GS1 Strategy

What is GS1?

GS1 is a neutral, not-for-profit standards organisation that helps companies do business across the world.

116 Member Organisations
around the world

Developing standards for **over 2 million companies** worldwide

25 industries served across **150 countries**

Over **1 billion products** carry the GS1 barcode

Barcodes scanned more than **10 billion times** a day globally

Together, GS1...

Sees one vision

Speaks with one voice

Acts as one organisation

Purpose and beliefs

GS1 believes in the power of standards to transform the way we work and live.

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

We are:

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

Global values

- Inspirational leadership
- Passion for delivering the best results
- Innovation
- Trust and integrity
- Teamwork and collaboration

Constituencies

- Consumers
- Patients
- Companies of all sizes
- Public affairs and governments
- Industry associations
- Solution providers
- Standards bodies
- Communities/cultures where we operate
- Our people

Organisation and roles

GS1 General Assembly
(Representatives of all GS1 Member Organisations)

Global Governance

GS1 Management Board
(Key leaders from multinationals, SMEs and GS1 Member Organisations)

Local GS1 Boards
(Key leaders from locally-based companies)

Global Strategic Direction

Local Strategic Direction

GS1 GDSN Inc. Board of Directors

GS1 Innovation Board

GS1 Global Office

Local GS1 Member Organisation

- Lead the development of global strategy
- Lead the development of global standards and services
- Support GS1 Member Organisations
- Align/communicate

- Lead engagement with local stakeholders
- Lead local implementation
- Help in the development of global standards and services
- Offer local services

Core competencies

Best-in-class standards development
Effectively manage the global, user-driven development and implementation process to deliver high-quality, easy-to-implement standards to industry and solution providers

Unique identification
Provide a system of unambiguous numbers to identify goods, services, assets and locations in support of automated and secure supply chain processes

Global reach
Maintain and develop a global network of national affiliates that deliver high-quality, standards-oriented services to their members

Cross-cultural communication
Develop and maintain a broad range of communication capabilities that enable effective two-way communications between GS1, its affiliates, its membership and the wider community

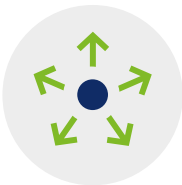# Standards, services and solutions

Identify
Create unique global identity
for products, locations and more

Capture
Record information into
data carriers

Share
Efficiently exchange accurate data
and connect it everywhere

GS1 empowers industry's digital transformation...

...to ultimately benefit consumers and patients.

Focus

Retail and Consumer Goods

Marketplaces

Healthcare

Transport & Logistics

Technical Industries

Government & Regulatory Bodies

GS1 Strategy 2023-2026

3 Strategic Pillars

1 **DELIVERING VALUE TO INDUSTRIES**
- Focus on **value creation opportunities** prioritised with Industry (consumer engagement, better patient outcomes, supply chain visibility and traceability, sustainability, …)
- **Extend the use** of the GS1 system across the **entire value chain**
- Strengthen **GS1 Marketing** (GS1 Brand, value propositions, go-to-market practices)

2 **BRIDGING THE PHYSICAL AND DIGITAL WORLDS**
- Develop and adapt GS1 **standards and training** to evolving industry and public sector needs
- Focus on **deployment and adoption** of the **registries and 2D**
- Continue to **enable industry to exchange trusted, quality data**
- Develop **local value-added services** demanded by industry
- Expand and empower our networks of **Solution Providers**

3 **BUILDING A FEDERATION OF TRUST AND INNOVATION**
- Leverage **GS1 global and local organisation** to grow value for Industry and the public sector
- Deliver **growing value** by developing GS1 team **competencies and collaborative culture**
- **Apply the Compliance Framework** to protect GS1 purpose and beliefs
- Prepare the future through **Innovation** initiatives and **Vision 2030** strategy work

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Speak with one voice

Act as one organisation

The Global Language of Business