



GS1
INTERACT



GS1 INTERACT

Frankfurt & Online

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026



GS1
INTERACT



Agenda of the day



How sustainability is reshaping business



Showcasing sustainability practices



The future of data sharing and AI enablement



Data sharing in action

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Katharina Marquardt
Procter & Gamble



P&G @ Interact 2026

Dr. Katharina Marquardt

OUR TRUSTED BRANDS

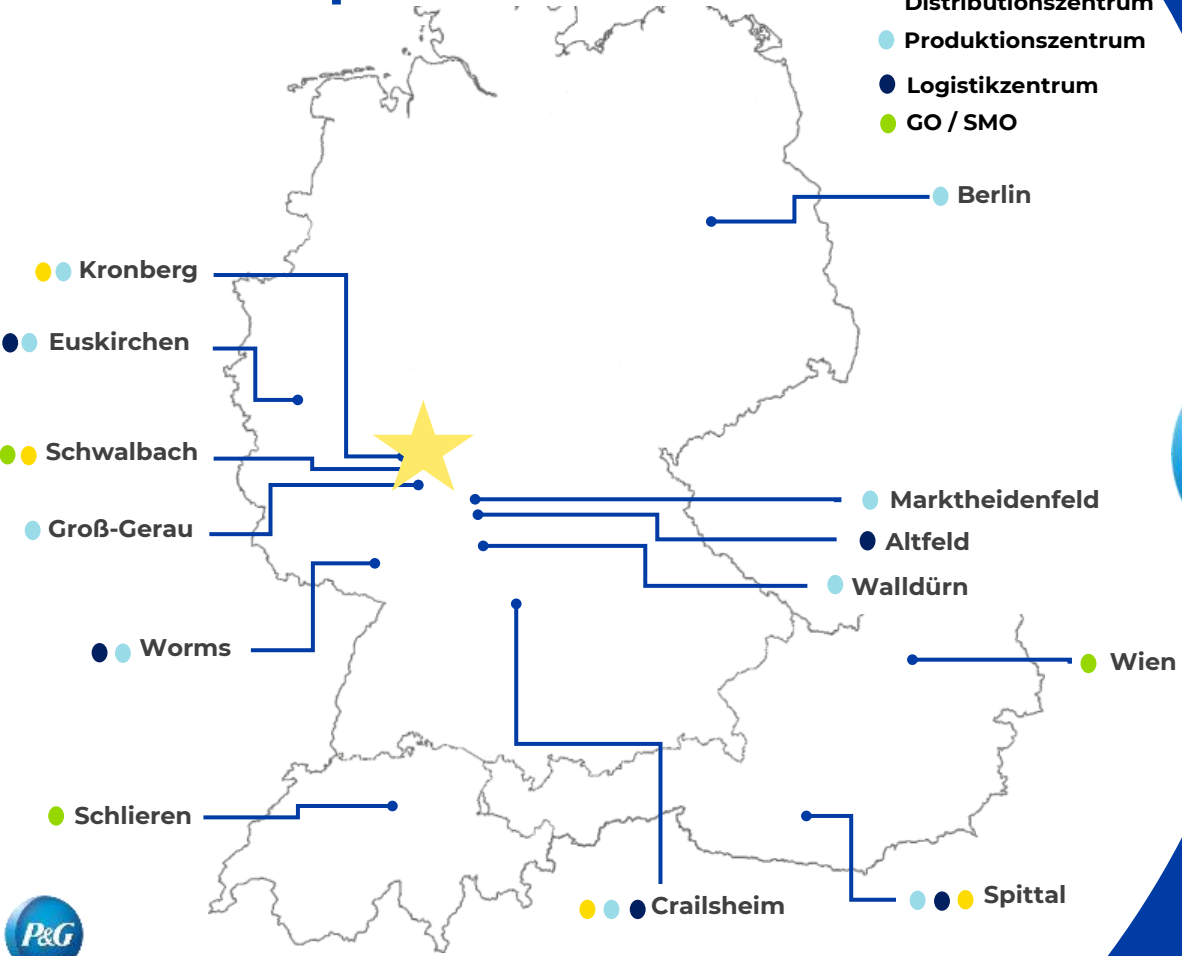




gic
German
Innovation
Center

P&G Footprint in D/A/CH

- Entwicklungs- und Distributionszentrum
- Produktionszentrum
- Logistikzentrum
- GO / SMO



10
Sites

10.000
Employees

1400
Reseachers



Lots of packaging....



