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INTERACT



GS1 INTERACT

Frankfurt & Online

TRUSTED DATA
SUSTAINABLE FUTURE

FRANKFURT + ONLINE | 24 JUNE 2026



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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

**TRUSTED DATA
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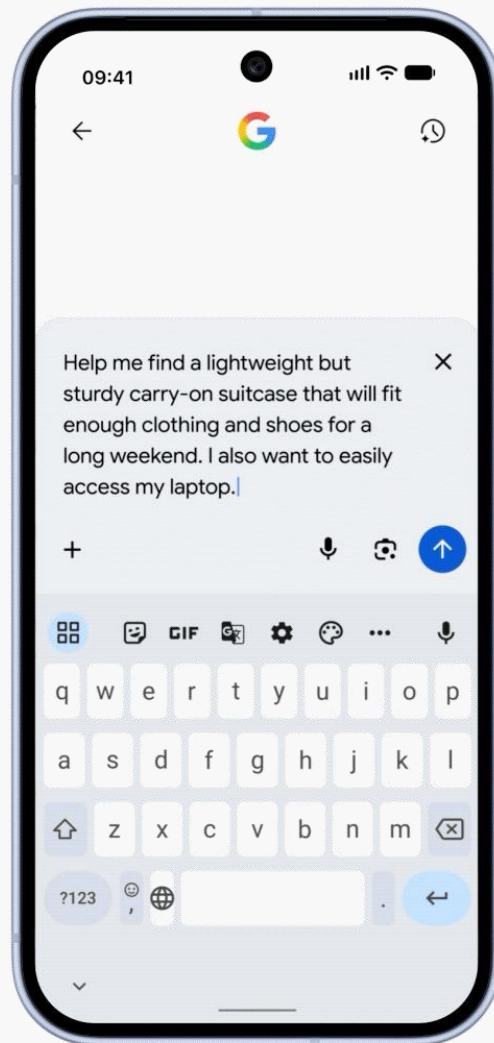


**TRUSTED DATA
SUSTAINABLE FUTURE**

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Jan Somers
GS1 in Europe / GS1 Belgilux

TRUSTED IDENTIFICATION AND DATA: THE FUTURE OF DATA SHARING AND AI ENABLEMENT

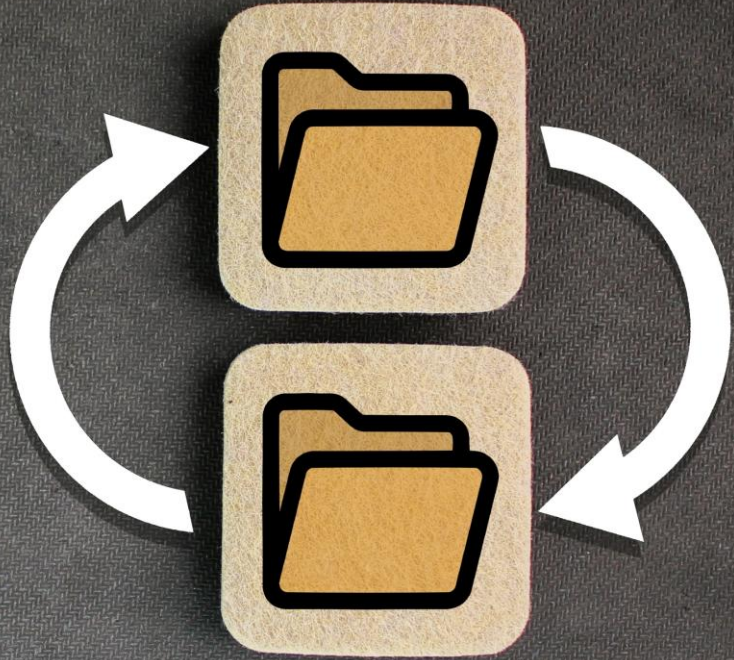


Is your data

- ✓ Identifiable
- ✓ Trusted
- ✓ Usable

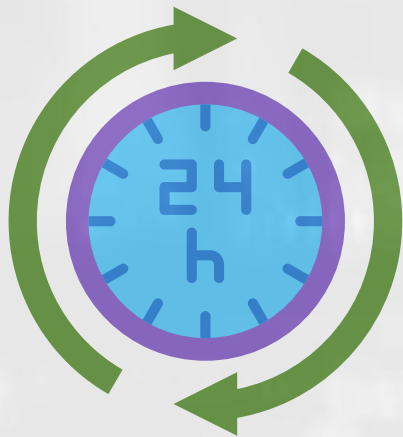


FROM



TO





Create Once – Trust and be found everywhere



1

Creation

Authoritative, High-Quality Data at the Source

Brand owner creates a rich, standards-based data foundation.



- Data created at the source**
- Product master data
 - Regulatory data
 - Certifications & attestations
 - Claims & extended information



GS1 Identifiers (GTIN, GLN)



GS1 Web Vocabulary



Verifiable Credentials (VCs)

Produces accurate, structured and verifiable data, ready for global sharing.

2

Publication

Trusted Data Enters the GS1 Ecosystem

Validated data enters GS1 infrastructure for trusted reference, distribution and verification.



GS1 Registries
Authoritative reference for product and party identities



GDSN
Distributes structured master data to trading partners



Verifiable Credentials
Linked to product records to prove specific claims

Trusted publication prevents duplication and keeps data consistent across the value chain.

3

Discovery & Use

Data Flows Without Losing Control

Data remains with its originator; many users access it through trusted references.



Data spaces
Federated environments referencing authoritative sources



Verified by GS1
Enables trusted verification of GS1 Identifiers using authoritative GS1 Registries data



Retailers & marketplaces



Regulators



Consumers (2D scan)



AI systems & agents

Enables access to authoritative data without moving or duplicating it.

THE RESULT

Trust, Scale & Continuous Value



Create once, use many times



Share broadly, stay in control



Preserve trust

GS1 identifiers, trusted registries about GS1-issued identity, GDSN, GS1 Web Vocabulary and VCs work together to maintain authenticity, provenance and interoperability.



From Identification to Trusted Usage

1

Identification



QR Code
powered by
GS1



Verifiable
credentials

2

Trusted Data



GDSN



GS1 Registries



Web vocabulary



Data spaces

3

Usage



Verified by GS1



Consumers



Retailers



Authorities



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Thank you!

