



**GS1**  
**INTERACT**



# GS1 INTERACT

## Frankfurt & Online

**TRUSTED DATA**  
**SUSTAINABLE FUTURE**

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**Camille Dreyfuss**  
GS1 in Europe



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## Agenda of the day



**How sustainability is reshaping business**



**Showcasing sustainability practices**



**The future of data sharing and AI enablement**



**Data sharing in action**

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**Jan Somers**  
GS1 in Europe / GS1 Belgilux

An aerial photograph of a large container ship docked at a pier. The ship is filled with colorful shipping containers in shades of red, blue, yellow, and white. A smaller tugboat is positioned to the right of the ship. The water is dark blue with some ripples.

**From  
moving goods**

A digital network visualization overlaid on a city skyline at night. The network consists of numerous nodes connected by lines, with some nodes glowing in red and others in blue. The city lights in the background are also visible, creating a sense of a global digital infrastructure.

**To  
moving trusted data**



**Digital Product  
Passport  
Green Deal  
European Product Act  
Machine-readable  
data and identifiers**


A person wearing a dark hoodie and a large backpack is walking across a glowing, digital network structure. The network consists of numerous interconnected nodes and lines, creating a path that recedes into the distance. The background is a dark blue with bokeh light effects. The text is overlaid on the left side of the image.

**Reliable  
Verifiable  
Trusted  
Machine-readable data**



**Fragmented data is liability**  
**Data trapped**  
**= Value trapped**

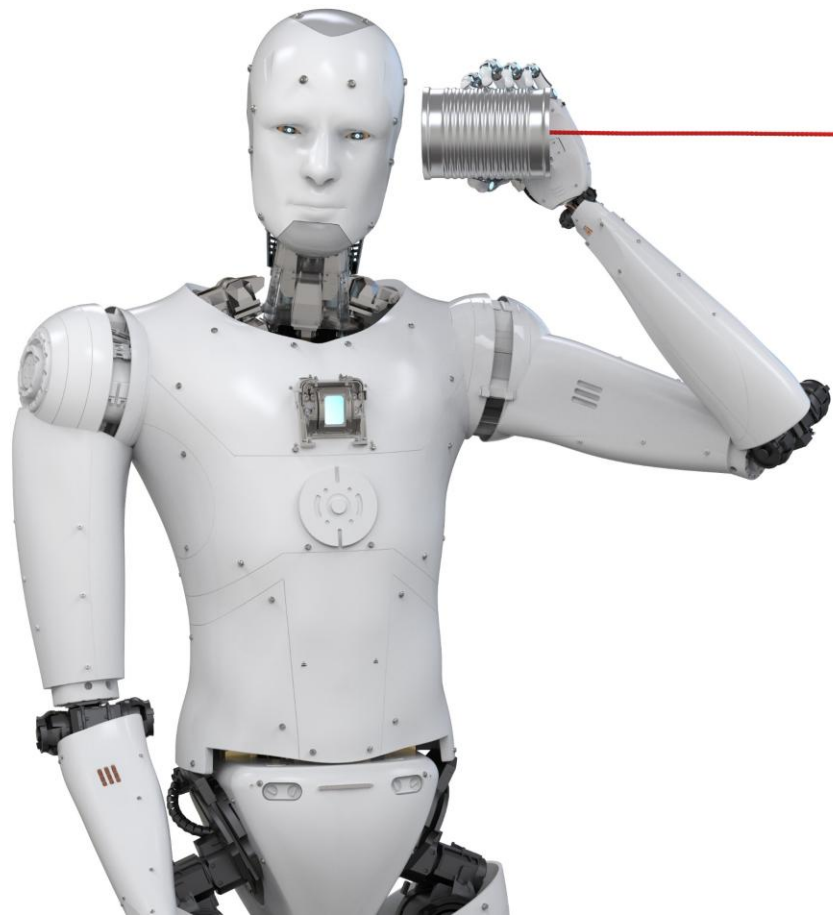


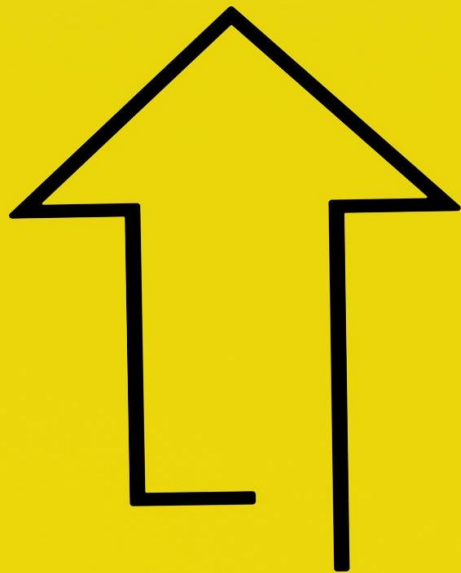


**Data must become**  
**LIQUID**



**The GS1  
ecosystem**





**MAKE IT  
HAPPEN**



**“THE BUSINESS THAT  
OWNS AND MANAGES  
ITS PRODUCT DATA  
WILL OWN  
ITS FUTURE.”**



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# Thank you!

