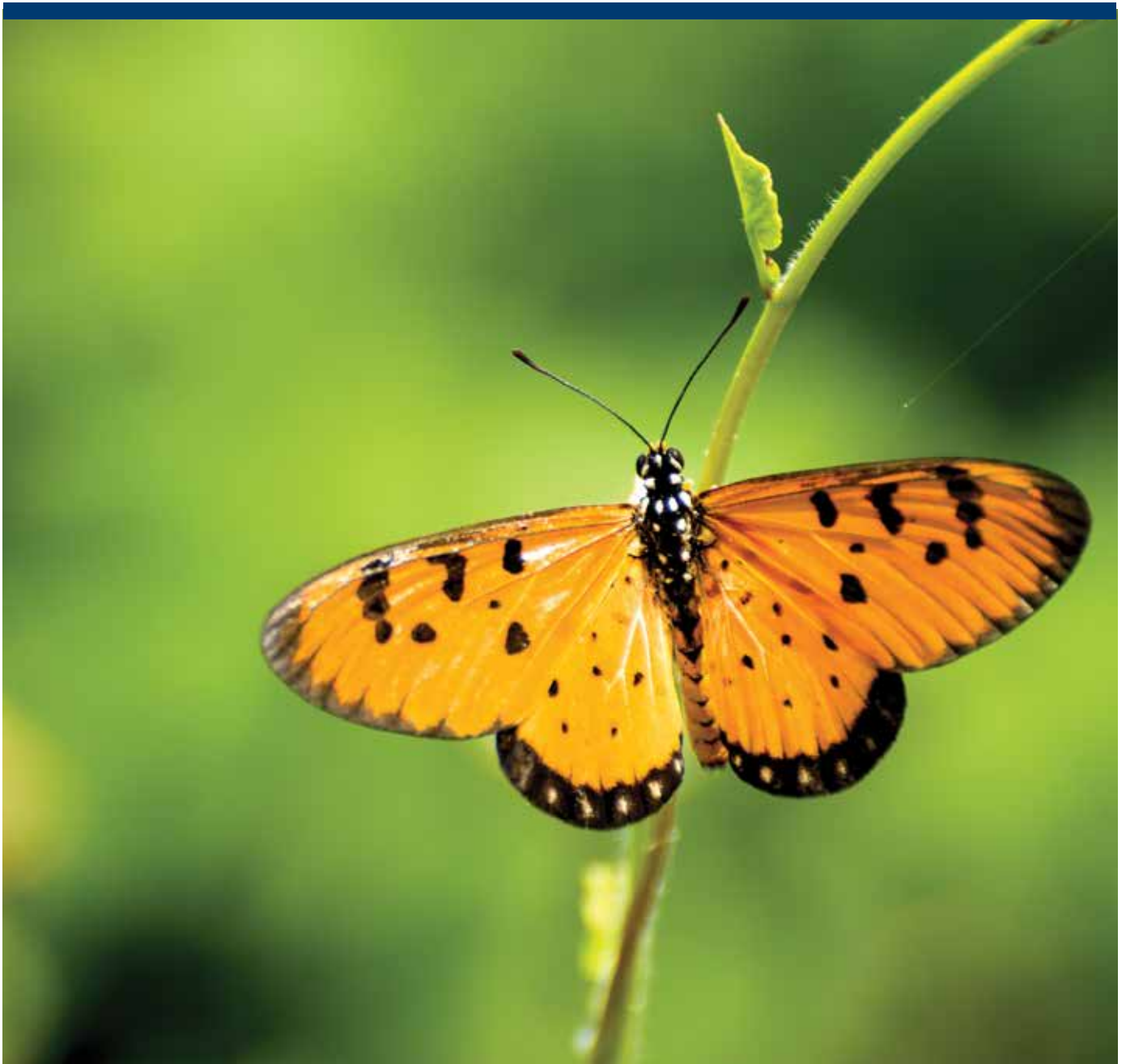




The Global Language of Business

# Annual Review and Financial Statements 2020



“ A better world  
for everyone through  
the full adoption of  
GS1 standards ”



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# Foreword

## A better world for everyone through the full adoption of GS1 standards



Gerry Boylan  
Chairperson  
GS1 Ireland



Mike Byrne  
Chief Executive Officer  
GS1 Ireland

Welcome to GS1 Ireland's review of 2020 and the second full year of delivering on our Strategic Plan 2019 to 2021.

As we write this report, we do so against the backdrop of the continuing impact that Covid-19 is having on society and business in Ireland and across the globe.

As the pandemic continued to spread during 2020, the commitment of our Team at GS1 Ireland and the agility of our business ensured our members and customers received the supply chain standards, services, and technology products they needed to keep their businesses operational.