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Coen Janssen
EU Commission - DG CONNECT



The role of Data Spaces in the European Data Union Strategy

GS1 in Europe InterAct, Frankfurt, 24 June 2026

*Coen Janssen, DG CONNECT
Unit G.1 Data Policy & Innovation*

European Data Strategy 2020-2025

Data legislation

Data Act

Data Governance Act

Open Data Directive

High-value Data Sets

GDPR

...

Common European Data Spaces



Health



Industrial & Manufact.



Agriculture



Finance



Mobility



Green Deal



Energy



Public Admin.



Skills



EOSC



Tourism



Cultural heritage



Media



Language

High Value Datasets from public sector

European Data Innovation Board

- Facilitate the sharing of best practices
- Prioritisation of cross-sectoral interoperability standards

Data Spaces Support Centre

- Blueprint, glossary, maturity model, etc.
- Support of data space projects

Technical infrastructure

Standards:
European Trusted Data Framework

Digital identity (eID)

Smart Middleware solutions (Simpl)

High-Performance Computing

Testing and Experimentation Facilities

Data Spaces Support Centre



DSSC (2022-26)

Some key outcomes:

- [DSSC Blueprint](#)
- [DSSC Toolbox](#)
- [DSSC Maturity Model.pdf](#)
- [DSSC T2.5 maturity assessment report.pdf](#)
- [European Data Spaces Awards 2025](#)

DSSC phase 2 (2026-28)

- Kick-off in May 2026



Data Spaces Symposium, Madrid, 10-Feb-2026



European Data Union Strategy



Political Guidelines for the next European Commission 2024–2029, Ursula von der Leyen

“To support the development of AI and other frontier technologies, Europe needs to exploit the untapped potential of data.

Europe needs a data revolution.

*This is why we will put forward a **European Data Union Strategy**. This will draw on existing data rules to ensure a **simplified, clear and coherent legal framework** for businesses and administrations to share data seamlessly and at scale, while respecting high privacy and security standards.”*

See also:

- ***Much More Than A Market***, Enrico Letta
- ***The future of European competitiveness***, Mario Draghi

Data Union Strategy

1. Scale up access to high-quality data for AI and innovation

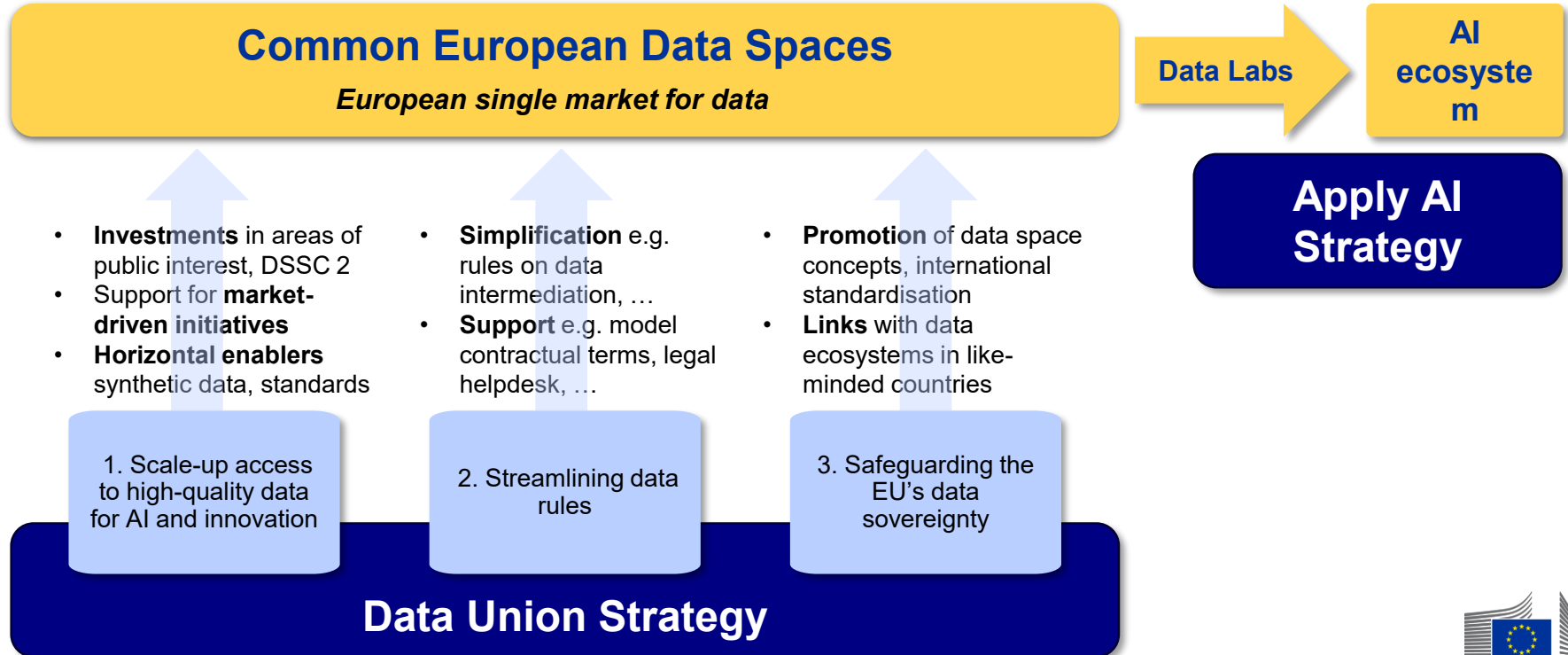
2. Streamlining data rules

3. Safeguarding the EU's data sovereignty through a strategic international data policy

The Three Pillars



Data Union Strategy



Data Union Strategy

More than regulatory compliance

1. European data economy

- Single European market for data
- Stimulating innovation and creating economic opportunities

2. Compliance with horizontal and sectoral regulations

- Digital Product Passport, eID (Business wallet) → traceability and transparency
- One-click compliance → streamline regulatory reporting (e.g. CO2)

3. Opportunities for industry ecosystems

- Data spaces initiatives can build on existing industry data sharing ecosystems
- Commission supports such market-driven models, by promoting standardisation, interoperability, and co-investment frameworks
- GS1 is already contributing to initiatives such as the Agriculture and Green Deal data spaces

