GS1 Italy

The Global Language of Business

Annual Report 2024



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About us

There is a sound that accompanies everyone's life, every day: it is the beep of the barcode, the background noise which has accompanied commercial transactions around the world for more than 50 years.

For over 45 years, that sound has also spoken about us, **GS1 Italy**, and our commitment.

In 2024, in Italy, it was used over 29 billion times. A simple gesture that speaks volumes. But there's much more: a shared system of rules – our renowned standards – for identifying, tracking and exchanging products safely, efficiently and transparently.

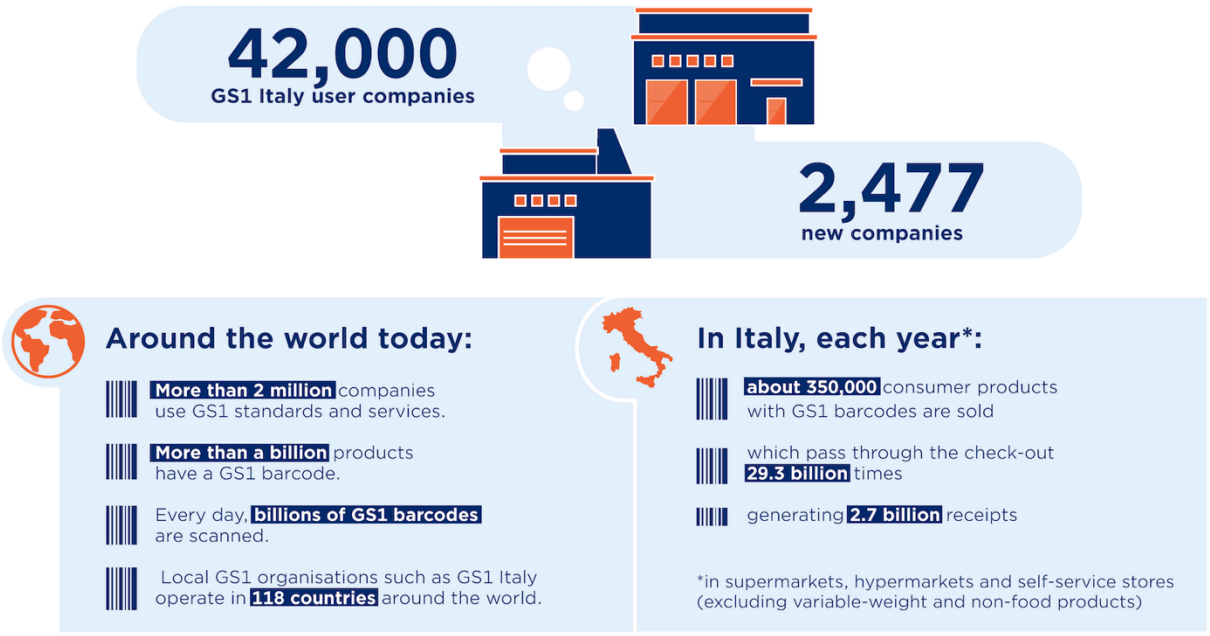
Today, fifty years after the first beep, we are everywhere exchanges take place: in products, logistics, packaging and digital platforms. Wherever there is trade, anywhere in the world, as part of a global network comprising 118 GS1 organisations worldwide.

In short, the barcode is just the beginning for GS1 Italy.

We have been designing and creating spaces where businesses can collaborate to find shared solutions for some time now. We organise **e**vents, set up working groups, and conduct analyses and research to understand how consumption is evolving and how to improve supply chains.

Companies are at the heart of everything we do: we meet with them, understand how they work, put ourselves in their shoes to offer cutting-edge services designed to address their everyday challenges.

In 2024, we supported **42,538 Italian companies** – from SMEs to large retailers, food companies, healthcare providers and many more. **Over 2,000 have been added since 2023**. We grow with them, helping them identify products, share reliable data and build traceable, sustainable and efficient supply chains.



Standards, data, digital solutions: we provide the tools for better collaboration, waste reduction and acceleration of the circular economy, with a relationship model based on trust.

We are far more than numbers and codes.

We are collective knowledge, connections, trust between businesses: **a shared system for better exchange and growth.**

Letter from the President

Dear Readers,



Last year, we celebrated the 50th anniversary of the first GS1 barcode scan, which took place in 1974. Back then, we probably couldn't have imagined how much that gesture would change the world. Today, we know that it marked the beginning of a profound revolution in the way we work, produce, exchange and consume. And we are ready to experience a new and equally significant transformation.

Our era is marked by profound and rapid change: the economy, technology and society are evolving rapidly, and businesses are facing increasingly complex challenges. Consumers demand greater transparency and increasingly accurate and timely product information. Regulations are becoming more stringent. Data is multiplying and becoming fragmented. Artificial intelligence is radically transforming commerce, forcing us to redefine the very concept of innovation.

In such a complex scenario, GS1 Italy has not stopped at barcodes. We have invested in solid foundations and strengthened an ecosystem of tools and solutions capable of speaking the language of innovation, collaboration and sustainability.

Over the years, GS1 Italy has increasingly focused on services and consulting: we have created GS1 Italy Servizi, designed specifically to offer companies the right support in the process of digital transformation, ecological transition and efficiency improvement, and we have continued to work within ECR Italia, constantly committed to keeping lively discussion and debate alive on the innovation of supply chain processes.

However, no one can tackle complexity alone: this is why we believe that a shared vision is essential to achieve new levels of efficiency and strengthen the entire Italian community. We need shared governance that can bring the main companies in the system together around the same table in a real exercise of collective intelligence: an approach that can read the context, turn data into awareness, and awareness into action.

It is in this spirit that we have chosen "The art of transforming tomorrow" for our contribution to the GS1 General Assembly 2024 in Rome. Transforming and shaping the future is, effectively, an art form. An art form we know well and which today guides us towards what we call a new Renaissance.

The Italian Renaissance was a period of extraordinary creativity, innovation and change. Today, we are similarly experiencing a turning point where data – if reliable, structured and interoperable – can become the new common asset on which to build a more digital, sustainable and resilient economy.

To deal with this transition, we've identified three strategic priorities:

Digitalisation: the goal isn't just to make systems better, but to create a common language based on data that can work together, while also embracing the transformative power of artificial intelligence.

