



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

02

One barcode fits all

GS1
EuroCommerce
AISE

03

Circularity and DPP

SHARP / Witgoed Brigade / Tappi
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



GS1 INTERACT



**Pieter
Timmermans**
Global E2E Product &
Supply Chain Data
Owner
**HEINEKEN
International**

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS



Hans de Gier
Founder and CEO
SyncForce

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

HOSTED BY





VS.



Opportunity or Obligation?

Pieter Timmermans | HEINEKEN International | Global Product & Supply Chain Data Owner

Hans de Gier | SyncForce Circular PIM | CEO

★ HEINEKEN is a member of



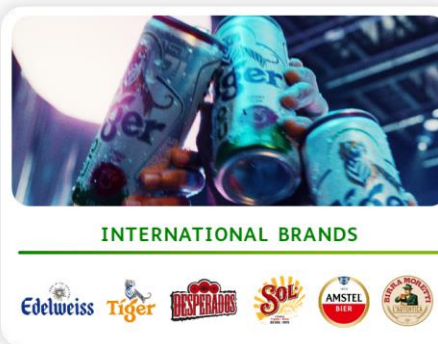
GS1-QR vs. EU-DPP relevance

Next to our
beverages,

we do a lot of
branded
merchandise
materials



Heineken®
BBQ Bundle



Starting in 2027 all products in the EU must have an EU Digital Product Passport (EU-DPP)!

As a result, some believe:

- Every product must be DPP-compliant starting in 2027,
- If not, the product cannot be sold in the EU,
- All companies must act now, regardless of product type.

The Real Situation: Multiple categories are excluded from EU DPP



Food



Pet Food



Pharmaceuticals



The Real Situation: The Battery Pass (EU-DPP) will only apply to:



EVs (Electrical
Vehicles)



LMTs (Light Motorized Transport)



Static & Mobile Batteries
with Capacity $> 2 \text{ kWh}$
($> 8 \text{ kg!!}$)



No EU-DPP required for **phones, laptops, power tools**, and most household devices. **EU**: Technical specs expected end of 2025!

The Real Situation:

Next category: Garments made from Textiles



End-to-End
Value Chain

Included in the EU-DPP plan under ESPR

Expected timeline: **2027** (or... still to be confirmed)

- Shoes have been **deprioritised** by the Commission in April 2025
- The industry will have **18 months** to implement after the delegated act for garments is officially published.

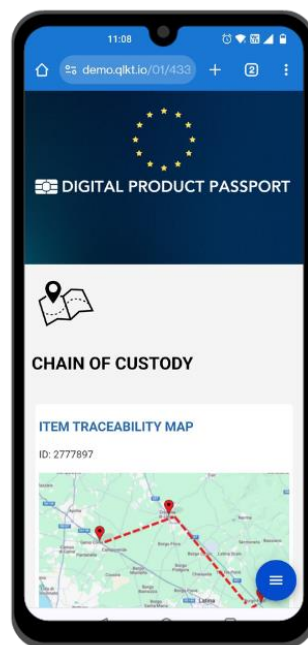
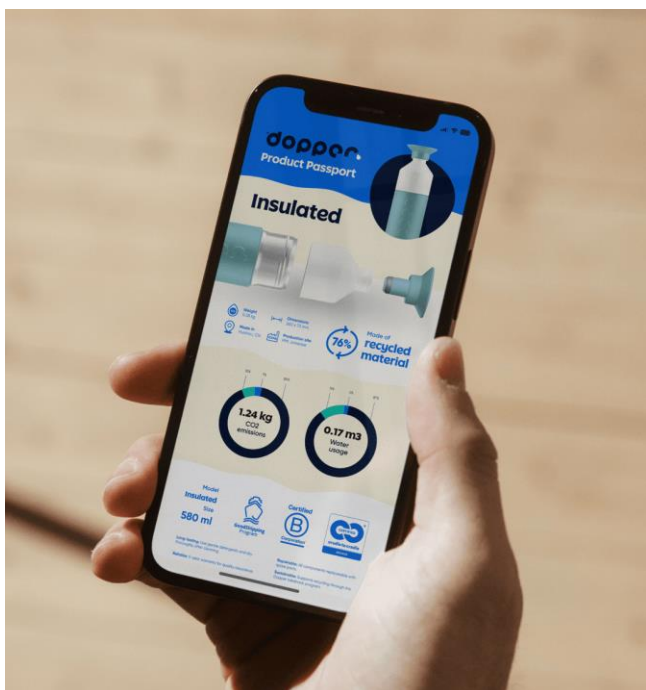
So the countdown has not started yet.

Timing depends on when the EU finalises the specifications.



EU-DPP Misconception 2

The QR code with **GS1 Digital Link** will link directly to the Product's EU Digital Product Passport



The Real Situation: The EU-DPP will NOT be a website!



