



The Global Language of Business

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.

Under the Paris Agreement, more and more countries, regions, cities and companies are establishing—among other activities—carbon neutrality targets and net zero emissions plans to be reached by 2050¹. GS1 is actively engaging in sustainability and circularity and fully supports compliance with regulation and development of the right frameworks for companies and all stakeholders to reach the scale and the speed needed to tackle climate change.

To meet the sustainability demands of governments, consumers and stakeholders and to manage their environmental impact and reach decarbonisation goals, companies are transforming towards circular and more sustainable value chains by driving needed efficiencies across their supply networks.

This transformation requires a common language of how products, locations and entities are identified, and of how product data is going to be tracked, measured, adapted and shared². This is where global standards for product data, product data portability and interoperable data exchange networks come in.

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



¹ <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

² <https://circulareconomy.europa.eu/platform/en/knowledge/gs1-position-paper-circular-data-circular-economy>

These basic building blocks are already well-suited to the sustainability and circularity challenges of today. They enable persistent identification for products across their first (and second or third) life, or the ability to identify each product component and chemical substance and to reconcile those with the finished product's identity. Additionally, they enable the connection of a single barcode/data carrier on a product to deeper data about the product, such as data attributes like the CO₂ emissions calculated per product, or the absence of child labour. Leveraging GS1 standards can help industry to avoid the proliferation of multiple confusing data carriers on the same packaging.

As an example, under the Green Deal⁴ and Circular Economy Plan⁵ in the European Union (EU), new legislation has been approved on greener, more resilient and sustainable supply chains and GS1 in Europe is engaging with the EU, industry and various stakeholders on the new digital product passport vision. GS1 standards are being piloted to meet industrial circularity needs starting from the sectors prioritised by the regulators like electrical vehicles and industrial batteries, as evidenced by the MoU with the Global Battery Alliance⁶, with the aim of strengthening collaboration to meet circularity goals.

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About GS1

GS1 is committed to working with industry to improve and enhance the existing global standards to ensure they continue to enable companies to track, measure and adapt to comply with new sustainability and circularity requirements. The GS1 GSMP process enables standards adaptability to support industry investments towards circularity. Topics like persistent product identification and a decentralised data sharing system are of fundamental importance in the circular transformation and GS1 is ready to adapt and strengthen the standards needed for success.

GS1 serves industry through 116 global country-level organisations. GS1 standards are “made by industry, for industry” through our global standards management process (GSMP). To support industry transformation, we work directly with companies to ensure our suite of identifiers and our data language can meet the evolving needs for capturing and sharing sustainability related data with trading partners, regulators and consumers. The majority of GS1 standards are ISO standards⁷.

For additional information, please contact your **GS1 Member Organisation** or email us at sustainability@gs1.org.

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⁴ https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

⁵ https://ec.europa.eu/environment/strategy/circular-economy-action-plan_en

⁶ <https://www.gs1.eu/news/global-battery-alliance-and-gs1-in-europe-signed-an-mou-on-circularity>

⁷ <https://www.gs1.org/docs/GS1-and-ISO-06BD.pdf>