



# GS1 Italy 2020-2022 Strategic Plan

Blue in green





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# 1. The survey

## Orienting yourself in a changing world

Twenty years have passed since the "Internet revolution" and the speed of change in business shows no signs of slowing down. Technological advances continue at a rapid pace and businesses are called on to adapt, grow and prosper by leveraging new developments in digital connectivity, automation, artificial intelligence, miniaturisation and customisation. In fact, the disruptive impact of technology is accelerating.

It has become clear that companies and organisations can no longer afford to operate as isolated entities but rather will have to collaborate more actively with business partners, customers and consumers, and strive to achieve greater transparency and interoperability between respective systems and processes.

In order to face the difficult challenges of the present day, we need to identify opportunities for developing and spreading the core standards, systems and services of GS1 in order to support transformation of the sector. Some initial guidelines have been identified, indicating business trends and emerging technologies that are expected to have an impact on the entire supply chain

(sustainability, traceability, digitisation and the predominance of data, collaborative logistics, automation and "smart everything", more aware consumers and mass customisation).

## The survey

To identify the opportunities GS1 Italy has to help meet the challenges the sector is currently facing, and will face in the future, a survey was sent to the members of the management boards of GS1 Italy, ADM, IBC, Centromarca and Federdistribuzione.

They were asked to indicate their priorities and to give their opinion on GS1 Italy's current and future projects.

49 replied, a response rate of 74.2%.

# 2. Results:

## The Four Keywords

The macro themes indicated by respondents as priorities for the network of companies that GS1 Italy brings together can be summarised in four keywords:

- 2.1)** Sustainability.
- 2.2)** Digitisation and the predominance of data.
- 2.3)** Traceability.
- 2.4)** Collaborative logistics.



Below is the invitation to participate in the survey sent out by the President of GS1 Italy, Francesco Pugliese.

*"... as you know, a few days ago I assumed the presidency of GS1 Italy for the next three years. I have already declared and I confirm my intention to be the champion of shared interests and I want to engage both myself and the organisation on priorities that*

*are strongly felt by our community of businesses and on which they show solid involvement and effective collaboration.*

*To that end, in collaboration with the GS1 Italy management team, we have prepared a survey that I submit to your attention. We would like you and your closest collaborators to devote some time to help identify these priorities. I also ask you to indicate which priorities you are willing to participate in, and help achieve concrete objectives over this three-year period.*

*I am sure that, with your participation and that of your company, we will be able to bring about new changes that involve a large number of companies for new results of efficiency and collaboration in our sector."*

Below, for each macro theme, are the main reasons for which they have been indicated as priorities, and the projects and proposals on which to focus our commitment.

## 2.1) Sustainability:

### Reasons for the priority

#### Social and environmental responsibility

- Driver of growth, even precompetitive.
- To improve corporate credibility.
- To foster consumer awareness and satisfaction.
- A system commitment.
- Standards and tools to promote economies of scale, measure and standardise regulations.
- Useful to have standards for virtuous business models and homogeneous measurement of sustainability projects.

With regard to sustainability, there are three areas in which to focus commitment:

#### Information management:

- Monitoring measurement of practices related to sustainability.
- Developing measurement systems and clearer information on pack disposal for consumers.
- Common rules for transferring real and measurable value.
- A customer app to assist with proper waste disposal.

#### Reduction of emissions:

- A carbon footprint calculator to improve the offer.
- A focus on CO<sub>2</sub> reduction with common indications and objectives also communicated.
- Mapping of physical flows and reduction of CO<sub>2</sub> from loads/lorries.

#### Circularity and packaging:

- Reduction in primary and secondary/100% recyclable packaging.
- Fight against the use of plastic.
- Reduction of plastic in packaging, optimisation of energy consumption and reduction of food waste.
- Reduction in single-use plastics.
- Deposit systems for aluminium/PET recycling.
- Sustainability raises the issue of circularity in the life of products and deeply involves production aspects.
- Introduction of integrated systems for the circular economy.

## 2.2) Digitisation and the predominance of data:

### Reasons for the priority

- To improve the efficiency of the system and foster collaboration.
- For integration, innovation and simplification of processes.
- For sharing data and improving payments/CRM/ERP/EDI.
- For an increasingly aware consumer
- For interpreting reality and customising the offer.
- So that "Data is power" is not just a slogan, but must become a modus operandi in every activity.
- This is where GS1 can best create efficiency and value of the system.
- Standards support the digitisation of processes.
- It is necessary to acquire new tools and skills.

