What happened at the GS1 Industry & Standards Event 2021?

Executive summary of top accomplishments

Held virtually, 13-16 September 2021, 1,053 people from 81 countries worked together at the GS1 Industry and Standards Event to *help build a resilient future together with GS1.*

Thanks to everyone who completed a survey. In return, we donated to UNICEF by purchasing children's vaccines: 3,200 polio, 5,437 tetanus, 1,510 measles; plus, 30 vaccine coolers!

Here is a brief summary of some of the key achievements.

MONDAY, 13 September 2021

Built faster, more efficient and better – transformation of the construction industry
The construction industry is facing challenges to build more and reduce virgin material consumption, waste and CO_2 emissions while at the same time increase its productivity and traceability. The session gave short flash talks from both Europe and Asia to allow the audience to understand the complexity of the issues while at the same time understand that things are starting to change to meet regulatory challenges and market needs. A few themes emerged from the presentations; sustainability and safety, global interoperability (to link distributed data) and efficiency in construction, all of which requires the identification of a construction product. If GS1 is successful in the construction industry, all GS1 Member Organisations (MOs) will be affected.

How GS1 key identifiers can help the transport & logistics industry go from paper-based to digital
Five speakers (from industry and GS1 Member Organisations) showed how important it is to get involved in the digitalisation of transport documents. Each speaker highlighted the benefits of using GS1 standards in the existing solution to allow better productivity savings for all the stakeholders. There is still a need to solve the remaining problems related to the validation of the transfer of responsibilities because this is the most important part of the transport journey involving several actors. This will be the next step.

Opening plenary | Building a resilient future together
The opening plenary focused on the GS1 strategy and how we can help industry build a resilient future together. Miguel Lopera, GS1 President and CEO, presented the strategy with Maria Palazzolo, CEO of GS1 Australia. GS1 Management Board members Jean-Marc Klopfenstein of Nestlé, Bernhard Schindlholzer of Google Shopping and Cyndi Poetker, PMP, Abbott talked about the importance of the strategy to their business, their customers and their future.

EDI Semantic Methodology sub team session
The session was focused on the presentation, to eventual newcomers, of the semantic project on EDI. First, of all the status of the GS1 global semantic initiative was presented. Then, an overall vision of the EDI semantic project, detailing the expected deliverables, had been presented. The operative part of the session was dedicated to the finalisation of the semantic package of the first message in scope for the project. The semantic model of the invoice message, together with the mappings to GS1 EANCOM, GS1 XML, CEN and UN/CEFACT SCRDM, has been motioned to Global Standards Management Process (GSMP) community review.

GS1 Member Organisation digital journey – departure for new destinations (MO only)
The GS1 data IN programme continues to support GS1's need to remain a relevant force in bridging the physical and digital product data worlds by bringing more and more high-quality information into the GS1 registry platform. During this GS1 MO session, the latest achievements, plans for the coming year and key projects that promise to yield results that MOs can benefit from were presented. Attendees heard about activities underway to grow capabilities for all MOs, while accelerating the development of more advanced features for some, like engaging with large brand owners and extending the value of our registries with links to other sources of data. The Global Trade Item Number® (GTIN®) registry is now filled with over 130 million GTINs, supporting an average of five million GTIN queries each month from industry: an impressive start to our journey! We must continue to ensure that all products everywhere have a valid GTIN and basic information that can be verified globally and is readily available in the GS1 registry platform.

GS1 standards for fresh foods

The fresh foods sector increasingly relies on data – more data, better data – to enable operation efficiency, supply chain visibility and consumer engagement. Enabling the biggest trends in retail and fresh foods requires data. This session included presentations by Woolworths Group Australia on best practices for GS1 Data Matrix implementation. Also, solution provider education and insights from Knapp AG on intelligent automation and distribution were presented as well. GS1 Australia and GS1 UK shared examples of how industry and regulators can leverage GS1 standards in national dialogues for greater transparency across the food industry. We began a global conversation on the impact of sustainability on individual companies and the fresh foods industry, which is an important conversation we look forward to continuing in the future.

