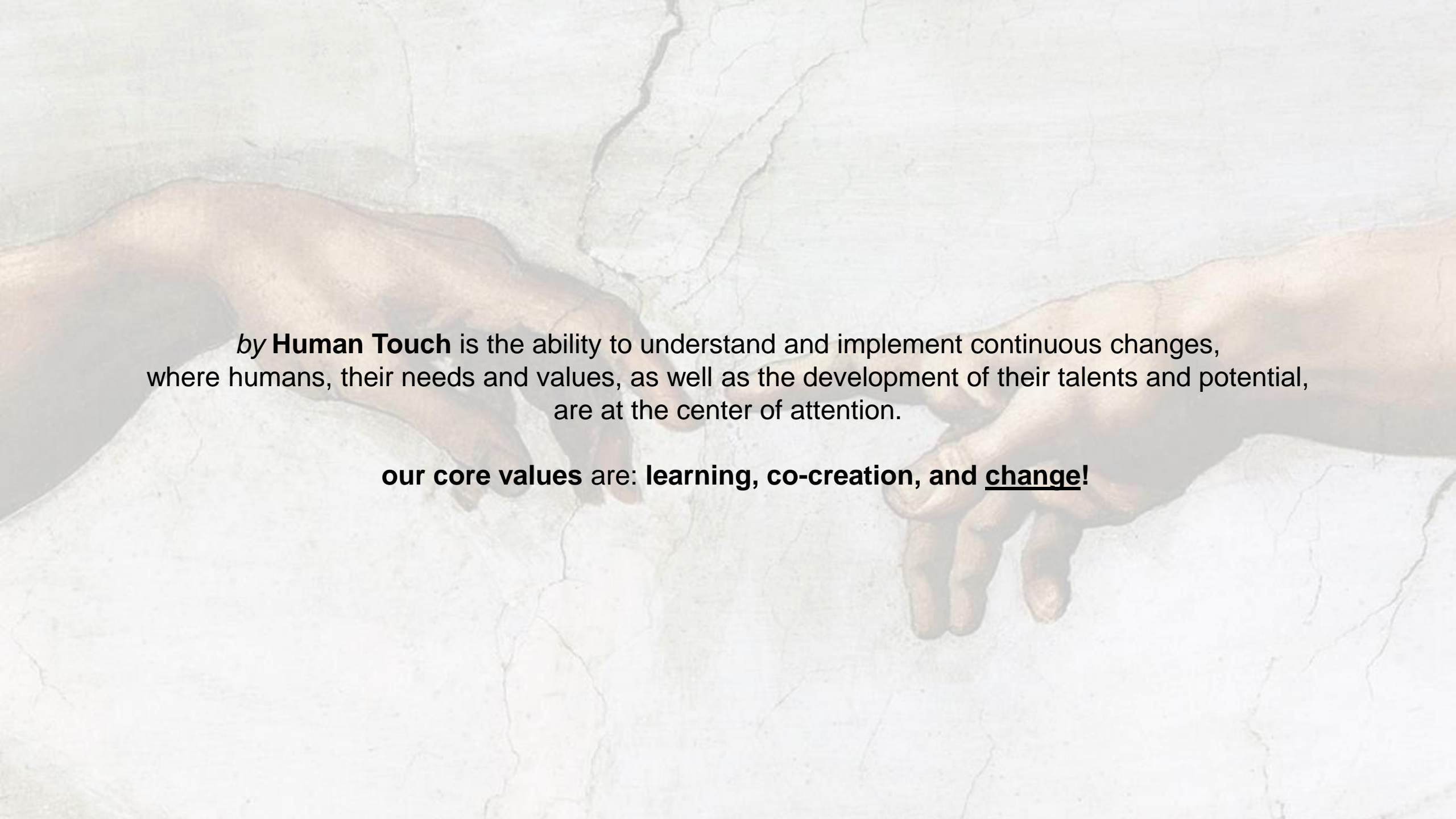
COLLEGIUM
DA VINCI

COLLEGIUM DA VINCI & enStudios

Business college and production studio, offering new **fields of studies, based on trends and changes in the world economy.**

Games development, Mediaworking (IT&marketing), Digital Business, E-commerce management, ...

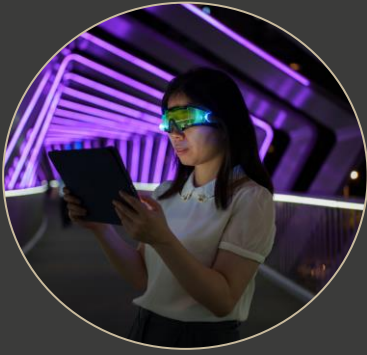




by **Human Touch** is the ability to understand and implement continuous changes, where humans, their needs and values, as well as the development of their talents and potential, are at the center of attention.

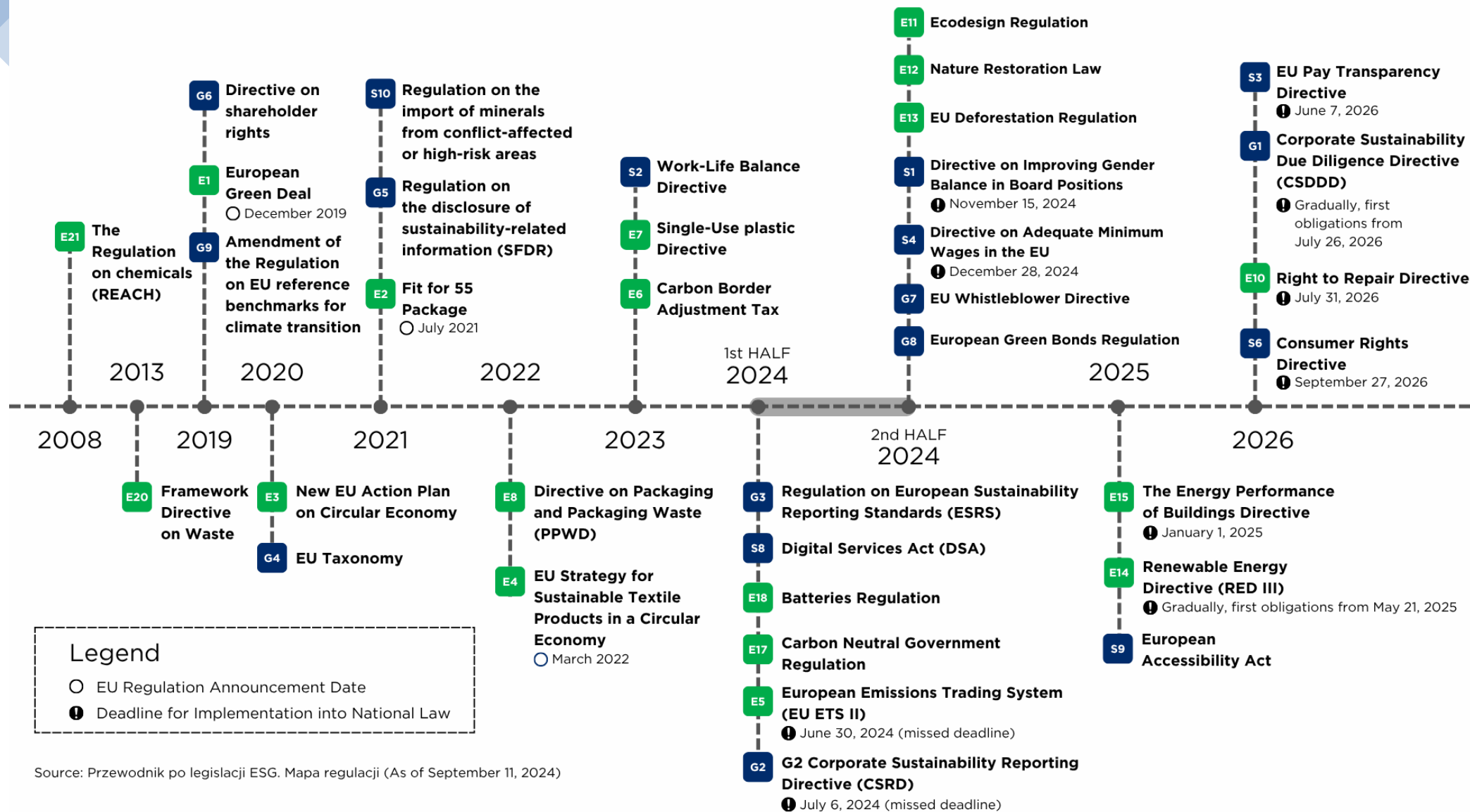
our core values are: learning, co-creation, and change!

GLOBAL TRENDS SHAPING BUSINESS ENVIRONMENT



- **PLAYFULNESS / GAMIFICATION**
- **PHYGITAL / ONLINE-OFFLINE EXPERIENCE**
- **DEMOCRATIZATION / AFFORDABILITY**
- **NEW GENERATION OF SHOPPERS / GEN Z**
- **NEW TECHNOLOGIES /AR/VR/AI/...**
- **SOCIAL RESPONSIBILITY**
- **ENVIRONMENTAL SUSTAINABILITY**





Source: Przewodnik po legislacji ESG. Mapa regulacji (As of September 11, 2024)

VOX in the DPP & EUDR Pilot Projects



Implementation from 2026 (initially for furniture, textiles, and electronics)

DPP

Purpose: to provide consumers, companies, and authorities with access to key product information throughout its entire life cycle.

The passport will include:

- origin of raw materials and components,
- repairability, reusability, and recyclability details,
- carbon footprint, certifications, and material content,
- compliance with sustainability and safety standards.



Implementation from 2025

EUDR

Purpose: to prevent products linked to deforestation or forest degradation from being placed on the EU market.

Key obligations include:

- applies to wood and wood-based products,
- proof of origin down to the plot level,
- due diligence statements and traceability.

- **Smaller carbon footprint** – reduced energy and material use, and lower emissions related to transport and logistics.
- **Sustainable consumption** – customers can plan their purchases better, which reduces the risk of returns and resource waste.
- **Digitization = less waste** – digital catalogs and interactive visualizations eliminate the need to produce paper brochures and marketing materials.

ESRS E1 – Climate Change

- Reduction of greenhouse gas emissions through the limitation of physical infrastructure (stores, transportation).