Logistics efficiency: it is necessary to reduce waste, optimise processes and create shared value. We want to identify priority areas for action and promote solutions based on advanced and emerging processing models.

Sustainability: there is no possible future unless it is also responsible towards the planet.

On these three pillars, and on the fundamental pillar of collaboration, we are building GS1 Italy's offering: from digital tools for product data management to services for improving transparency and traceability. In this journey, we have already begun an important transition, driven by the challenges of contemporary commerce: a new revolution has begun, that of the 2D code.

The transition to new 2D barcodes will be a momentous occasion, just as the introduction of the barcode was in 1974. From 2027, the classic linear code will be gradually replaced by the new GS1 standard QR codes, which are capable of containing much more information and making it immediately accessible via smartphones or smart readers. This is what the main global players in the consumer goods sector are seeking.

It is a complex initiative that will involve all players in the supply chain – from industry to distribution to solution providers – and will take several years to fully implement. But its effects will be disruptive to the way products are distributed and marketed.

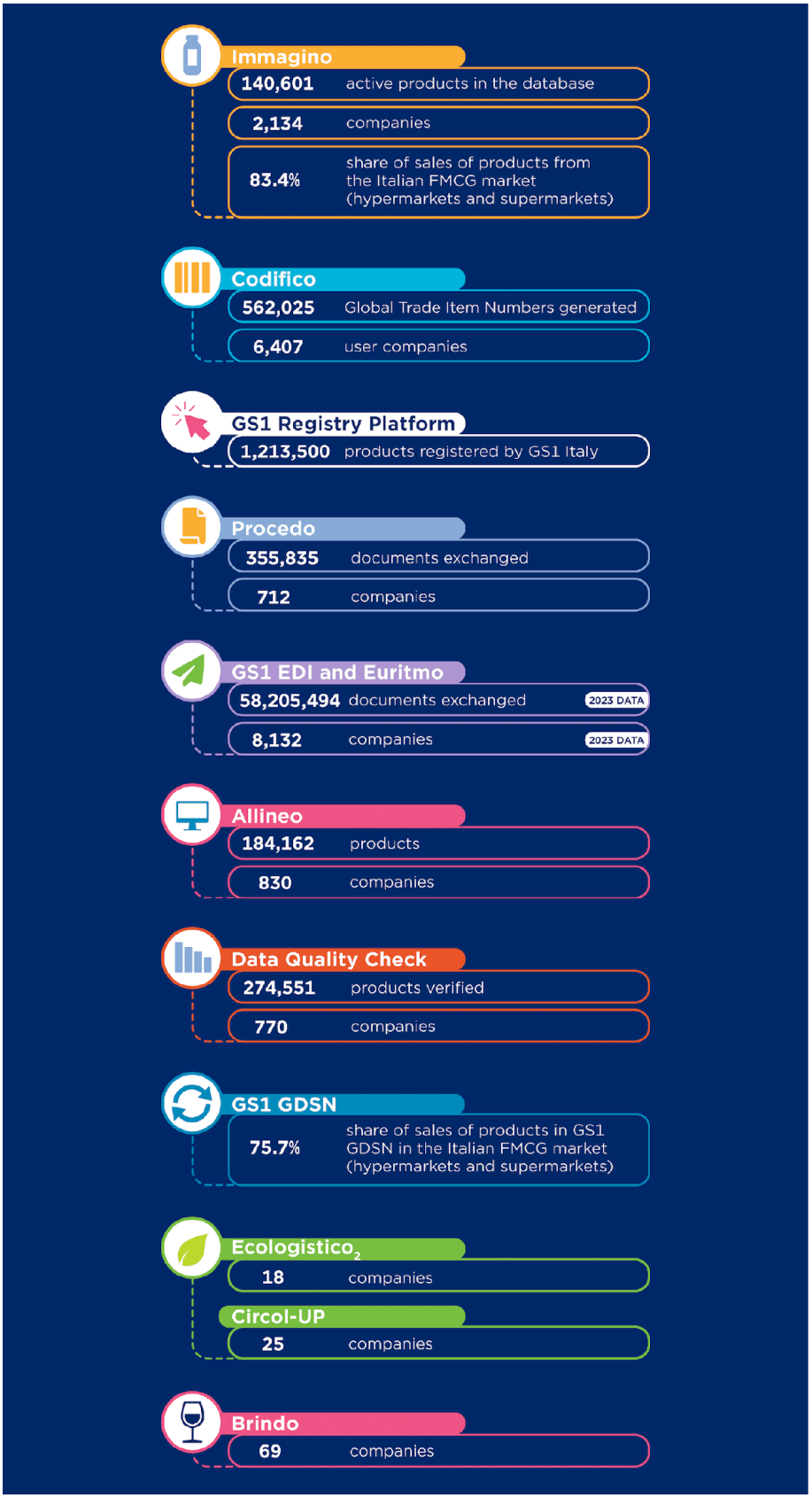
GS1 Italy is already working to actively support this shift, and we're not alone. Many organisations in our country are collaborating with us to bring GS1 standard QR codes to all products globally by 2027. A conscious choice that showcases how ready our industrial system is to face the future.