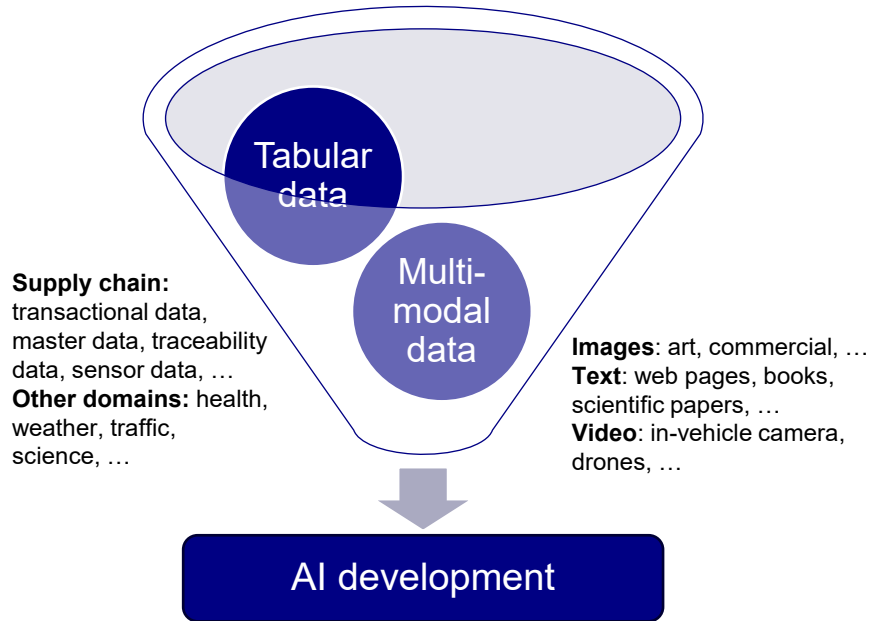


The role of data spaces

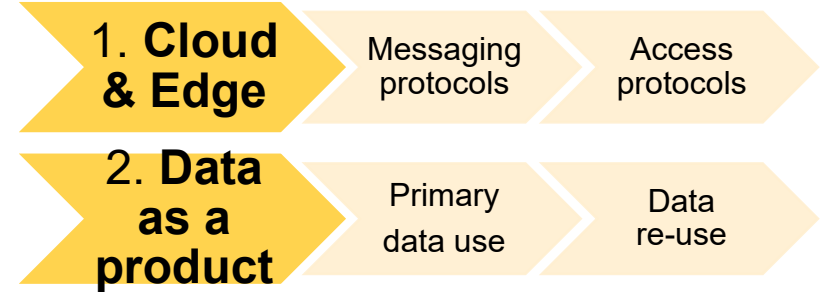
Sharing data at scale



Data sharing in the age of A.I.



Two major evolutions:



Key needs addressed by data spaces

FAIR principles

- Findability
- Accessibility
- Interoperability
- Reusability



*data as a
product*

Value creation

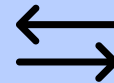
- Respect data rights
- Data valuation
- Data quality
- Collaborative use cases



*data sharing
contract*

Establishing trust

- Policies and claims
- Trust frameworks
- Federated (no central platform)
- Regulatory requirements, e.g. personal data



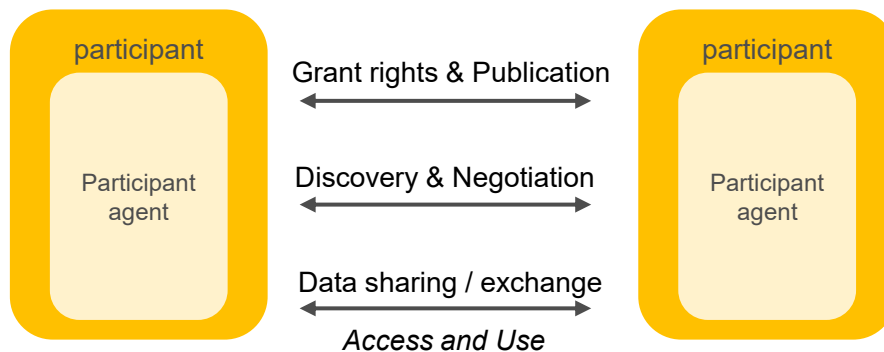
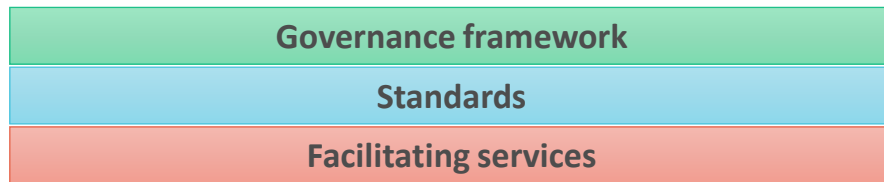
standards



How do data spaces work?



Data spaces, data transactions and data products



data space

environment enabling trusted data sharing between participating parties, based on an agreed governance framework, along with an agreed set of policies, semantic models, standardized protocols, processes, and facilitating services [ISO/IEC FDIS 20151-1]