→ PPWR implementation is priority since 2024



PPWR – Readiness

- ✓ Structured Packaging Data in Systems
- ✓ Conformity Assessments
- ✓ Declarations of Conformity



PPWR – biggest headaches ahead

LOGISTIC / COMMERCIAL PACKAGING

- Labelling / Icons (color print, multilingual)
- Re-use targets (Article 29)
- PROs to be set up (Regulatory Approvals, Financing agreements, Antitrust)

GS1- SYSTEM ≠ PCR TARGET CALCULATION IN PPWR

- PPWR Article 7: PCR targets by production site and year – NOT BY SKU



PPWR's biggest Gift :: **COHERENT PACKAGING RULES FOR EUROPE**



PPWR – biggest gift :: **COHERENT PACKAGING RULES FOR EUROPE**



Further harmonization opportunities:

1. Harmonized DATA Reporting for EPR Obligations
2. Need OneGS1 in Europe
3. Reduce Barriers to Single Market for Waste shipments to drive circular use of packaging material

Digital Product Passport - DPP

1. P&G Products in scope (Detergents; Batteries, Electrical appliances, more to come)
2. Idea of the legislator:
 - consumer scans product,
 - reads the DPP,
 - makes an informed and sustainable purchasing decision
3. Experience suggests this will not happen



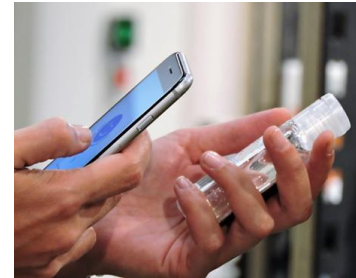
Cosmile-App

Consumer benefit:

- only App with correct ingredient listing
- free of advertising
- free of costs
- science based assessment of 23.000 ingredients via Haut.de

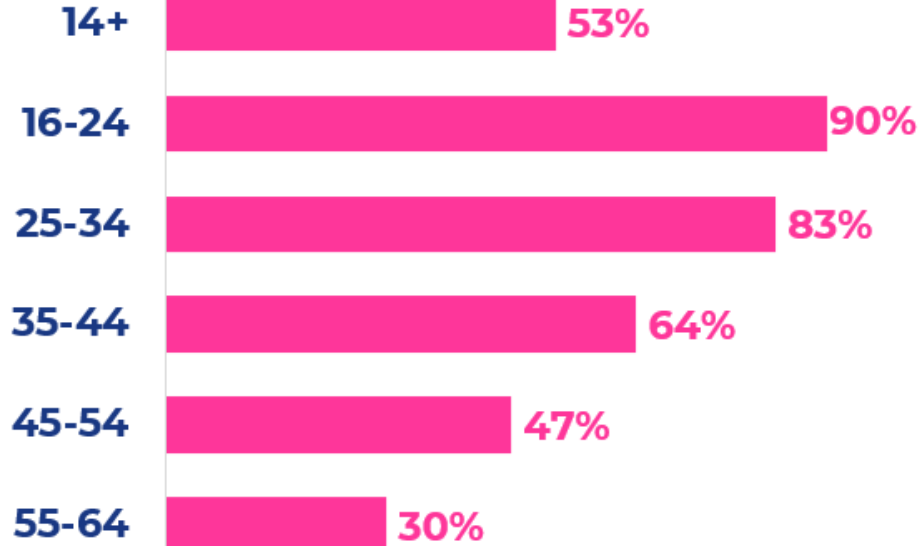
Service for Allergic people:

- specify your allergen, get alerts on products, i.e. upon product change



AI use increases

1 out of 2 consumers uses gen AI once a week



59 % use* gen AI
for product search
IYA 144

*Of all AI users



Trust in AI increases

Every 2nd AI user would let AI shop on their behalf



vs.



49%

Would let AI shop on their behalf

79%

interested in tools that manage household shopping

► DPP as a source for LLMs !

Der Digitale Produktpass (DPP) als neues Instrument der Regulierung



Quelle: Berg (2025), Wuppertal Institut, 14.01.26 VCI: Chem-X und der Digitale Produktpass

Außerdem interessant: CIRPASS-2 Bericht: DPP STANDARDISATION INITIATIVES & PROJECTS AROUND THE WORLD

THANK YOU !