The EU Digital Product Passport (EU-DPP) is:

- A **dataset** of standardised data points
- In an interoperable format
- **Machine-readable**, searchable, and transferable
- Via an open, interoperable data exchange network
- Without vendor lock-in

It will likely be implemented as a **JSON-LD** file, not a traditional website.



Illustrative EU-DPP Example

```
{
  "@type": "ProductPassport",
  "gtin": "04012345678907",
  "product": {
    "name": "Organic Cotton Polo",
    "category": "Garment",
    "manufacturer": {
      "name": "TextileCo",
      "country": "PT"
    },
    "material": "100% Organic Cotton",
    "care": ["Wash at 30°C", "Do not tumble dry"],
    "recyclability": "High"
  },
  "sustainability": {
    "carbon_footprint_kgCO2eq": 3.2,
    "recycled_content_percent": 0
  }
}
```

The examples on the previous slide are **Dedicated Product Sites (DPS)**, not **EU-DPPs**!

EU-DPP Misconception 3

EU-DPP requires full supply chain transparency, so we must expose all our suppliers. As a result, some believe:

- All upstream partners must be named,
- Tiered sourcing details must be publicly shared,
- Confidential supply chains must become visible.

Materials & tools (fertilizers, machines, seeds, feed, ...)



Primary
Material Mfg*



Raw Material /
Component Mfg*



Finished Good
Production



Trade /
Retail



The Real Situation: Focus is on Circularity, Not Tracking

The EU-DPP does not require tracking & tracing or disclosing your full supply chain. Its purpose is to:

- **Slow Down the Loop** (longer product life),
- **Close the Loop** (repair, reuse, recycling)

Its purpose is to support the product life after purchase
Not a system for exposing logistics or suppliers.

Key beneficiaries include:

Manufacturers, importers, distributors, traders,
repairers, remanufacturers, **recyclers**, customs,
market surveillance **authorities**, NGOs,
trade unions, customers.



The Real Situation: Garments will most likely get two carriers!

QR Code with GS1 Digital Link, on the Trade Item (label or packaging). For store checkout, logistics, and consumer communication/interaction.



RFID/NFC inside the product, sewn into the garment itself. For **circular use cases** like: Maintenance and repair tracking, Recycling sorting, Market surveillance, Customs checks



```
{
  "@context": "https://example.org/context/dpp",
  "@type": "ProductPassport",
  "gtin": "84012345678907",
  "product": {
    "name": "Organic Cotton Polo",
    "category": "Garment",
    "manufacturer": {
      "name": "TextileCo",
      "country": "PT"
    },
    "material": "100% Organic Cotton",
    "care": ["Wash at 30°C", "Do not tumble dry"],
    "recyclability": "High"
  },
  "sustainability": {
    "carbon_footprint_kgCO2eq": 3.2,
    "recycled_content_percent": 0
  }
}
```



GS1-QR vs. EU-DPP

Opportunity or Obligation?