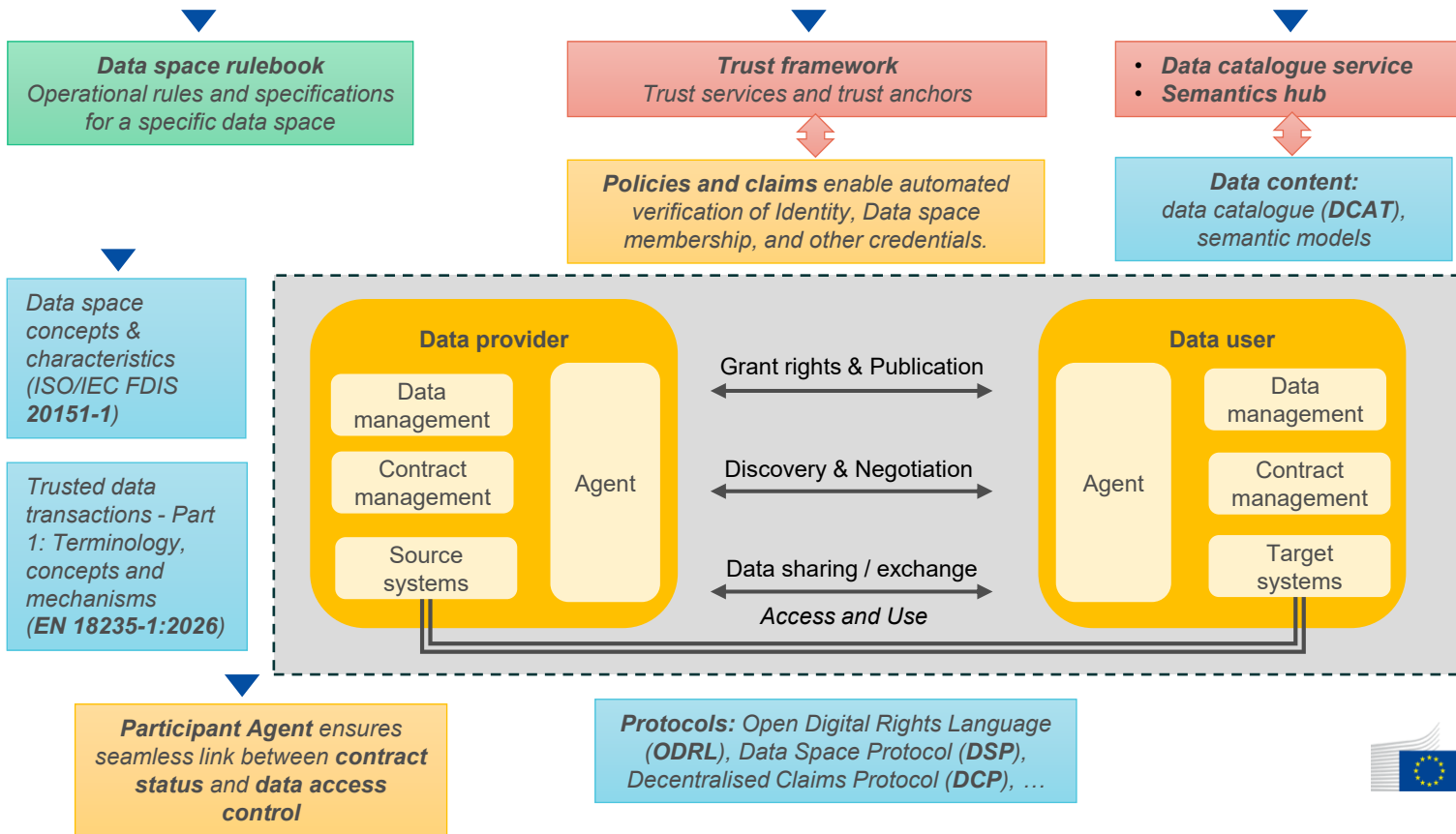
data transaction

result of an agreement between a data provider and a data user with the purpose of exchanging, accessing and using data, in return for monetary or non-monetary compensation [EN 18235-1:2026]

data product

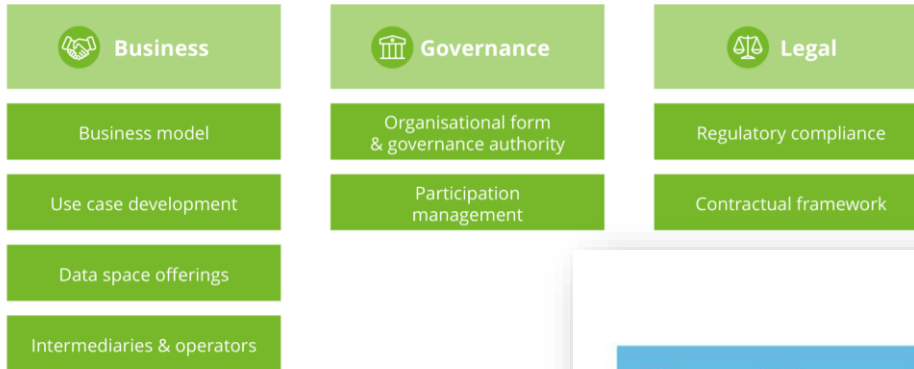
data sharing unit, packaging data and metadata, and any associated licence terms [EN 18235-1:2026]

Data space mechanisms



Data Space Building Blocks

Business and organisational blocks



Technical



Standardisation



Standardisation request (adopted 2025)

European Trusted Data Framework

Five deliverables



Trusted Data Transactions harmonised standards

Part 1: Terminology, concepts and mechanisms (PUBLISHED, EN 18235-1:2026)

Part 2: Trustworthiness requirements

Part 3: Interoperability requirements



Data catalogue implementation framework



Semantic assets implementation framework



Data governance standard for data space participants



Maturity model for Common European Data Spaces

Standardisation request (2026)

European Data Quality Standard

- Stakeholder consultation started on **22 April**
- Proposing two deliverables:



Data Quality Metrics standard



Collaborative Data Quality Management standard

- Both standards are to become integral parts of the European Trusted Data Framework.



European Trusted Data Framework

Foundations and ongoing work



- Data Catalogue (DCAT)
- Vocabularies
- Ontologies



- Data Spaces Blueprint
- Data Spaces Maturity Model
- ...



And many other organisations...



- CEN workshop 'Trusted Data Transaction' (closed)
- CEN/CENELEC **JTC 25** on 'Data management, Dataspaces, Cloud & Edge'
- ETSI: **TC DATA**



International
Electrotechnical
Commission



- ISO/IEC JTC 1 SC 38 Cloud computing and distributed platforms



Thank you





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Karim Iskandar
Syndigo



Driving E-commerce in the Era of Agentic Commerce

Future-proof product data, built on standards

Karim Iskandar, Managing Director Europe

Syndigo Overview



Offerings:

- ✓ PIM
- ✓ Syndication
- ✓ Rich Media
- ✓ GDSN Data Pool
- ✓ Vendor Central
- ✓ Analytics
- ✓ Ratings & Reviews
- ✓ MDM
- ✓ Nutrition & Wellness
- ✓ In-store Solutions
- ✓ AI GoPilots
- ✓ Social Proof Messaging



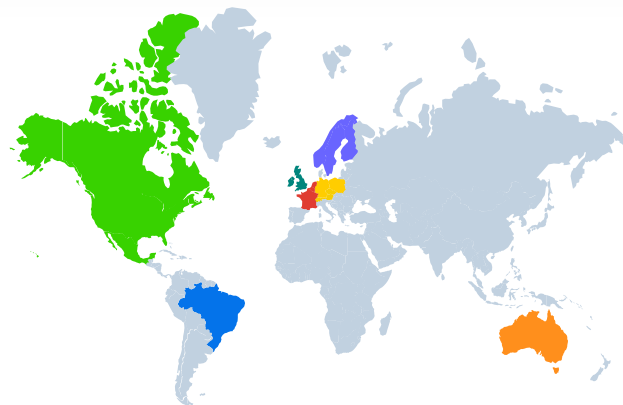
By the Numbers:

- ✓ Customer network: 15,000+ brands, 3,500+ retailers & channels
- ✓ 90% of the top 20 retailers in the US
- ✓ Global operations: 20+ countries served
- ✓ Strong talent: 1500+ employees
- ✓ Partner network: 100+ SIs, digital agencies. & tech partners
- ✓ Financial stability: Double-digit CAGR, Rule of 40
- ✓ Innovation leader: Invest at-least 20% product revenue in R&D



Industries:

- ✓ Automotive
- ✓ Consumer Electronics
- ✓ Consumer Packaged Goods
- ✓ Energy
- ✓ Foodservice & Wholesale
- ✓ Hardlines, DIY & Home
- ✓ Healthcare
- ✓ Industrial Manufacturing
- ✓ Manufacturing
- ✓ Retail & Distribution



Commerce Is Changing

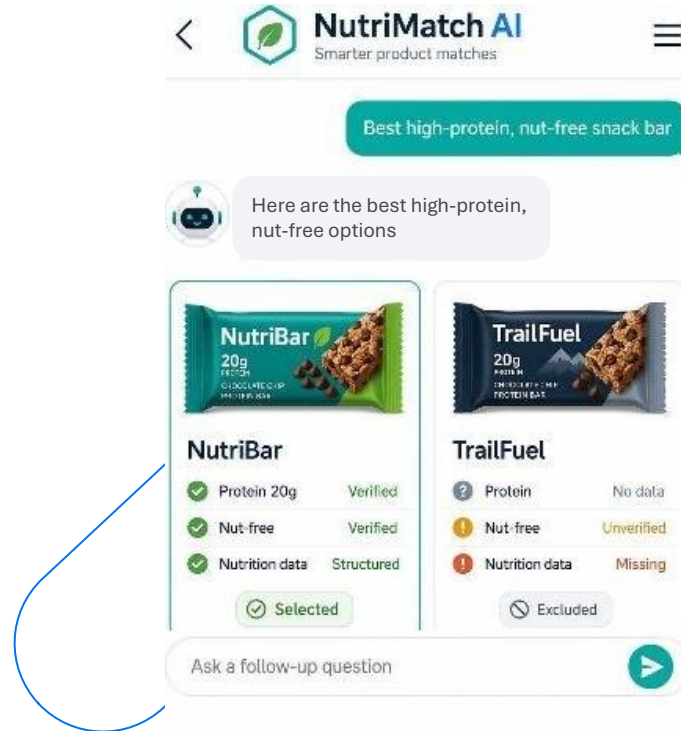
Machines now shape discovery

- AI is influencing how products are found, filtered and compared
- Products may be shortlisted before a customer sees them
- The question is whether systems can understand your product

Example:

“ Best high-protein, nut-free snack bar”

An AI assistant filters options before a customer ever sees them



Data Drives Decisions

From SEO to GEO

- Brands are moving from **ranking pages to being selected by machines**
- Product data drives visibility, trust and conversion
- If data cannot be interpreted, products are not surfaced

Example:

Best high-protein, nut-free snack bar.

Only products with structured allergen and nutrition data are selected

The screenshot shows the NutriMatch AI interface. At the top, the header reads "NutriMatch AI Smarter product matches". A search bar contains the query "Best high-protein, nut-free snack bar". Below the search bar, a chatbot icon says "Here are nut-free, high-protein bars that fit". Two product cards are displayed:

Product	Allergens	Nutrition	Protein 20g	Status
NutriBar	Structured	Structured	Verified	Selected
TrailFuel	Unstructured	Missing	No data	Excluded

At the bottom, there is a text input field "Ask a follow-up question" and a send button.

AI Now Acts

From answers to decisions

- AI compares, recommends and takes action
- Products compete inside decision systems
- Selection depends on attributes, trust and consistency

Example:

Snack bar comparison

AI selects based on protein content, allergens and certifications

Products without structured data are excluded

The screenshot shows the NutriMatch AI interface. At the top, the logo reads "NutriMatch AI" with the tagline "Smarter product matches". A navigation menu icon is on the right. Below the header, a teal button says "Compare these snack bars". A chat bubble from a bot icon says "Sure — here's how these snack bars compare".

Two product cards are shown side-by-side:

- NutriBar:** CHOCOLATE CHIP PROTEIN BAR. 20g PROTEIN. NO ALLERGENS. A green "Selected" button is at the bottom.
- TrailFuel:** CHOCOLATE CHIP PROTEIN BAR. A grey "Excluded" button is at the bottom.

Comparison details for TrailFuel:

Protein	No data
Allergens	Unverified
Certifications	Missing

At the bottom, there is a text input field "Ask a follow-up question" and a teal send button with a paper plane icon.

Standards Create Trust Identity. Structure. Verification.

- Identity enables consistent recognition
- Structure enables machine understanding
- Verification enables trusted decisions

Example:

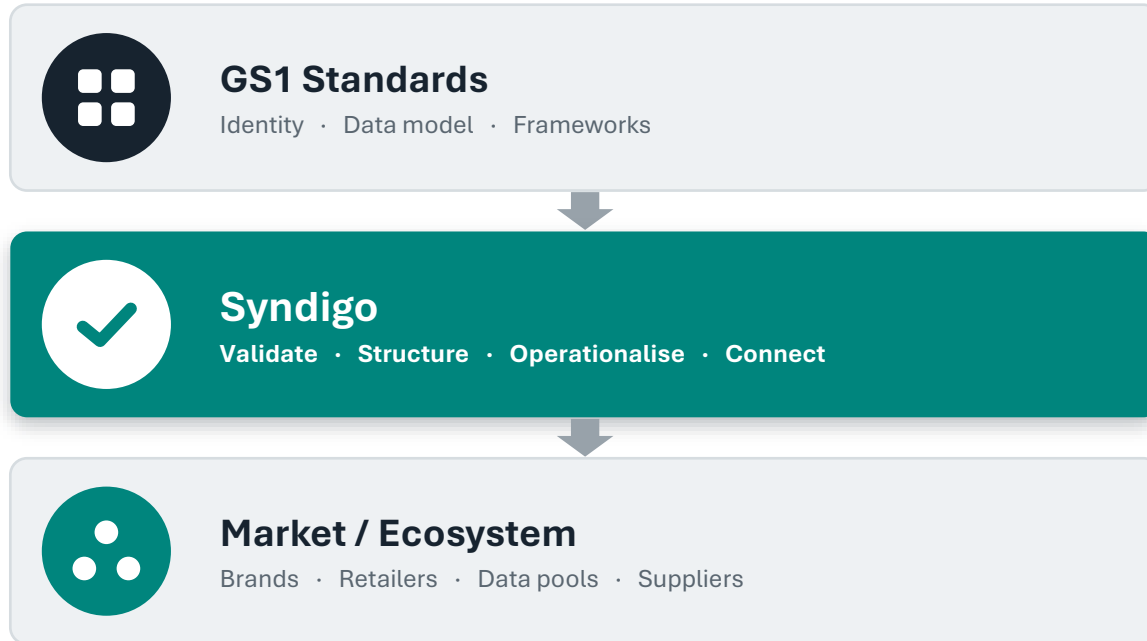
Snack bar listed differently across retailers