Our organisational purpose of enabling a better world for everyone through the full adoption of GS1 standards was much in evidence across all GS1 Ireland's key sectors, and most noticeably in Healthcare and Retail CPG. We are proud of the commitment, dedication, and professionalism that GS1 Ireland demonstrated to our members during a difficult and uncertain period and would like to extend our thanks, and that of the Board, to all the Team.

The pandemic required our business to change the way we operated - and in fundamental ways - and, like all the companies and organisations we serve, we too had to embrace the new challenges and opportunities of remote working while ensuring the highest possible level of customer service.

Our ability to respond successfully was enabled by the core elements of our strategy: deepening engagement with our members, providing a virtual hub for community collaboration,

delivering new and innovative services and solutions, and enhancing our team, processes and technologies while remaining fully committed to our vision of delivering "value through standards" for all.

Engagement with our Members continues to be a critically important function in GS1, and never more so than in 2020. Through our Industry Engagement & Advisory Services Team, we reached out to existing and prospective members in our main sectors to explain how standards can help them to improve processes, reduce waste, control costs and plan. It is clear from our interaction with members that the focus on environment, circular economy, climate change and sustainability we have seen in recent years, has further accelerated. Members are increasingly aware of the affect that these issues are having on both their businesses and their personal lives.

Responding to this, in May 2020, we were delighted to launch the European "Lean & Green" programme in Ireland in cooperation with the Connekt Foundation. Lean & Green will assist Members across the transport, logistics and warehousing sectors to create meaningful, measured and independently verified action plans to cut carbon emissions.

While the focus on Sustainability increased substantially, Traceability continued to be an important business capability in many sectors as a mechanism to provide information on authentication, provenance and safety, to both trading partners and consumers. We are pleased to report our fTRACE event-based traceability solution continues to be actively used by all the main beef processors in Ireland.

Looking to Healthcare, the pandemic has underlined the fact that we need more efficient and safer healthcare systems that can adapt to new demands. It has also shown the need to maintain critical supplies, and with contact tracing and the rollout of the vaccination programme, the importance of traceability and tracking of people and locations, as well as medical and medicinal products. A major benefit of traceability in healthcare is the real-time, trusted data from barcode scanning that can be used to inform clinical and non-clinical decisions.

In the Construction Sector, GS1 Ireland continues to be an active participant in the GS1 Global Construction Centre of Excellence, in the Digital Supply Chain in Built Environment (DSCiBE) workgroup, the NSAI Building Information Modelling standards committee, and the Construction IT Alliance (CitA). The Board is also pleased to report our Platinum partnership with Integrated Facilities Solutions (IFS) has been very productive with much achieved in a short space of time. GS1 Ireland, in conjunction with its partners and collaborators, will continue to work with all stakeholders to make the Digital Building a reality.

It is evident that during 2020, the pandemic impacted all the sectors we interface with as an organisation, from sole traders to the large retailers, from start-up food producers to big brands, and most critically, across all areas of Ireland's healthcare service and hospitals.

In response, Governments, Regulators, and the European Commission coordinated a common European response to the pandemic, by reinforcing public health services, and by mitigating the socio-economic impact on businesses and their employees. GS1 Ireland remains fully committed to playing its part and to supporting all our members through the provision of innovative supply chain standards. Equally, GS1 Ireland will also continue to support Government and its healthcare agencies, such as the HSE, by offering traceability solutions for the planned national vaccination programme and other related areas.

Looking ahead to 2021 we will see the rollout of various new global registry platforms which can provide significant benefit for our members by enabling access to key entity, product, and asset data utilising GS1 Identifiers such

as Global Company Prefixes, Global Trade Item Numbers, Global Location Numbers, and Global Individual & Returnable Asset Identifiers. The GS1 Global Registry Platform will be live by the summer of 2021, and global services such as Verified by GS1 will begin to come to the fore in the coming months and years.

The Board and Executive are pleased with its return on investment for our members in 2020 and that the organisation's development targets for the four Critical Success Factors have been met. The 2020 Directors' Report and Financial Statements are included in the second half of this report and provides the independent auditors report, statement of income and retained earnings, and statement of financial position.

In conclusion, we continue to be conscious that the pandemic presents an unquantifiable strategic risk for many organisations. We will continue to monitor and survey the extent to which members are affected, to support them with services and to develop solutions to address the supply chain challenges and opportunities arising during this current period of uncertainty. We look forward to reporting our progress for the final year of our current strategy at the end of 2021.



# Annual Review 2020

## Special Report: Healthcare

The Coronavirus pandemic has underlined the fact that we need more efficient and safer healthcare systems that can adapt to new demands. It has also shown the need to maintain critical supplies, and with contact tracing and the rollout of the vaccination programme, the importance of traceability and tracking of people as well as medical and medicinal products to locations. A major benefit is the real-time, trusted data from scanning and tracking, that can be used to inform clinical and non-clinical decisions.