GSMP EPC UHF Gen2v3 Mission-specific Working Group (MSWG)

The group finalised gathering requirements for Gen2v3. We presented the Business Requirements Analysis Document (BRAD) and highlighted the open sections. The team focused on elaborating the scenarios and identified scenario owners. Scenario owners will provide their section to finalise the BRAD. They are looking forward to motioning the BRAD into community review in October.

Newcomers Session

At the newcomers session, we presented highlights of the week and discussed the focus areas for our core sectors: retail, marketplaces and healthcare.

Accelerating into the future: GS1 marketplaces programme

As marketplaces accelerate into the future, industry stakeholders are asking GS1 to work together with them to help answer their pressing business challenges around product identification. The GS1 marketplaces programme seeks to ensure that GS1 standards and services evolve to support today's, and tomorrow's, online world. The session included an interview with Maru Cristiani, Product Development Director – Catalogue and Structured Data at Mercado Libre, who described the real-world challenges faced by the marketplace ecosystem, namely the need to uniquely identify products in their catalogues. The GS1 Global Office marketplaces team highlighted the achieved and ongoing work of the GS1 marketplaces programme in the areas of standards, services and education and awareness. The session concluded with a call-for-participation to industry and GS1 Member Organisations.

GS1 Member Organisation experiences with GS1 Digital Link

The objective of this session was to show how different GS1 Member Organisations are including GS1 Digital Link in their various projects. Among other things, Bijoy Peter from GS1 India talked about how they're using it in their smart consumer service that allows a simple scan of a QR code (that contains a GS1 Digital link URI) to access product information without any need for an app. We heard from Roxana Saravia about a project in Argentina that is resolving SSCCs to traceability information. Scanning the GS1 Digital Link URI triggers the sending of an EDI message to business partners up to the retailers. This is greatly improving data transfer efficiency and reducing item rejection. In Switzerland, Michel Ottiker described how Gilgen is using the production resolver to redirect scans of GIAIs to relevant information, and how the Global Office resolver was programmed with simple rules that carry out those redirects centred on the GCP. Finally, GS1 Sweden's Alice Makaru highlighted conversations with retail, construction and transport industries. A recent webinar attracted a lot of attention from multiple industries including construction, apparel and CPG.

GSMP Electronic Data Interchange (EDI) Standards Maintenance Group

Agreements were made to streamline the process around the publication of code lists. The group progressed work requests including errata fix, gathered ideas to improve EDI's profile on www.gs1.org and reviewed the EDI 2021 survey results. These survey results showed that the usage of GS1 EDI standards is still increasing and highlighting interest in new technologies such as JSON and APIs.

TUESDAY, 14 September 2021

Global Training Network (MO only)

The objective of the Global Training Network is to share best practices and harmonise the training approach at a global level. The session started with an update on the Global Office training offering: GS1 e-Academy, our global training platform, new eLearning courses recently published on standards, services and solutions, the training strategy for the marketplace programme and team accomplishments around three training pillars: GS1 healthcare training, GS1 fundamentals and GS1 training at the regional forums. Three GS1 Member Organisations shared their stories: GS1 Australia talked about their current pieces of training, and how they implemented global slides into their core training: GTIN management standard. GS1 Kenya highlighted the importance of the training sector in their country and their focus on developing collaborations with universities.

GS1 China explained their training structure, how they switched from offline services to online only during the pandemic and how they will leverage the GS1 e-Academy in the future.

Scan4Transport transforming supply chain operations

This session focused on the efficiency and interoperability challenges across the freight transport industry and the need to improve resilience and agility. The recently ratified standards developed by the Scan4Transport Work Group were demonstrated using two of the solutions developed by the work group and pilot participants. The Avery Dennison solution demonstrated how the key data required to support the transport process can now be encoded into a 2D barcode on the transport label. Alex Koumaras from Leopard Systems then took attendees through a tale of two labels (the traditional freight label vs the Scan4Transport approach). Alex's video journal of two parcels, from first-mile pickup through to the last mile delivery highlighted the significant benefits the new Scan4Transport standards enable. The session concluded with an overview of the approach and building blocks GS1 Member Organisations can offer industry to support adoption.