### Projects and proposals

For digitisation and the prioritisation of data, there are three areas in which to focus commitment:

#### Consolidation of tools:

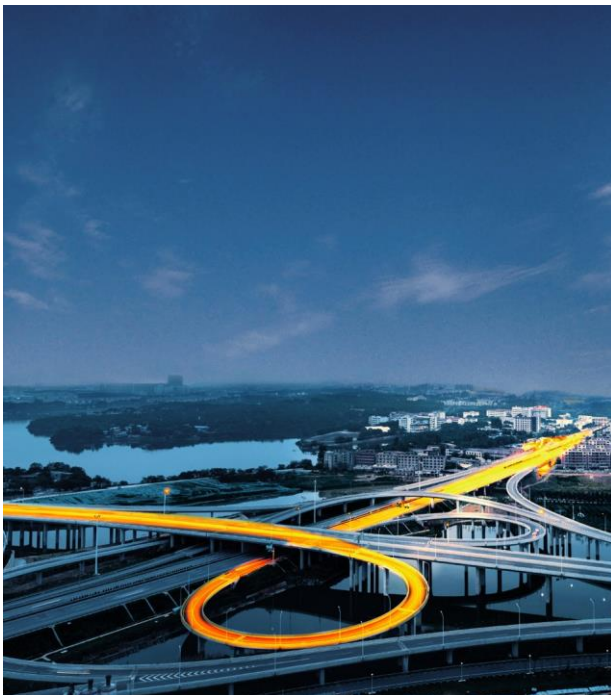
- Insisting on the spread of Allineo and Immagino and on data quality.
- Expanding and strengthening Allineo/Codifico/Condivido services.
- Replacing paper flyers with digital ones for sharing digital content.
- Maximum adoption of RFID.
- QR code integration.

#### Training and data quality:

- Training to improve the management of databases, data sheets, and information on labels.
- Sharing best practices on the master data process.
- Improving data quality.

#### Facilitating access to information:

- Other tools able to interact and develop useful applications by exploiting Big Data and IoT.
- Management of a single point of access to product and logistical data.



### 2.3) Traceability:

#### Reasons for the priority

- Food safety.
- It is a fiduciary requirement along the supply chain to the consumer.
- Transparency and regulations to enhance Italian supply chains and the country system.
- Transparency and safety for the consumer.
- For involving and empowering the productive world.
- It crosses the entire supply chain, from the purchase of raw materials to the finished product up to the consumer.
- Need to offer simple standardised tools for reading labels.
- Streamlining of operational processes and reduction of system costs.

#### Projects and proposals

With regard to traceability, there are three areas in which to focus commitment:

#### Visibility of the supply chain:

- Integrated management of the life cycle of products and support to the transition of operators of supporting supply chains.
- Traceability systems for agricultural supply chains.

#### Tools, standards and technologies:

- A communication standard for the traceability system is important (regardless of whether the network is private or public, blockchain or not) is important for reducing implementation costs and investments (as happens for the EDI system).
- Traceability: services and tools.
- Traceability: focusing tools.

#### Transparency towards the consumer:

- Working on transparency to benefit the consumer.
- Fundamental for ensuring the quality of the supply chain to customers and end consumers.

- The consumer is more aware and increasingly seeks clear and detailed information on the origin and characteristics of products and the raw materials used.
- It is becoming increasingly important to offer consumers transparency for enhancing supply chains and the generation of value.

## 2.4) Collaborative logistics:

### Reasons for the priority:

- **Enables savings and promotes cash flow optimisation.**
- **For the development and efficiency of the supply chain (efficacy and efficiency).**
- **The time is ripe for a more responsible I/D relationship.**
- **Global standards for sustainability indices linked to logistics at system level.**
- **This is now possible, thanks to new technologies.**
- **It leverages digitisation and is crucial in the I/D relationship.**

### Projects and proposals

With regard to collaborative logistics, there are three areas in which to focus commitment:

#### Systems approach:

- Restoring the focus on collaborative logistics in our strategic and decision-making processes.
- Blue book to be made operational.
- Numerical estimates of benefits related to collaborative logistics.

#### Support for digitisation:

- Dematerialisation of transport documentation, and the set of initiatives related to green logistics.
- Digitisation of Proof of Delivery.
- Management of a single point of access to product and logistical data.

#### Sustainability enabler:

- Physical flow mapping to reduce CO<sub>2</sub>.
- Developing more intermodal logistic services.

The survey also indicated that a commitment to **training and knowledge** is necessary to support the achievement of the indicated objectives.

- More know-how for SMEs.
- Cross-functional training projects along the supply chain.
- Training aimed at I/D on improving processes for managing databases, data sheets, label information.



- Cultural growth and new production practices.
- Starting a training activity for new commercial entrepreneurship.
- Immagino and the Immagino Observatory.
- Standards also for other channels besides FMCG (e.g. HoReCa).
- GS1 “closer”, not as an obligation but as a partner.

The results of the survey show that the various themes are not independent, but are **linked and interrelated** to each other, placing the consumer at the centre.

The interrelationships between the issues brought up by the companies can be summarised as follows:

- **Sustainability** (system mission also requested by the consumer).
- **Digitisation and predominance of data** (to ensure the system's efficiency and proximity to the consumer, and to support the optimisation of collaborative logistics and traceability).
- **Traceability** (to generate efficiency through system collaboration and support sustainability).
- **Collaborative logistics** (to promote efficiency in the supply chain, food safety and consumer satisfaction).

The following are some considerations taken from the survey: *“The values of economic, social and environmental sustainability for all stakeholders are the approach aimed at creating common value that lasts over time. This necessarily takes a path of transparency which, in the case of our sectors, translates into traceability and an active involvement on the part of consumers who are and must increasingly be aware”.*

*“Digitisation, collaborative logistics, and traceability are macro themes closely connected to activities towards standards, which are the priority mission of GS1.*

*Dissemination and structuring of standards, along with collaborative practices, can give important results in the integration of processes between Industry and Distribution and the consequent improvement of efficiency”.*



### 3. Proximity with the European Commission's priorities

The Green Deal was introduced with the aim of making the European Union's economy sustainable, with the declared goal of achieving climate neutrality by 2050.