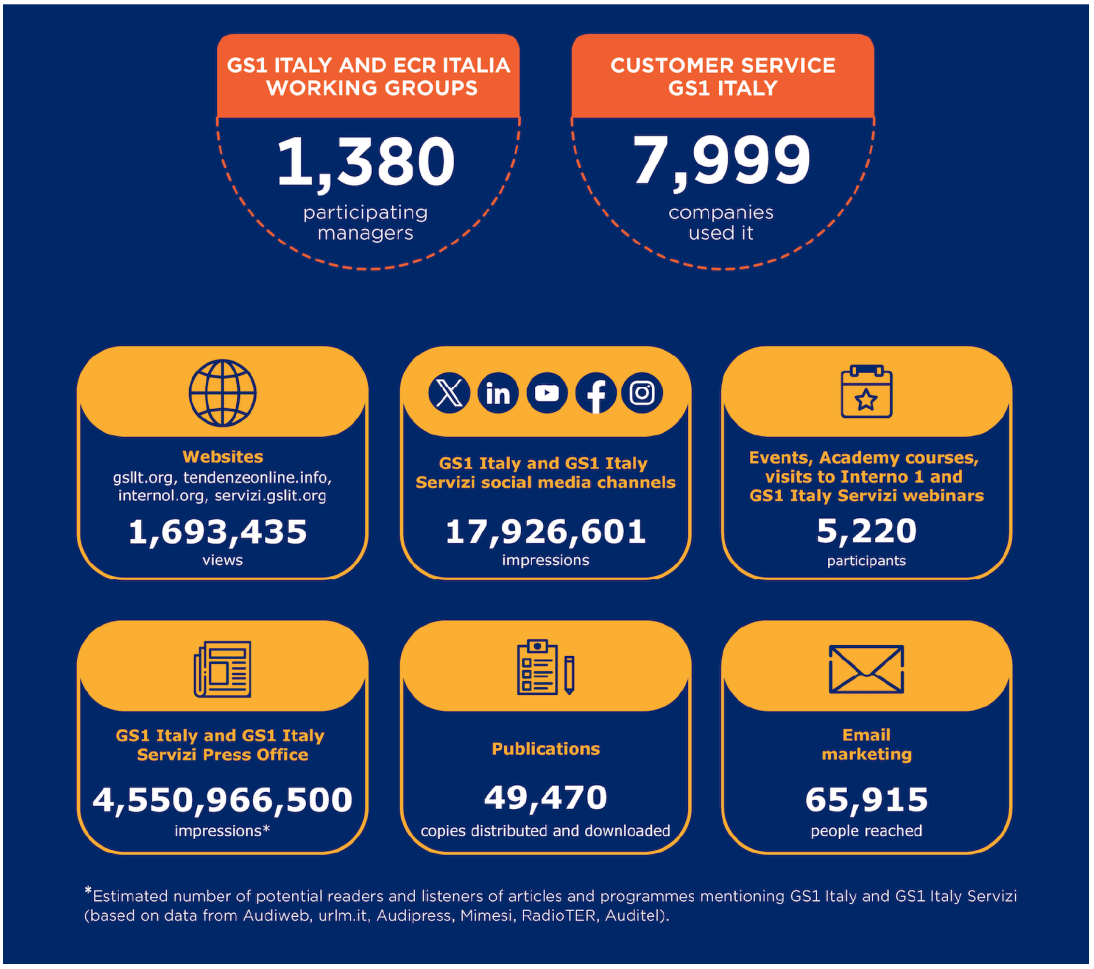
Today, innovation is both a choice and a necessity. It is up to us to become active promoters of change, accompanying those who experiment, correct and persevere in their daily work. GS1 Italy can play a decisive role in this transformation, bringing together companies, consumers and institutions around a shared source of trust and information.

Ultimately, behind every code, every piece of data, every technology, there are people making decisions. We are committed to supporting you so that you can do so in the most informed, effective and sustainable way possible. Because the future cannot be planned: it must be accompanied. And that's why we're here.

Francesco Del Porto, President of GS1 Italy

The numbers for 2024




GS1 ITALY AND ECR ITALIA WORKING GROUPS
1,380
participating managers
CUSTOMER SERVICE GS1 ITALY
7,999
companies used it
Websites
gsllt.org, tendenzeonline.info, internol.org, servizi.gslit.org
1,693,435
views
GS1 Italy and GS1 Italy Servizi social media channels
17,926,601
impressions
Events, Academy courses, visits to Interno 1 and GS1 Italy Servizi webinars
5,220
participants
GS1 Italy and GS1 Italy Servizi Press Office
4,550,966,500
impressions*
Publications
49,470
copies distributed and downloaded
Email marketing
65,915
people reached
*Estimated number of potential readers and listeners of articles and programmes mentioning GS1 Italy and GS1 Italy Servizi (based on data from Audiweb, urlm.it, Audipress, Mimesi, RadioTER, Auditel).

What we do

GS1 solutions have always been **open, global and reliable**. And **simple**, just as they should be.

Fifty years ago, our **barcode** revolutionised the world of commerce, but today GS1 is much more than that: **we put our experience and knowledge at the service of efficiency, security and visibility** of business processes, both physical and digital, from manufacturer to consumer.

With our solutions, we transform the business world by looking to the future.

Immagino

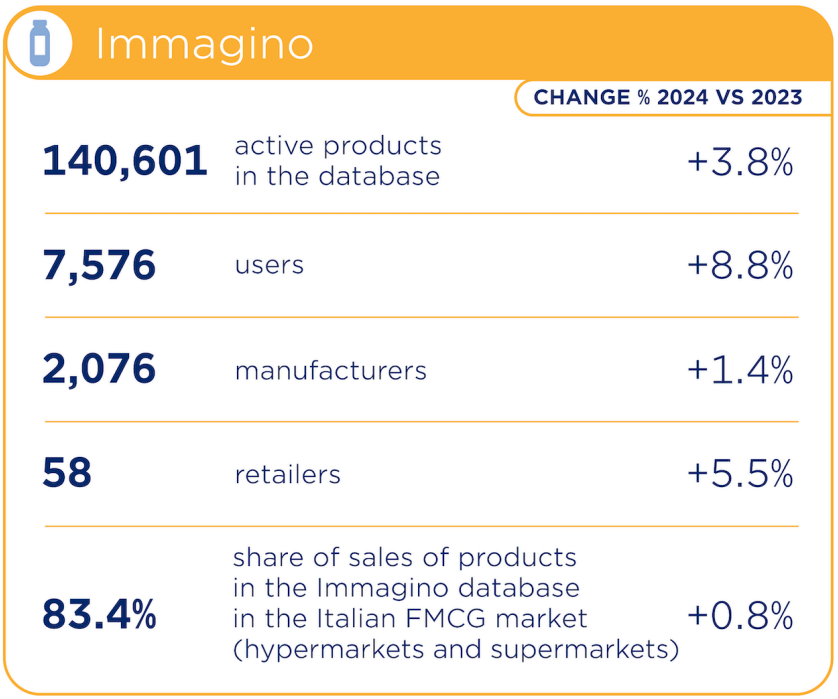
With **Immagino**, every product has a double life: physical and digital.

Here's how it works: at GS1 Italy Servizi, we take accurate – very accurate – photos and collect all the information on the label. When combined, all this information forms the **digital twin** of the product: a comprehensive and accurate data package ready to be shared.

We have been doing this for ten years now. Ten years in which we have created more than 140,000 digital twins.