Integrated Track & Trace for multi-modal transportation initiative

Transportation demand is forecasted to triple by 2050. Keeping track of that enormous amount of transportation is imperative for all supply chain stakeholders. Universal track & trace capabilities will enable digital ecosystems to flourish by overcoming current logistics inefficiencies. Companies will have full visibility and control of their supply chains as part of fully interconnected logistics networks, so assets and resources are used to the max. Unfortunately, transport and logistics do not offer these universal track & trace capabilities today. The outputs will be an implementation guideline for using existing global data standards consistently across the supply chain. With the implementation guideline and consistent use of EPCIS, as well as all identification keys that are necessary end-to-end, we should make it possible to enhance the track and trace capabilities for the benefit of all the stakeholders.

Plenary: How the world's most successful consumer organisations are winning in the era of data

Lindsey Mazza and Kees Jacobs explained the ways consumer products and retail industries use data to serve their customers and blaze new trails for their futures. From using data to gain a competitive edge, to building a resilient supply chain, to recognising who each customer is, what they want and what matters most to them, data is empowering. Whether we're using data for operational improvements, or consumer communications, the shopper is at the core.

GS1 Member Organisation experiences with GS1 Digital Link (live repeated session)

The objective of this session was to show how different GS1 Member Organisations are including GS1 Digital Link in their various projects. Among other things, Bijoy Peter from GS1 India talked about how they're using it in their smart consumer service that allows a simple scan of a QR code (that contains a GS1 Digital link URI) to access product information without any need for an app. We heard from Roxana Saravia about a project in Argentina that is resolving SSCCs to traceability information. Scanning the GS1 Digital Link URI triggers the sending of an EDI message to business partners up to the retailers. This is greatly improving data transfer efficiency and reducing item rejection. In Switzerland, Michel Ottiker described how Gilgen is using the production resolver to redirect scans of GIAIs to relevant information, and how the Global Office resolver was programmed with simple rules that carry out those redirects centred on the GCP. Finally, GS1 Sweden's Alice Makaru highlighted conversations with retail, construction and transport industries. A recent webinar attracted a lot of attention from multiple industries including construction, apparel and CPG.

GSMP Identification Standards Maintenance Group (SMG)

There was great collaboration as members from the Global Master Data SMG joined the meeting to provide their input. The group was able to move two work requests related to assortments into community review. The team will continue to prioritise work related to General Specification release 2022.

Sustainability and circular economy at GS1 (MO only)

GS1 standards play a key role in enabling stakeholders to achieve sustainability objectives. GS1 has an important role to play in ensuring stakeholders across the value chain know and understand GS1. This session provided a review of this past year's accomplishments with GS1 Member Organisation colleagues and new materials under development in establishing a position and whitepaper (through leadership). We also uncovered ideas of a pursuit involving external stakeholders and work on data models.

Verified by GS1 – a manufacturer's journey

This session focused on the manufacturer's (brand owner's) journey in adopting, implementing, and using Verified by GS1 on a global level. After a brief intro and global update on the status of Verified by GS1, Liz Wilson from Kellogg talked about the company's product data journey. Liz shared the company's experiences and learnings, covering the steps leading up to product data upload to the GS1 Global Registry Platform, the prerequisite of leadership alignment on data governance, the challenges encountered along the way as a global company operating regionally, the efforts made in data clean-up and the positive results and how Verified by GS1 is embedded today in Kellogg's innovation processes. Liz concluded with a call-to-action to industry and GS1, stressing the need for increased collaboration amongst all stakeholders.

Integrated Track & Trace for multi modal transportation initiative (live repeated session)
Transportation demand is forecasted to triple by 2050. Keeping track of that enormous amount of transportation is imperative for all supply chain stakeholders. Universal track & trace capabilities will enable digital ecosystems to flourish by overcoming current logistics inefficiencies. Companies will have full visibility and control of their supply chains as part of fully interconnected logistics networks, so assets and resources are used to the max. Unfortunately, transport & logistics do not offer these universal track & trace capabilities today. The outputs will be an implementation guideline for using existing global data standards consistently across the supply chain. With the implementation guideline and consistent use of EPCIS, as well as all identification keys that are necessary end-to-end, we should make it possible to enhance the track & trace capabilities for the benefit of all the stakeholders.