The Digital Deal aims to make this transformation work for citizens and businesses, helping to achieve climate neutrality.

In the six priorities set out in the European Commission's 2019-2025 agenda, two issues in particular stand out:

- The Green Deal.
- The Digital Deal.

The first is aimed at making the EU economy sustainable, with the declared goal of achieving climate neutrality by 2050.

The second aims to make this transformation work for citizens and businesses, helping to achieve climate neutrality.

The interdependence and interplay required to create a virtuous circle between sustainability and digitisation are clear. Here, the citizen plays an active role in achieving these objectives, but transparency and awareness are essential.

There are many points of overlap with the GS1 Italy agenda.

- Ensuring that the food supply chain, which encompasses the production, transport, distribution, marketing and consumption of products, has a neutral or positive environmental impact.
- The European Commission is committed to halving food waste per capita at the retail and consumer level.
- The Commission will step up the fight against food fraud in order to ensure a level playing field for operators.
- To give consumers the tools they need to make informed, healthy, and sustainable food choices, the Commission will propose a mandatory and harmonised front-of-pack nutrition labelling system.
- The Commission will also consider options for animal welfare labelling, for projecting increased value transmission along the food chain.
- Proposal regarding a framework for the sustainability labelling of food products to provide consumers with the necessary tools for making sustainable choices.

## 4. Role of GS1

As regards the role that GS1 will play in this process, what Ilias Iakovidis, Adviser on Societal Challenges at the European Commission, DG CONNECT, had to say is significant:

- The data strategy consists of **interconnecting all data** relevant to the circular economy: **data on products, on environmental protection, and on production.**
- **Standards must be employed** to interconnect data and make them readable.
- **Data are not only the prerogative of B2B, but also of B2C:** consumers should be allowed to understand what is truly sustainable and what is not, to give them information in a standardised way that allows them to make informed choices.

In summary, today GS1 Italy contributes to the simplification and acceleration of the digital transformation and lends support to the sustainable revolution.

GS1 standard systems, shared ECR processes, and the services that GS1 Italy provides simplify and accelerate the digital transformation of companies because:

- they allow the creation of a **unique, global and verifiable identity for products.**
- They digitise content, creating the **digital twin** of the product.
- They define the **information attributes** and the **methods of automated data exchange** along the supply chain.
- They enable a **seamless experience** between physical and digital.
- They facilitate the definition of **more sustainable choices.**

Speech  
by Ilias Iakovidis (European  
Commission) [Link](#)



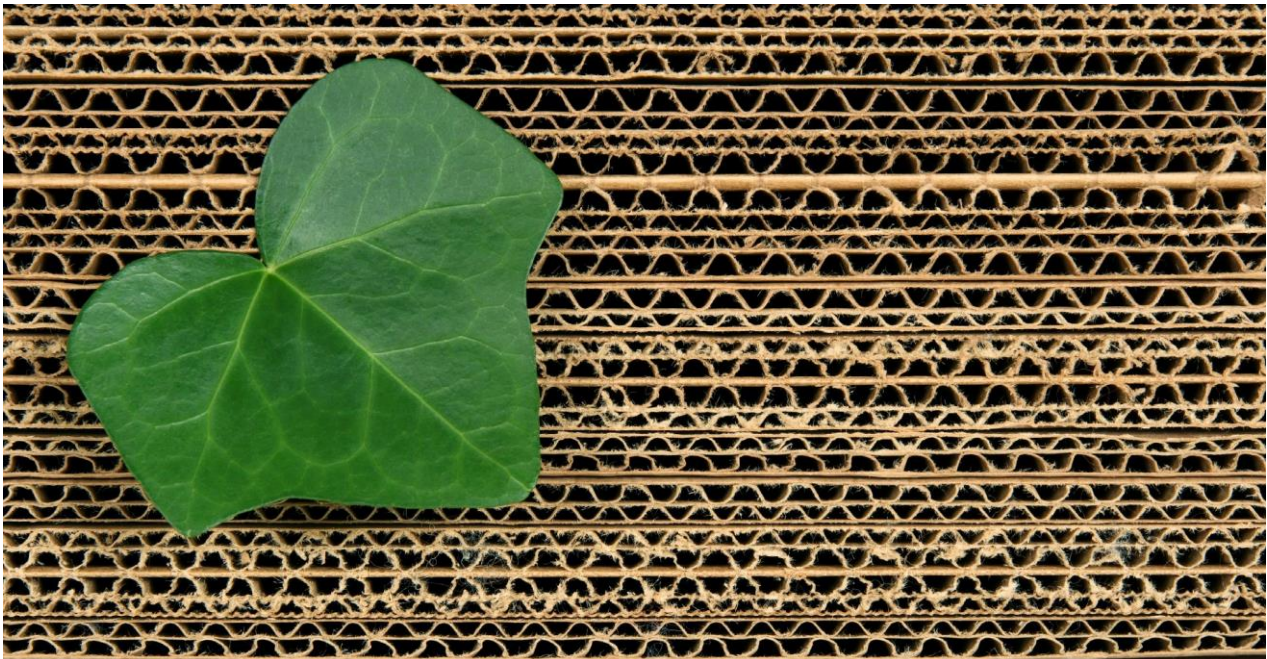
The logical process in which GS1 is actively involved is the following:

1. **Identification** (through standardisation).
2. **Digitisation** (creates an information space that acts as a passport for the product).
3. **Circular economy** (enabled by information, makes the economy sustainable).