ESRS E5 – Resource Use and Circular Economy

- Possibility of integrating VR with the option to select recycled or eco-friendly products.
- Reduction of the amount of waste generated and optimization of resource usage.

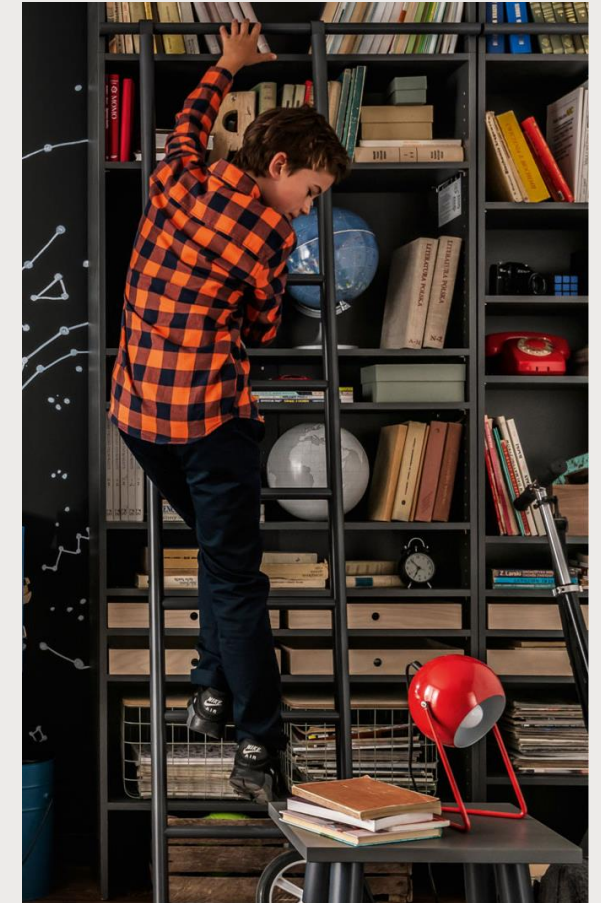
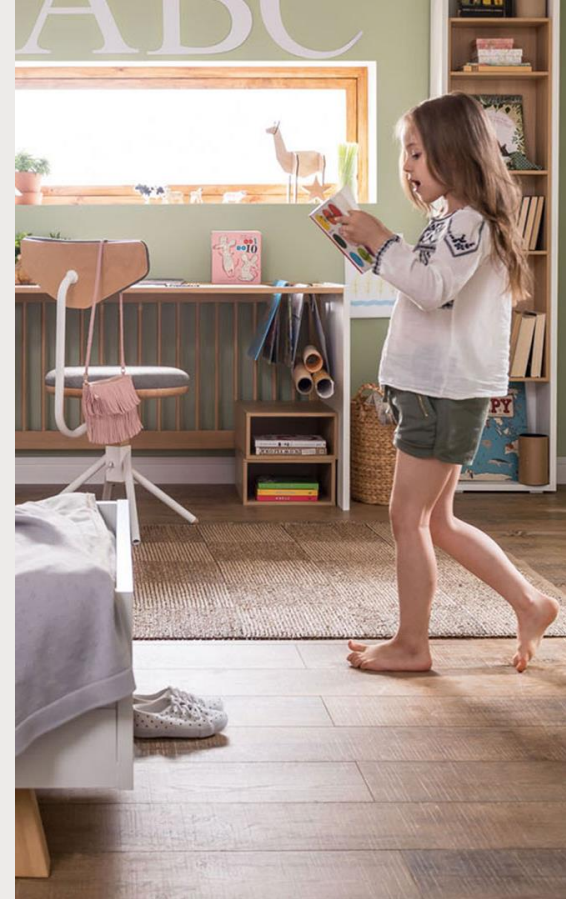


INTERIOR DESIGN PRODUCTS





YOUNG COLLECTIONS



- **Greater accessibility** – the project enables interior design services for people in smaller towns without the need to travel.
- **Co-creation with customers** – enhances customer engagement by allowing products to be tailored to individual needs and values.
- **Customer education** – through gamification and VR interaction, awareness of sustainable interior design and material choices can be increased.
- **New employee skills** – development of competencies in VR, UX, and digital technologies represents an investment in human capital.

ESRS S1 – Own Workforce / S2 – Local Communities

- Potential to create new digital roles (VR consultants, online designers) that support employment transformation.
- Broader social access to services – also beyond major urban centers.

ESRS S4 – Consumers and End-users

- Increased accessibility of products and services (also for people with limited mobility).
- Improved customer service and real-time personalization.







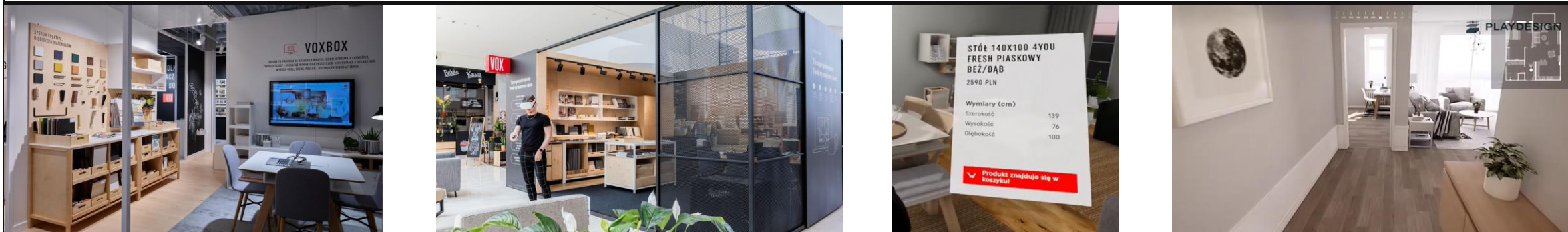
ESRS 2 IRO-1 / SBM-3: omnichannel transformation of sales models

is an important element of our strategy for sustainable development

- **Process transparency** – integration with e-commerce enables tracking of the purchasing process, data analysis, and improved ESG reporting.
- **Innovation** – implementing modern technologies demonstrates the company's openness to change and investment in responsible development.

ESRS G1 – Business Strategy and Business Model

- The company can present this project as part of its ESG strategy, supporting digital transformation and sustainable growth.
- An innovative sales model that enhances customer value while minimizing negative environmental impact.



VOX stores:

- VOX INTERIORS (FURNITURE & ACCESSORIES, DOORS AND FLOORS, EXTERNAL AND INTERNAL CLADDING AND SKIRTING BOARDS);
- VOX FURNITURE SHOWROOMS (FURNITURE AND WALL OFFER)
- VOX DOORS&FLOORS STORES
- SHOP-IN-SHOP FORMAT (BRAND CORNERS - DEDICATED SPACE WITH A VOX BRANDING IN LARGE RETAILERS STORES)
- **NEW BUSINESS MODEL „VOXBOX STUDIO”**



PLAY & DESIGN STUDIO

New Business Model for Retail and Omnichannel

- Easy to scale internationally
- **Space saving / Cost optimization / Eco friendly**
- Unique customer experience
- Combination of Touch&Feel and VR presentation
- Co-creation – „sense of agency”
- Flexibility - Different formats of stores, design studios, showrooms, pop-ups, ...







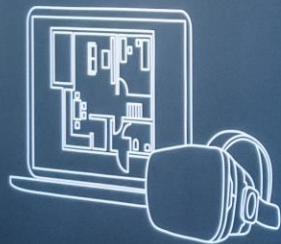


VOX

VOXBOX STUDIO

Zainspiruj się, przetestuj
rozwiązania i zobacz
jak wyjątkowe może być
Twoje wnętrze w wirtualnej
rzeczywistości

1. Poznajemy
z pomocą VOX
w trzech
pomysłach
2. Wybierz materiał,
długość, kolor,
kształt, rozmiar
i ilość
3. Odkryj funkcjonalny
projekt wnętrza
z pomocą
długości ekranu VR
4. Zobacz projekt
w wirtualnej
rzeczywistości
długości ekranu VR
5. Zamów produkty
z dostawą
i montażem



A MATERIAŁÓW

VOX

DZIEŃ DOBRY

URZĄDZASZ DOM LUB MIESZKANIE?
Z NAMI STWORZYSZ SWOJE IDEALNE
WNĘTRZE. NASI DORADCY
SŁUŻĄ POMOCĄ.



POP UP STORES



Retail with Digital Technology

Dedicated space for co-creation in store where consultants/designers work together with clients using the PLAYDESIGN platform.

- ✓ Shops with digital support
- ✓ Virtual shelves/showrooms
- ✓ Walk in VR
- ✓ online/Offline interaction with customers

