



The Global Language of Business

# Annual Report

## 2022

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# GS1 Italy's 2022

This we are proud to repeat: **GS1 Italy was founded with and for Italian barcoding**. But many years have passed since then. Forty-five, to be precise. In the meantime, we have grown up. And we have become expert navigators (and, let's face it, innovation drivers) of the entire Fast Moving Consumer Goods world.

Today we research and develop tools that drive our country's innovation and benefit the planet, facilitating and connecting with our users and collaborators as we share a common vision.

In 2022, **we did this with 40,000 companies every day**, exceeding the results of the previous year by more than 3,000. And we have been doing this, as always, for companies from the most diverse sectors, from food to retail, from catering to healthcare.

Today, as we approach the [fiftieth birthday of the reference standard that accompanied our foundation](#), we recount the past year in words and, of course, in numbers.

Mindful of our past as we stride towards the future. At GS1 Italy, that's how we like to work; that's how we aim to grow.



## Around the world today:

More than 2 million companies use GS1 standards and services.

More than a billion products carry a GS1 barcode.

Billions of GS1 barcodes are scanned every day.

Local GS1 organisations such as GS1 Italy are present in 116 countries worldwide.



## In Italy, every year\*:

around 350,000 FMCG products carrying a GS1 barcode are sold

recorded with 30.2 billion checkout scans

generating 2.7 billion receipts.

\*in supermarkets, hypermarkets and self-service sales outlets (excluding variable weight and non-food products)



# Letter from the Chairman

for the three-year period 2020-2022

Dear Reader,

For those of us concerned with current and, more importantly, future consumer trends, 2022 was a decidedly pivotal year.. We witnessed, supported and reported on the long wave of economic recovery, and struggled to grasp the impact of a European war and its effect on the globalised world. In short, 2022 was a year of change and new challenges, as well as continuous and urgent demands on us to adapt.

We at GS1 Italy are used to turning stimuli from the outside world – any kind of stimulus, be it positive or terrifying – into opportunities for growth. Asking questions, giving answers. We have always been doing this, and we are doing it for an increasing number of companies and users.

In the past year, we have chosen to do this, among other things, through the [Nuovo Codice Consumi](#), a research study developed together with Ipsos and McKinsey & Company.

We endeavoured to address the same fundamental issues we have always faced: How do Italian households cope with expenditure? What does family consumption reveal?

To respond and to do so in an innovative manner, we relied paradoxically on a straightforward, human, “analogue” approach. We visited the families, observed them, and talked to them.

In particular, we approached **36 individual families** and asked them to partake in an “ethnographic survey”. Then we gathered and conversed with **nine focus groups**, made up of a geographically diverse group of people from different social backgrounds and areas. Finally, we did what we do best, which is to collect data, lots and lots of specific data, through a large **quantitative survey of about 4,000 purchasing managers**.

Once the research phase was over, the only thing left to do was to process the information obtained. And this is where passion for innovation and opportunities for growth played an important role. Because if it's true, as we have said, that consumer dynamics are changing and adapting at an incredible pace, then the traditional categories we have always used to describe and work with them no longer apply. In other words: we cannot apply the filters and terminology we had in 2012 to observe and analyse how Italian people spent their income in 2022.

Therefore, **we built a classification system from scratch based on the concept of community of feeling (or, more briefly, community). We devised new categories to describe Italian trends in terms of needs, aptitudes, attitudes and prevailing passions.** In our view, every consumer falls into one or more of the following communities: happy-go-lucky, thrifty caring, inattentive with a relish for being admired, branded taste seekers, convivial focused on wholesomeness, disinterested urban-omnivores, moral suasion cohort, shrewd experimenters, authentic genius loci nostalgics.