[Link](#) Role of GS1

Today, GS1 Italy contributes to the simplification and acceleration of the digital transformation and lends support to the sustainable revolution.



## 5. Priorities for the three-year period (objectives, actions, KPIs)

Following the information received from the survey, the areas of intervention for GS1 Italy over the next three years will be concentrated in actions and projects that aim for the system to make the supply chains evolve in:

- Digital logistics supply chain
- Sustainable circular supply chain
- Data-driven supply chain
- Visible and transparent supply chain

To these items should be added a fifth – cross-cutting – which refers to the need for a system of continuous training and information that enable an improved knowledge of the markets.

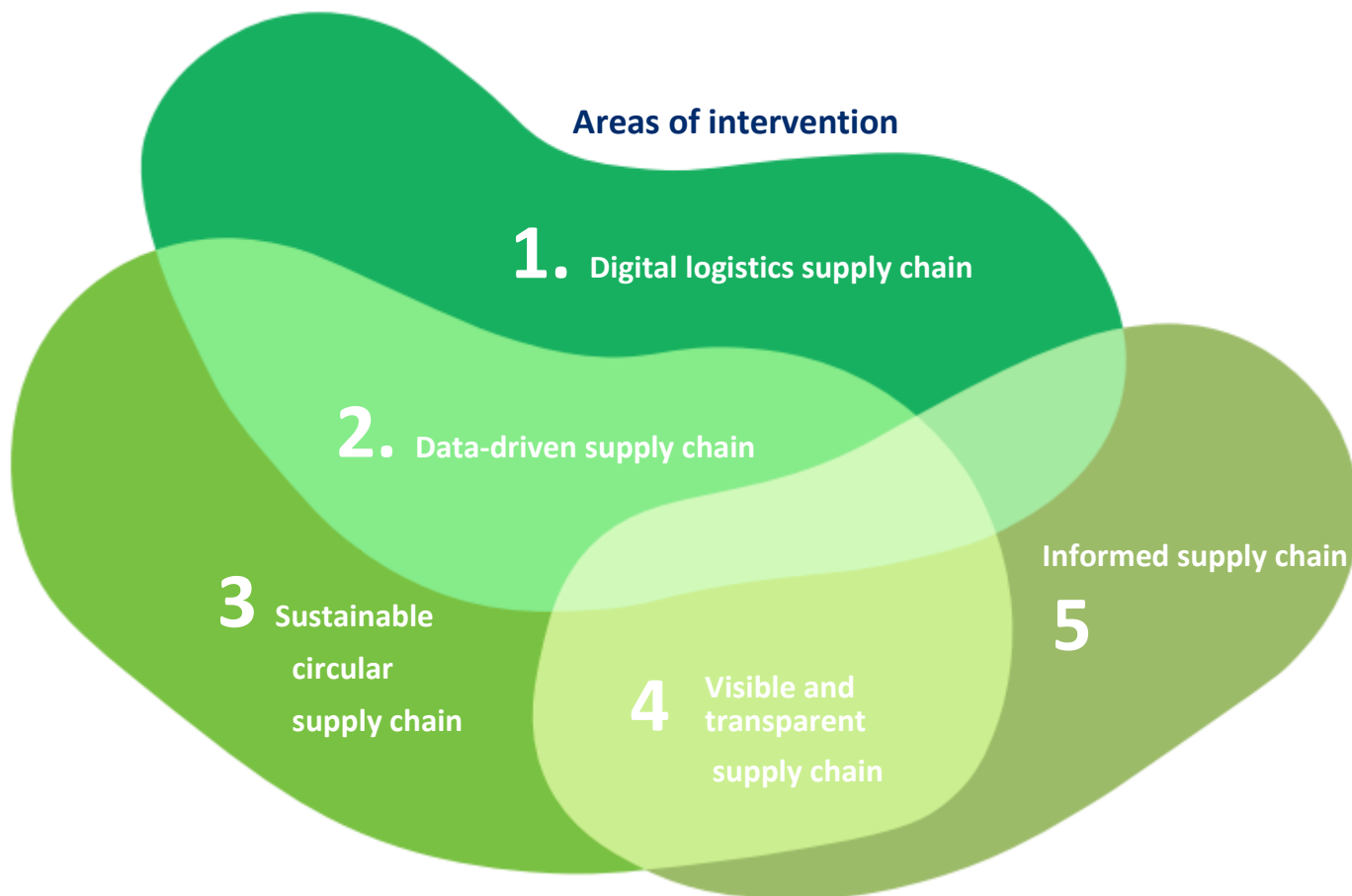
**GS1 believes that standards can improve the way we live and work.**