SPACE SAVING / COST OPTIMIZATION / ECO



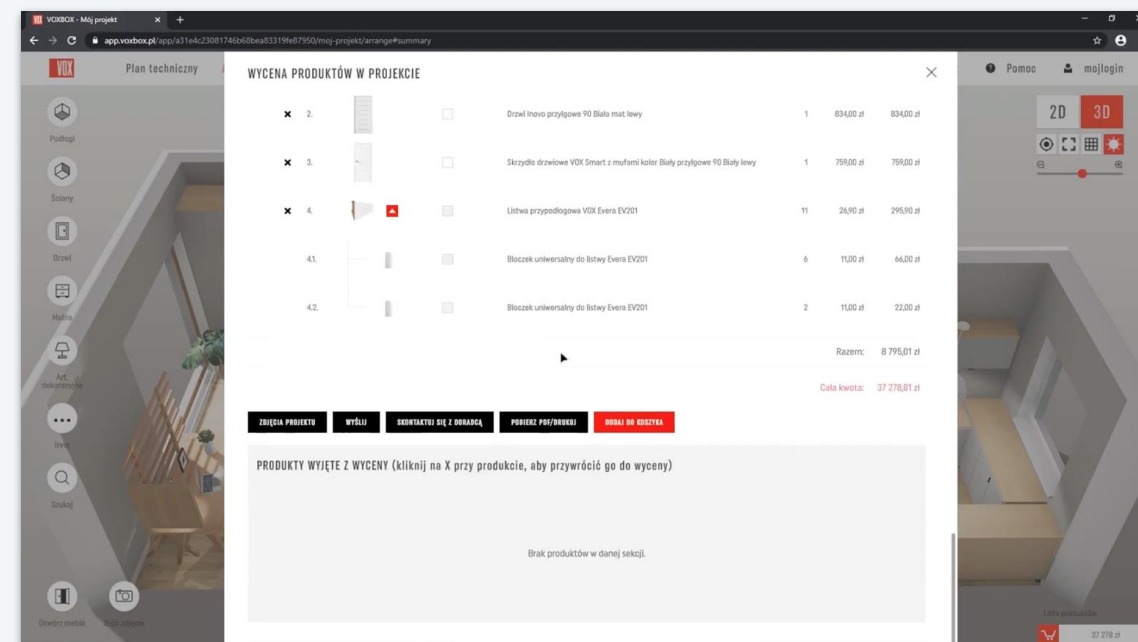
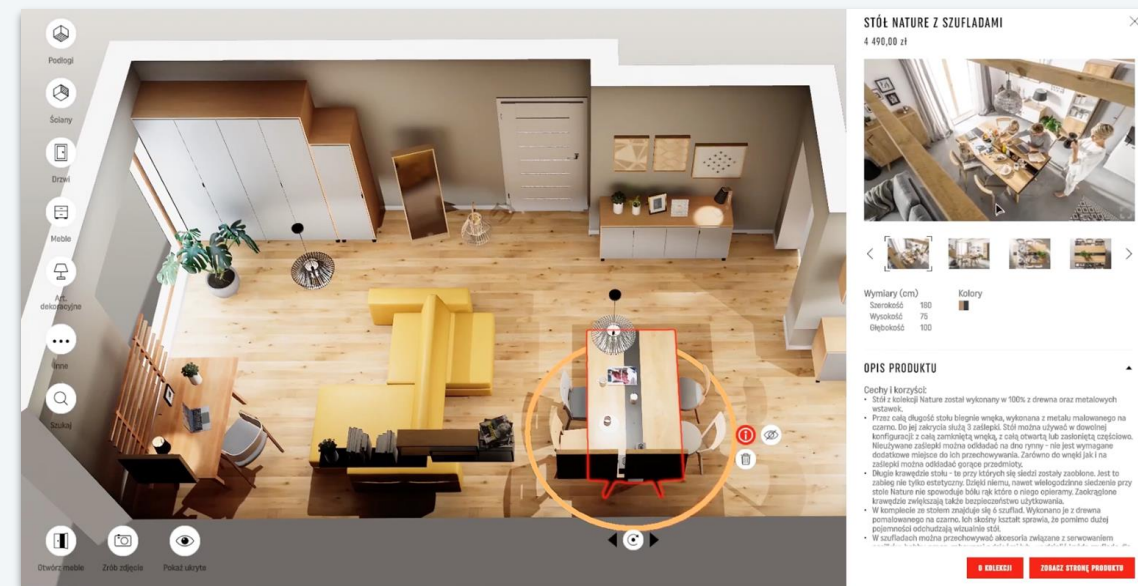
Gamification & Integration with eCommerce

Full integration with e-commerce and products catalogue ensures user convenience.

Different approach to traditional cross and up – selling supporting the company's conversion rates and value of the customers.

- ✓ Full catalog of products inside the app
- ✓ Add-to-cart functionality
- ✓ Real-time price calculation

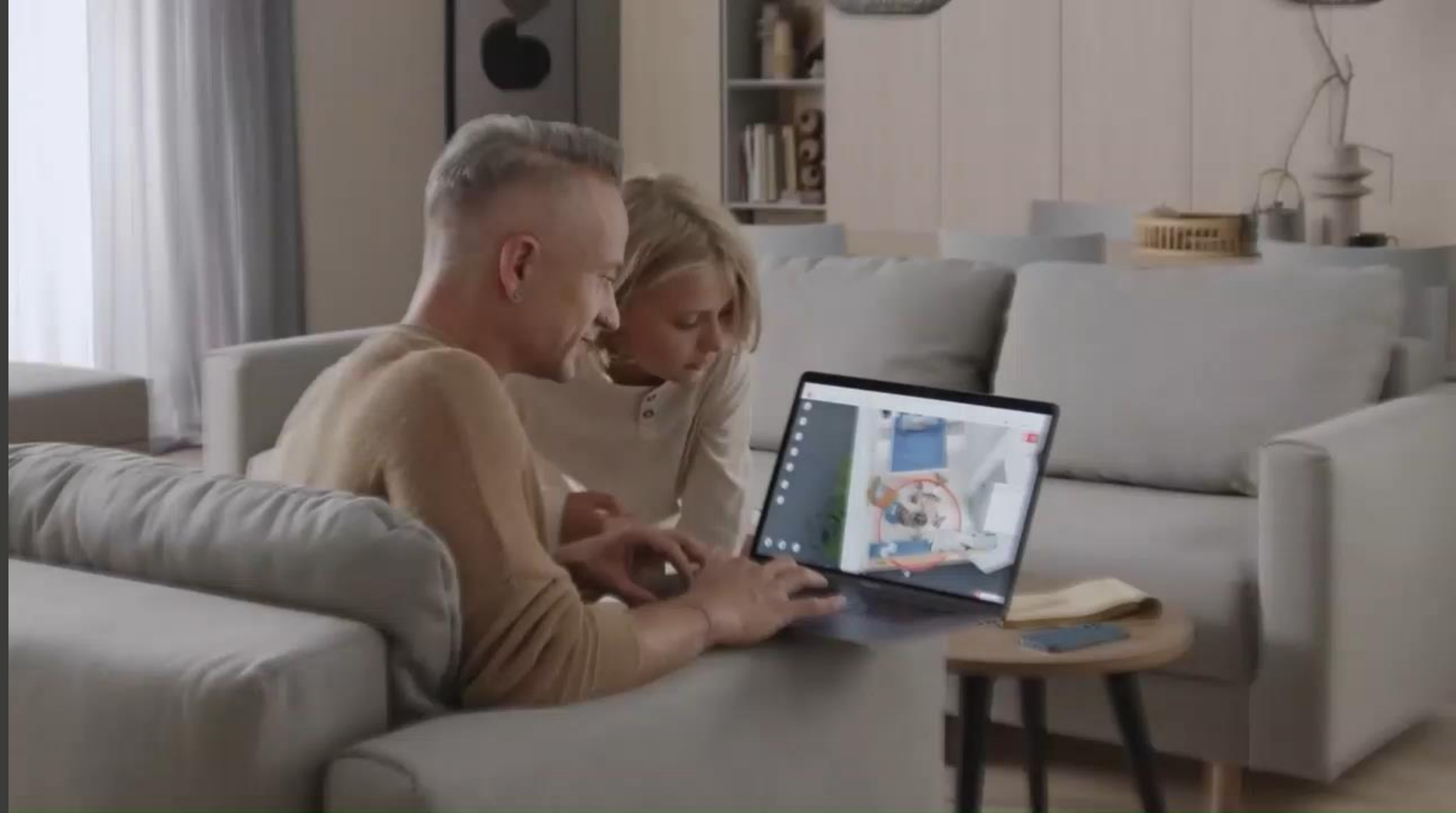
DPP – IMMEDIATE PRODUCT INFORMATION





FLOOR PLANNER

- Intuitive (SIMS/MINECRAFT experience)
- integration with product's catalogues
- integration with product's configurators
- integration with e-commerce
- co-creation
- helpful features (measure, sunlight check, doors collision,...)





OMNICHANNEL INTEGRATION

- online
- concept stores and pop-ups
- traditional stores





QR at PLAY & DESIGN STUDIO

- Product information on each sample
- Marketing materials
- Inspirations
- Instructions

DISCOVER ENDLESS INTERIOR DESIGN POSSIBILITIES



From stunning ceilings and decorative walls to elegant floors and creative facade ideas. We have everything you need to bring your space to life.

Scan the QR code
and explore our full
range of products.



voxindia.co



QR for INTERNATIONAL TRADE FAIRS

- More than 100 events every year
- Connecting with customers
- Growing use of mobile devices



QR MARKETING MATERIALS

- Product information
- Inspirations
- Instructions
- Building engagement on SM

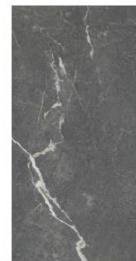
KOLORYSTYKA



ELEGANCE
1100 x 550 mm | 1100 x 2000 mm



SMOKY CONCRETE
1100 x 550 mm | 1100 x 2000 mm



ASPEN STONE
1100 x 550 mm | 1100 x 2000 mm



MINERAL LIGHT GREY
1100 x 550 mm | 1100 x 2000 mm



MINERAL SAND
1100 x 550 mm | 1100 x 2000 mm



OXYD
1100 x 550 mm | 1100 x 2000 mm

ZAPROJEKTUJ SWOJE WNĘTRZE W VOXBOX

VOXBOX to intuicyjne narzędzie do projektowania wnętrza, które pozwala precyzyjnie zaplanować przestrzeń przy użyciu paneli ściennych SPC Idevo. Z tym programem możesz łatwo:

- 1 Wizualizować swoje pomysły projektowe, wybierając Idevo do wybranego pomieszczenia. Testuj różne układy i kombinacje kolorystyczne, aby stworzyć harmonijną, spójną przestrzeń.
- 2 Dostosować szczegóły i zobaczyć, jak różne elementy współgrają ze sobą w wirtualnym modelu przed przystąpieniem do realizacji projektu.

VOXBOX nie tylko ułatwia aranżację wnętrza, ale także pozwala eksperymentować z różnymi stylami, co ułatwia wybór odpowiednich rozwiązań.



ZESKANUJ KOD QR,
I ZOBACZ WIĘCEJ O VOXBOX



VOX

IDEVO

PANELE ŚCIENNE SPC

Idevo – nowoczesne panele ścienne, które łączą styl, trwałość i łatwość montażu. Elegancki design i szeroka gama wzorów porwalają na tworzenie unikalnych aranżacji, które przyciągają uwagę i podnoszą prestiż każdej przestrzeni. Idevo to sposób na szybką metamorfozę wnętrza na najwyższym poziomie.