And we continue to do this for manufacturers and retailers. For consumers, it's like having the physical product in their hands; for manufacturers and retailers, digital becomes a new shelf.

The possibilities are endless.



Codifico

With **Codifico**, you can assign Global Trade Item Numbers to products and build their digital identity in a simple and secure way. What's more, Codifico can be used to create, print and archive GS1 (EAN) barcodes, eliminating errors and duplication – all online and included in the annual GS1 system licence fee.

It only takes a few steps to download GS1 (EAN) barcode images, create labels, import, export and archive product data.

It all starts here: we give products their digital identity, ensuring unique identification that is recognised everywhere.



GS1 Registry Platform

GS1 Registry Platform is GS1's international platform for sharing quality information, making products more visible, recognisable, accessible for sale, and protected from errors and counterfeiting.

With Codifico, manufacturers can upload information about their products to the **GS1 Registry Platform** and make data such as GTIN, brand, product description and image URL available to retailers and marketplaces via our Verified by GS1 portal**.**

This means that the product identity is always accessible. And always reliable.



Procedo

Procedo simplifies, digitalises and speeds up the exchange of commercial and administrative documents.

No technical skills required: **Procedo** is the **intuitive** and **immediately operational** platform from GS1 Italy Servizi, which can be easily integrated into company systems.

In short, a simple and accessible online space for receiving orders, invoices, order confirmations, despatch and receipt advice, optimising business flows and improving relations with customers and suppliers – both Italian and foreign – with the utmost respect for security and the environment.

Reduced paperwork, fewer errors, increased efficiency.



GS1 EDI and Euritmo

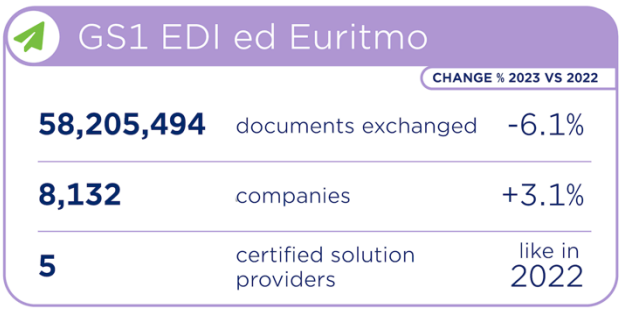
In formulating the objectives of its three-year plan for 2023–2026, **GS1 Italy** has focused heavily on **EDI** (electronic data interchange).

Not only because digitalisation is a kind of vocation for us, but also because we understand that exchanging order-to-cash documents digitally has a positive impact – the most positive impact – on the entire supply chain.

In addition to the new edition of the Monitoring of EDI Use in the Consumer Goods Sector in Italy, in 2024, we worked with the Polytechnic University of Milan on **a system to analyse and measure EDI use**: we supported 890 consumer goods companies to quantify the number of relationships and documents exchanged in GS1 EDI standards, in order to provide a detailed picture that can be used to maximise the number of relationships they can activate and the documents they can exchange.

GS1 Italy, for its part, continues to promote EDI systems, offering its own web-EDI solution that digitalises the entire order-payment cycle in a simple and traceable way: with **Euritmo** orders, invoices, despatch advice and order confirmations can be exchanged online in complete security, even by the smallest businesses. No software to install: all you need is a PC with Internet access and the system guarantees encryption, secure access and personalised profiles.

Without any effort, electronic data exchange becomes a driver of efficiency and innovation.



2023 data, 2023 vs. 2022 trend.
Source: GS1 Italy "Monitoring the use of EDI in consumer goods in Italy" ed. 2024.

Allineo

GS1 Italy Servizi's **Allineo** allows manufacturers to **update their product information (registration, logistics, commercial, administrative and labelling details) in real time** and communicate this data to their commercial partners in digital format, in accordance with the international GS1 GDSN® standard.

In short, **it is a continuously updated catalogue** designed to make the exchange of information between industry and distribution continuous, accurate and increasingly reliable at a global level.



Data Quality Check

For the team at GS1 Italy Servizi, where precision is our trademark, an extra check always makes a difference. **Data Quality Check** is the service integrated with **Allineo** that identifies errors in data and suggests how to correct them. Like a strict supervisor, it checks over 30 mandatory attributes at every stage – dimensions, weight, VAT, labelling and more – and flags any inconsistencies before publication on data exchange systems.

We are punctual, attentive and precise, **and we help companies eliminate inconsistencies and improve the quality of the information they share**.



GS1 GDSN®

Our standards are like a universal language: they work at all times, all over the world.

And they work well! **With the GS1 Global Data Synchronisation Network standard, we provide the largest global network of product information** and enable real-time aligning of master data between manufacturers and retailers.

That's because all businesses, large and small, need the same thing: timely, reliable information.



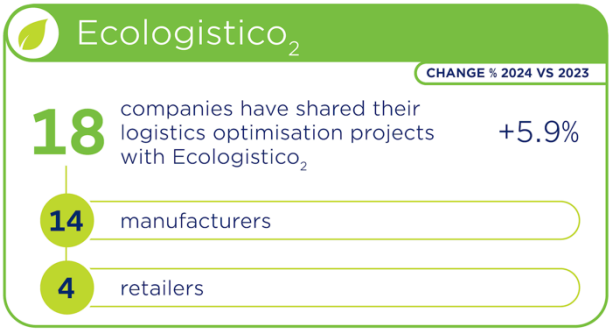
Ecologistico$_2$

For several years now, working in logistics has also been about pursuing sustainability.

To make this process shorter, simpler and more accessible, within ECR Italia we have developed the **Ecologistico$_2$ tool**.

Companies that use it can simulate logistics scenarios, calculate CO_2 emissions and assess the environmental performance of transport and warehouses based on reports that comply with international standards, monitoring indicators and up-to-date, tangible and virtuous case studies.

In short, it is a tool that helps measure, understand and reduce your impact and, in doing so, find new solutions, better evaluate sustainable investments and obtain certifications and recognition.