Verified by GS1 – a retailer's journey
After the manufacturer's view in an earlier session, the focus of this session was on the Verified by GS1 journey as experienced by retailers and other data recipients such as marketplaces and solution providers. After a brief intro, the session provided an update on the main global initiatives around Verified by GS1 industry engagement, including the leapfrog accelerators, some inspiring industry testimonials and a sneak preview of some major industry success stories from across the world, which will be published soon. The session concluded with a call-to-action to retailers, marketplaces and solution providers to increase the use of the GS1 Global Registry Platform leveraging the various tools and services around Verified by GS1 and to continue collaborating with manufacturers.

GSMP Construction – GTIN Management Standards sub team
This was the kick-off teleconference where project background, objectives, GSMP process, and timelines were shared. With regards to the scope, there was great conversation. The approach to identify and seek requirements was also shared. The scope and deliverable for a guideline will be elaborated upon by the core team. Meanwhile, any interested members should provide their requirements.

GSMP Images, Digital & Electronic Assets (IDEAS) Standards Maintenance Group (SMG)
Key accomplishments include significant progress made on the draft GS1 Product Image Sharing/Delivery Guideline, shared pilot results from the use of metadata for product images and how this might allow the industry to migrate away from significant GTIN naming of product images, the success of the GS1 mobile ready hero image guideline (first published three years ago and now widely adopted) and highlighted areas for improvement. The group also agreed on a way forward to tackle the issue of product videos.

Innovation Interest Group
This open innovation sharing session provided insights into select innovation activities from around the GS1 global community. Carolina Fernandes from GS1 Brasil highlighted their continuing activities to build business-focused technology tracking indexes (Agrotech index) as well as their efforts to build member journey mapping to identify opportunities to improve the customer experience. Regional innovation activities across Latin America were presented by Luis Paniagua from GS1 Costa Rica, highlighting their efforts to encourage a regional innovation culture and create opportunities to collaborate and share on pilots and projects. Carrie Dyer from GS1 US described their upcoming GS1 US Hemp Hackathon focused on making the CBD (cannabidiol) supply chain to be more visible, take advantage of the data generated and ensure that data can be trusted by consumers.

Shaping future logistics using GS1 standards
Governments all over the world invest heavily in projects with supply chain stakeholders to improve operations in supply chains and specifically in transport & logistics. GS1 has been quite successful in joining such innovation projects. Governments expect these projects to become the kernels of supply chain and T&L innovation around which the industry will consolidate to leverage the innovations first proven within the projects. Several member organisations and industry stakeholders will explain what projects they are working on during this session, how they leverage GS1 standards and how the projects intend to become the growth kernels in which governments invest their funds. GS1 is and has always been involved in projects where identifiers play a capital role.

Verified by GS1 – data analytics – data content / quality
This session provided an overview of the GS1 Verified by GS1 - Data Analytics journey. Marina Furtado from Johnson & Johnson and Christian Zaeske from Metro shared two success stories: how they started with an average data quality score, and in 12 months fixed the quality issues and expanded to new countries with the support of GS1 dashboards.

Global Data Model best practices – Industry session
In addition to programme updates and the celebration of the Brandan Hall award-winning Global Data Model (GDM) eLearning, the Global Data Model industry session focused on the GDM implementation journey. The team had created very concrete action items industry representatives and GS1 Member Organisations could employ to embark on their GDM implementation journey. Along with some guiding questions, the participants received a comprehensive overview of all existing and new materials, tools, standards that are available to help driving adoption.

WEDNESDAY, 15 September 2021

GLN success stories: Port of Rotterdam and beyond
Four speakers (from industry and GS1 Member Organisations) demonstrated solutions based on using GLN, Links to Other Sources of Data (L2SD) and GS1 Digital Link. Each highlighted the benefits of using GLN in those solutions. The solutions connected with each other using L2SD, in effect creating an ecosystem of applications from different stakeholders enabled by GLN and other GS1 standards. Applications will be further developed and connected, which we intend to demonstrate at upcoming GS1 events.