WNĘTRZE Z NOWYM CHARAKTEREM

Montaż paneli ściennych SPC jest prosty i intuicyjny – panele montujemy bezpośrednio do ściany za pomocą kleju, a dzięki ich cienkiej konstrukcji możemy je również zamontować na starej płytce. Montaż jest szybki, a łączenie paneli na zasadzie pióro-wpust zapewnia bardzo subtelne i efektowne połączenie.

**MONTAŻ
PIÓROWY**
Wymiary:
1100 x 2000 mm
grubość: 6 mm



**MONTAŻ PIÓROWY
I PÓZIOMY**
Wymiary:
550 x 1100 mm
grubość: 6 mm



ZESKANUJ KOD QR,
ABY OBEJRZEĆ INSTRUKCJĘ
MONTAŻU



TECHNOLOGIA SPC

TRWAŁE I UNIERSALNE

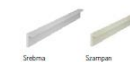
Panele ścienne SPC są w 100% wodoodporne i bezpieczne. Są idealne do łazienek, kuchni i innych wnętrz mieszkalnych, a także do przestrzeni komercyjnych.

TECHNOLOGIA DOPASOWANA DO POTRZEB

Nasze panele są produkowane przy użyciu technologii SPC (Stone Polymer Composite). Oparte są na twardym kompozytowym rdzeniu, który z kolei został pokryty warstwą dekoracyjną i zabezpieczony powłoką odporną na promieniowanie UV. Dzięki temu paneli charakteryzuje się wysoką odpornością na zarysowania i uszkodzenia. Montaż paneli jest prosty i intuicyjny, a ich łączenia są subtelne i nie wymagają fugowania.

AKCESORIA

A-05
Listwa wykończeniowa



ZABEZPIECZAJĄCY LAKIER UV





QR for EXTENSION OF DISPLAYS

- 360 presentations
- product info
- all types of displays
- easy content creation



VIRTUAL SHOWROOMS

- no limits of sqm for exhibition
- hundreds of inspirations / categories
- virtual shopping center
- training and onboarding tool
- connection with e-commerce
- cost optimization
- eco-design



PLAYDESIGN

GAMIFICATION IN BUSINESS

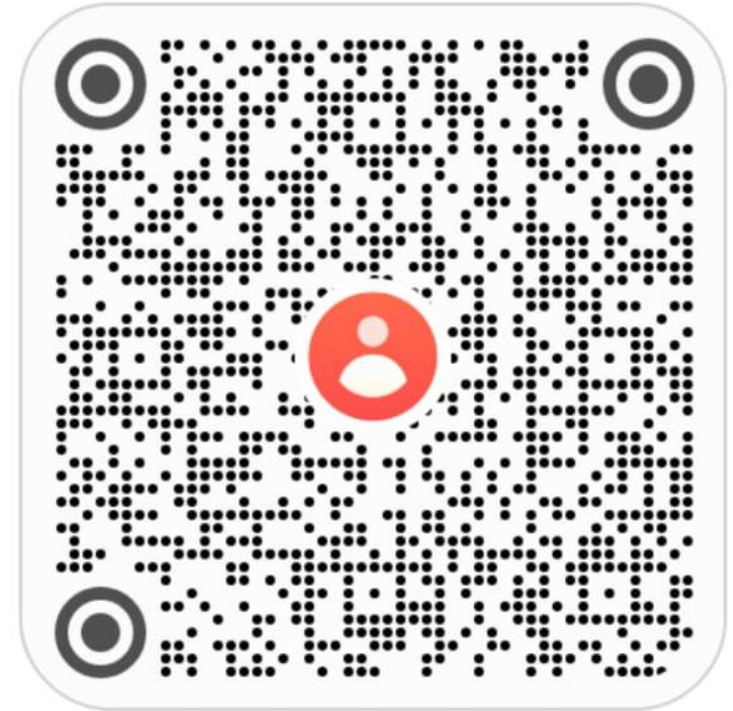
- Build engagement
- Interactions with products
- Different experience
- Positive use of technology
- Fun as a part of process
- Educational options
- Better planning
- Zero waste



“Gamification is a great way to make the shopping experience more dynamic, keeping consumers engaged at various touchpoints.”



THNX



www.playdesign.com



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Thank you!

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



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Marco Beghini
Global Sustainability
Director Barilla Group

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

HOSTED BY





BARILLA SUSTAINABILITY JOURNEY

GS1 InterACT 2025: Sustainability Unveiled

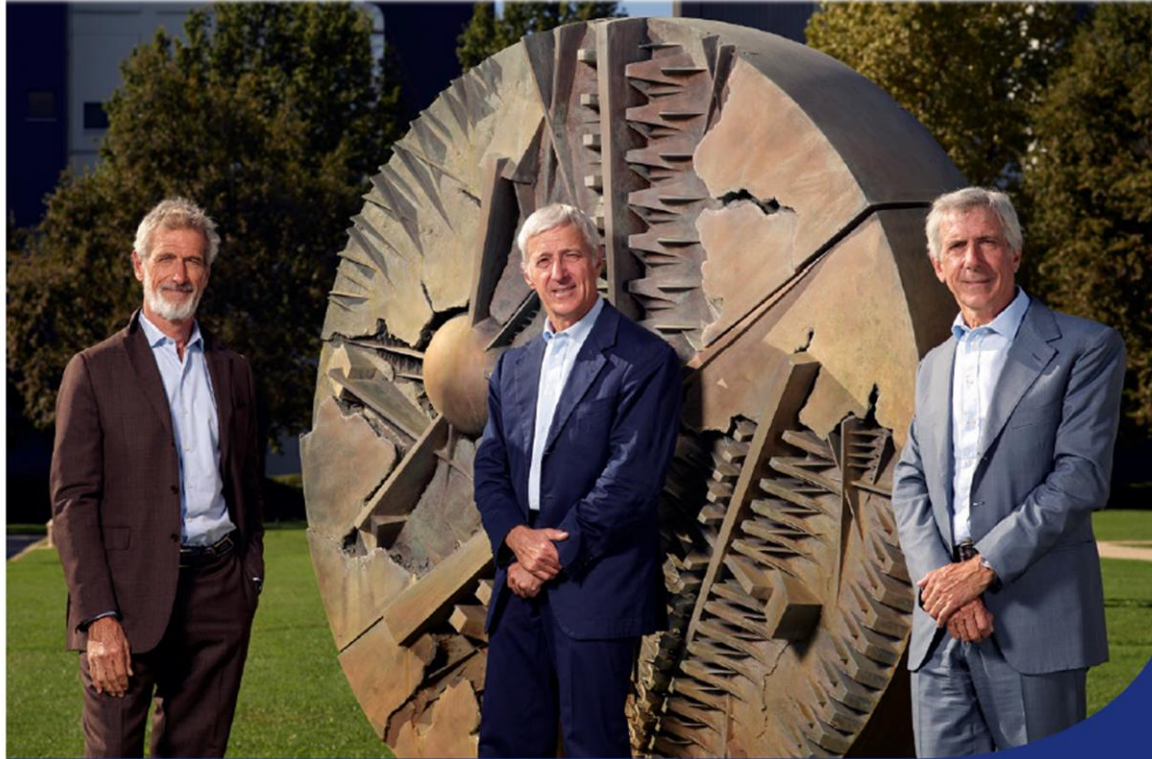
Amsterdam, June 25th 2025

Barilla
The Italian Food Company. Since 1877.

A FAMILY *BUSINESS*

We have been an Italian Food Company since 1877.

Now, 147 later, our products are there for people at every mealtime.



«I DON'T THINK OF A LARGE COMPANY IN TERMS OF SIZE; I THINK THE FOCUS SHOULD BE ON THE VALUES AND TRUST IT INSPIRES»

Paolo Barilla

«IT IS IMPORTANT TO EMPHASISE THAT, AS BARILLA IS AN ESTEEMED COMPANY WITH A GOOD REPUTATION AFTER SO MANY YEARS, IT IS ALSO BECAUSE IT HAS ALWAYS BEEN VERY COMMITTED TO CREATING WELL-BEING FOR THE COMMUNITY»

Luca Barilla

«THE BRAND MUST BE ABLE TO BUILD RELATIONSHIPS WITH CONSUMERS, NOT JUST TRANSACTIONS; OUR FUTURE WILL BE POSSIBLE IF WE CONTINUE TO REWORK THE WAY WE DO COMPETITION, CREATIVELY»

Guido Barilla

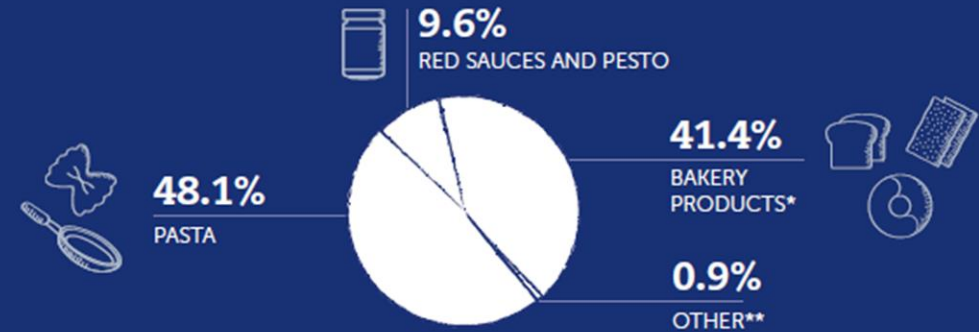
* 2024 data

IN PARMA SINCE **1877**

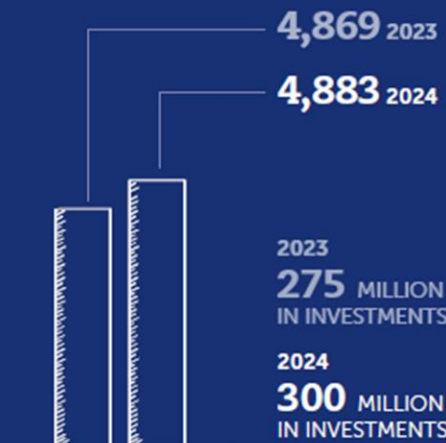
2,040,000
TONS OF PRODUCTS*

21
BRANDS*

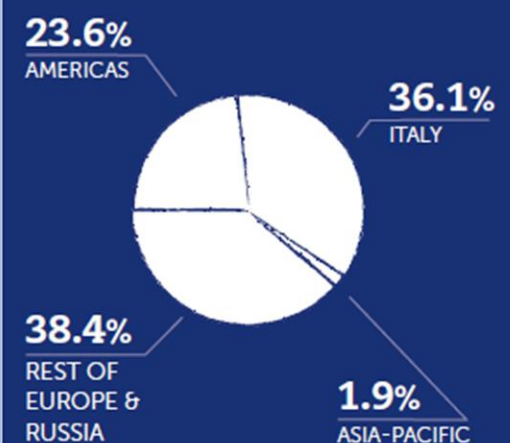
BUSINESS AREA (turnover)