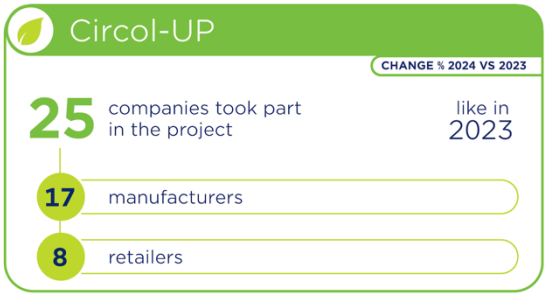
Circol-UP

Circol-UP is a free tool provided by GS1 Italy to support companies in measuring and improving the circularity of their processes.

It provides performance indicators for each stage of the product life cycle – from procurement to consumption – helping companies identify areas for improvement and best practices that can be implemented.

A free tool to keep up with international standards, integrate the circular economy and communicate transparently with consumers.

Measuring circularity and turning it into strategy.



Brindo

Brindo is the web portal designed and created by GS1 Italy Servizi for wine producers who wish to comply fully with Regulation (EU) 2021/2117 and provide consumers with clear and comprehensive information.

Ingredients, nutritional values, responsible consumption, environmental label and product image: all data is uploaded to a single digital space, accessible via a QR code printed on the bottle.

A practical, transparent and compliant tool for **providing information on every wine, beyond the label.**



Eco-logicamente

Eco-logicamente is the solution from GS1 Italy Servizi that **simplifies sustainability** by sharing information on the correct disposal of packaging immediately and transparently (in accordance with the Italian Legislative Decree of 3 September 2020). Simply send the packaging details, and the system will generate a page containing all the disposal instructions, accessible via a QR code that can be applied to the packaging.

Eco-logicamente already boasts more than 23,000 active digital environmental labels.

For faster businesses, more informed consumers, and more sustainable processes.

Veicolo

Veicolo, the GS1 Italy Servizi service that **digitalises the order-delivery cycle**, was put to the test in 2024 with a pilot phase involving five manufacturers, five logistics operators and two retailers. This led to the resolution of problems and the development of integrations, confirming the reliability and ease of use of the system.

Today, companies that choose Veicolo are able to shorten order times, speed up invoicing, manage security with digital signatures, consult shipping documents and obtain real-time information on delivery status – all through a centralised platform and an easy-to-use mobile app.

This avoids errors and hitches, processes become smoother, and collaboration between manufacturers, logistics operators and retailers becomes a breeze.

ONE

To make the range of solutions even more accessible and easier to integrate, GS1 Italy Servizi has also developed **ONE**, an aggregator for all product data from different sources, including GS1 Italy Servizi solutions such as Immagino and Allineo. During 2024 in particular, ONE successfully passed a series of rigorous tests conducted by various independent third parties, which confirmed its effectiveness and allowed solid data to be collected on its first users.

Designed to be intuitive and fully customisable, the ONE platform allows advanced searches, comparisons between data and their evolution over time, and exports of product sheets with label, logistics and visual information, and much more, according to the specific needs of each user.

Everything you need to communicate, everything you need to know, in a single solution.

Sustainability: from ethical choice to strategic necessity



Producing, distributing and disposing of products in a sustainable manner is a necessity for companies, dictated by laws and regulations, but also by consumer needs and, increasingly, by the values and commitment of the entire supply chain.

For these reasons, sustainability is no longer just a matter of isolated applications, but can become a strategic choice to be integrated at every level.

It is a matter of responsibility towards consumers and authorities, but also, and most importantly, towards the well-being of the planet and future generations.

Our contribution: from GS1 standards for responsible choices...

When it comes to sustainability, GS1 Italy's approach is solid, transparent and data-driven.

As always, the goal is to provide companies with tools to improve in every way: increasing the circularity of operations, avoiding greenwashing and confidently meeting regulatory requirements.

...towards a common language for a sustainable supply chain

In one way or another, all our standards can support business sustainability: they make logistics more efficient, help avoid using paper, and share information that helps prevent waste.

However, over the years, GS1 Italy's commitment has become increasingly targeted and specific: we have developed tools and projects and involved a growing number of companies with the aim of collecting data, sharing best practices and supporting shared, communicable and replicable strategic choices.

As experts in standards, we strongly believe in the **creation of a common language among supply chain players**, because only through collaboration can we fully understand the effects of our activities on the environment and identify effective solutions to control them.

Our sustainable 2024: a shared commitment

In 2024, our commitment to sustainability gave rise to two strategic initiatives.

Ecogentra

The collaboration between GS1 Italy Servizi and GreenRouter has led to the creation of **Ecogentra**, a many-to-many digital platform that allows companies to calculate, allocate and share their CO_2 equivalent emissions, in line with international standards and the European directive on sustainability reporting (CSRD).

An intuitive interface simplifies the entry of consumption data, while the system generates detailed, compliant reports that can be shared with suppliers, investors and customers.

A single tool to boost transparency, report on the sustainability of operations, and plan effective strategies for reducing emissions in the short, medium and long term.

Before its launch on the market, the new Ecogentra service underwent a pilot phase with three major Italian retailers. The test demonstrated the platform's effectiveness in supporting suppliers in calculating and sharing emissions independently, while also identifying the need to expand the datasets.

Sustainability in product categories

What's more, in 2024, GS1 Italy, as part of ECR Italia, launched the Sustainability in categories initiative with the support of the Sant'Anna School of Advanced Studies in Pisa and the involvement of managers from leading consumer goods companies.

Thanks to an approach based on Life Cycle Assessment, 29 product categories – from food to personal care – were analysed throughout all stages of the product lifecycle: design, procurement, production, use and end of life.

Which variables have the greatest environmental impact? Where do they fit into the product lifecycle? What are the levers and measures that enable improvement?

The answers to these questions, for each category, are available online and collected in the publication "Sustainability in categories. The scientific approach at the forefront of dialogue between industry, distribution and consumers".

The project was presented during the CSR Exhibition and then explored in depth in a series of webinars dedicated to sustainable management of food and non-food categories, collaboration between industry and distribution, and effective environmental product communication.

It was by no means a certainty, but GS1 Italy realised that thinking in terms of **categories is good for the environment:** it allows for a better understanding of the environmental impact throughout the supply chain, identifying critical issues and concrete solutions to reduce it.

It is also beneficial for companies, which can optimise resources by reducing costs, increasing competitiveness and generating value for customers.

The **synergies we create between companies in the same supply chain** provide a common ground for sustainability based on data and shared, communicable best practices.