Early in the pandemic we saw governments across the world searching for supplies, particularly PPE, which was in high demand, not only for the safety of patients, but also to protect the frontline workers who worked tirelessly to treat their patients. Due to the lack of standards and poor access to the right information, a huge effort was required to ensure the right product and quantity was ordered.

The pandemic has proven the critical need for standardised product information across health procurement, and a common goal has been established for “better data, better systems, for better health outcomes”.

### Building on success of Scan4Safety and Traceability in our Hospitals:

Prior to the start of the pandemic, hospitals and healthcare settings across Ireland and other countries were already giving thought to improve traceability. Hospitals had begun to put into place technology, systems and standards that enable staff to improve procurement processes, track patients, equipment, medical devices, and products.

This programme, often referred to as Scan4Safety, has resulted in improved patient safety, better management processes, reduced costs, and less waste. Critically, clinical time has also been freed up, allowing more time for patient care, which is particularly relevant in these difficult times.

With the introduction of Unique Device Identification (UDI) regulations across the world, most medical devices now have unique device identifiers— the Global Trade Item Number® (GTIN®), lot number, expiry date and sometimes serial number—enabling a simple scan at the point of care.

During 2020 the case study on the work done by the Scan4Safety team at Tallaght University Hospital was published: “Scan4Safety: Giving





*From Left to Right: Roshan Wijesinghe, Senior ICT Project Manager; John Donovan, Scan4safety & Purchasing Manager; Cait Tobin, Theatre Nurse Manager; David Addie, Deputy Director of Finance; Cathy Elworthy, SAP Support; Karl Doran, Scan4Safety Officer; Olivia Leigh, CNM2 General/Vascular Theatre; Conor Kenna, SAP Support; Ger Connolly, Scan4Safety Supplies Officer*  
*\*Please note the team picture was taken in TUH before the outbreak of COVID-19*

time back to patient care at Dublin’s Tallaght University Hospital”.

The “Scan4Safety” project at TUH is part of a new digital strategy in the hospital with the objective of improved patient safety, and the added benefits of giving time back to patient care and increased operational efficiencies. It is estimated that in the two theatres where Scan4Safety had been initially implemented, the Clinical Nursing Manager was previously spending more than one day per week on reordering and managing stock. This was taking valuable clinical time which is now available to redeploy to patient care.

“Scan4Safety is a key priority for Tallaght University Hospital. The success of the project has been driven by the strong collaboration across clinical and non-clinical areas. Scan4Safety is demonstrating real benefits by improving patient safety and giving time back to patient care.”

**Lucy Nugent, CEO, Tallaght University Hospital**

Another highlight of 2020 was the recognition of the work done to date on implementing electronic traceability at Children’s Health Ireland (CHI) at Temple Street. The Special Feeds Unit received the GS1 Provider Best Case Study Award 2020, for the implementation of GS1 standards for the electronic traceability of ‘special feeds’ in the hospital.

This award, presented by GS1 Global Healthcare and selected by the GS1 Global Healthcare Leadership Team, recognises a healthcare provider who has completed a successful implementation of GS1 standards in a business or clinical process within their organisation. The system utilises the GTIN, GLN, SSCC and GSRN. Some comments from the jury included “Perfect example of how GS1 standards solved a problem in a specific area” “Full traceability supports improved patient safety” “Shows basic GS1 traceability template can be applied to any healthcare supply chain” “Simple solution that delivers benefits on so many levels”.

The award was accepted by Sinead Moran, Special Feeds Unit Manager and Mona Baker, CEO in CHI at Temple Street. Sinead and the team are excellent ambassadors of the benefits of using GS1 standards and achieving safer,



*From Left to Right: Denis O'Brien, Amanda Creane, Sinead Moran (SFU Manager, CHI at Temple Street), Siobhain Duggan, Mona Baker (CEO, CHI at Temple Street)*

more efficient care for patients, through the traceability of infant feeds. Sinead was presented with this award during the GS1 Healthcare Online Summit in November 2020 where she also spoke during the session, presenting “The clinician’s view of barcode scanning for improving safety and efficiency”. We would also like to include a special mention for our colleague Denis O’Brien for his tremendous work to put the traceability solution in place and to continue to evolve it for Phase 3, which will be scanning at the patient bedside.

**“Our staff take great pride in delivering the best care for patients. We know where each feed is, and a product recall can be done in seconds. This is an excellent example of innovation at CHI at Temple Street to improve patient safety.”**  
**Mona Baker, CEO, CHI at Temple Street**

#### **Engaging with our members during the pandemic:**

As the world moved to online in 2020, GS1 Ireland stayed engaged with members through a series of workshops in response to member enquiries. Some of the topics included in these flashtalks were “What is in a Barcode?” and “Which GTIN is this?” to demystify the GTIN, and barcodes, and their use in Healthcare. A

session was also hosted on “What is RFID?” in conjunction with our Solution Partner ASD.