**MISSION**

**OBJECTIVE**

**To be considered essential for the continued success of our associates' businesses**





GOAL (AREAS OF INTERVENTION)	STRATEGIES (OBJECTIVES)	PRIORITIES
1. Digital logistical supply chain	<ol style="list-style-type: none"> <li>1. The digital transformation of all document exchanges in the supply chain's logistical processes</li> </ol>	<ol style="list-style-type: none"> <li>1. Digital proof of delivery</li> </ol>
2. Data-driven supply chain	<ol style="list-style-type: none"> <li>1. Tool consolidation</li> <li>2. Training and data quality</li> <li>3. Facilitating access to data</li> </ol>	<ol style="list-style-type: none"> <li>1. Immagino and Allineo</li> <li>2. Solution provider</li> <li>3. EDI</li> <li>4. Data quality</li> <li>5. ONE</li> </ol>
3. Sustainable, circular supply chain	<ol style="list-style-type: none"> <li>1. Circularity and focus on packaging</li> <li>2. Emission measurement in the logistics field</li> <li>3. Efficient management of company and product sustainability information</li> </ol>	<ol style="list-style-type: none"> <li>1. Circularity and packaging</li> <li>2. Solutions and commitment to measurement</li> </ol>
4. Visible and transparent supply chain	<ol style="list-style-type: none"> <li>1. Visibility of supply chain</li> <li>2. Standard tools and technologies</li> <li>3. Transparency for the consumer</li> </ol>	<ol style="list-style-type: none"> <li>1. Fruit and vegetable supply chain</li> <li>2. GS1 Digital link and EPCIS</li> </ol>
5. Informed supply chain	<ol style="list-style-type: none"> <li>1. Training and information (Observers)</li> </ol>	<ol style="list-style-type: none"> <li>1. Interno 1</li> </ol>



## 1) Digital logistics supply chain

### Digital transformation of all document exchanges in the logistical processes of the supply chain

The digitisation of information exchanges is an increasingly decisive factor for ensuring speed and flexibility in the supply chain and, consequently, greater competitiveness for companies. It makes it possible not only to optimise and streamline the internal processes of individual organisations, but above all, to integrate and synchronise the management of intercompany processes, involving the main supply chain partners in the company's ecosystem.

It is an opportunity linked not only to the adoption of new technologies, but also the use of mature solutions and tools. This is the case of EDI (see Data-driven supply chain), a standard used extensively by Italian companies for invoices and orders, but not fully exploited on the logistics front: adoption of the EDI "logistics package" is relatively uncommon but extensive use of these tools results in a large recovery in terms of efficiency.

Fundamental elements of the digital logistics supply chain also include the alignment and synchronisation of product and packaging master data between manufacturers, distributors and logistics operators, and the digitisation of proof of delivery, which is capable of ensuring information in real time and traceability of transport.

Actions:

Roadmap for adoption of the EDI logistics package.

Through a coordinated process and the commitment of the companies on the Management Board, it is necessary to generate the impetus to develop the system, in particular with regard to the processes used by logistics operators that are directly impacted by these operations.

- Creation of an internal team and a multi-company work group to oversee the entire process.
- Drafting and sharing of activity plan and timed roadmap for adoption of EDI messages for logistics (Order, Order confirmation, Shipping notice, Receipt notice).

- Collection of commitments made by the companies on the Management Board and definition of synergic actions. Representation of a coordinated commitment is a powerful lever for change, capable of influencing the logistics and transport sectors.
- Implementation of a specific engagement and support initiative, dedicated to the logistics and transport sectors.
- Monitoring of the service and the provision of technical support.
- Definition of new training modules to support the target of user companies.

Adoption of a solution for digitising proof of delivery:



#### DIGITAL PROOF OF DELIVERY

Definition and widespread adoption of interoperable solutions anchored to existing data flows (EDI) to dematerialise paperwork and speed up delivery procedures, notification of any reserves, and payment procedures.

- Development of demonstrator prototype for proof of delivery digitisation solution.
- Testing the solution with the collaboration of some of the companies in the working group.
- Publication of the results to encourage the development of interoperable solutions.
- Involvement of companies and representatives from the world of transport and suppliers of software solutions and services.
- Evaluation of the appropriateness of a specific commitment by GS1 Italy to the implementation of a Digital PoD (Digital Proof of Delivery) solution within the scope of the "ONE" initiative.

## 2) Data-driven supply chain

### Tool consolidation

#### ★ IMMAGINO AND ALLINEO (GDSN)

The use of Immagino and Allineo (GDSN) must be increased, as regards both product cover by suppliers and the pool of users.

On this front, continuation of engagement initiatives which can be developed with individual retailers that are currently users of Immagino and Allineo (GDSN) is envisaged, and other initiatives will be analysed and developed that will focus on:

- Retailers and consortia of specialised distributors in the sector.
- Small and medium independent retailers, which would make it possible to reach local producers more effectively.
- E-tailers, in order to exploit their potential ability to engage suppliers.
- Foodservice supply chain.
- EDI.

To encourage the adoption of tools for sharing **digital content**, in addition to what has been specified for Allineo (GDSN) and Immagino, engagement actions will be started to spread the use of Condivido, the platform for sharing digital assets, and work will be carried out to implement ONE (described below).