Sustainability in action, year after year

Of course, sustainability is nothing new for GS1 Italy, ECR Italia and GS1 Italy Servizi. A variety of projects launched in recent years are still ongoing and continue to evolve.

Ecologistico$_2$

For us at GS1 Italy, **Ecologistico$_2$** is a "training ground" for environmental sustainability. It is a space where users can train or, better yet, "test themselves" with simulations, measurements and case studies. Speaking of case studies, in 2024 we published an update with **some new examples of best practice from the consumer goods sector**: real-life examples, available to everyone, of strategies used by ECR companies to reduce their emissions and their impact on the planet.

Circol-UP

With its webinars and courses, **Circol-UP** worked with 25 different companies in 2024 to provide training and share best practices in the circular economy.
Through performance indicators applicable to all stages of the product life cycle — from procurement to use — we helped participating companies measure their circularity and pinpoint areas for improvement. A commitment that continues.

Eco-logicamente

With **Eco-logicamente**, GS1 Italy Servizi has provided companies with a useful and simple tool to comply with Italian Legislative Decree of 3 September 2020 and communicate, through a special label, all information on the disposal of product packaging.
In 2024, we also integrated the CONAI database so that we could use geolocation to provide increasingly accurate and personalised disposal instructions.
Clear, standardised and regularly updated communication management: sustainability made simple.

Barcode4Environment

But what is the environmental footprint of a product? How is its life cycle managed? For consumers, the answers to these questions are often difficult to find, evaluate and compare. GS1 Italy's response, on the other hand, is **Barcode4Environment**: an experimental web app developed within ECR Italia in collaboration with a group of consumer goods companies and the Sant'Anna School of Advanced Studies in Pisa. By downloading the app and scanning the QR code on the packaging, consumers can access reliable and verified content: the product's environmental performance, instructions for proper disposal, and the scientific data behind the evaluations.

GS1 Italy's sustainability policy

Ethical and sustainability principles distinguish GS1 Italy and its environmental commitments.
Download

Digital and integrated logistics



Those who work in logistics know that every choice and every change in this field has the power to influence the entire supply chain. For this reason, it is important to rely on a system where the possibility of error is reduced to a minimum. In short, there is a need for a clear, automatic and integrated system in which decision-makers can take action without fear of the unexpected.
To stay ahead and work at your best in a rapidly changing world, it is essential **to digitalise and standardise processes, share information and update technology.** This is where our solutions have been an almost indispensable ally for some time now.
Our services work to prevent unintentional errors and automate processes: thanks to the digitalisation of documents, from order to invoice, information flows quickly, securely and in a structured manner, while standard logistics labels identify loading units, facilitate automation in warehouses and improve traceability. Electronic messages also guarantee seamless communication, while transport and asset sharing solutions help reduce emissions and costs.
During 2024, we consolidated our ecosystem of tools, methods and standards to push ourselves further and listen even more closely to the voices of those working in the sector, promoting best practices for increasingly efficient, sustainable and transparent logistics.

Collaborative Logistics Mission

In 2024, our Academy launched **a new course to build the future of the supply chain together**. We developed it by combining the expertise of the Polytechnic University of Milan with the collaborative efforts of ECR Italia, and we shared it with companies that are genuinely interested in tackling the logistical challenges of the consumer goods industry.
The supply chain, as we know, has been facing some rather complex challenges for some time now: cost containment, sustainability, service levels, and variability in supply and demand. Faced with these difficulties, there is one approach that, perhaps more than any other, can really make a difference: collaboration between producers, retailers and logistics operators.
Collaborative Logistics Mission is a **certified training course in Supply Chain Collaboration**, which combines the most sophisticated theory with real-world application, as well as analysis of models, figures and ideas, and the study of a number of practical solutions.
Like many others, this course focuses on innovation, sustainability, interfaces and processes. But it does so in a whole new way, with a whole new goal: to learn to work better, together.

Veicolo

Veicolo is the GS1 Italy Servizi solution that digitalises the order cycle to create and share digital proof of delivery with all those involved: manufacturers, logistics operators and retailers. Some of them were involved in a pilot phase in 2024, testing its technical and functional effectiveness and verifying its compliance with specific requirements. Furthermore, it was possible to test its application in real-life scenarios and, after gathering feedback from the very first users, iron out bugs and plan integrations, some of which have already been implemented.
We once imagined it, now we know it: **Veicolo is an efficient, reliable and easy-to-use service**. A shared digital language, designed specifically for logistics.

Improving the loading and unloading of goods

With a keen interest in the world of logistics, GS1 Italy – as part of ECR Italia – also supports companies in the process of analysing and improving their loading and unloading booking systems. Of course, the

goal is to reduce waiting times, increase productivity and make better use of available transport. As every minute saved and every stream that functions more efficiently represents value that is returned to the supply chain.

In 2024, we focused on two key areas to improve logistics efficiency:

Longer reception windows

Extending reception windows at distribution centres means shorter waiting times for transporters and logistics operators, and more punctual deliveries. It is a simple move that can have a significant impact on the entire supply chain and should therefore be studied with great care.

For this reason, within the ECR framework, GS1 Italy has collaborated with LIUC Cattaneo University and the Polytechnic University of Milan on practical research involving retailers, manufacturers and logistics operators in ten pilot projects.

Together, we experimented with and tested extending the unloading windows, particularly in the afternoon, and the results speak for themselves: fewer queues, better distribution of work and faster deliveries.

The results of this research were published in 2024 in a publication entitled "**Extension of reception windows – Results of experimental trials**". Available freely online, the text offers practical ideas and advice for those who want to optimise their receiving processes, ensuring smoother collaboration between all players in the logistics chain.

In short, a wealth of knowledge from which to draw inspiration to improve the entire supply chain.

Best practices in slot booking systems

In the same field, GS1 Italy has been involved in **slot booking** for several years as part of ECR, conducting research together with manufacturers, transporters, retailers and IT providers.
After highlighting the critical issues of the process in our research paper "Improving logistics efficiency: a question of slots and vehicle saturation" and gathering concrete solutions to streamline it in the short term in our publication "Slot booking: improving processes and systems", we focused on a more strategic, medium- and long-term level, and in 2024 we published the book "Strategies for improving slot booking processes and systems".
A central question led the research: what solutions and best practices make slot booking more efficient? Here are a few: avoid orders that exceed warehouse capacity, improve communication about delivery changes, share estimated arrival times for vehicles, better manage discrepancies in delivery dates, and optimise the availability of unloading slots.
We have understood, and we are all in agreement, that slot booking involves different processes, interests and objectives, but also great opportunities for collective improvement. It is by working in synergy that logistics becomes agile, efficient and fit for the future.