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**Theresa Taller**  
**GS1 Germany**



# The goal: Turning sustainability into compliant, structured data across industries

Translating EU Green Deal/ESG regulations into GS1 Standards

- Enabling compliant and actionable ESG data



For companies to achieve Sustainability goals

- From compliance obligation to business value



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Exzellenz für Kund:innen

ECR 2025



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**Matthias Fleischer**  
Nestlé Germany



About Us:  
**NESTLÉ IN  
GERMANY**



# Here are some facts about Nestlé in Germany!

NATIONWIDE PRESENCE IN GERMANY

**6,449** (FTE)  
employees in 2025



**14**  
**FACILITIES**  
throughout Germany

**3.3 BILLION**  
**EUROS** revenue 2025



# Where our challenges lie: In Germany, various trends are influencing the food industry and, consequently, us!



**BREACH OF TRUST**  
felt by consumers

Germany is  
the nation of  
**DISCOUNT**  
**SUPERMARKETS**

People are questioning their  
consumption behavior in terms of  
**SUSTAINABILITY**



Consumers are more  
critical and have  
**GROWING EXPECTATIONS**  
towards the food supply

Boundaries between  
**OUT-OF-HOME, RETAIL** and  
**E-COMMERCE** are blurring

**CONSUMER TRENDS**  
as an expression of  
personality



**PRICE CONSCIOUSNESS**



**Nestlé** Good food, Good life



## **Nestlé Germany Forecasting Framework**

*June 24, 2026*

# Forecasting in a World of Constant Disruption

*In today's volatile environment, forecasting is no longer only about predicting demand — it's about orchestrating data to drive better business decisions.*

## **Market Volatility:**

Inflation, geopolitics, promotional dynamics, and supply shocks continuously disrupt planning horizons

## **Data Explosion:**

Internal sell-in histories, promotional signals, sell-out/POS, market data, and macroeconomic indicators

## **Speed & Precision:**

The pace of business decisions outstrips traditional forecasting cycles — real-time response is essential

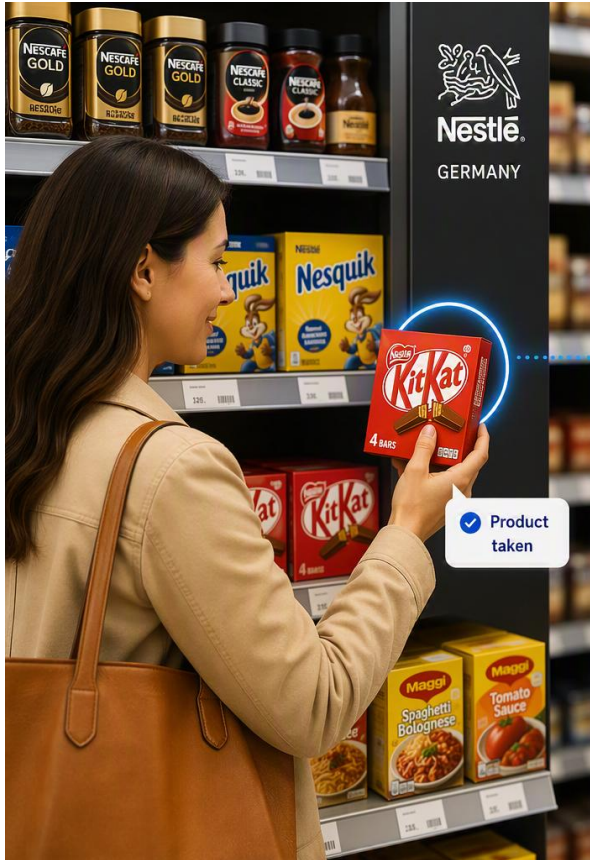


The challenge is no longer lack of data — but turning data into better decisions faster.