GS1
INTERACT



Thank you!

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

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



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Aldo Cristiano
Ferrero Germany

Please contact **GS1** in Europe for
the slides of this presentation

Sustainable Practices & driving impact: The EUDR case

Ferrero Germany
Aldo Cristiano

GS1 InterAct 24.06.2026





GS1
INTERACT



Thank you!

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

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



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Régis Koenig
FNAC-DARTY



DURABILITY IS A PROMISE.

The Product Passport is proof of that promise over time.

BEYOND COMPLIANCE

Turning product data into lifetime value



€10.3
bn
in revenue

fnac DARTY unieuro WeFix Vanden Borre wevern

SERVING LONGER

Durability, repair and services as the next value model



Product maintenance for

- ✓ Unlimited number of products
- ✓ Unlimited repairs
- ✓ Unlimited time

€11.99/month

*for all your major domestic appliances
(from Darty or elsewhere)*

1.5M ACTIVE CUSTOMERS

DISHWASHERS 2025



1	BOSCH Score de Durabilité : 159/200
2	SIEMENS Score de Durabilité : 156/200
3	INDESIT Score de Durabilité : 152/200
4	ELECTROLUX Score de Durabilité : 145/200
▲+1	5 MIELE Score de Durabilité : 141/200
▼-1	6 WHIRLPOOL Score de Durabilité : 134/200
=	7 THOMSON Score de Durabilité : 129/200
▲+1	8 BEKO Score de Durabilité : 116/200
▲+1	9 PROLINE Score de Durabilité : 97/200

BOSCH

Durabilité 159 ▼-3

Fiabilité 125 ▼-9

Réparabilité 194 ▲+5

Disponibilité des pièces 15 ans

Coût moyen des pièces 6%

du prix produit

- ✓ Durability assessment
- ✓ 100+ categories
- ✓ Ranking of brands
- ✓ Released publicly
- ✓ 8th edition in 10/2025

Scan me!



IDENTITY LIFECYCLE SERVICES

PASSPORT AT SCALE

Feeding product memory through daily operations

>1M

product passports

by end of 2026



MANUFACTURING



HOME DELIVERY ✓



REPAIR & 2ND LIFE ✓

SHARED INFRASTRUCTURE

One product language across the value chain



Manufacturing



Selling



Repairing



Monitoring



Recycling



Refurbishing

STRATEGIC PARTNERS



MEASURED DURABILITY

Building a European infrastructure for durability



FNAC DARTY



*COMMITTED
TO ENABLING INFORMED CHOICES
AND SUSTAINABLE CONSUMPTION*





GS1
INTERACT



Thank you!

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

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



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Pieter Timmermans
Heineken International



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Robert-Jan ter Morsche
Ardagh Group