A digital passport for the ecological transition



Every product, as we know, has a story. Thanks to the **Digital Product Passport** (DPP), we will soon be able to read some of these stories in full: from start to finish, in a clear, traceable and transparent manner.

The European Digital Product Passport is a new feature introduced by the European Regulation on the eco-friendly design of sustainable products (ESPR), which will be implemented between 2025 and 2030.

A genuine digital passport for products, i.e., a stream of unique and standardised information that will accompany products throughout their entire lifecycle: this is how the European Union envisages the future, in the name of sustainability and circularity. The objective is Improving the environmental performance of products, extending their lifecycle, increasing the use of secondary raw materials, and therefore reducing the demand for natural resources, costs and strategic dependencies.

And when institutions push for change, **GS1 Italy finds a way to stand alongside companies** with the right tools, the skills that matter and standards designed to accompany change, to guide it rather than be overwhelmed by it.

That's why we provide everything you need to make the DPP work, using global rules that are widely used worldwide, without resorting to proprietary or fragmented solutions. Furthermore, in order to

comply with the requirements and gain a thorough understanding of the DPP, we have chosen to collaborate directly with European consortia dedicated to this issue.

After all, our standards, from GS1 Global Trade Item Number to 2D barcodes and GS1 Digital Link, are particularly relevant to the DPP because they enable online access and scanning of product information and link it to the unique product identifier, enabling traceability and interoperability via a single barcode, by consumers with a smartphone, at the checkout and by all parties involved in the supply chain. These tools are widely used, already adopted by over two million companies globally: a widespread infrastructure that will enable distribution and adaptation to the new regulation.

In short, our standards accompany the product and its information throughout its entire journey, at every step from production to consumption to recycling.

We work to ensure that the transition and adoption of new policies are transformed into opportunities for growth rather than difficulties to be overcome.

How we do it

There are those who chase the future, those who try to build it themselves, and then there is GS1 Italy: an open, collective and global project designed to face the challenges of today, and prepare for those of tomorrow.

With the 2023–2026 Strategic Plan, we have charted our course, and in 2024, we have continued to follow it. We have done this by focusing and directing our activities along four lines, which correspond to four challenges for the business community:

- **Digitalisation**: we are committed to promoting the use of innovative technologies and the exchange of digital documents, and we promote standardised and interoperable communications, including with consumers. It is no coincidence, then, that **EDI in GS1 standard** is one of the technologies on which our Strategic Plan focuses, with the aim of increasing the adoption of this tool among Italian companies.
- **Supply chain efficiency and the evolution of logistics relations:** to make the supply chain more efficient, we are pursuing an innovative "**logistics agenda**" that addresses all key points, from flow mapping to delivery optimisation. We carry out investigations into costs and logistical inefficiencies, promote supply chain integration and foster the sharing of strategies among the parties involved.
- **Sustainability:** to best support companies in the ecological transition, we carry out sector studies, promote good environmental communication practices and implement synergistic supply chain activities.
- **Engagement and collaboration**: we are committed to promoting collaboration, networking and the active involvement of key company figures, raising awareness, providing information and support to transform the strategies outlined into practical solutions and therefore into meaningful actions.

In short, we will continue to do what we do best: manage and promote GS1 standards and shared solutions. But the context has changed, and with it our scope of activity has expanded. This is why:

We have improved our existing **services** and created new ones that are increasingly geared towards the needs of companies and consumers.

We have supplemented these services with **studies and research**, involving companies and universities, to offer practical, up-to-date tools to those who work every day to make the supply chain more efficient and sustainable.

Building on the results of our research, we have organised **training courses, events and opportunities for discussion** to support companies in the correct application of GS1 standards and the adoption of best practices and more efficient processes, and to facilitate dialogue between different skills and stakeholders.

In all of this, **data quality is a cross-cutting priority for us**, because producing, managing and sharing reliable information is essential for trading with confidence in the market and strengthening competitiveness. For us, data management is the real driving force behind transformation.

But there is **another element that holds everything together: collaboration**. In order to build a truly integrated flow of information, the trust agreement between companies must be renewed every year. This is where our commitment lies: enabling collective intelligence capable of sharing information, feeding predictive systems and going beyond competitive logic. Because data only grows in value when it is shared, analysed and understood.

The world is changing. GS1 Italy is changing with it, but without losing sight of its goal: supporting the country's economy, working alongside companies and contributing to a more efficient, fairer and better-prepared market.

How do we turn ideas into projects?

For us, growing means sharing. Sharing skills, data and visions, broadening our horizons to accommodate a larger, more diverse and, therefore, more accurate view of the world. This belief is the basis of our commitment to building solutions that strengthen the entire supply chain.



This is where the **working groups of GS1 Italy and ECR Italia** come into play: true collaborative workshops in which, in 2024, we involved around 1,400 managers. Shaping innovation together.

These are structured, organised, yet vibrant spaces. Places for listening and collaborative planning, where key players from industry, distribution and logistics discuss shared priorities. Where needs meet and are transformed into system solutions. Where new practices are tried out, pilot projects are launched, and connections that matter are built.

Participating is about getting involved: contributing to the development of standards and innovative processes, observatories and pilot projects, and sharing experiences. Above all, it means embracing change and growth as an active participant.

Alongside these collective spaces, our **Customer Service department** cultivates a direct and open channel with individual companies based on listening, providing concrete answers and finding solutions: a valuable ally for the success of companies that use the GS1 system and those that want to join it.

Whether you need GS1 barcodes, services to improve your business processes or training courses, we offer an immediate and reliable point of contact for existing customers and those looking to join us.

But it is only when skills come together and experiences intertwine that truly effective solutions are born. That is why we have continued to invest in the **Solution Partner Programme**, launched in 2023 and now in its second year. A simple and ambitious project: to bring together and certify providers who can support companies in using GS1 standards and make them an active part of the change. The programme reached 33 solution providers in 2024 and is still growing: they are valuable partners who bring innovation to the field every day and want to help build a more efficient, connected and sustainable supply chain.