TURNOVER (€ m)



GEOGRAPHICAL AREAS (2024 turnover)



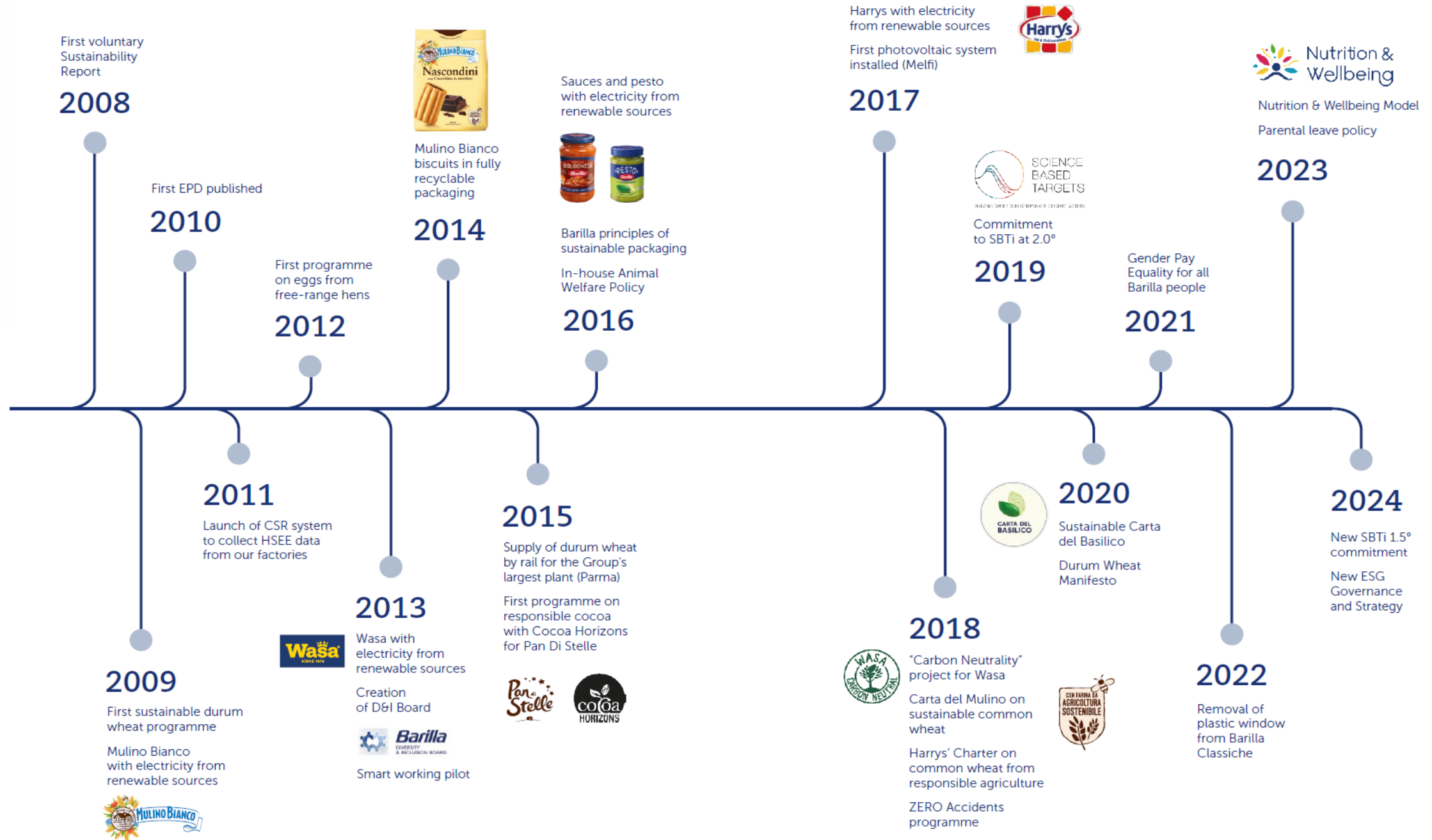
GROUP BRANDS

“The Joy of Food for a Better Life”

All the Barilla Group brands are linked by the same goal: to bring joy and the pleasure of being together to every table around the world.