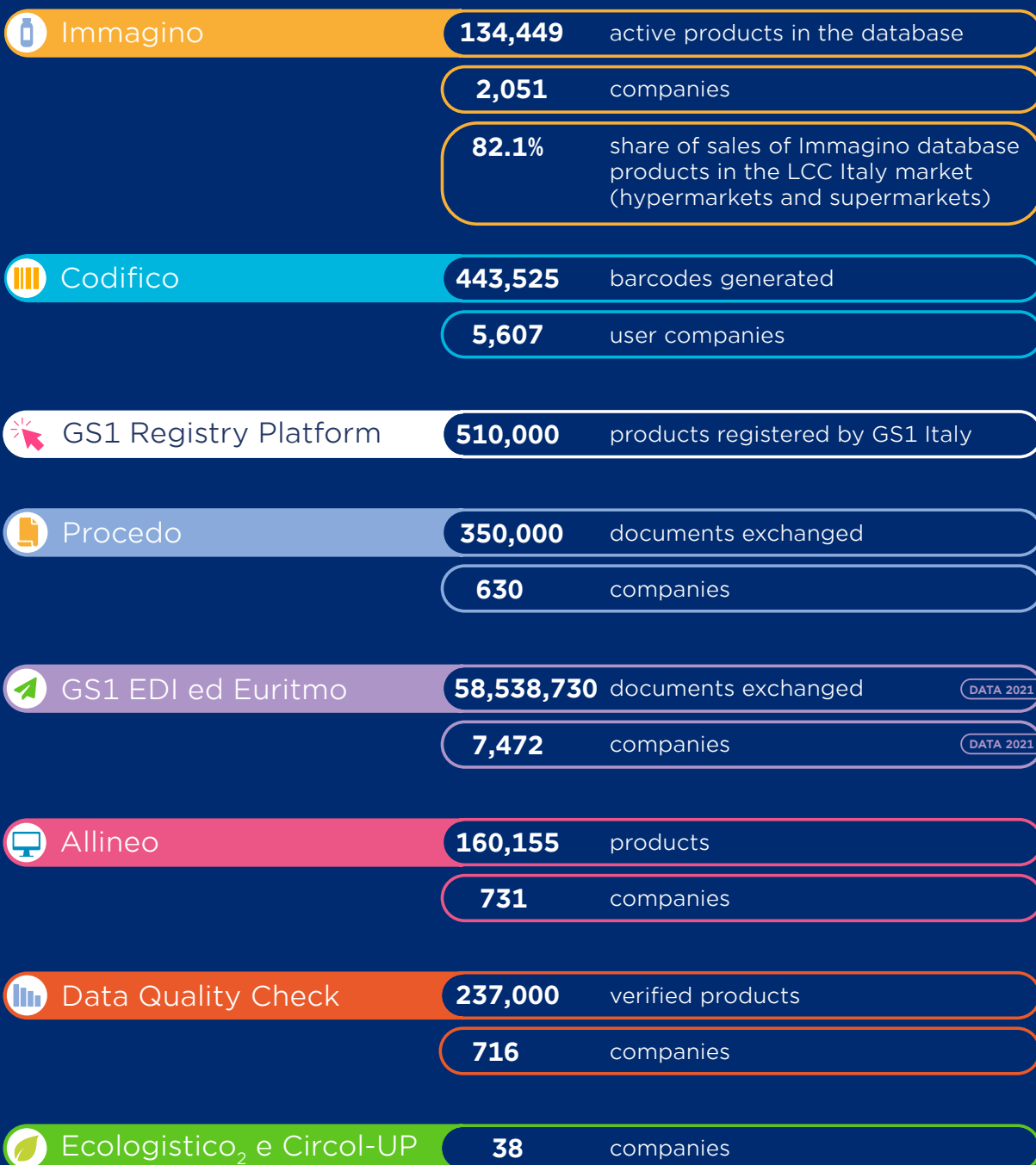
All the category traits, together with the data collected from our research, are available on our website, as well as a recording of [the event launch we organised in June 2022 in Rome](#) at Palazzo Brancaccio.