GS1 InterACT 2025



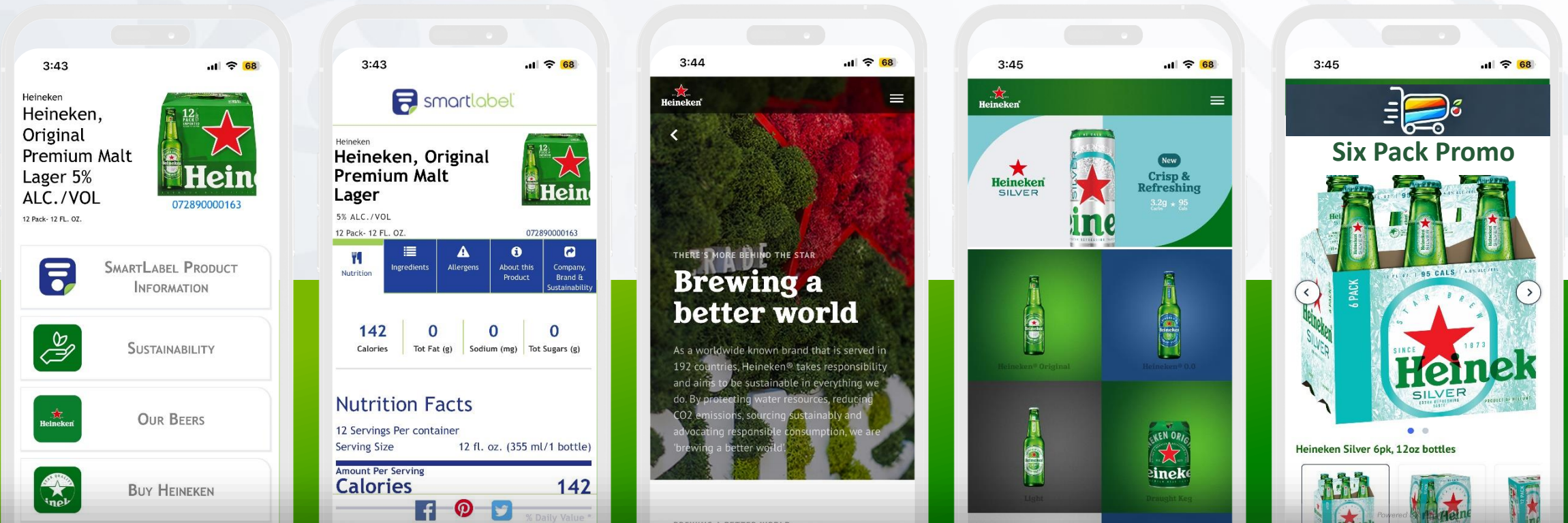
SUPPORT CONSUMERS

With relevant information on pack...



... and give easy access to digital extension online

A Dedicated Product Site unlocking Brand Specific Experiences for Consumers & Customers, powered by GS1 Digital Link & QR



Intermediate
Menu

SmartLabel

Sustainability

Our Beers

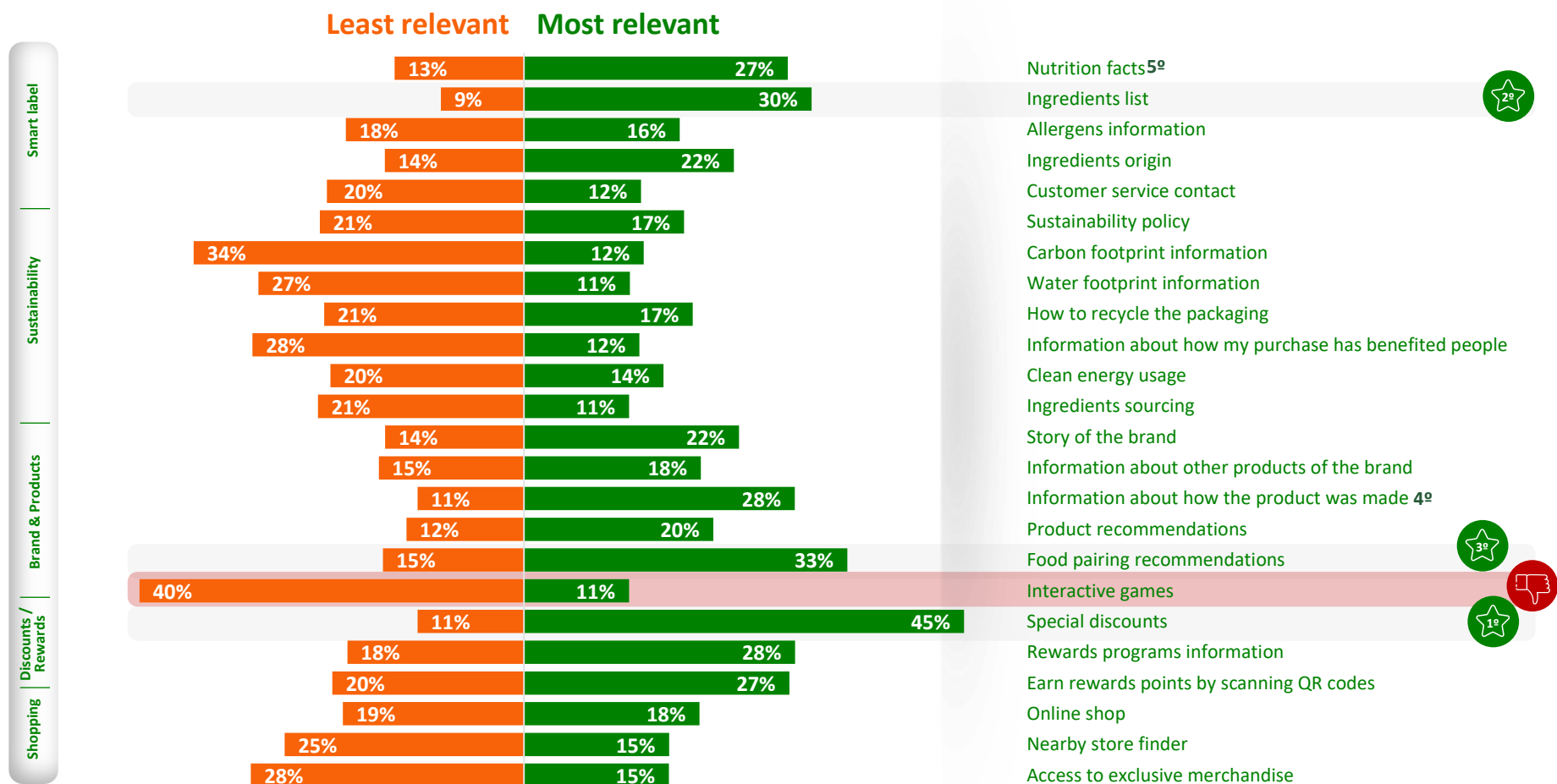
Location
Specific



Special discounts, ingredient list and food pairing are the most relevant features for NL consumers. Interactive games is the least relevant feature.