Plenary: GS1 standards – making a difference for patients worldwide
At a time where health is at the forefront of everyone's minds, leading healthcare stakeholders ranging from hospitals to wholesalers and suppliers, explained how they use GS1 standards to improve patient safety. Discussions focused on how these standards, incorporated in both business and clinical processes, are helping to improve efficiency, accuracy and importantly, quality of care – impacting everybody, everywhere.

Global Data Model – Global Team
Global Data Model (GDM) – Global Team members heard from the GDM programme director and subject matter experts on a wide range of current topics, including the recent Brandon Hall Group Award for the GDM eLearning, upcoming enhancements in GDM version 2.0 and the latest progress on the GDM local layer submissions. Breakout sessions discussions brought members together on the topic of GDM attributes and market stages to explore the next frontier of how GDM can deliver both clarity and simplicity to exchange foundational product data.

GSMP Scan4Transport Mission-specific Work Group (MSWG)
The team celebrated the release of the S4T Implementation Guideline available in HTML format. Michiel (GS1 Australia) shared the S4T pilot report to garner their feedback. Jaco (GS1 Global Office) shared the updates needed for Appendix C to harmonise with package measurement rules. Dan (GS1 Global Office) led the discussion on geo-coordinates. Based on the discussion, the S4T pilot report will be finalised for review by the S4T group in October. Appendix C will be updated for feedback by the S4T MSWG. Geo-coordinates solution design will start soon.

Pathology – identification and labeling of laboratory samples sub team
Identification and labeling of laboratory samples sub team continued their work on identifying business requirements for pathology. We presented the current business requirements and added new ones based in the team's input. We then went through the first draft of the business requirements analysis document (BRAD) and made edits based on the team's input. The team will conduct a review of the draft and bring feedback for the next team call. The objective is to complete the BRAD on the next call.

The Global Migration to 2D Programme – the next dimension in barcodes – info session
During the first hour (see also the community engagement and solution provider sessions), we introduced the new global migration to 2D Programme, listed recent pilots from around the world that are leveraging 2D barcodes for consumer engagement, inventory management and traceability, showed the programme structure and invited participation from industry and GS1 Member Organisations to get involved in this multi-year effort. During the session, an interview by GS1 Switzerland with a regional retailer, Coop, highlighted their pilot using GS1 Data Matrix 2D barcodes to enable expiry date management of fixed measure fresh foods at the point-of-sale. This demonstrates scanning of 2D codes at the point-of-sale to lower food waste, prevent expired products from being sold and improving overall inventory management. To learn more and get involved, you can visit the new 2D barcodes webpage and register now to join the programme.

Global Migration to 2D solution providers workstream
Throughout the world, industry users have been migrating towards the use of 2D barcodes to meet pressing requirements for richer consumer engagement and regulation compliance but use cases do not end there. Improving inventory management, enhancing recall readiness, championing sustainability and ethical sourcing, addressing product authentication – the list of areas that benefit from the right data in the right data carrier is extensive across all markets and sectors. Realising the benefits of data-rich barcodes at scale is no small feat. Hardware, software, systems, and entire ecosystems will need to further adapt at scale. This 2D focus group is designed for solution providers across all markets that support on-pack coding solutions. This would include those involved with scanning systems, printers, data storage, system integration, etc. This session featured two solution providers and why they've already leaned in to support the Global Migration to 2D – through updates to their product labeling software and through the development of a new GS1 barcode encoder. In addition, the audience gained awareness of the value proposition and main objectives for the Global Migration to 2D solution provider 2D focus group.

The Global Migration to 2D – Community Engagement session
During the second hour of the Global Migration to 2D mega session, we introduced a plan and an organisational structure designed to prepare and equip our GS1 community and the retail industry stakeholders around the world for the history-making migration to 2D barcodes. We also identified the work comprised of two work streams: 1) standards and technology focusing on standards development, guidance on multi-symbol placement and lab testing and 2) collateral library concentrating on education and awareness, getting started guides, engagement kits and FAQs. One of GS1's core competencies is our global reach, but that reach requires working together to do remarkable things. Many opportunities to engage and share were introduced, and participation was encouraged. There is an opportunity for everyone, no matter where you are on this journey! Business use cases were highlighted (inventory management, traceability, sustainability, consumer safety, consumer engagement, improved packaging), but we must remain vigilant to uncover other pressing business needs where 2D can provide benefits for our supply chain partners and consumers! To learn more and get involved, you can visit the new 2D barcodes webpage and register now to join the programme.