In short, we took a snapshot of the Italian consumer dimension and then showed it to everyone: manufacturers, retailers, institutions and, of course, the consumers themselves. We did it to serve the consumer goods industry, and we did it for ourselves. Because when external and global conditions force us to change rapidly, the best course of action is to learn about ourselves and recognise our traits, revealing and recording every adaptation, making them useful and meaningful. Transform every input into an opportunity for growth. Ask, answer. That's what we have always done; we shall do it again in this 2022.

**Francesco Pugliese,**

*Chairman of GS1 Italy for the three-year period 2020-2022*

# Numbers for 2022



**GS1 ITALY  
AND ECR ITALY  
WORKING TABLES**

**1,138**

participating  
managers

**CUSTOMER  
SERVICE**

**10,487**

companies  
turned to it

**WEBSITES**

GS1IT.ORG, TENDENZEONLINE.INFO,  
INTERNO1.ORG, SERVIZI.GS1IT.ORG

**1,597,903**

views

**SOCIAL MEDIA  
CHANNELS GS1 ITALY  
AND GS1 ITALY SERVIZI**



**12,041,149**

impressions

**EVENTS, ACADEMY  
COURSES AND VISITS  
TO INTERNO 1**

**2,701**

participants

**PRESS OFFICE**

**3,154,192,172**

impressions\*

**PUBLICATIONS**

**12,437**

copies distributed  
and downloads

**EMAIL MARKETING**

**54,977**

people  
'reached'

\*Dimensions of the number of potential reads and listens of articles and programs mentioning GS1 Italy (elaboration on data from Audiweb, urlm.it, Audipress, DataStampa, RadioTER, Auditel).

# What we do

We were founded to introduce barcoding to the Italian consumer goods sector, and we became drivers of its future. It is a path we have chosen and structured, implementing useful tools and services for small and large companies.

## Immagineo

[Immagineo](#) is the service designed by [GS1 Italy Servizi](#) that enables companies to **create digital twins of their products**. They send them to us, and we digitalise them, associating the data on the packaging with their photograph. Thus, we shrink the distance between online shopping and physical shops. Companies reap the benefits, and consumers enjoy greater transparency.



### Immagineo

% CHANGE 2022 VS 2021

<b>134,449</b>	active products in the database	+3.4%
<b>6,211</b>	users	+9.9%
<b>1,994</b>	manufacturers	+1.5%
<b>57</b>	retailers	+3.6%
<b>82.1%</b>	share of sales of Immagineo database products in the Italian consumer packaged goods market (hypermarkets and supermarkets)	-0.9%



## Codifico

GS1 Italy's flagship tool, [Codifico](#), is an easy-to-use, fully online tool **for creating and managing GS1 barcodes**, downloading barcode images and creating labels, and entering, ordering and exporting product information.



## GS1 Registry Platform

Manufacturers can also use Codifico **to disclose seven key product-related** information fields by **registering them** in the [GS1 Registry Platform](#); namely, the GTIN, the brand name, a product description, the product image URL, the standard Global Product Classification, the net content, the unit of measurement and the target market. This is a quick and easy way to increase trust in the relationship with distributors and consumers, to improve the shopping experience and, ultimately, sales, and to prevent counterfeiting.



## Procedo

[Procedo](#)'s aim is **to make the exchange of business and administrative documents more immediate and secure** by digitalising orders, order confirmations, dispatch advice notices, receipt notices and invoices. This reduces errors and delays and improves the quality of communication between manufacturers, distributors and retailers.



## GS1 EDI and Euritmo

[The EDI format, according to GS1 Italy](#). Euritmo is an EDI-compatible format for electronic invoices and documents created by those who work with the standard every day.



## Allineo

[Allineo](#) also aims to facilitate communication between business partners by eliminating errors and anomalies. It does so by facilitating, first and foremost, the continuous updating of product database information through the global **GS1 GDSN**® standard and, secondly, by ensuring that retailers receive accurate and reliable data in electronic and standardised format.