Most of the sustainability related features have higher number of people who consider them the least relevant vs. most relevant, especially carbon footprint.



Information about origin of ingredients tends to be relevant for consumers who frequently use QR-codes (No. 4º)

Example | Dedicated Product Site Landing Page

Scan to Experience



BACKPACK BASIC GREEN – plu 5396




A great backpack with an ultimate and modern Heineken® design to carry your important items with you. With a laptop compartment and pockets inside, you will be able to organize and store your items in a very neat and tidy way.

Product Description:	
Material	Polyester, TPE coating, rubber
Colour	Green
Country of origin	China
Dimensions	55 X 36 X 20 cm
Weight	3.9kg
Additional information	

Heineken

Backpack
Basic Green



PLU 5396

Product Description

The Heineken Experience

Company, Brand & Sustainability

A great backpack with an ultimate and modern Heineken® design to carry your important items with you. With a laptop compartment and pockets inside, you will be able to organize and store your items in a very neat and tidy way.

Material:
Polyester, TPE Coating, Rubber

Colour:
Green

Country of Origin:
China

Dimensions:
55 H x 36 W x 20 D cm

Weight:
3.9kg


Care Instructions:
Spot Clean

Information updated on November 14, 2024
by Heineken

Privacy Policy

Heineken

Backpack
Basic Green




PLU 5396


Product Description

The Heineken Experience

Company, Brand & Sustainability



An immersive brand experience that takes you through the story of Heineken®.



Discover our Tours

Heineken Flagship Store

NEW Heineken Cruise


Buy Tickets

Information updated on November 14, 2024
by Heineken

Privacy Policy

Heineken

Backpack
Basic Green




PLU 5396


Product Description

The Heineken Experience

Company, Brand & Sustainability



Call Us



Contact Us

About The Heineken Experience

About Heineken

Sustainability & Responsibility

Enjoy Responsibly

Information updated on November 14, 2024
by Heineken

Privacy Policy

Future QR+Digital Link use cases for alcoholic beverages

○ Opportunity to show health/alcohol information digitally

- ▶ If we can **communicate health/alcohol information** through an **accepted digital standard** from an objective third party like GS1, this should **convince authorities to be content with digital versions, by scanning only one QR code.**

○ Opportunity to facilitate digital excise tax stamps

- ▶ If we can **facilitate digital excise tax stamps**, with a **trusted and audited register** behind QR codes that contain **Serial Numbers**, this could **avoid buying expensive physical excise tax stamps and equipment** in many countries.

Our organizations would benefit from serial QR codes with a trusted register to comply with **government excise requirements.**

This might become a service that could be horizontally expanded globally to all excise goods (alcohol, tobacco, ...) and at the same time could be used for **authentication.**

GS1-QR vs. EU-DPP

Consumer Engagement vs. Legislation

○ Takeaways from Retailers and Brand Owners on consumer engagement:

- ▶ We can start interacting with consumers through any trade item, with a **GS1 QR code**, **GS1 Digital Link** and a scalable **Dedicated Product Site** that:
 - Facilitates transition to a circular economy,
 - Can start small – NOW is the time to start,
 - Has value for consumers & businesses,
 - Encourages consumers to act circularly,
 - Is possible – there are no technical barriers.

○ Takeaways from EU legislation and EU Digital Product Passport:

- ▶ To become compliant to EU ESPR, PPWR and EUDR, we need to **closely follow the official requirements that are under development** still for in scope products.

This **especially applies** to the **EU-DPP** (EU Digital Product Passport).



Don't mix up legislation
with consumer engagement!



Pieter Timmermans

Global Product & Supply Chain Data Owner



Hans de Gier

CEO SyncForce Circular PIM



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



Jan Somers
GS1 in Europe
Chair
CEO GS1 Belgilux

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY



Chris Tyas
OBE
GS1 UK Chair



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



THANK YOU:

- TO ALL OUR SPEAKERS
- TO OUR GS1 COLLEAGUES
- TO THE GS1 IN EUROPE TEAM
- TO THE TECHNICAL TEAM

AND SEE YOU NEXT YEAR!!!

GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS





GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

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

HOSTED BY