# Our North Star: A Fully Data-Driven Decision System based on Sell out

Our vision is an end-to-end data flow embedded in business processes –driving decisions, not just numbers



## Selection on the shelf. Automatic replenishment.

A smart trigger. A seamless process.



|  |  |  |
|--|--|--|
|  <p><b>IMPROVEMENT OF ON SHELF AVAILABILITY</b><br/>More products available when consumers need them.</p> |  <p><b>E2E WORKING CAPITAL IMPROVEMENT</b><br/>Lower inventory across the end-to-end value chain.</p> |  <p><b>OPTIMIZATION OF LOGISTIC COSTS</b><br/>Smarter planning and less expedite – lower costs.</p> |
|--|--|--|

# Our North Star: A Fully Data-Driven Decision System based on Sell out

Our vision is an end-to-end data flow embedded in business processes –driving decisions, not just numbers

01



## Connected Data

Integrated ecosystem spanning sell-in, *sell-out*, promotional signals, market and macroeconomic data — forming a unified, always-on data foundation.

02



## Advanced Analytics

ML/AI models hosted on Databricks open-source stack, transforming from SAS Viya — delivering unbiased, explainable statistical baselines with causal uplift modelling.

03



## Business Integration

Statistical forecast embedded within MBP; drives NNS converter and financial outlook — bridging supply chain signal with strategic business decisions.

# Business impact

Operating at a high maturity level with fully embedded forecasting process and business integration.



**Faster Decision Cycles:** Fully automated process from data ingestion to APO DP load enables proactive planning within the S&OP cycle — no manual delays.



**Stronger Customer Collaboration:** Sell-out data and promotional signals via CRM (VF) drive joint planning; closer alignment to real consumer demand signals across partners.



**Better Service & Inventory Balance:** Proactive demand sensing reduces lost sales and waste; sustainability benefit through measurable CO2 impact reduction.



# Stronger Customer Collaboration

The exchange of Sell-Out data is key for further improvement.

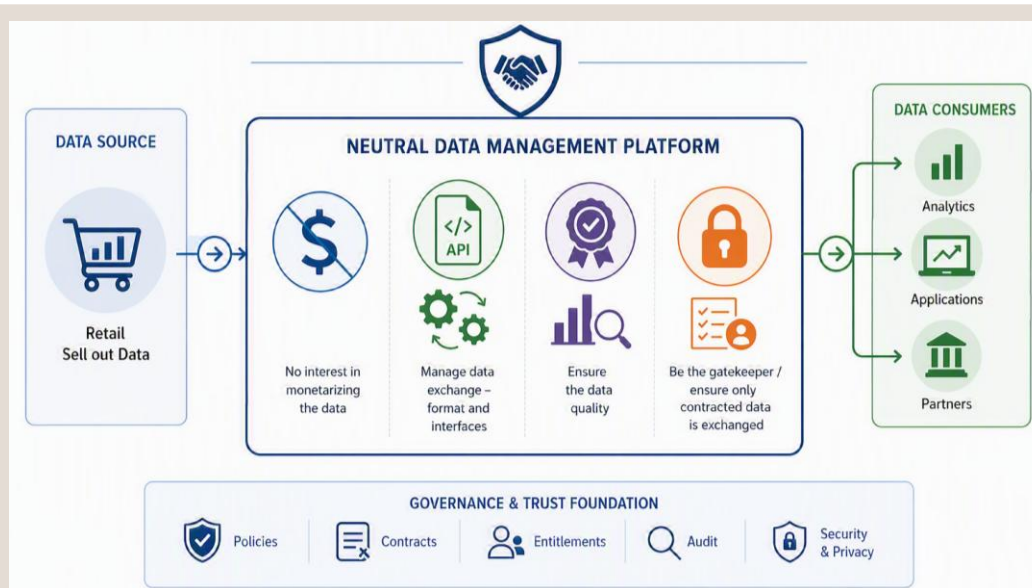
## But:

- The way to exchange Sell Out data is not standardized. Not the format, not the platform.
- Manufacturer and Retailer might talk about the same category, the same segments, ... But they have, most likely, not defined it in the same way.
- Syndicated data offers a standard, but it's no alternative to Sell Out data – it is not granular enough, with no consistency in the coverage.

**To improve the forecast accuracy and gain benefits for all participants in the value chain, we need to work on the governance of those data.**



# Who will help Manufacturers and Retailers to leverage the potential of the Sell-Out data?



**The Question: Can GSI play the role as a neutral data exchange?**



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**Armand Schins**  
**Albert Heijn Group**