Shaping Future Compliance

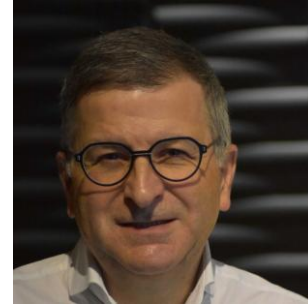




Robert Jan ter Morsche



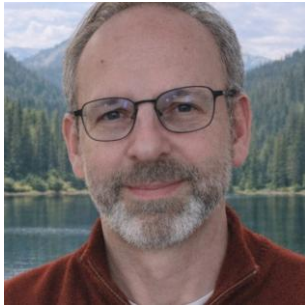
PACKAGING
INDUSTRY



Armand Schins



RETAIL



Pieter Timmermans



CPG / FMCG



Hans de Gier



SOLUTION
PROVIDER





1

Why now: rising demand for packaging data across the circular value chain

2

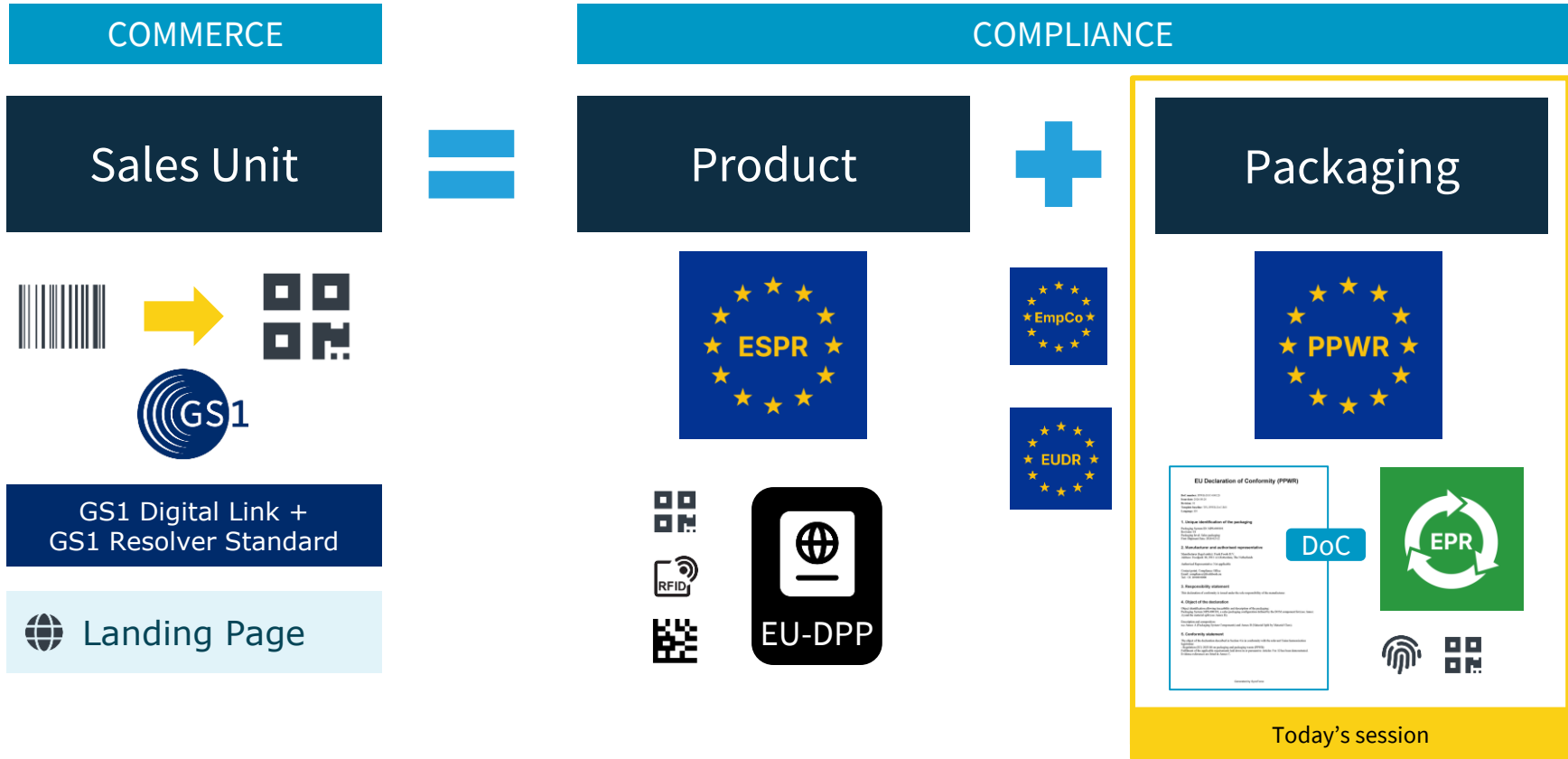
The approach: one backbone data chain that powers every use case