Conflicting allergen or nutrition data reduces trust and selection likelihood

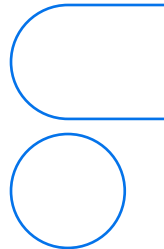
The screenshot shows the NutriMatch AI app interface. At the top, the logo "NutriMatch AI" is displayed with the tagline "Smarter product matches". A user question in a teal bubble asks, "Is this snack bar trustworthy?". A chatbot icon responds, "Here's how trustworthy this snack bar looks". Below this, two product cards are shown side-by-side. The left card is for "NutriBar" (Chocolate Chip, 28g Protein) and is marked as "Trusted" with three green checkmarks: "Retailer A Matches", "Retailer B Matches", and "Trust score High". The right card is for "TrailFuel" (Chocolate Chip, Protein Bar) and is marked as "Conflicting" with a yellow warning triangle and three items: "Retailer A 20g protein", "Retailer B 15g protein", and "Trust score Low". At the bottom, there is a text input field "Ask a follow-up question" and a blue arrow button.

From Standards to Scale

Partnering with GS1 to operationalise trusted data



MARKET WHITE SPACE
Extending standards where adoption is still maturing



GDSN Becomes Strategic Infrastructure

Standardised data at scale

The screenshot shows the NutriMatch AI interface with the following elements:

- Header: NutriMatch AI Smarter product matches
- Question: Which snack bar meets retail data standards?
- Response: Here are the bars that meet retail data standards
- Comparison Table:

Attribute	NutriBar	TrailFuel
Packaging data	Standardised	Non-standard
Sourcing	Verified	Unverified
GDSN record	Complete	Missing
Status	Selected	Excluded

At the bottom, there is a text input field: "Ask a follow-up question" with a send button.

- Structured attributes enable machine interpretation
- Consistency across channels builds trust
- Reduces ambiguity in decision-making
- Enables scalable data sharing

Example:

Snack bar sustainability claim

Only products with structured, verifiable packaging and sourcing data are surfaced

Future-Proof the Foundation

Be seen. Be trusted. Be chosen.

The screenshot shows the NutriMatch AI interface. At the top, there's a header with the NutriMatch AI logo and the tagline "Smarter product matches". A navigation menu is visible on the right. Below the header, a teal speech bubble asks "How visible is this snack bar?". A grey speech bubble with a robot icon says "Here's how visible this snack bar is across channels". The main content area displays three product cards for a NutriBar (Chocolate Chip Protein Bar, 20g net wt) across different channels: Website, Marketplace, and Retail App. Each card shows the product image and key nutritional and allergen information. The Website card shows 20g protein and "Contains nuts". The Marketplace card shows 18g protein and "May contain nuts". The Retail App card shows 22g protein and "No nuts". All allergen warnings are accompanied by a yellow warning triangle icon. At the bottom, there's a search bar with the text "Ask a follow-up question" and a search icon.

NutriMatch AI
Smarter product matches

How visible is this snack bar?

Here's how visible this snack bar is across channels

Channel	Protein	Allergens
Website	20g	Contains nuts
Marketplace	18g	May contain nuts
Retail App	22g	No nuts

Ask a follow-up question

- Standards create the foundation
- Governance ensures consistency
- Execution delivers data across ecosystems
- Future GS1 initiatives depend on trusted, structured data

Concrete examples:

- Digital Product Passport
- 2D Code Sunrise 2027
- AI-driven discovery and decisioning

Example:

Same snack bar, inconsistent data across channels

Reduced visibility across AI-driven discovery

Syndigo 

Thank you



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Duilio Matrullo
Bain & Company

Trusted data, invisible products

Why GS1 standards determine who wins in Agentic Commerce

GS1 Interact | June 24th, 2026

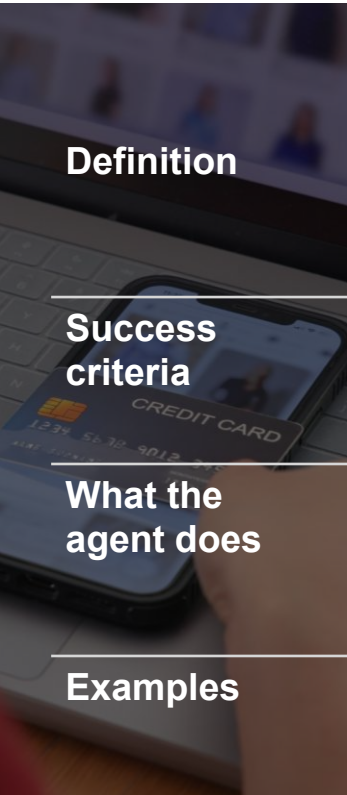


Duilio Matrullo

Partner, Milan



Agentic shopping will quickly evolve into Agentic Commerce



Agentic Shopping

- **Help me decide:** AI agents help consumers discover, compare, and choose what to buy
- Can agents **find, understand, and recommend us?**
- **Compares** options and trade-offs
- **Recommends** brands, products, or bundles
- *“What’s the best detergent for sensitive skin?”*



