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What is GS1?

GS1 is a neutral, not-for-profit standards organisation that helps companies do business across the world.

111 Member Organisations
around the world

Developing standards for over
1 million companies worldwide

25 industries served across
150 countries

Barcodes scanned more than
5 billion times a day globally



Together, GS1...

Sees one vision

Speaks with one voice

Acts as one organisation

Purpose & Beliefs

GS1 believes in the power of standards to transform the way we work and live.

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

We are:

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative



Global Values

- Inspirational leadership
- Passion for delivering the best results
- Innovation
- Trust and integrity
- Teamwork and collaboration

Constituencies

- Consumers
- Patients
- Our people
- Companies of all sizes
- Solution Providers
- Industry Associations
- Standards Bodies
- Communities/Cultures where we operate
- Public Affairs and Governments





Organisation & Roles



Core Competencies

Best-in-Class Standards Development

Effectively manage the global, user-driven development and implementation process to deliver high-quality, easy-to-implement standards to industry and solution providers

Unique Identification

Provide a system of unambiguous numbers to identify goods, services, assets and locations in support of automated and secure supply chain processes

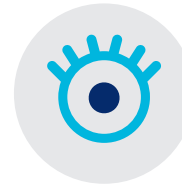
Global Reach

Maintain and develop a global network of national affiliates which deliver high-quality, standards-oriented services to their members

Cross-Cultural Communication

Develop and maintain a broad range of communication capabilities which enable effective two-way communications between GS1, its affiliates, its membership and the wider community

Standards, Services & Solutions



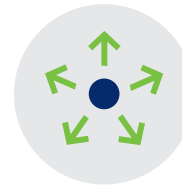
Identify

GS1 Identification Numbers



Capture

GS1 Data Carriers



Share

GS1 Data Exchange

GS1 Global Priorities

1

Mission/Vision

- Purpose & Beliefs
- Common Global Brand System



2



Execution Quality

- Standards Implementation
- Data Quality

3



Sector Focus

- Adoption of GS1 Standards in Core and Emerging Sectors
- Global Classification of Sectors and Business Processes

4



Digital

- GS1 Digital Strategy with Emphasis on GS1 Strategy for Omni-Channel
- Key Projects
 - GS1 Source
 - GTIN on the Web

5



Innovation

- Global Business Technology Innovation
- Local Entrepreneurship and MO-MO sharing

6

Organisation

- Common KPIs
- MO Clustering Supported by GO Cluster Managers

- Common Trademark Agreement
- Review Advisory Council
- GS1 Organisational Culture



Global Strategic Focus Areas

GS1 objective is to deliver value to our stakeholders

Standards Adoption

Continue to drive adoption of GS1 Standards. Develop value propositions and best practices for key processes by sector. Drive and measure adoption of GS1 KPIs by key users and GS1 Member Organisations.

Multi-Sectorial Approach

Provide world-class service to our core sectors (Retail & Consumer Goods, Healthcare and Transport & Logistics). Integrate new sectors that can leverage GS1 Standards and add value to our core sectors and to GS1 Member Organisations.

Sustainable Business Model

Define the future business model for the services and solutions identified in our long-term vision.

Governance

Align the strategies of the Management Boards of GS1 and GS1 Member Organisations. Ensure senior executive-level representation at the global and MO Management Boards to maintain a strategic business perspective.

Collaboration

Maintain close strategic working relationships with The Consumer Goods Forum and other leading industry associations.

Build GS1 Brand Equity and Awareness

Continue to increase the awareness of GS1's vision, strategies and standards, as well as strengthening the simplicity and consistency of the message.

Ensure an Integrated Portfolio of Products and Solutions

Ensure the integrity and consistency of the GS1 System through a holistic GS1 Architecture.

Strengthen Strategic Alliances

Determine as a community which partnerships can deliver the most benefit to our users. Focus on optimising these mutually beneficial relationships.

Support Public Policy Developments

Maintain an open and productive dialogue with legislative, regulatory, media and other key constituencies.

Be an Interdependent Federation

Build a community that Sees One Vision, Speaks with One Voice about that vision and Acts as One Organisation consistent with that vision.



See one vision

Speak with one voice

Act as one organisation



The Global Language of Business

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