My company &  
Me

2D  
Why

2D  
What & How

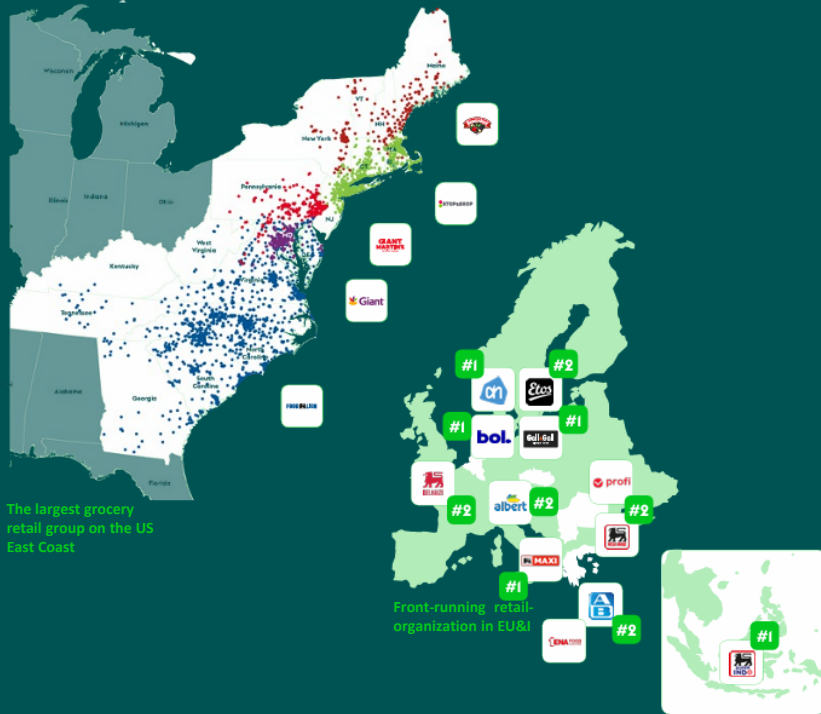
# Ahold Delhaize EU & transition to 2D barcodes

My company &  
Me

2D  
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What & How

## key figures 2025



countries

10

net sales

€92.4bn

# of stores

9,551

reduction in absolute CO<sub>2</sub>-equivalent emissions<sup>1</sup> (Scope 1+2)

39.1%

customers per week

77m

free cash flow of

€2.6bn

local brands

17

own-brand food sales from healthy products

52.1%

# of associates<sup>3</sup>

384,000

monthly mobile app users

>21m

underlying operating margin

4.0%

net capex of

€2.5bn

reduction in food waste<sup>2</sup>

39.1%

Notes:

Key financial figures are taken from the 2025 annual report.

1. Reduction is based on the cumulative trajectory towards the 50% reduction of absolute scope 1 and 2 CO<sub>2</sub>-equivalent emissions by 2030 compared to our restated 2018 baseline. Amount is from own operations.

2. Measured in tonnes of food waste per food sales against the restated 2018 baseline.

3. Excluding our joint venture brands' associates.





## Armand Schins

- Data Quality & Governance for Albert Heijn Group
  - Representing AH Group within GS1 NL & GS1 BeLu
- Representing Ahold Delhaize Europe within GS1 in Europe, GS1 Global & CGF Data Driven Value Chain:
  - Belgium & Luxembourg
  - Czech Republic
  - Greece
  - Netherlands
  - Romania
  - Serbia



# Ahold Delhaize EU & transition to 2D barcodes

My company &  
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2D  
Why

2D  
What & How

# Transition to 2D: Why



## Do you remember this?



1975



1975



1977, January 17



1988



1992



1998, February 9

# Transition to 2D: Why



## Why does AD support 2D?

GS1 2D codes support:

- Payments (alike with the 1D GS1 barcode)
- Better inventory management / Less waste
- Legal compliancy / Digital Product Passport
- Consumer behavior & Engagement insights
- Employee information & service

and ....



# Why does AD support 2D?

... most of all, the digital link gives us the opportunity to better serve our customers

*The product package is no longer the end, but the start of the digital customer journey*



# Transition to 2D: Why



Ordering



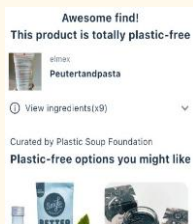
Recipes & Advice



Manuals



Ingredients, Allergens & Nutritional value



Checks



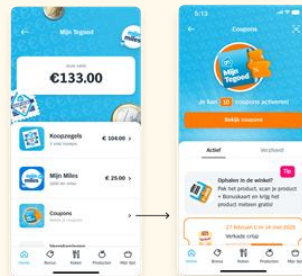
Compliance



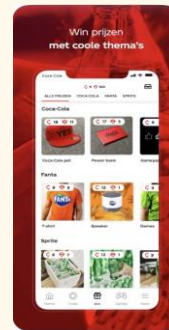
Origin & Sustainability



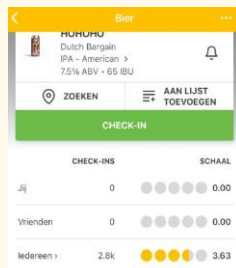
Loyalty



Benefits



Prices



Share experiences/ ratings



Fun



Branding



Storytelling

# Transition to 2D: Why



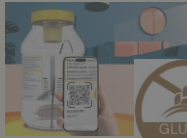
Ordering



Recipes & Advice



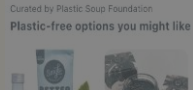
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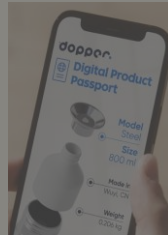
Ingredients, Allergens & Nutritional value



These links help me!