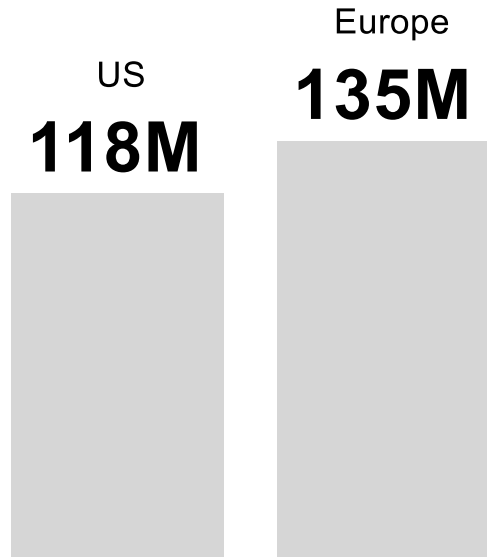
Agentic Commerce

- **Handle it for me:** AI agents execute, optimize, and repeat purchases on the consumer’s behalf
- Can agents **transact, execute, and default to us?**
- **Chooses retailer, timing, price, and fulfillment**
- **Applies promotions and manages subscriptions**
- *“Set up a recurring skincare routine and restock as needed.”*

GenAI tools are being adopted at speed by consumers and are already shaping how purchasing decisions are made

Intentional usage

Monthly active users, (Gemini + ChatGPT mobile app) (March 2026, M)



~45%

of US consumers, and ~35% of European consumers use **Gen AI tools daily**

~60%

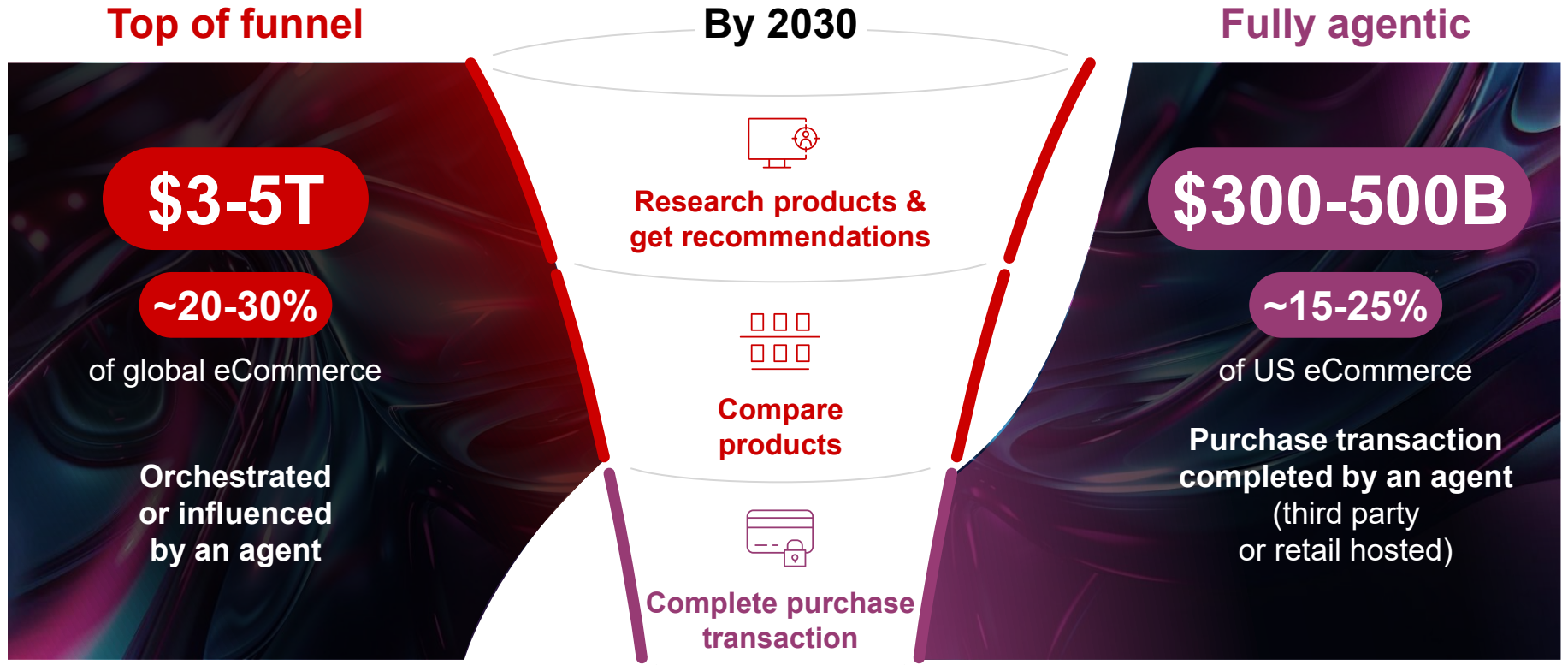
of US & EU consumers use GenAI tools for **shopping recommendation and decision support**

Agentic Commerce

~30%

of US consumers, and 25% of EU consumers are excited about **fully outsourcing shopping to AI agent**

By 2030, ~20–30% of global eCommerce may be agent-influenced, with ~15–25% fully agent-driven in mature markets



Source: Bain analysis 2026

This information is confidential and was prepared by Bain & Company solely for the use of our client; it is not to be relied on by any 3rd party without Bain's prior written consent

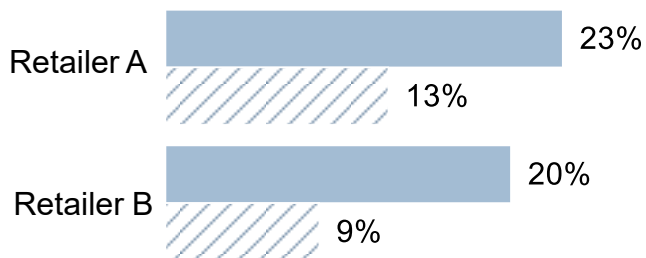
As agents evolve, they will influence both **where consumers buy** and **what they buy**