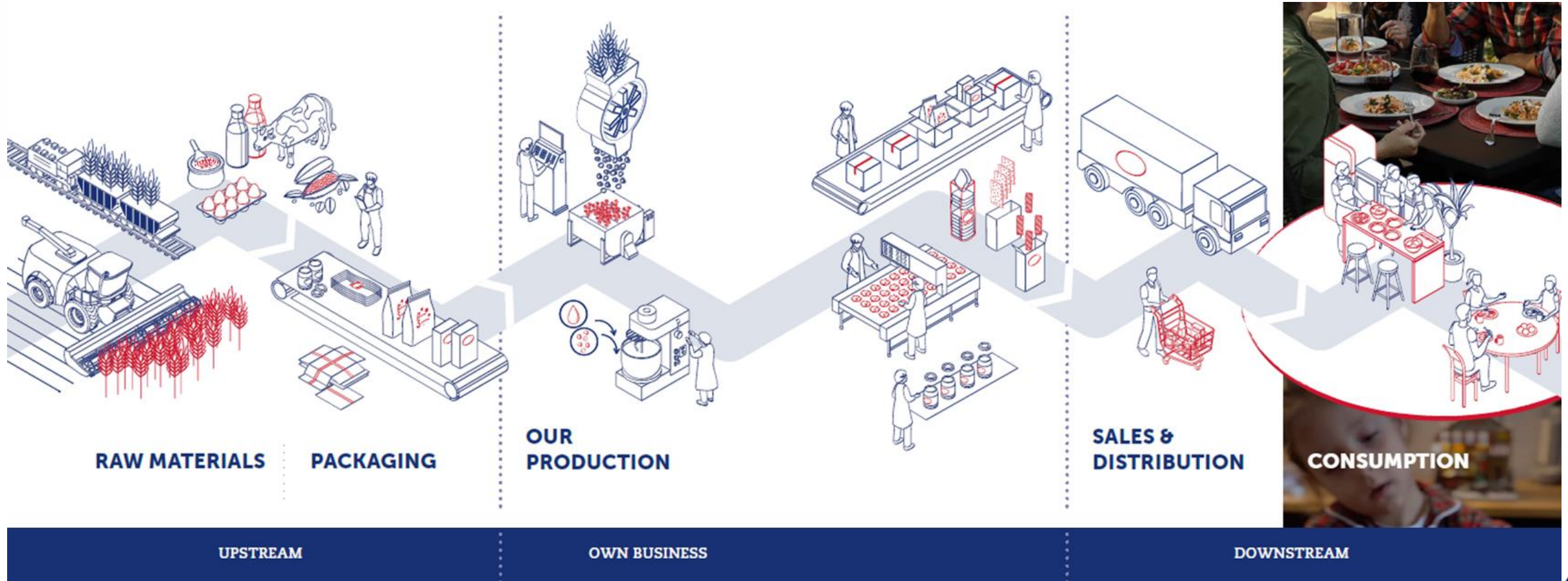


SUSTAINABILITY *TIMELINE*



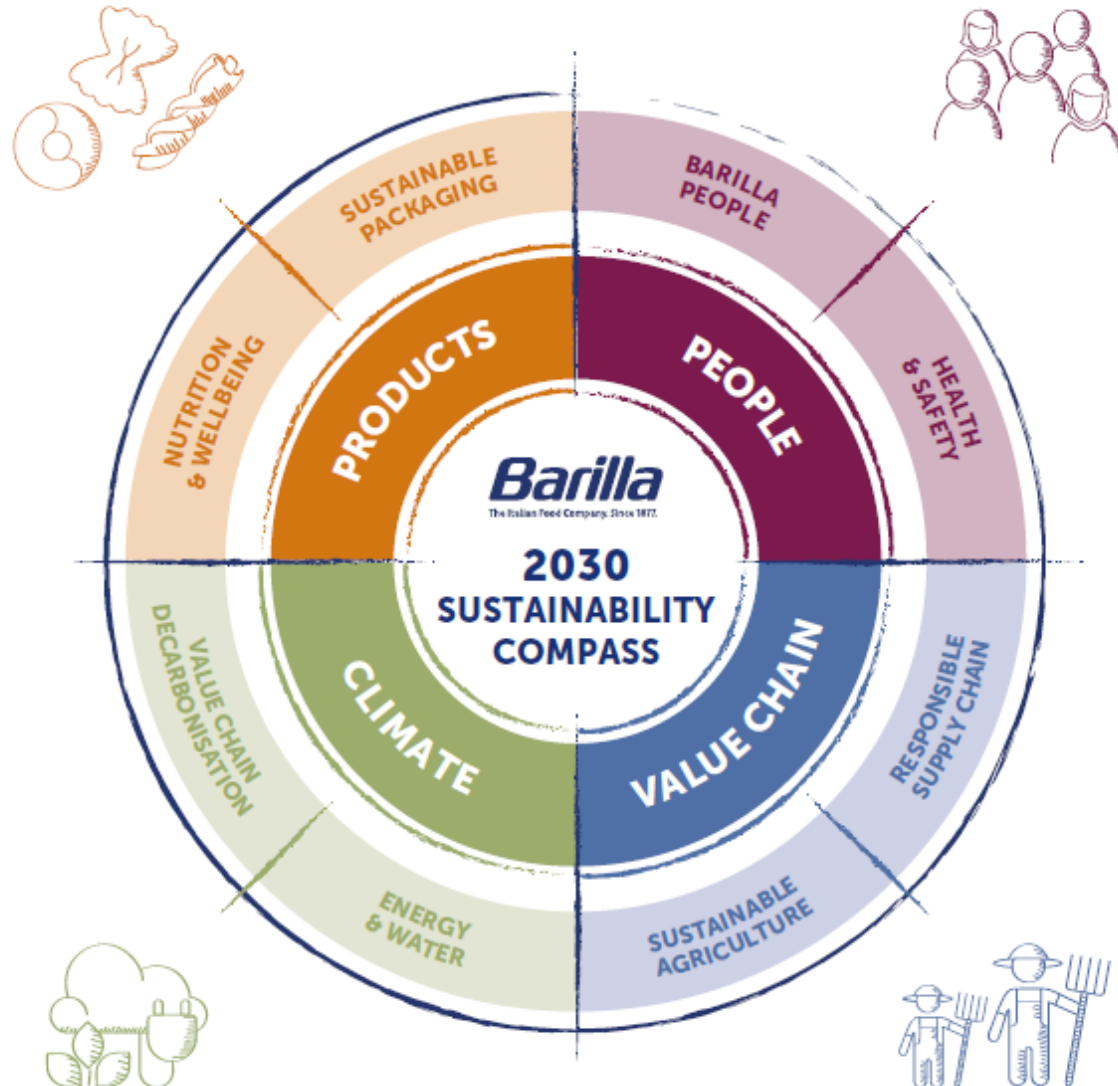
FROM FARM *TO FORK*

The need to *extend the perspective* with an holistic approach and the final goal to *bring people together around the joy of good food*



SUSTAINABILITY STRATEGY

The need to have a new **Compass** to guide the Company



NUTRITION & WELLBEING

Barilla focuses on improving the taste and nutritional profile of products, to promote a healthy lifestyle and holistic well-being. Through product reformulation and innovation, this approach aims to make food tasty and healthy, the preferred choice for consumers, while helping to meet ever-changing regulatory requirements.



SUSTAINABLE PACKAGING

Through an innovative and responsible approach, the programme is aimed at reducing the environmental impact of packaging. Barilla works to minimise the quantity of packaging, increase its recyclability and promote solutions that support an increasingly circular economy. The commitment is to offer consumers products that respect the environment without compromising on quality.



BARILLA PEOPLE

Barilla aims to create an inclusive, innovative and sustainable work environment, where everyone can grow, express their talent and contribute to collective success, with the aim of becoming an international high-performance company that combines people's well-being and business growth.



HEALTH & SAFETY

For Barilla, health and safety are a priority (Safety First). With the "Barilla Zero Accidents Programme", active at all sites, the Group aims to achieve zero accidents through skills, dialogue and involvement, regularly investing in structures, prevention and continuous training for a shared safety culture.



RESPONSIBLE SUPPLY CHAIN

Barilla is committed to responsible sourcing, requiring suppliers to comply with its Code of Ethics and corporate values. It involves a growing number of partners in Sustainable Procurement Projects, with the aim of reducing environmental impact and promoting sustainable practices, selecting priorities based on impact and risk.



SUSTAINABLE AGRICULTURE

Barilla collaborates with the supply chain to ensure the long-term availability of strategic raw materials, to reduce environmental impacts, to preserve biodiversity and aiming to generate social benefits for farming communities.



ENERGY & WATER

With this programme, Barilla focuses on reducing energy consumption and increasing the self-production of energy, in particular from renewable sources. At the same time, it aims to improve water management, especially in areas with high water stress.

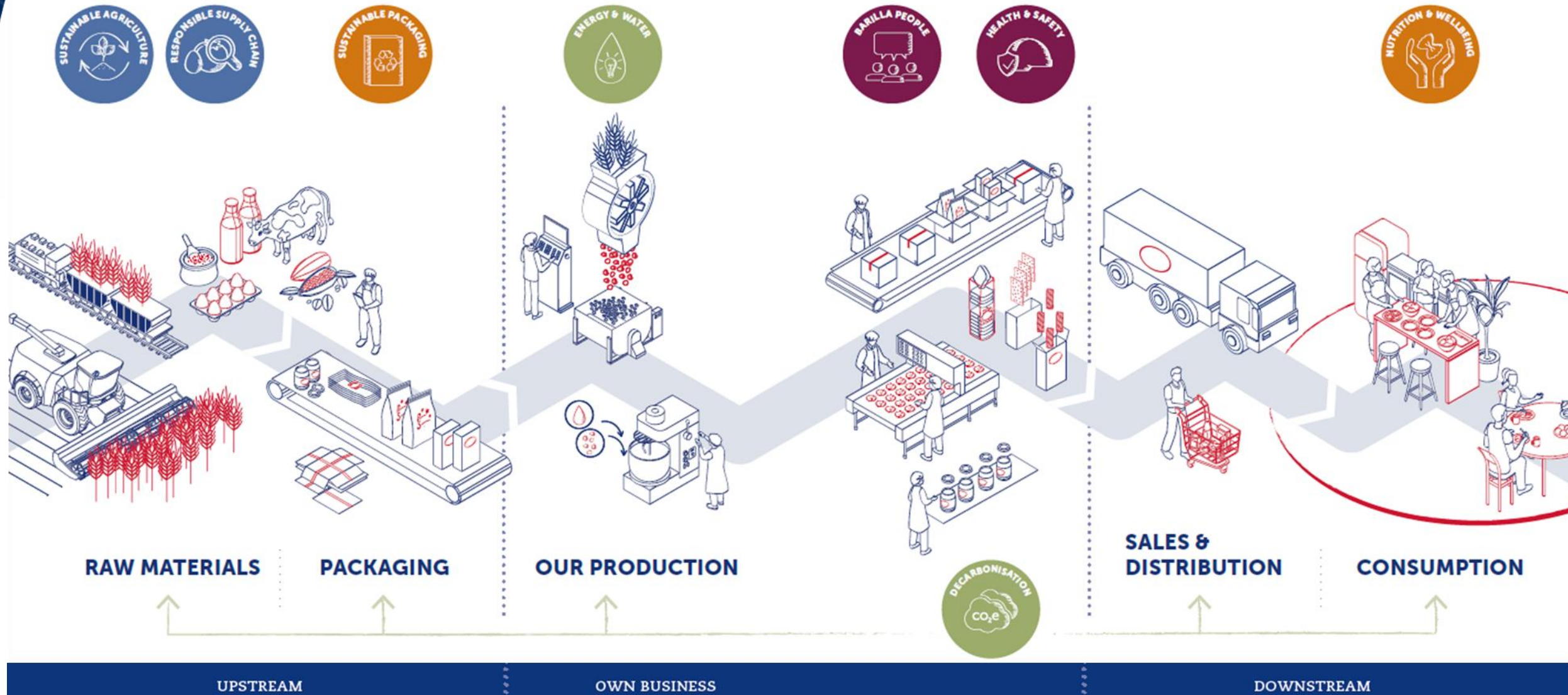


VALUE CHAIN DECARBONISATION

Barilla's strategy to combat climate change involves reducing emissions, not only at its production sites but also throughout the supply chain. The Group is therefore investing more and more in renewable energy, energy efficiency, regenerative agriculture, the use of sustainable packaging and the optimisation of logistics flows.

STRATEGY *ACROSS THE CHAIN*

How CSRD Materiality can drive the design of a *pragmatic, consistent and extended* strategy



OUR JOURNEY *AFTER 18 MONTHS*

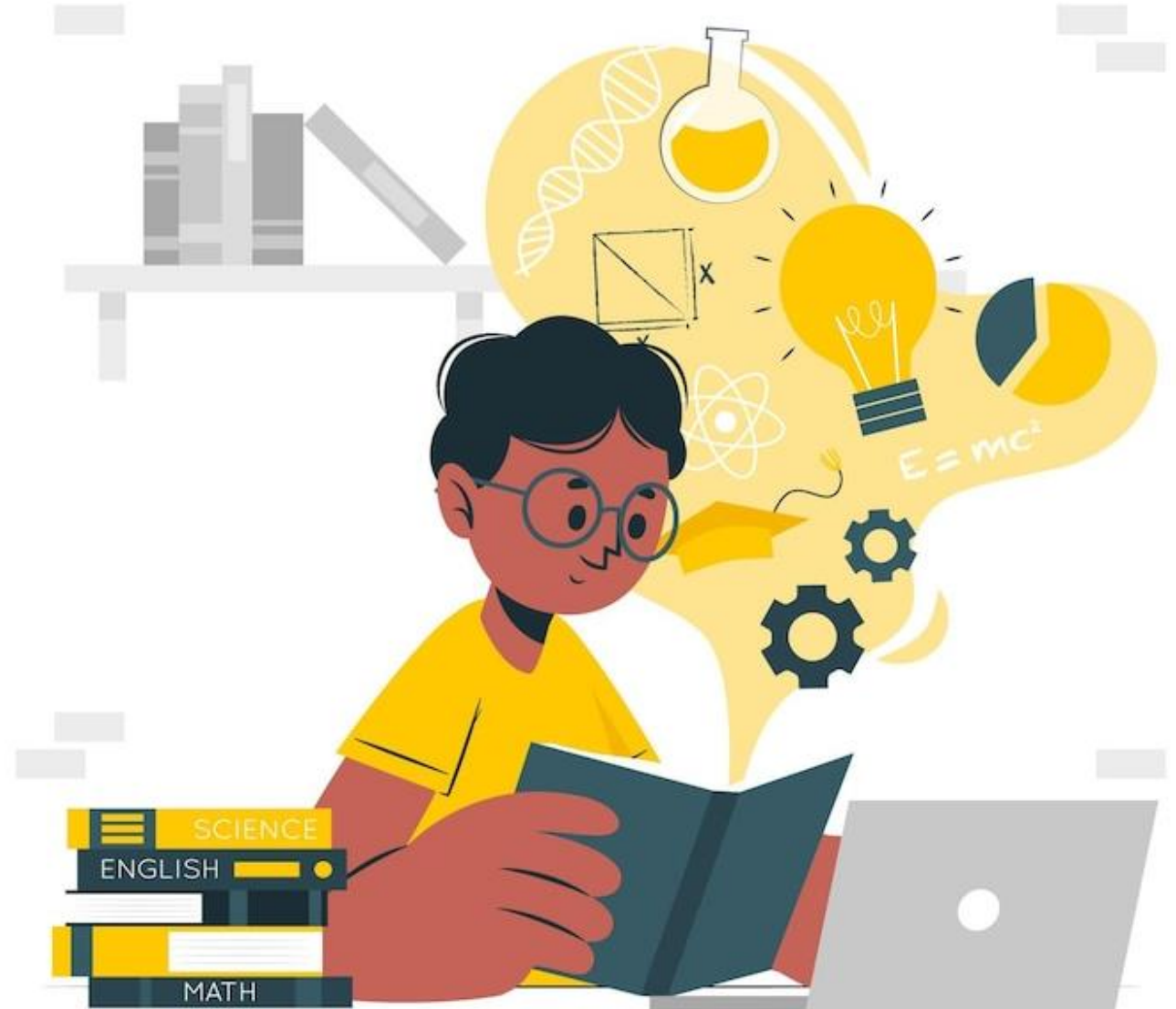
LEARNINGS

A 'risk based approach'

helped the Company to make Sustainability
**more pragmatic and
close to business.**