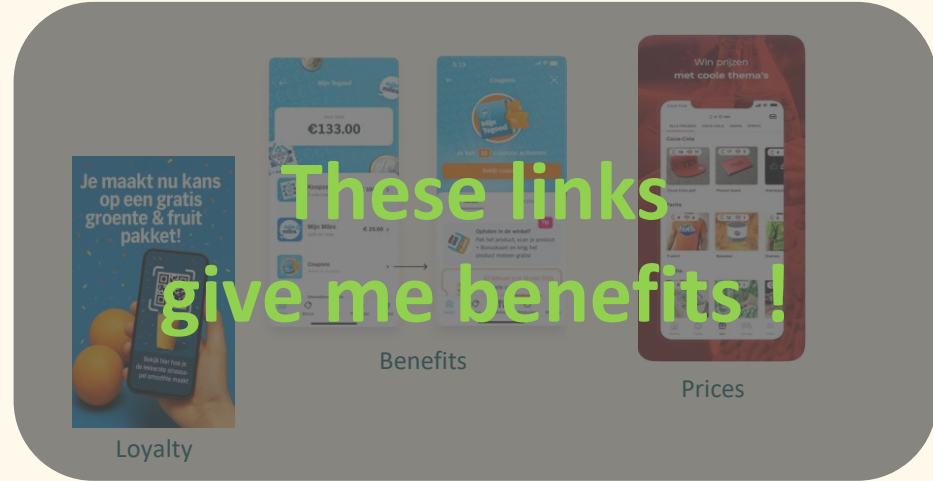
Checks



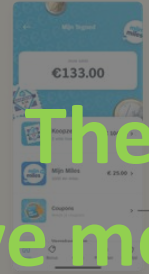
Compliance



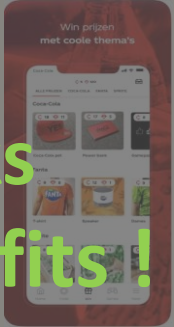
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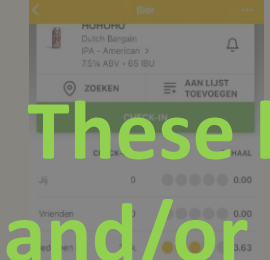
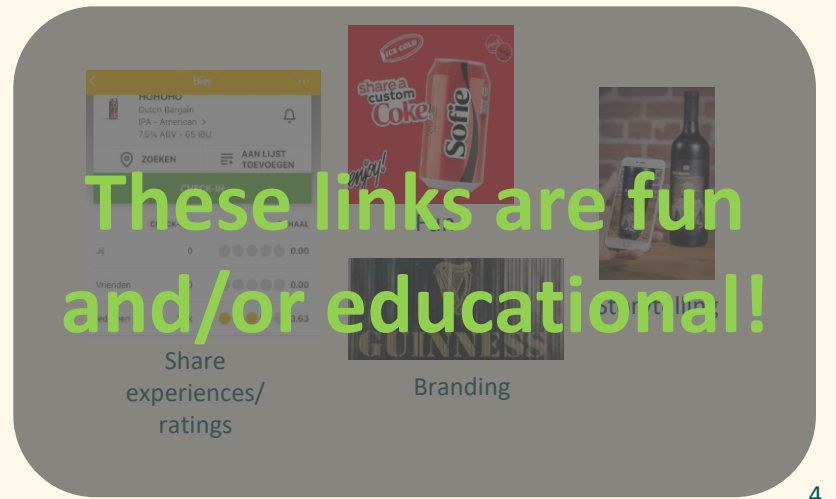
Loyalty



Benefits



Prices



Share experiences/ ratings



Branding

**“So that we never  
forget who we work  
for.”**

Albert Heijn  
1927 - 2011



# Ahold Delhaize EU & transition to 2D barcodes

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## What is impacted by 2D?