3

Call to Action: invite Industry and GS1 to define the data together

EU Compliance drives new data challenges across the supply chain

There is a significant increase in the demand for packaging data

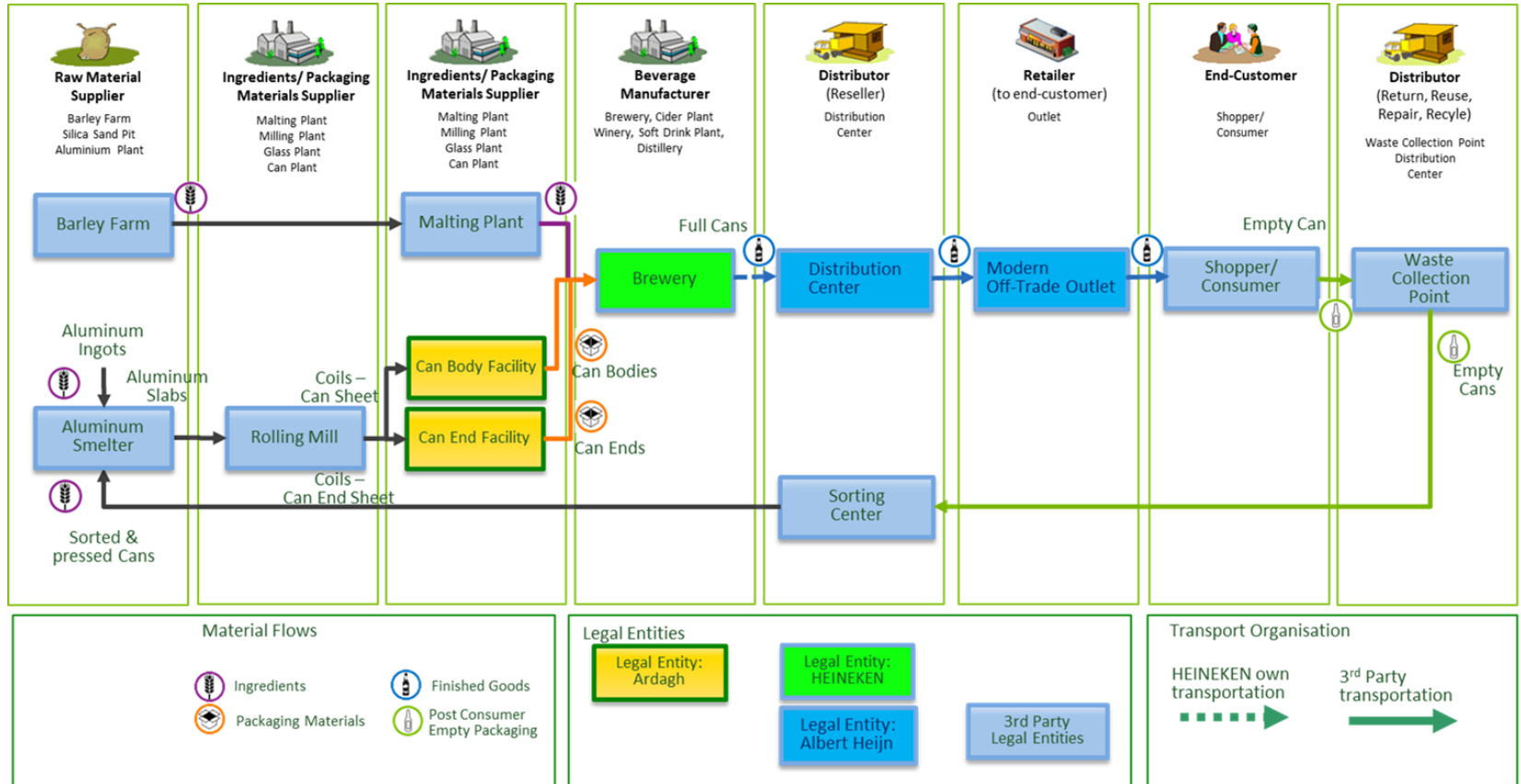


PPWR Data is directly connected to the Circular Value Chain



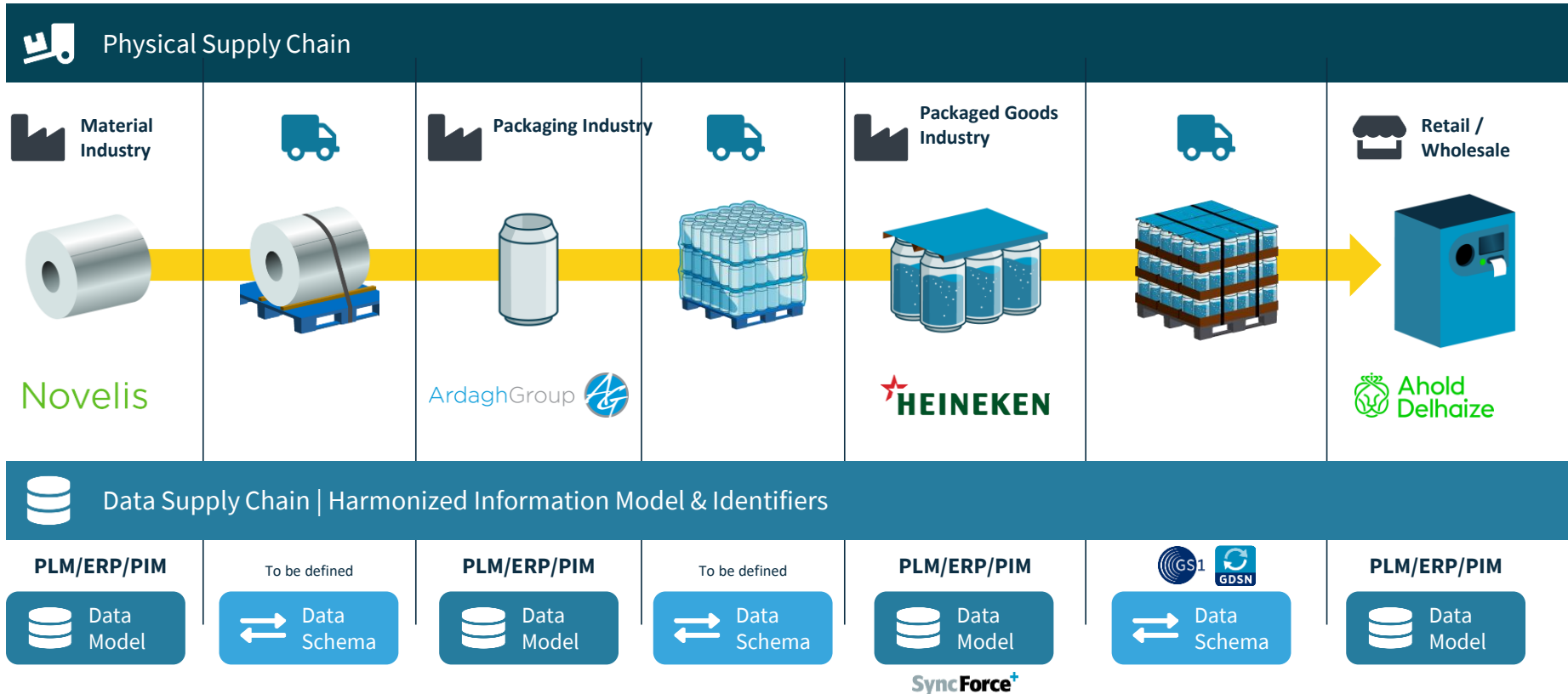
Example of a circular value chain with focus on Cans

We visualize product/market combinations with their physical baseline



Actors in the chain have both legal obligations as well as own responsibilities for their physical products and operations

We complement the physical baseline with a backbone data chain flow



Information Model for industry modelling, implemented in Data Models per application, and in Data Schemas for data exchange



When does a product become packaging, a PPWR Story:



Aluminium Can Lifecycle

Step 1
Manufactured Product
Packaging supplier



The packaging industry produces the aluminium can as its primary product; at this stage, the can is not packaging, but the pallets and wrap used to ship it are "Transport Packaging."



Step 2
Inbound Goods



The beverage brand receives the cans and removes the supplier's transport packaging (wrap and layer pads) to move empty cans to the filling line.



Transport Packaging
Transport Stock Unit - TSU



Step 3
Sales Packaging
Individual Sales Unit - ISU