Allineo		% CHANGE 2022 VS 2021
<b>160,155</b>	products	+23.0%
<b>724</b>	manufacturers	-1.5%
<b>7</b>	retailers	-12.5%

## Data Quality Check

How do we make Allineo's data accurate and reliable? By using the [Data Quality Check](#), a tool designed to find errors and help companies correct them.

Data Quality Check		% CHANGE 2022 VS 2021
<b>237,000</b>	verified products	+17.3%
<b>716</b>	companies	+16.6%

## Ecologistico<sub>2</sub>

This is [a tool for implementing sustainability, measuring emissions and taking action to reduce environmental impact](#). We want to do this by learning and training with and for companies, without too much hype, with clear thinking and by proposing focused examples and goals.

Where in the supply chain can action be taken to reduce emissions? How can logistics (transport, storage) be re-designed to pursue this aim? And which case studies can you learn the most from?

To answer these and other questions, we have created this tool, which also keeps you up-to-date and helps you make informed and beneficial green choices. We thus benefit businesses and the environment.

### Ecologistico<sub>2</sub>

**15** companies shared their logistics optimisation projects with Ecologistico<sub>2</sub>

**13** manufacturers

**2** retailers

## Circol-UP

Whereas with Ecologistico<sub>2</sub> we aim to reduce emissions, with [Circol-UP](#) we pursue circularity. Launched in 2022 with the publication of a study on the state of the art in Italy, this tool is used by companies who wish to measure their circularity performance to improve processes, reduce waste, and devise new business models and collaborative systems. The circular economy concept is foundational: it makes processes virtuous and pushes companies to think of every action as part of a complex, fascinating and, to a large extent, controllable chain. We want to make it approachable, understandable, and widespread.

### Circol-UP

**23** companies participated in the project

**15** manufacturers

**8** retailers

# How we do it

Standards, tools and services are little more than the superficial aspects of a process that evolves on the basis of precise intentions and noble goals. In 2020, we laid out a clear strategic plan to guide our choices.

A plan to guide us over the two years that were to follow.

We drafted it on the basis of four pillars:

- Sustainability.
- Digitalisation and data prevalence.
- Traceability.
- Collaborative logistics.

If these words, read in retrospect, reflect the work of the last two years, it means that we worked as we had hoped, that we made consistent choices, that we went in the right direction.

**The GS1 Italy 2020-2022 Strategic Plan**

**DOWNLOAD**

We develop standards, solutions and innovative services together **with user companies**, who participate directly in our governing bodies and working groups. Customer service is our direct line to them and to those who want to join the community.

GS1 Italy and ECR Italy  
Working Tables

**1,138**  
participating  
managers

% CHANGE 2022 VS 2021  
**+29.0%**

Customer service

**10,487**  
companies  
turned to it

% CHANGE 2022 VS 2021  
**-12.5%**

**18,771**  
interventions  
resolved

% CHANGE 2022 VS 2021  
**-28.0%**

## On the topic of sustainability

In a nutshell, our mission is to facilitate the development of businesses, to help them simplify and optimise processes, and to connect them with each other. So, when the topics of circularity and reducing climate impact became prevalent, we knew we had to get involved; it was, quite simply, a matter of giving a new, precise direction to daily work.

We chose to do this in two ways: with **Circol-UP** and with **Ecologico<sub>2</sub>**.

[Circol-UP](#) is a tool to assist companies in measuring and implementing circularity.

When we started to envision it, we first asked ourselves what measurement criteria we could use. Since there is still no standardised tool for assessing circularity, we designed one ourselves – in collaboration with the Institute of Management of the Scuola Superiore Sant’Anna in Pisa – linking the study of the requirements and aspects that make a process “circular” to the understanding of what actions companies are actually capable of taking.

The result is a checklist questionnaire of between 50 and 60 qualitative and semi-quantitative items submitted to participating companies. The answers are then processed on the basis of an overall indicator – the “circularity index” – and a targeting system that identifies the areas in which a given company is more or less virtuous.