- Hardware
- Software
- Procedures & Governance
- Labels
- Production processes
- Employees & Customer



# Transition to 2D: What & How



## Want to know more?

- Please read the QR code implementation guideline of the CGF Data Driven Value Chain group
- Valuable for both retailers and manufacturers



QR code implementation guideline

[Data-Driven Value Chain \(DDVC\) – The Consumer Goods Forum](https://www.theconsumergoodsforum.com/coalitions-of-action-industry-solutions/data-driven-value-chain/)

<https://www.theconsumergoodsforum.com/coalitions-of-action-industry-solutions/data-driven-value-chain/>

# SUMMARY / MY ADVICE

- Start with C-level commitment, then down to V-D-B
- Appoint 1 overall coordinator for 2D transition
- Start with things on the critical path
- Start small & scale systematically
- Celebrate your successes
- Never forget who we do this for

“The only way to make sense out of change is to plunge into it, move with it, and join the dance.”

ALAN WILSON WATTS





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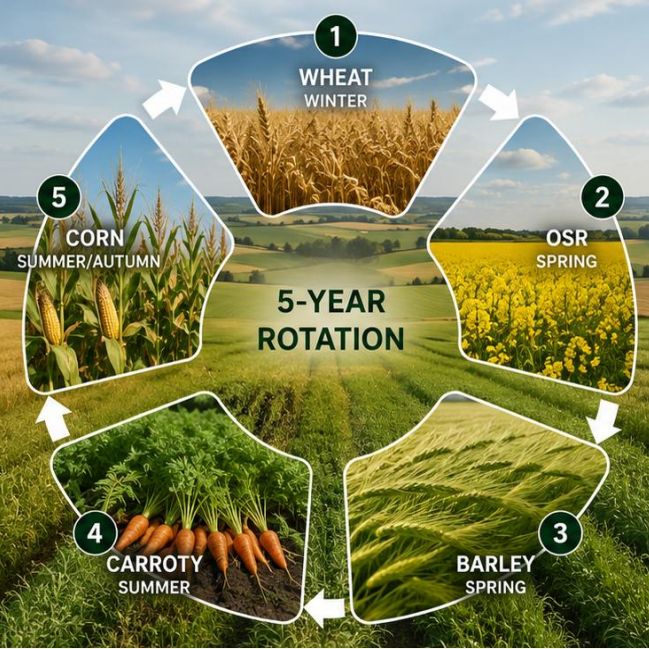
**Matthias Nachtmann**  
Friends of Digital Farming



## From Field to Factory and Back: How Data Reshapes Business

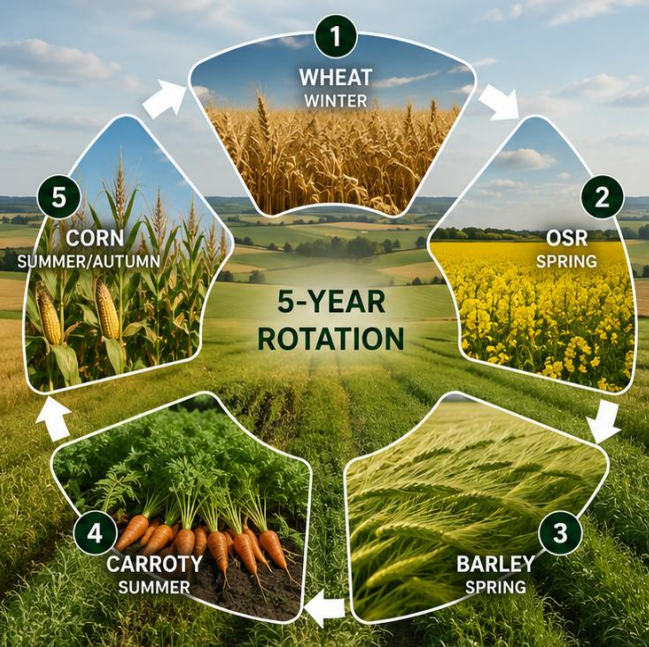
Dr. Matthias Nachtmann, Chairman Friends of Digital Farming, supported by Notebook LM  
Frankfurt/Main June 24th 2026





Can a super market exist without farm data?