Once filled with a beverage, the can's role changes to "Sales Packaging" as it now contains and protects the liquid product for the consumer.

A Sales Unit only legally exists when a product is combined with its packaging and placed on the EU market.



HEINEKEN

Step 4
Grouped Packaging
Multi-packs

When six cans are bundled with a cardboard clip, the clip becomes "Grouped Packaging," creating a Grouped Sales Unit (GSU).



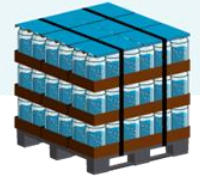
Grouped Packaging
Grouped Sales Unit - GSU



HEINEKEN

Step 5
Transport packaging
Logistics

For shipping to retailers, GSUs are placed on trays and pallets with shrink wrap, creating a Transport Stock Unit (TSU) covered by "Transport Packaging."



Transport Packaging
Transport Stock Unit - TSU



HEINEKEN



1 Why now: rising demand for packaging data across the circular value chain

2 The approach: one backbone data chain that powers every use case

3 Call to Action: invite Industry and GS1 to define the data together



Industry: Join us to define shared business language and data definitions, then use them across your value chains as a stable, global foundation for future compliance.



GS1: Join us to act as the independent enabler for implementing global standards.



SCAN TO JOIN!



GS1
INTERACT



Thank you!

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

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



GS1
INTERACT



TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026

Lunch!