Re-approaching sustainability

in a strategic way, **re-energized**
the group of **ESG Leaders.**



OUR JOURNEY *AFTER 18 MONTHS*

CHALLENGES

In the next years **many regulation will impact Barilla** from many different angles: EUDR, ECGT, CSRD, CSDDD, Taxonomy, PPWR.

We have just started the journey, many things need still to be fixed especially on **data accuracy and governance.**



OUR JOURNEY *AFTER 18 MONTHS*

OPPORTUNITIES

Working on **ecosystem** across the chain will be crucial and **GS1 Italy** is helping us to start fixing **data sharing and transparency**.

Circular economy can be the game changer, re-defining a **more sustainable way of doing business**.



PARTNERING WITH



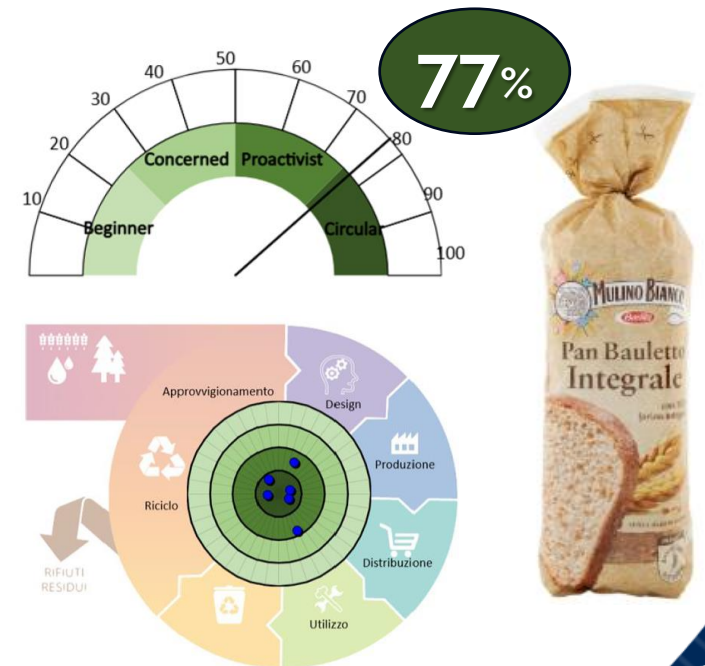
*Improve data sharing
between retailers and
manufacturers*



*Improve consumers'
behaviors understanding
between 'say' & 'do'*



*Improve products'
circularity & sustainability
throughout entire life cycle*





GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Thank you!

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



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY



**Jean-Marc
Klopfenstein**
Strategic Industry Data
Stewardship
Nestlé



Nestlé Good food, Good life

Sustainability Unveiled – Connecting the Dots with GS1 Standards

JM Klopfenstein/June'25



Our purpose and values



Our purpose

We unlock the power of food to enhance quality of life for everyone, today and for generations to come.

Our Values

Our values are rooted in respect.
Respect for ourselves. Respect for others.
And respect for the future.



Nestlé Good food, Good life

Nestlé at a glance in 2024

Providing
safe, quality nutrition
for more than
155 years

2 000 +
Brands
worldwide

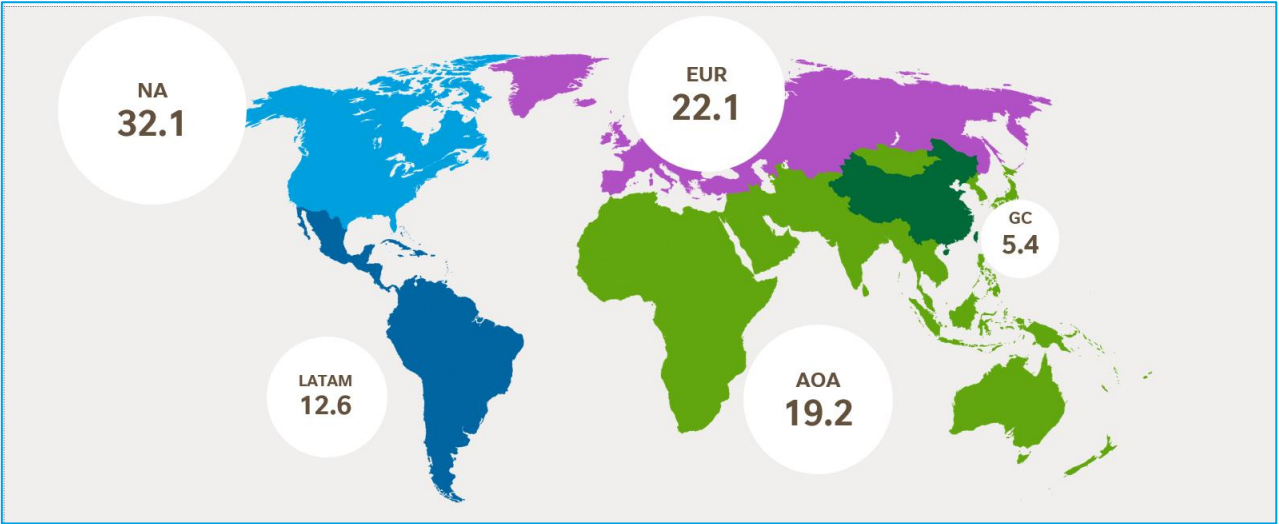
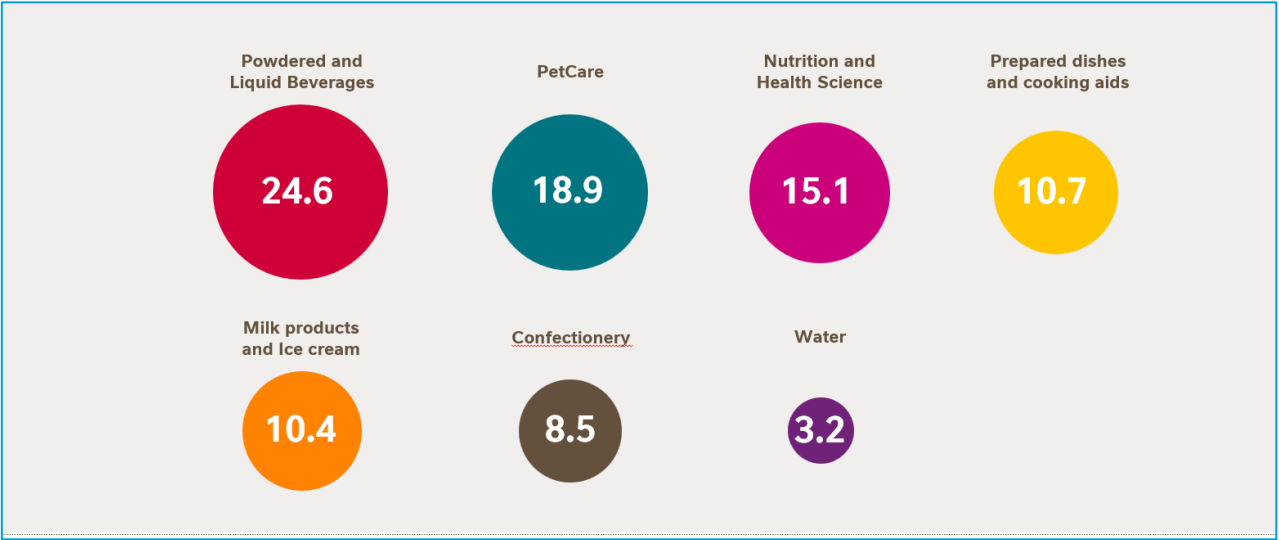
Around
270 000
employees

Number
of countries
we sell in
185

337
factories
in 74 countries

CHF 91.4
billion
Group sales
in 2024

What & Where we sell (2024 in CHF billion)



Our purpose and values



Our purpose

We unlock the power of food to enhance quality of life for everyone, today and for **generations to come**.

Our Values

Our values are rooted in respect. Respect for ourselves. Respect for others. And **respect for the future**.



Nestlé Good food, Good life

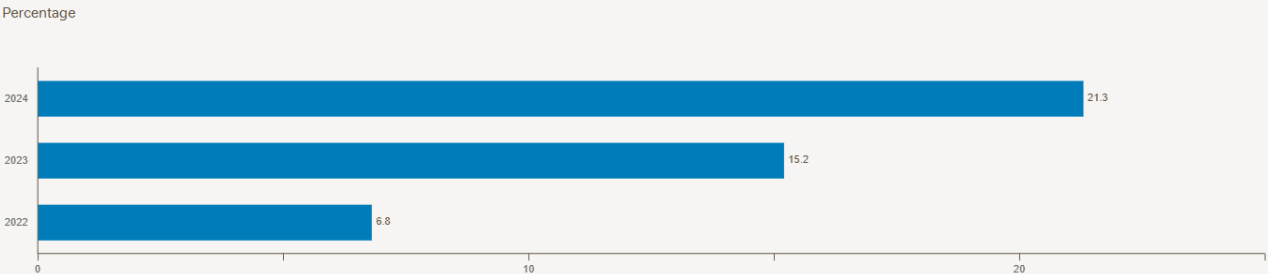
Creating Shared Value (CSV) is at the heart of our purpose: to unlock the power of food to enhance quality of life for everyone, today and for generations to come.

