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The importance of voluntary standards
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GS1 is a global standards organisation

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication across complex supply chains and value networks.

- Local Member Organisations in 116 countries

- 6 billion GS1 barcodes scanned daily

- 100 million products carry GS1 barcodes

- More than 2 million companies use GS1 standards

GS1 standards at-a-glance

GS1 standards create a common language to identify, capture and share product data, ensuring important information is accessible, accurate and easy to understand.

Identify
Uniquely identify products, places and assets

Capture
Capture identity and more in a barcode or RFID tag

Share
Share data with trading partners, consumers and patients

Global partner organisations

The keys to unlocking a more sustainable future

- **Demand global interoperability.** The challenges of plastics waste are not national or regional challenges. They demand global solutions. To succeed, we must:
  - Use a common data language.
  - Use globally-unique identification of products, places and things.
  - Use (and extend) established data structures to exchange critical data across today's complex supply networks at pace.
- **Ensure all stakeholders are at a common table**, so that needs can be translated into practical, interoperable actions that industry can take.
  - It's easy to find people that want to do their own thing, but proprietary solutions create vendor lock-in and multiplicative costs across economies.
  - Leverage common foundations (standards) to allow everyone to innovate on the hard stuff.
- **Together, unlock capabilities that are globally-available, royalty-free (whenever possible) and easy to implement by all industry stakeholders.**

Together, we can help solve today's data challenges by applying global standards that will benefit industry, consumers and the planet.

- **Bringing industry together to collaborate**
- **Solving common problems that cannot be solved alone**

Sustainability and circularity initiatives can only scale if stakeholders embrace business processes that are built with a standardised data language on top of a foundationally interoperable data exchange network

More sustainable value chains: GS1 engages to support industry's plans

Sustainability and circularity initiatives build on GS1's proven suite of global standards and services

Sustainability and circularity offer significant opportunities to companies across all sectors when they adapt to new business processes and requirements. At GS1, we believe that a standardised language for data, data portability and interoperable data exchange networks are essential to industry's successful adaptation.

Industry solutions built on top of GS1 standards and services will help industry accelerate their transition to a more sustainable and circular model, because they enable the creation of high-fidelity digital twins for products and promote global interoperability of data across supply networks