Both compete  
on productivity

Both face  
compliance pressure

Both depend  
on trusted data

Neither can  
solve it alone



**The farmer and the retailer become data companies.**



## Identifiers

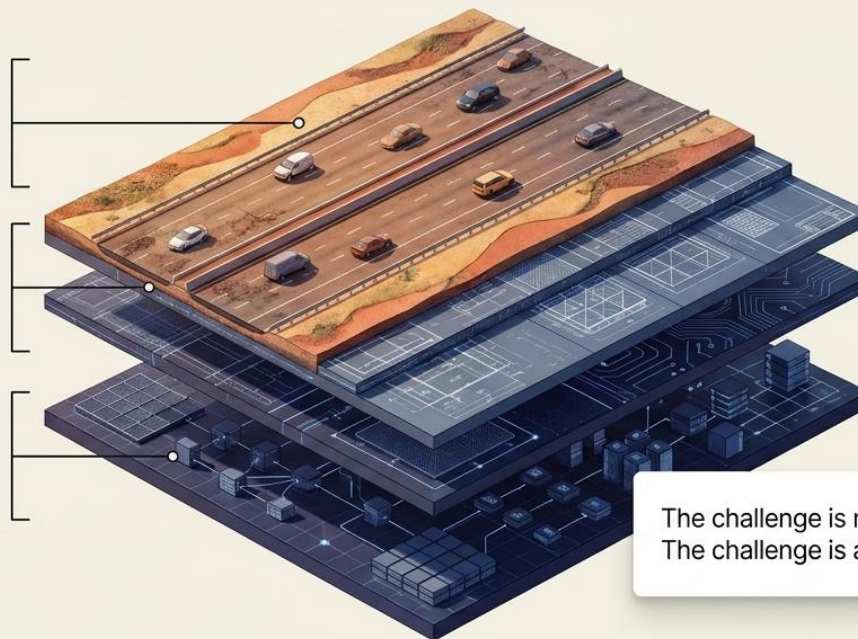
GLN, Field ID, UI, etc.

## Verifiable credentials

Provenance, temp/spatial, etc.

## Governance: Rules

Compliance, authentication, etc.

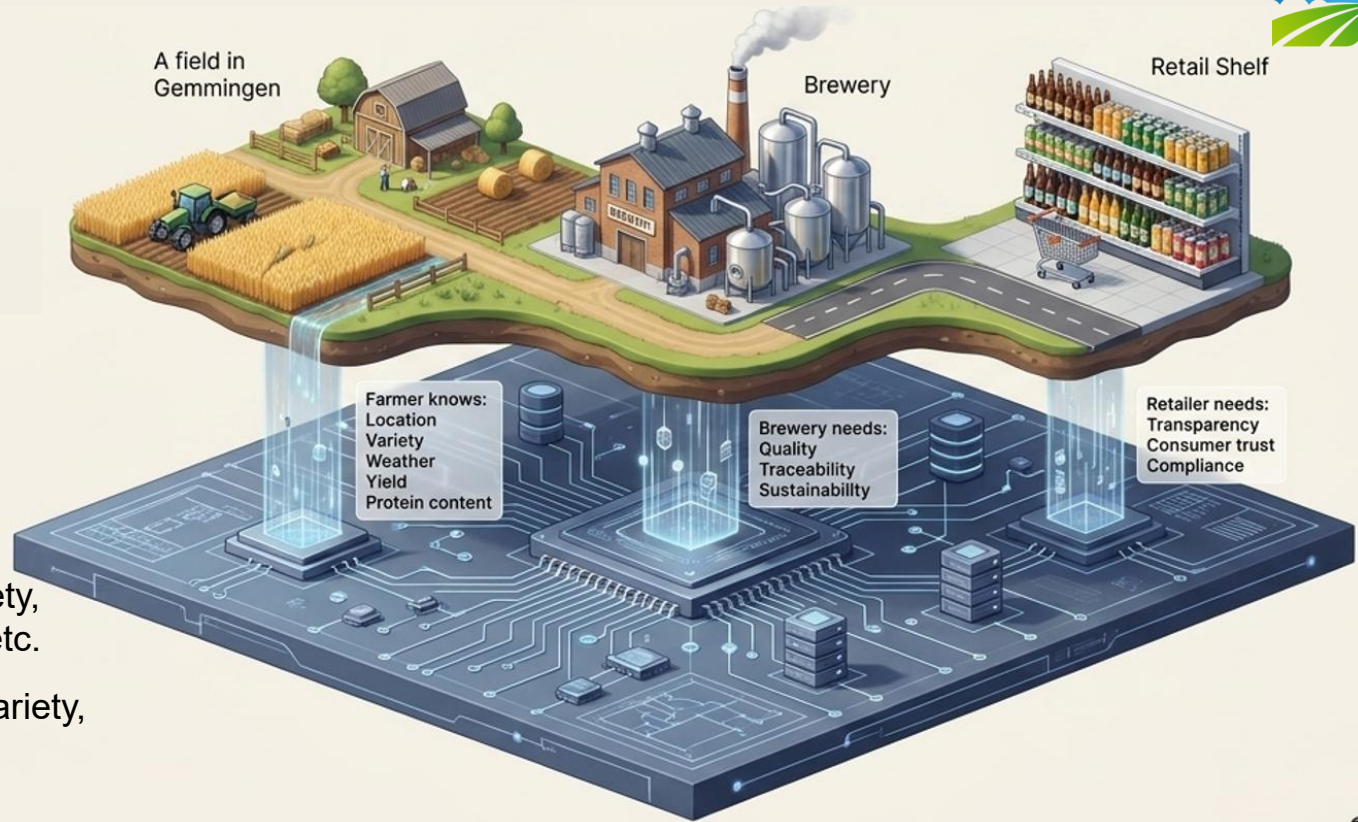


## Principles

- Identifiability
- Once-only
- Data minimization
- Reuse over new
- Transparency
- Iterative

The challenge is no longer technology.  
The challenge is adoption.