#### ★ SOLUTION PROVIDER

To facilitate the adoption of our solutions by the largest possible number of companies it will also be necessary to start actions aimed at "creating a system" with solutions and technology providers which are real accumulators of users.

To this end, specialised working groups will be set up to get them involved, and communication and information activities for them will be necessary to make them aware of our tools and contribute to their adoption in their solutions within their business clients.

RFID technology has great potential benefits, that have been repeatedly and emphatically

demonstrated in the years since it became popular in 2006.

After initial huge interest shown by potential users, and a certain number of implementations in different sectors, there has been no real spread, above all in the food sector, where there have been approaches, evaluations and some pilots that have not been concretely followed up.

However, considering, the undeniable benefits it can bring, especially in supply chain processes for the handling of goods and in traceability applications, a **relaunch of RFID technology** is considered necessary in order to identify opportunities and prospects for possible implementations in the world of food and consumer products more generally.

Proposed activities envisage:

- An initial phase of realignment on initiatives and experiences at international level, by means of a survey and scouting to be carried out in collaboration with the GS1 Global Office and GS1 organisations in other countries.
- The establishment of a working group with the aim of identifying the areas of application and the process stages that most lend themselves to implementation, both for the benefits that could be obtained and for operational and economic feasibility.
- The relaunch of training and information initiatives for companies, also exploiting the potential of Interno 1.
- The willingness to collaborate with individual companies to carry out feasibility studies for implementing RFID projects.

The mission of the Foodservice initiative is to create a heterogeneous community made up of all those involved in the supply chain, and has the objective of creating an institutional role for GS1 Italy and promoting its standards and services in the sector in order to make the system more efficient and digital.

To achieve these objectives, it is essential to continue engagement activities in order to create and consolidate appropriate relations and adequate relationships with the most influential operators in the sector.

The definition of processes and business cases that measure the economic and productivity benefits resulting from the implementation of GS1 standards and services and the establishment of a common

Foodservice semantics (tree of categories and segmentation of consumption points) are important milestones for introducing increased efficiency and digitisation to the entire sector.

Events and conferences will also be organised with representatives of the Foodservice sector to raise awareness of GS1 in the community. Furthermore, the creation of a "Foodservice observatory" could act as a common point of reference for all players and participants, with the aim of giving a shared vision and reading of the market.


As part of the Data Driven approach, it is also necessary to consider Electronic Document Interchange (EDI) technology, which had already been adopted as early as the late 1980s by our traditional retail supply chain.

Since then, we have come a long way, and 9,000 companies now use this technology. However, it should be emphasised that, with the exception of invoices, the other documents in the supply chain processes are not yet being exchanged in an equally noticeable way and that this situation appears not to have changed much in recent years.


in our services, **develop a culture** of data quality in companies, and support them in the adoption of **best practices**.

More specifically:

- As part of Allineo (GDSN) and Immagino services, the **level of control** will continue to rise, exploiting know-how that has already been consolidated and is in continuous development, and resulting from the experience conducted in the field in the processing and analysis of data provided by companies in recent years.

 **DATA QUALITY**  
 Training has to be promoted using courses, materials and manuals that are already available in the GS1 Academy and developing new tools and methods for a faster and more effective use of the contents (videos, micro-modules, etc.), relaunching the PAQ (Quality Implementation Plan) and making the most of the potential of Interno 1

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 **EDI**  
 It is important to open an area of intervention also on EDI, for which we believe a qualitative leap is crucial that leads it to be included as a corporate priority by top management, making it one of the topics on the agenda in the relationship with its supply chain interlocutors, also in the logistics field.

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- The active participation in and promotion of these activities by the distribution companies which are the main users of information will be decisive.
- GS1 Italy will also be supporting individual companies to implement ad hoc training programmes, but also to develop organisational-type analysis and support for implementing data management projects and processes.

### Training and data quality

The issue of data quality is of fundamental and undisputed importance for a supply chain that has the ambition of becoming data-driven.

In our context, it is being implemented on two fronts:

- Within companies, which are the primary source of information.
- In GS1 Italy data management services, that carry out controls on information to make it more reliable.

Therefore, activities need to be developed to implement adequate **levels of control** of quality

### Facilitating access to information

The development of various data management services (Immagino, Allineo, Condivido, Codifico (Activate)) now allows companies to provide product data for different purposes and usable needs, however, through differentiated access to them.

The integrated use of these services involves a certain level of complexity for users.

For this reason, it is necessary to develop a platform to provide a **single point of access** to information and expand their **methods of use**.





**ONE**

For this purpose, the ONE platform will be created, powered by all the information available through the data management services of GS1 Italy.

Once normalised, integrated and structured, the information will be unified in ONE which will then make it available to all potential users: retailers, app developers, third parties and consumers.

This will be accomplished:

- in various ways through the development of specific functions (API) and applications.
- through a basket of selectable products.
- using formats and datasets edited and customised by the user.