Creating effective referral links (MO only)
In this session, we discussed the meaning and implementation of referral links in the context of GS1's direct licensing project and in referral marketing. Four examples of referral links from third parties to GS1 were examined in detail to illustrate what has been done well and what could be improved to make the links even more effective. We also discussed website analytics with respect to referral links and left the audience with a top-10-list of hands-on best practices for various levels of GS1 Member Organisation engagement, as well as references to GS1 Global Office digital marketing resources.

GSMP Global Product Classification (GPC) Standards Maintenance Group (SMG)
This group reviewed and motioned three work requests to community review, reviewed industry work request proposals, and a new work request to update the GPC Development and Implementation guideline. The group started working on the review of the guideline and will continue in future meetings. The group also reviewed two new GPC tools, the GPC browser and the GPC Member Organisation translation tool.

GSMP Visibility4Cargo Mission-specific Working Group (MSWG)
The session was dedicated to the kickoff meeting of the GSMP MSWG tasked with an implementation guideline for using existing global data standards consistently across the supply chain in order to solve specific industry challenges related to track and trace. Track and trace is often a challenge for today's supply chains due to outdated paper processes and disjointed data systems that slow down communication. The lack of data compatibility exposes supply chains to problems like visibility gaps, inaccurate supply and demand predictions, manual errors, counterfeiting and compliance violations. It is a great opportunity to help shape the output of the group by engaging in scope, objectives and timeline conversations.

How to improve the customer experience through innovation
Keeping the heart of the customer in mind is in everything we do at GS1. Using innovative ways to enhance the GS1 customer experience is evident throughout the GS1 federation. In this session, GS1 Global Office covered the four top trends in customer service innovation for 2021. Also, GS1 Australia and GS1 South Africa shared their journeys implementing new, innovative customer service tools that had a major impact increasing their customer's satisfaction. They also share tips for those member organisations that would like to do the same.

Traceability at GS1

Collaboration and activities to build capabilities in traceability across GS1 have resulted in positive progress. There is more to accomplish to position GS1 to be ready when industry is ready to increase the investments in traceability capabilities. This session presented the broad scope of activities in traceability from building greater awareness on GS1 and an ambitious educational programme to building the capabilities of GS1 Member Organisations and industry members.

THURSDAY, 16 September 2021

Accelerating into the future: GS1 marketplaces programme (live repeated session)

As marketplaces accelerate into the future, industry stakeholders are asking GS1 to work together with them to help answer their pressing business challenges around product identification. The GS1 marketplaces programme seeks to ensure that GS1 standards and services evolve to support today's, and tomorrow's, online world. The session included an interview with Maru Cristiani, Product Development Director – Catalogue and Structured Data at Mercado Libre, who described the real-world challenges faced by the marketplace ecosystem, namely the need to uniquely identify products in their catalogues. The GS1 Global Office marketplaces team highlighted the achieved and ongoing work of the GS1 marketplaces programme in the areas of standards, services and education and awareness. The session concluded with a call for participation to industry and GS1 Member Organisations.

Consumer digital receipts – Who needs a global standard?

This session brought together an international group interested in consumer digital receipts; shared work in progress at the French, Swedish and European levels; discussed the potential technical solutions to provide a truly global GS1 Consumer Digital Receipt Standard. This standard could be leveraged by all stakeholders: regulators, consumers, retailers, banks, app developers, etc.

GS1 in Rail – from vision to implementation

We were very happy and positively surprised to have 44 participants in our session. As it stands now, rail is not a core sector of GS1, but nevertheless we are seeing an increasing interest in this sector within the GS1 community, which encourages us to move on with full power commitment and speed. We also had good support from external speakers such as Siemens Mobility and Sydney Trains, who confirmed to us and our community that we are on a successful path in rail to make our vision a reality. Due to the quite large interest in rail, we would be happy if more GS1 Member Organisations would become part of our GS1 Member Organisation Interest Group for Rail.