Market leaders do not always show up as expected

Insurgent brands and smaller players can outperform

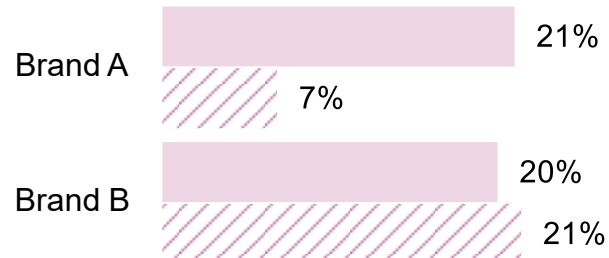
Disrupting **where** you buy

French Grocery Market



Disrupting **what** you buy

UK High Protein yoghurt



■ Market share ▨ LLM share of voice %

The core disruption: the algorithm reads your product, not your brand story



**Human
consumer
evaluates**

**Brand
narrative**

**Packaging
appeal**

**Advertising
reach**

**Shelf
placement**

**Emotional
storytelling**

**AI agent
evaluates**



**Structured
data signals**

**Third-party
credibility**

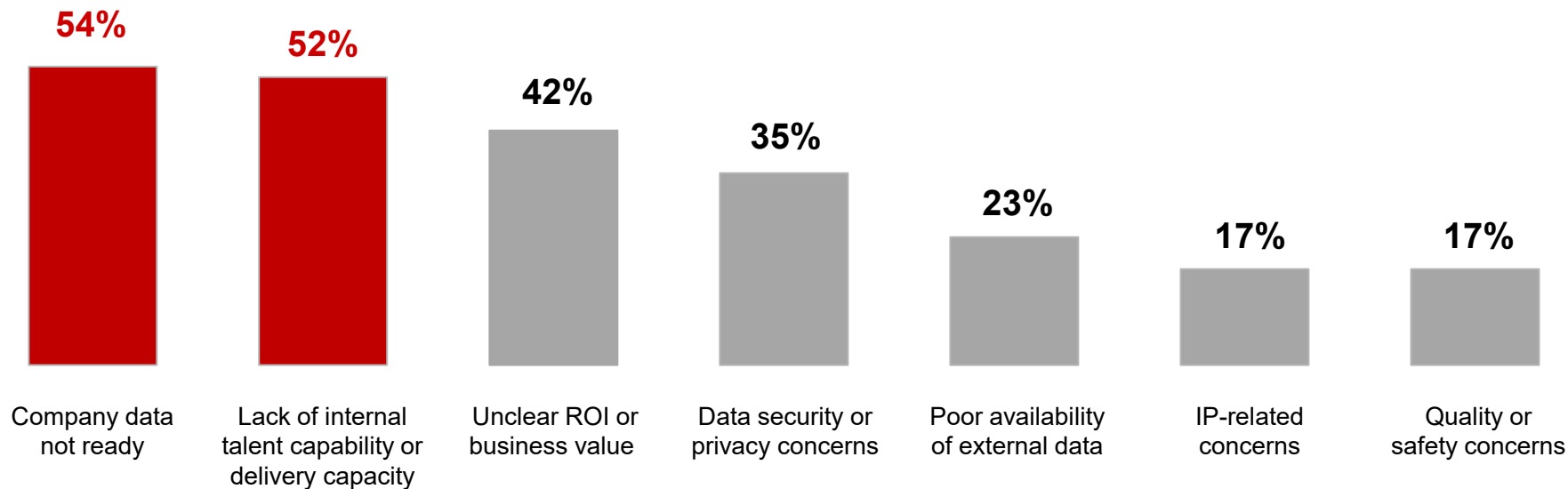
**Certification
s & claims**

**Price /
availability**

**Machine-
readable
attributes**

CPs are stalled by **poor data foundations**, insufficient internal capabilities and lack of clarity on ROI or business value

Bain Technology Leadership Survey (2025) - Top reasons preventing AI scaling (%) in CPG



Note: Above chart excludes 'Others'; Percentages do not sum to 100%, as respondents were allowed to select 3 options
Source: Bain Technology Leadership Survey (N=52 Aug'25)

The central argument: structured product data is the new shelf

Products without structured, machine-readable, GS1-compliant data will be undiscoverable, unrecommendable, and unpurchasable in the AI agent economy

1

DISCOVERY shifts to AI

From SEO to GEO Target: From Human
To AI agents and LLMs

2

DATA becomes the asset

Quality and structure beat creative

3

TRUST is verifiable

Origin, claims, and identity, machine-
checked

GS1 Digital Link is the foundational layer that makes all three possible

GS1 Digital Link and Web Vocabulary unlock new business applications impossible without them

MANUFACTURERS



RETAILERS



CONSUMERS



Faster product onboarding

- Compliant data once, ingested everywhere; less time-to-shelf

Direct consumer relationship

- Every 2D barcode scan a digital handshake

First-party data on every SKU

- Scan signals fuel sell-out and behavior analytics

Retail media co-funding

- SKU-level attribution turns ad spend into shared revenue

Smarter delivery and stock

- Real-time batch + expiry; fewer stockouts and surpluses

Automated markdown management

- Expiry data triggers price drops; less waste and labor

Closed-loop retail media

- Ad-to-POS attribution unlocks higher CPMs and co-funding

Loyalty across all surfaces

- Benefits travel to any AI surface via UCP identity linking

Transparent product info

- Ingredients, allergens, nutrition, multi-language from the pack

Authenticity and traceability

- Verify origin, batch and expiry; less counterfeit and returns

Verified sustainability claims

- Certifications, carbon and recycling data that hold up

Engaging brand content

- Recipes, tutorials and stories, refreshed without reprinting

One 2D Barcode, Two Contexts: The Power of GS1 Digital Link

In-Store Scenario



The Journey Begins at the Shelf



Permission-Based Geolocation



Backend Geofencing Analysis



Full In-Store Context Captured



Home Scenario

Post-Purchase Interaction



Contextual Defaulting



Dynamic Destination Routing



Personalized Brand Experience



Dynamic Personalization of offering and content

Organizational implications: three new roles to introduce



Data Strategist

Reports to CDO/CIO

Owns the product-data vision, governs the GS1/schema.org model across markets, sets KPIs that tie data quality to business outcomes.



Agentic Commerce Manager

Reports to Chief Digital/
Commercial Officer

Owns visibility in the agent economy — GEO, API integrations with ACP/UCP/A2A, attribution of agent-driven sales.



Consumer Experience Manager

Reports to CMO/Brand

Owns the resolver-driven consumer journey — content, personalization, first-party data activation in CRM and loyalty.

A four-phase roadmap

PHASE
**Data readiness
assessment**

1

PHASE
**Capability & tech
workstreams**

2

PHASE
**Business-focused
pilots**

3

PHASE
**Scale-up & capability
building**

4

KEY ACTIVITIES

- Map existing product data
- Gap analysis vs. GS1 Web Vocabulary
- Data maturity score

- Two parallel tracks:
 - 1) Processes/ownership
 - 2) PIM/resolver/IT integration

- Highest-impact use cases first
- Measured KPIs feed the business case

- Roll out across portfolio
- Embed new roles
- Activate permanent governance



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Coffee Break!