Development of the platform has been underway for some time, with the participation of companies in the analysis and development phase of the concept through brainstorming sessions, and will focus on:

- a detailed analysis of its features.
- the rules for integrating data from different sources.
- the specifications and quality controls.
- the selection of partner solution providers.
- the development and implementation of ONE 1.0. GS1

Italy is also involved in the following international projects:

- **Global Registry Platform.** A global repository of all the identification codes assigned across the world (GTINs and, soon, GLNs, location identification codes).
- **Verified by GS1:** The GS1 project which, relying on the infrastructure of the Global Registry Platform, aims to provide user companies with the methods and rules to feed the GTIN repository, and for product identity (7 basic attributes: product GTIN, country of sale, brand, product name, GPC product classification, net content and product image), using Activate applications (Codifico for Italy).
- **Global Data Model.** The GS1 standard which, integrating the result of an initiative driven by the Consumer Goods Forum, aims to define a data model for the detailed description of products that is unique and

shared and adopted by all parties concerned.

**3) Sustainable circular supply chain**

Improving the sustainability of products and supply chains is now an essential challenge for companies. To make sustainability become a daily practice we need clear and common references, shared KPIs and practical tools to support measurement. A common language is needed, that of GS1 standards and solutions, which makes it possible for companies to share information related to the sustainability of products and processes along the entire supply chain, up to the end consumer, in order to enable conscious choices.



**Circularity and focus on packaging**



**CIRCULARITY OF PACKAGING**

Measure the circularity of companies and identify improvement actions, for the individual company and for the system, with particular attention to the packaging issue. Enable the end consumer to have informed and aware management of the product's "end of life", supporting separated collection processes and the start of recycling.

Actions

- Release of the circular economy "check-up" tool, the assessment tool that helps companies to:
  - measure the degree of circularity at all stages of a product's life cycle.
  - bring out strong points and good practices.
  - identify any areas for improvement in circularity.
  - select some critical actions for managing the circular economy in their company.
- Setting up the check-up tool to the companies of the Management Board.
- Creation of a system baseline from which to start for defining new improvement actions from a supply chain perspective.

- Enhancement of the online tool through creation of an algorithm capable of suggesting best practices to improve performance, providing a series of useful information for each one.
- Definition of possible circular actions for reducing food waste.
- Definition of guidelines for sustainable and circular packaging.
- Coordinated development and launch of an ad hoc app to guide the consumer in correctly managing the separate collection of packaging, addressing two major areas of complexity from a systems perspective:
  - The magnitude of the database of products for which the information required for packaging management is available.
  - The availability of detailed information on the methods of waste management in various territorial contexts. Often, the rules for managing different materials differ from municipality to municipality, making it difficult for the consumer to manage them correctly.

### Emission measurement in the logistics field

#### ★ SOLUTION AND COMMITMENT TO MEASUREMENT

Share principles and tools for measuring CO<sub>2</sub> equivalent emissions and commit to measuring emissions in the logistics sphere, within an agreed time frame.

This is a key element, not only to make it possible for companies to follow a path of continuous improvement in their environmental performance, but also as an important message for the systems of companies in the logistics and transport chain. In this sense, an explicit commitment by the board companies can generate an extremely significant push for change.

Actions:

- Establishment of a multi-company working group, representative of all the players in the supply chain, to define and share common principles
- for the measurement of emissions. The working group oversees the entire project.
- Define and share principles, scope, methods and tools for measuring CO<sub>2</sub> equivalent emissions.
  - Collection of commitments made by the companies on the Management Board and definition of synergic actions. Representation of a coordinated commitment is a powerful lever for change, capable of stimulating and orienting the logistics and transport sectors.
  - Continue to enhance existing best practices, measuring emissions savings with the ecological<sub>2</sub>.
  - Create a series of webinars to promote the principle of timely measurement of logistics emissions through the voice of the champions of the Management Board.

### Efficient management of company and product sustainability data

Optimise the exchange of sustainability data between partners in the supply chain and fine-tune tools and solutions to allow companies to send product sustainability data to the consumer (environmental footprint and end-of-life packaging management). There is already a large amount of information about the environmental characteristics of products on their labels. The organic collection of this information provides companies with great value.

Actions:

- Adapt the information capture processes of Immagino so that it collects and divides into homogeneous categories all characteristics connected to the issue of sustainability (environmental and social) of products, in order to provide companies with:
  - organised and highly usable sustainability information on products.
  - an overview of sustainability issues using the Immagino Observatory.
- For B2C communication (business-consumer).

- Complete the ongoing "Barcodes for the Environment" project, to design and develop a solution for providing effective information on the environmental footprint of products (PEF/EPD) through the use of GS1 standards (e.g. barcodes and GS1 Digital Link).
- Launch a field trial to verify the technical features, satisfaction with and understanding of the claims.
- For B2B communication
  - Based on the experience of GS1 Germany (ECOtraxx), share the key indicators related to the environmental, economic and social sustainability of companies (starting with the EU directive 2014/95 on non-financial reporting and including national and international standards and certifications) and enable a standardised B2B information exchange along the entire supply chain.
    - Investigate the interests of companies.
    - Start national work for the inclusion of local information sets.
    - Definition of the methods of use of the platform.

#### 4) Visible and transparent supply chain

##### Visibility of supply chain

Traceability is synonymous with the visibility of the processes and handling of a product, since it is made up only of components and/or semi-finished products, up to the point of purchase by the end consumer.