To strengthen this network, we organised the **Solution Partner Programme Day**: an opportunity to meet with accredited partners to reflect on the results achieved, explore the opportunities offered by the GS1 ecosystem and define the next stages together. Among the topics at the heart of the meeting were the challenges and new regulations that are transforming crucial sectors such as healthcare and fashion.

We cultivate a community that creates value, because we believe in the right connections, those that spark change, creativity and innovation.

How we engage

We are convinced that what we do has value – for companies, but also for the country and for the planet. And we want it to be known. That's why, every day, we talk about our projects, our progress and the latest developments we are working on with passion and commitment.

We want to give a clear and practical picture of who we are and the impact we can have. We do this by going beyond "traditional" communication: we participate in and co-design the right events, work side by side with our partners and involve stakeholders in valuable training and collaboration programmes.

Creating connections has always been part of our DNA, and we do that by giving space to the voices of those who innovate, change and put themselves out there.

That's why we don't just talk about what we do, but also about the people and situations we work with: real stories that unfold in companies, work groups and shared projects. They talk about living networks, where manufacturers, retailers, partners and consumers meet and exchange ideas, experiences and solutions.

We want to inspire change by putting those who experience it at the centre. And we do so through an ever-increasing number of channels, languages and opportunities for encounter. We tell the story of GS1 Italy from multiple angles, for those discovering us today and those who have been following us for some time.

Relationship channels

			CHANGE % 2024 VS 2023
Websites gs1it.org, tendenzeonline.info, interno1.org, servizi.gs1it.org	1,693,435	views	+7.1%
Events, Academy courses, visits to Interno 1 and GS1 Italy Servizi webinars	5,220	participants	+52.5%
Email marketing	65,915	people reached	+11.0%
Press office GS1 Italy and GS1 Italy Servizi	4,550,966,500	impressions*	+30.9%
Publications	49,470	copies distributed and downloaded	+7.8%
Social media channels GS1 Italy and GS1 Servizi	17,926,601	impressions	-14.0%
Podcast Interno 1	2,573	listeners	+523.0%

*Estimated number of potential readers and listeners of articles and programmes mentioning GS1 Italy and GS1 Italy Servizi (based on data from Audiweb, urlm.it, Audipress, Mimesi, RadioTER, Auditel).

The **GS1 Italy website** is the first point of contact: there you will find everything you need to find your way around the GS1 world and discover how we can support companies and professionals. We also have a **website dedicated to GS1 Italy Servizi**, where we describe all the solutions we offer to help companies grow. And various other online touchpoints.

And then there is Tendenze: the magazine that recounts the transformations of consumer goods and the economy with an independent and continually updated look, which is accompanied by **Tendenze Journal**, the newsletter that provides a fortnightly update on data, scenarios and ideas for those who want to stay connected to the issues of innovation and the dual ecological and digital transition.

And for direct, more daily contact, we are active every day on the social media channels of GS1 Italy and GS1 Italy Services – **LinkedIn, YouTube, Facebook, X and Instagram** – which we see as real spaces for dialogue and discussion in a pocket-sized format. On YouTube, in particular, we have launched video

formats that explain our standards and solutions in a simple, concrete and accessible way. And we shall continue along this path, creating educational and informative content designed for end users, closely aligned with the real needs of the market.

In 2024, we exceeded **1,600,000 views of our websites**, while on the various social media channels, we reached **17,900,000 impressions**. These results clearly show that there is growing interest in what we do and how we communicate it.

But simply telling our story online is not enough: we want to truly focus on the needs of our stakeholders and offer companies concrete, useful tools that can be applied immediately.

To engage the public in the most concrete, physical and present way possible, we have created **Interno 1**, our innovation centre: a hub where projects are developed, ideas are shared and connections are built with national and international partners. It is a meeting place where you can see our standards in action up close. In 2024, we welcomed **380 visitors** on general, themed or service-focused tours to show them first-hand how GS1 can improve processes throughout the supply chain.
This space also gave rise to **Interno 1 Live, a podcast** that tackles the challenges of mass consumption in a direct and informal way, from sustainable transition to responsible fashion. We are now in our second season and have had more than 2,500 listeners, but there are still many more stories to tell and people to reach.

In 2024, we involved even more people in our events, training courses and trade fairs — both in person and online — to share what we know best: the value of GS1 standards.
Let's talk about standards, sustainability, digitalisation and innovation. These are issues that we explore in depth and make accessible to those who work every day to improve business and trade.

With our Academy, we offer training courses designed to address the challenges of the present and the future. With classroom, in-company, online and on-demand courses, we trained more than **1,500 people** in 2024, offering a rich and up-to-date catalogue ranging from barcodes to sustainability, logistics and category management.

There is a growing desire for training, discussion and innovation, and we are seeing this in practice: in total, between events, Academy courses, GS1 Italy Servizi webinars and visits to Interno1, we have involved **over 4,900 participants**, an increase of **55% compared to 2023**.

Our **press office** is also always active. In 2024, it brought GS1 Italy's activities to newspapers, radio and TV, achieving **over 4.5 billion impressions**, with a **30%** increase compared to the previous year. With **email marketing**, we reached **65,000 contacts** in 2024, **up 11%** on 2023, and we continue to keep them updated with carefully curated and relevant content.

Finally, for us, tools, studies and analyses must be easily accessible, exactly when they are needed. That is why we make all our **publications available online**, where they can be consulted at any time and are always up to date. In 2024, we achieved 49,000 copies distributed and downloaded: a result that confirms the value of our content, designed to guide informed and data-driven choices.

Financial statements

The GS1 Italy 2024 financial statements Download	GS1 Italy Servizi 2024 financial statements Download

Much more than a barcode, the global language for digital transformation

Beginning with the groundbreaking introduction of the barcode in 1973, the GS1 non-profit organisation developed the world's most widely used standards for business-to-business communication. In Italy, GS1 Italy brings together 42,000 companies in the consumer goods, healthcare, banking, logistics, food service and construction sectors.

Today, more than ever, businesses need to guarantee consumers immediate access to complete and reliable information.

The standard systems, shared ECR processes, services and research observatories that GS1 Italy makes available allow companies to create rewarding experiences for the consumer, increase transparency, reduce costs and make sustainable choices. In short, digital transformation is easier and faster with GS1.

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