Our approach to sustainability is wide-ranging, underpinned by commitments to strive for net zero emissions, achieve and maintain deforestation-free supply chains, and advance regenerative agriculture practices. We are also dedicated to improving water stewardship, developing better packaging to enhance end-of-life options and suitability , creating opportunities for young people, and building a diverse and inclusive workforce.



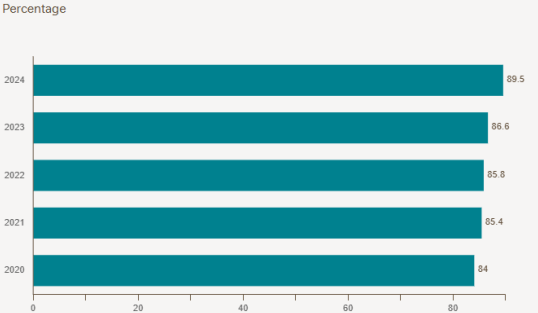
SUSTAINABILITY AT NESTLÉ

Key ingredients sourced from farmers adopting regenerative agriculture practices



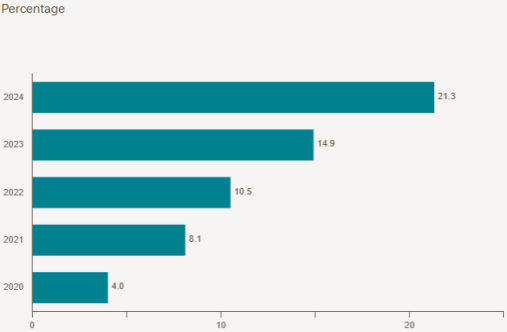
Note: In 2024, the following ingredients are included in the numerator: dairy (fresh milk and dairy derivatives), coffee (excluding blended green coffee and Blue Bottle Coffee), cocoa, cereals and grains, soy and vegetables. The denominator includes all raw materials in scope: coffee (excluding blended green coffee and Blue Bottle Coffee), cocoa, dairy (fresh milk and dairy derivatives), sugar, cereals and grains, meat, poultry and eggs, palm oil, soy, vegetables, fish and seafood (excluding co and byproducts).

Packaging that is reusable, recyclable or compostable*



*As per Ellen MacArthur Foundation: "New Plastics Economy Commitment - Commitments, Vision and Definitions" (Feb. 2020)

Virgin plastic reduction versus 2018 baseline



How is GS1 playing a role in managing Sustainability data



Vision 2030: Ambition for Industry

Powering trust in data
for everyone everywhere



Market access and
product listing



Operational efficiency
across supply chain



Consumer experience and Patient safety

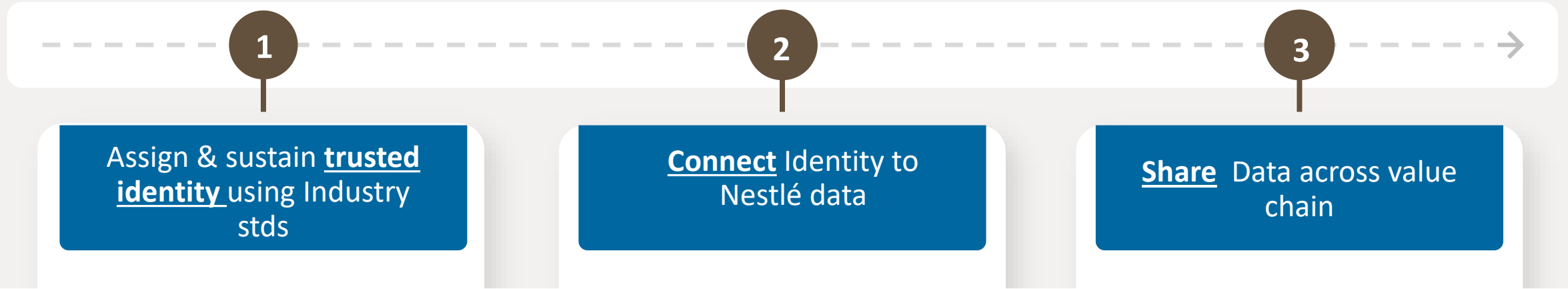


Sustainability and
circular economy



Good food, Good life

GS1 as a key enabler to power trust in data for everyone, everywhere



Trusted Identification as a foundation for digitalization

1

Assign & sustain trusted identity using Industry stds



Trust and efficiency start with a valid identity that can be validated

Examples

- Location Number (GLN)
- Raw/Pack Material (GTIN)

GS1

Downstream

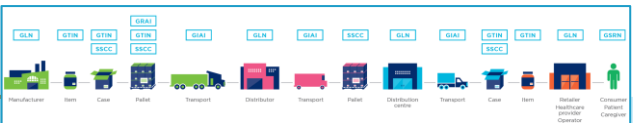
- 100% of products have a GTIN
- >90% of customers have a GLN

Upstream

- Less than 20% of products have a GTIN
- Less than 10% of vendors have a GLN

2

Our Focus



- **Upstream** identification (business partners, products, ...)
- **Discipline** in implementing Identity Management rules
- **Pilot** with Coffee farms involving GS1 Europe, GS1 Colombia and GS1 Global Office



Good food, Good life

GS1 Standards embedded in our ecosystem to connect internal & external processes

2

Connect Identity to Nestlé data



- Business partner identifier
- Product Identifier

Nestlé

Our Focus



- **Where/How** to integrate EUDR data points minimizing incremental work
- **Definition** of roles & responsibility for the execution internally

- **Many** internal data standards mentioning **GS1 Standards**
- **GTIN/GLN Management rules** documented with food examples

What

Who

Examples



Good food, Good life

Automatic sharing to enable high-quality, fast and reliable data

3



Share Data across value chain



Define industry framework to enable automatic data exchange using GS1 identities

Actively promote and leverage Industry standards solution to exchange data.

GS1 & Nestlé

Downstream

- Over 40% of Finished product master data exchanged with GDSN

Upstream

- 0% exchange with GDSN



Good food, Good life

Our Focus



- Transition to QR code to enable GS1 Digital Link at scale
- Continue to deploy GDSN to automate product master data exchange

GS1 GDSN

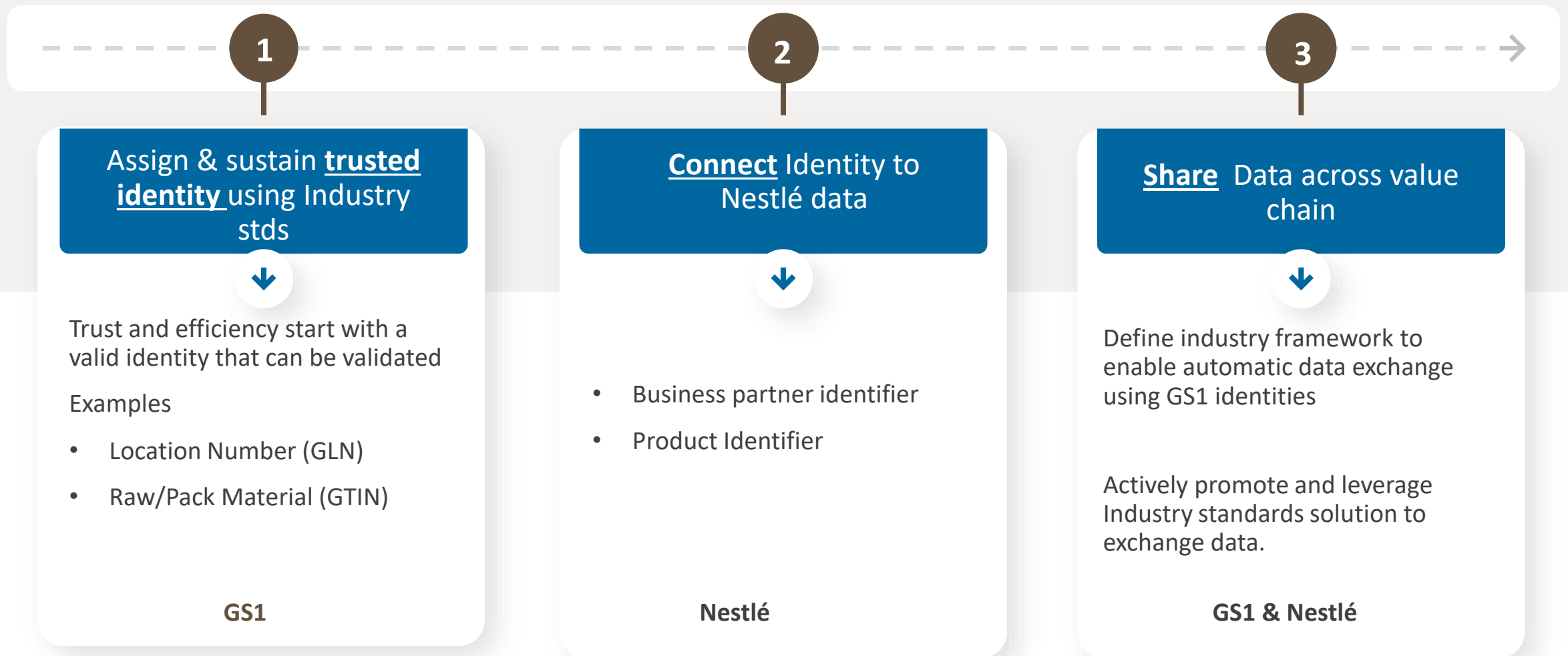
When product information is accessible and accurate, your business wins.

What

Who

Examples

GS1 as a key enabler to power trust in data for everyone, everywhere



Key messages



Nestlé is **committed** to actively leverage GS1 Standards



GS1 has a key role to play in allocating & governing **Trusted identities**



One GS1 to support speed and scale in digital transformation



It's a journey...





Nestlé Good food, Good life

THANK YOU





GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Thank you!

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