To test the effectiveness of the tool, gauge the state of the art in Italy as accurately as possible, and inspire other companies to implement good practices, we then drafted a document which reported a series of case studies relating to **15 production and 8 distribution companies**.

We called it “[State of the art of the circular economy in consumer goods companies](#)”, and it is freely downloadable and available to anyone interested.

## Circol-UP



### Manufacturers

Artsana	Fater	Panzeri Diffusion
Auricchio	Ferrero	Parmalat
Barilla	Marchese Antinori	Prealpi
Bauli	Mondeléz Italia	Procter & Gamble
Esselunga	Nestlé Italiana	Sutter



### Retailers

Bennet	D.it – Distribuzione Italiana
Conad	Esselunga
Decathlon	Metro
Despar Italia	Realco

But when we talk about sustainability at GS1 Italy, we also talk about [Ecologistico<sub>2</sub>](#), the tool we created to help companies understand, measure and reduce the climate impact of their supply chain.

We like to call Ecologistico<sub>2</sub> a “training ground” for environmental sustainability. This is because the tool enables organisations to effectively train themselves, simulating possible actions and how these could affect emissions. Company managers dealing with efficiency and sustainability issues can identify which variables most influence the environmental impact of their logistics and evaluate the most effective actionable proposals.

For carbon footprint measurement, we released three documents in which we have gathered all the guidelines on the dataset that suppliers can produce to measure their carbon footprints, a practical handbook for obtaining them and a good number of case studies to examine for possible areas of action.

**Thirteen production and two retailing companies** shared their logistics optimisation projects with Ecologistico<sub>2</sub>.

The abridged version of the collection is available [on our website](#), and the full version is [on Ecologistico<sub>2</sub>](#).

## Ecologistico<sub>2</sub>

	<b>Manufacturers</b>		<b>Retailers</b>						
	Barilla		Eridania		L'Oréal Italia		Conad		Coop Italia
	Bauli		Fater		Mondelēz Italia				
	Campari		Ferrero		Nestlé Waters				
	Carlsberg		Lavazza		Procter & Gamble				
					Unilever				

# How we engage

We like to study the consumer goods industry and solutions to improve them; then, we like to communicate what we discover and experience every day. This year, more than any other, we harnessed multimedia and went viral – POP!

Through the social media channels of GS1 Italy and GS1 Italy Servizi (Twitter, LinkedIn, YouTube, Facebook, Instagram), we were viewed, read about or listened to more than 12 million times, 106.7% more than in 2021. **We have never been so social!** But we have not overlooked the other channels. Our press office endeavoured to ensure that in newspapers, on television or in other media, people read or heard about GS1 Italy 19.2% more often than in the previous year.

And then, we distributed more copies of our publications, reached more people with email marketing and engaged with many more managers.

Also in 2022, we interacted with the business community by every means at our disposal. We were both spectators and protagonists, just as the users and audience of GS1 Italy are in our eyes.

## Relationship channels

Social media channels GS1 Italy and GS1 Italy Servizi			
	12,041,149	impressions	+106.7%
% CHANGE 2022 VS 2021			
Press Office	3,154,192,172	impressions*	+19.2%
Publications	12,437	copies conveyed and downloaded	+16.1%
Email marketing	54,977	people 'reached'	+2.5%
Events, Academy courses and Interno 1 visits	2,701	participants	-33.1%
Websites GS1IT.ORG, TENDENZEONLINE.INFO, INTERNOLI.ORG, SERVIZI.GS1IT.ORG	1,597,903	views	-27.5%

\*Dimensions of the number of potential reads and listens of articles and programs mentioning GS1 Italy (elaboration on data from Audiweb, urlm.it, Audipress, Datastampa, RadioTER, Auditel).

GS1 Italy's 2022 Financial Statements

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GS1 Italy's Servizi s 2022 Financial Statements

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