**GS1 created traffic rules for products, now Europe needs traffic rules for data.**



## Physical flow

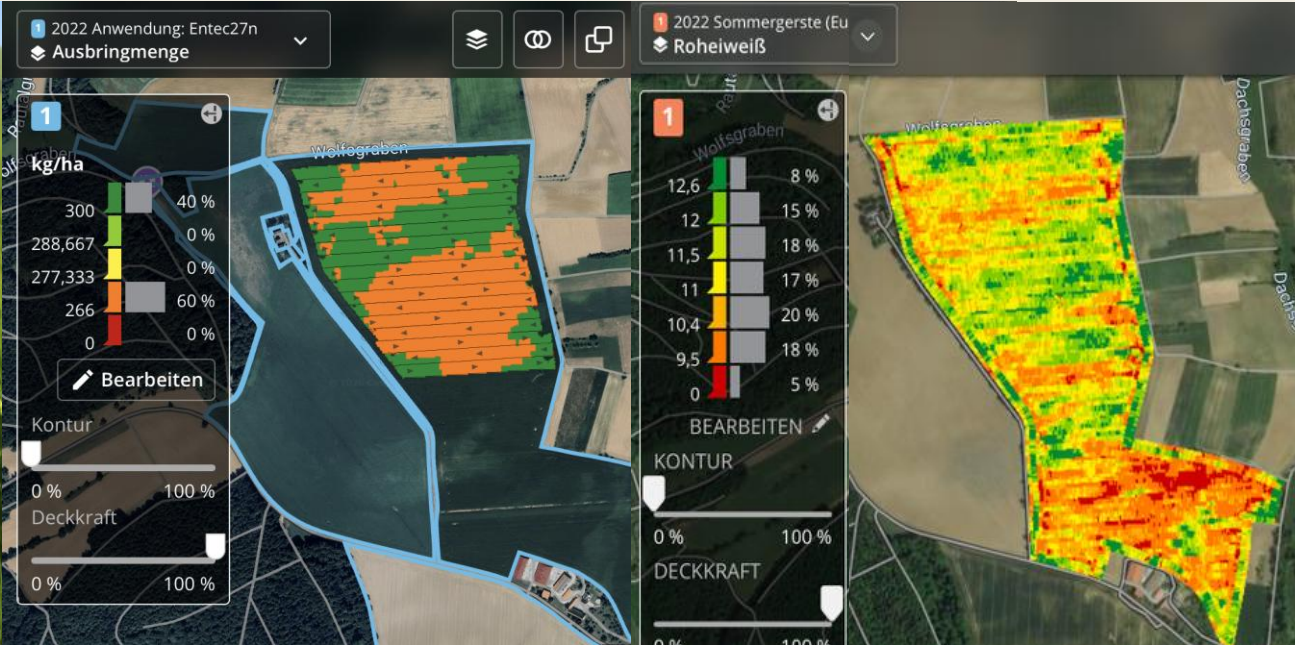
barley to malt to beer

## Data flow

Upstream: demand, variety, reporting requirements, etc.

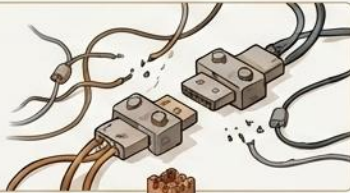
Downstream: nitrogen, variety, soil, precipitation, etc.

**Today Beer knows little about field. Farmers know little about demand.  
Tomorrow data moves both directions.**



### The Siloed Past

Point-to-Point Interfaces



Hoard and protect siloed data



Exponential cost per new regulation



### The Sovereign Future

Flat Ecosystem Connections



Participate in sovereign data spaces



Address today's and tomorrow's demands on one shared infrastructure



- **Farmers: Less reporting, better market access**
- **Maltster: More consistent process, quality prediction**
- **Brewery: Additional buying criteria**
- **Retails: Trusted sustainability claim**
- **Consumer: Transparency**

**A Data Business Future for better productivity, compliance and sustainability**

We are building practical pilots from field to factory.  
If you are a retailer, processor, logistics provider, technology company  
or standards organization, let's identify the next shared use case.





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**Coffee Break!**