Discover the GS1 e-Academy (MO only)

During the session, GS1 MOs were presented with a glimpse of what the GS1 e-Academy is and how they can use it to serve and educate their employees and/or customers/members. Our guest speaker from GS1 China, Shiwei Li, shared how they are leveraging the GS1 e-Academy to educate Chinese graduate students on GS1 standards and services and their plans for GS1 China staff. The group shared GS1 e-Academy usage metrics, showing an increase in the adoption of the new system (growing logins and training usage). They shared our plans about enabling mobile learning and the possibility of offering additional training content from LinkedIn Learning right inside of the GS1 e-Academy. The GS1 e-Academy allows us to share a global platform to train together, speak with one voice, and act as one organisation, and this session allowed us to show how that can be done.

GDSN User Group Meeting

During this meeting, we reviewed the Global Data Synchronisation Network® (GDSN®) data strategy and related support activities. In addition, trading partners Seaboard Foods, Peapod Digital Labs (Ahold Delhaize), Procter & Gamble and Metro AG shared their respective GDSN implementation stories with the community. A great discussion on how to invigorate interest in GDSN led to an action item to see if users can offer input into activities and changes to help grow the network exponentially. GS1 US gave an update on their Global Data Model journey. Other topics included updates on the Global Data Model activities and the GDSN release schedule and projects. The Global Product Classification team updated the users on upcoming changes and encouraged community members to take a future survey to understand the impact that may occur. All meeting notes and actions will be posted in the GDSN User Group community room.

GSMP Digital Signature Mission-specific Work Group (MSWG)

The team celebrated the ratification for web vocabulary and link types. There were good conversations regarding the need to differentiate the various approaches (e.g., verifiable credentials, digital signature). Mark shared the outline and tools for digital signature implementation guidelines. Bertus and Neil presented the

business case for ISO/IEC 20248. There will be a meeting to continue the conversation to compare the different approaches. Neil will present the business case for ISO/IEC 20248 to Identification SMG.

What is new in the GS1 global traceability compliance standard v4.1 (MO only)
During the session, Slobodan Romac from GS1 Croatia and Krisztina Vatai from GS1 Hungary highlighted the updates made to the standard and explained the rationale behind those updates. Additionally, a status update on the work of the global traceability programme refresh was communicated, showing the roadmap and deliveries for 2022.

GLN success stories: Port of Rotterdam and beyond (live repeated session)
Four speakers (from industry and GS1 Member Organisations) demonstrated solutions based on using GLN, Links to Other Sources of Data (L2SD) and GS1 Digital Link. Each highlighted the benefits of using GLN in those solutions. The solutions connected with each other using L2SD, in effect creating an ecosystem of applications from different stakeholders enabled by GLN and other GS1 standards. Applications will be further developed and connected, which we intend to demonstrate at upcoming GS1 events.

GS1 Ken Traub Awards ceremony and closing remarks plenary
The development of GS1 standards would not be possible without the GSMP champions around the world who are dedicated to transforming business for the benefit of everyone. During this plenary, everyone joined us to congratulate Staffan Olsson of GS1 Sweden and Marcel Ducceschi of Migros-Genossenschafts-Bund for being awarded this year's GS1 Ken Traub Standards Award. Also, we heard a recap of the week's accomplishments as well as the path forward as we continue to build a more resilient future, together.

Session replays are available until 1 December 2021 on the post-event website

Get involved in standards development

The GS1 Global Standards Management Process (GSMP) pairs efficiency with consensus building to develop standards that address real business challenges. Through the GSMP, businesses facing similar problems work together to develop standards-based solutions. Learn how we develop standards and stay informed about standards development progress and releases on the website.

Join the work groups

Join a GS1 Global Standards Management Process (GSMP) work group to continue participating and for access to GSMP presentations and meeting minutes from the event. Visit the website.

Contact us

Please contact us for assistance or questions at GSMP@gs1.org.

Upcoming events

GS1 Healthcare Online Summit – held virtually | 15 – 18 November 2021
GS1 Global Forum – held virtually and in Brussels | 21 – 24 February 2022
GS1 Standards Week – held virtually | 25 – 28 April 2022
GS1 Industry and Standards Event – held virtually | 19 – 22 September 2022

Visit https://www.gs1.org/events-calendar for more information.