This is an important process within individual companies, to ensure compliance with national and international legal requirements, but it is even more important within a supply chain, where the interaction between different subjects and product visibility, thanks to the sharing of information, is essential.

In this context, it is essential to rely on standard and interoperable information exchange modalities to ensure data visibility.

And it is precisely on the use of standard tools, shared rules, and interoperable solutions that the activities of GS1 are based, in terms of the traceability, visibility, and transparency of the supply chain.

To ensure the visibility and transparency of the supply chains, GS1 Italy:

- will encourage the adoption of standard solutions to share information on the life of the product and its path along the supply chain.
- will extend visibility also to the upstream supply chain up to agricultural production and livestock farming (from farm to fork).

In detail, the proposed activities envisage:



##### FRUIT AND VEGETABLE SUPPLY CHAIN

Creating appropriate working groups to define the common rules for the identification and classification of products on the fresh and very fresh supply chains (for example fruit and vegetables) to obtain a unique view and reading of the system (DataBar).

- The development of relationships with organisations in the upstream part of supply chains to understand their needs and the main challenges they face in the implementation of traceability and tracking processes.
- Scouting to be carried out in collaboration with the GS1 Global Office and GS1 organisations from other countries, to select quality use cases focused on the upstream part of supply chains.
- A number of training and information initiatives for companies that are also exploiting the potential of Interno 1.
- The promotion of standard solutions for the supply chain, also with the support of solutions and technology providers.

##### Standard tools and technology

Issues relating to the data processed and their definition remain central to the implementation of a traceability system, both within companies and extended to the entire supply chain.

However, the method of sharing and transmitting information between the players in the supply chain is essential for ensuring efficient and effective processes.

In the context of GS1's activities, this can be done on two fronts by:

- Spreading knowledge of the traceability tools available.

- Reaching as many users as possible to encourage their spread.

In detail:

- Knowledge of GS1 standard tools for traceability will be promoted through communication, training and information campaigns.
- Knowledge of barcodes that can be used for traceability, but also enable other commercial and marketing processes, will be promoted. This will be done through the working group which is already active on multi-information barcodes.
- The implementation of multi-information barcodes for managing traceability and tracking processes will be encouraged. This will be done through the working group which is already active on multi-information barcodes.
- Collaboration with certification bodies and solutions and technology providers which, with their solutions and market penetration, assist the use of GS1 standard solutions for traceability, will be promoted. To this end, it will be necessary to carry out communicate and information activities with them to provide them with knowledge of our tools and contribute to their adoption in their solutions within their client companies.
- Interoperability between GS1 standards and the most innovative and secure technologies that allow the sharing of product visibility information within a supply chain (e.g. blockchain) will be ensured.

for communication and information to the consumer and support for their implementation.



### GS1 DIGITAL LINK AND EPCIS

In particular:

- Knowledge of standard solutions for traceability, but which also speak with the end consumer (for example GS1 digital link and EPCIS), will, be promoted.
- The use of product information through the implementation of standard and innovative solutions for consumer involvement will be encouraged.

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## 5) Informed supply chain

GS1 Italy's commitment to offer cross-functional training will continue (through training courses and Master's programmes).

Updates to the GS1 Observatories (Immagine Observatory, Non Food Observatory, EDI Monitoring and the new Foodservice Observatory, currently under development) are guaranteed.

Inaugurated in October 2020, Interno 1 – GS1 Italy's new concept centre – is the space for innovation, research and development.



Link Interno 1

## Transparency for the consumer

Implementing a traceability system also means providing consumers with timely and accurate information. On the one hand, they are looking for more and more information about the product they plan to buy and, on the other, are increasingly involved by companies to ensure their safety, satisfaction and loyalty.



### INTERNO 1

In the heart of Milan, a place dedicated to "storytelling", information and training. The objective is to spread knowledge of GS1 standards. Interno 1 is the physical and digital manifestation of the values of GS1 Italy.

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Immagine Observatory  Link

This involves being able to collect and use the data from the company's traceability process correctly.

Non Food Observatory  Link

In the context of GS1's activities, this can be done by spreading information about standard solutions

## GS1 Italy

Inventors of the barcode, the global language for digital transformation. The non-profit GS1 develops the most widely used standards in the world for communication between businesses. In Italy, there are as many as 35,000 companies under the GS1 Italy umbrella in all key sectors. For 45 years GS1 has been working to improve relations between companies, associations, institutions and consumers,

GS1 innovates data exchange processes along the entire supply chain. The barcode is the digital twin of the product. GS1's mission to bring visibility, efficiency and sustainability to the supply chain began in 1973, with the revolutionary introduction of the barcode, considered by the BBC as one of the "50 things that made the modern economy".

Today, more than ever, companies must be able to give consumers immediate access to detailed and reliable information. GS1 standard systems, shared ECR (Efficient Consumer Response) processes and the services that GS1 Italy provides allow companies to:

- Create a unique global and verifiable identity for products.
- Digitise content, creating the digital twin of the product.
- Connect data from every source along the supply chain.
- Enable a seamless experience between the physical and digital domain.
- Identify the most sustainable choices more easily.

Starting with the invention of the barcode, GS1 Italy now provides a global language for digital transformation and Interno 1 is its new concept centre, where innovation is to the forefront.

## GS1 Italy

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