Manufacturers of Medical Devices for the EU Market have been preparing for the implementation of Unique Device Identification (UDI) under the new EU Medical Devices Regulations (MDR). Although this regulation was delayed due to the pandemic, GS1 Ireland continued to deliver training sessions and provide advisory services, in an online environment, to healthcare manufacturing members implementing GS1 identification standards for compliance with UDI requirements. We are also seeing more enquiries now in relation to the identification of products due to Brexit and new customs requirements.

#### **HSE Requirement for GTINs and other GS1 Identifiers**

The HSE progressed the rollout of SAP Ariba which included a requirement for Suppliers to code their products using the United Nations Products and Supplies Code (UNSPSC) classification system which is managed by GS1 US on behalf of the United Nations. GS1 Ireland supported the programme by running a training programme in collaboration with HealthTech Ireland. In the absence of an easy-to-use way for suppliers to search for the correct UNSPSC code for their products, GS1 Ireland developed, and provided free of charge, a tool by which



they could easily search for codes. Over 30 suppliers downloaded and used the “Find My UNSPSC Tool”. Feedback from users included, “Thank you so much for this – it saves me a lot of work”.

GS1 Ireland facilitated two workshops for HSE Procurement on the implementation of SAP Ariba and UNSPSC coding by Queensland Health (Australia). A third workshop was held with Fergal Wall from Glanbia (GS1 Ireland Board Member) who shared their experience and learnings with the HSE Procurement team on digitising the supply chain and spoke of the “importance of designing in standards from the start: Build it once and use it often!”

In response to the need to standardise data and utilise the UDI (Unique Device Identifier) in the product barcode the HSE continues to include the requirement for GTIN data within their tender documents. During 2020 the GTIN has also been included as a required field for Suppliers in the Brexit product Data Template.

GS1 Ireland continued to support the HSE’s Health Identifiers programme as the GS1 identifiers are seeded into new systems for the Individual Health Identifier (IHI) and identifiers for staff, locations, systems, assets and other items.

### **Supporting members during the pandemic**

Rotunda Hospital approached GS1 Ireland to assist them to put a tracking system in place for IV fluids. The hospital had no visibility of stock due to the use of a manual system, and personnel changing frequently due to reassignment during Covid 19. This was done on a pro bono basis as part of the pandemic support. The result was that they had full visibility of IV fluids from the inventory being received, to the stock room, to transfer to wards.

### **The importance of designing in Traceability Standards**

As the response to the pandemic evolved into the second half of 2020, GS1 Ireland provided advice on ‘designing-in’ traceability standards to various project teams. This included a series of workshops looking at the tracking of the Covid-19 tests from the test centres to the laboratories and providing advice on the use of barcoding in the system, along with identifiers and support for this programme.

Throughout 2020 we held 12 workshops with the National Immunisations Office to scope how barcode scanning could be ‘designed into’ the National Schools Immunisation System. All prescription products now have a 2D DataMatrix barcode due to the Falsified Medicines Directive and this barcode can facilitate the tracking of

the vaccine, both from a stock management perspective, as well as tracking the batch information to the patient.

At the end of 2020, countries around the world were mobilising efforts to step-up national programmes to distribute the recently approved Covid-19 vaccines. In December the Irish government announced the national rollout of the Covid-19 vaccine in Ireland. Immediately GS1 Ireland CEO Mike Byrne wrote to the Head of the HSE, Paul Reid, on behalf of the GS1 Ireland Board, to offer our expertise in traceability to the HSE for the Covid-19 vaccine rollout. Within two days we were involved in discussions on how to manage the change in expiry date for the Pfizer Bio-Ntech vaccine prior to distribution. GS1 Ireland provided a label design for the distributor and worked very closely with the HSE and the system implementation partners to advise on how to include traceability standards for the National Covid-19 vaccination programme.

2020 was a difficult and challenging year for everyone and GS1 Ireland is proud to have been in a position to support our members and to provide our unique expertise in ‘designing-in’ traceability standards to make the delivery of patient care safer and more efficient.



# Annual Review 2020

## Membership Report

At the end of 2020, the core membership of the organisation continued to show steady growth with the number of active members and licence holders increasing over the 12 months to 3,642 (end 2019: 3,590). New members who joined the organisation in 2020 totalled 317. Annual licences issued to members totalled 7,094 in 2020 (end 2019: 6,957).

In terms of sectors, Food & Beverage (49 per cent), Consumer Non-Food (24 per cent), and Business Products & Services (10 per cent) continue to account for the bulk of the membership base with continued growth in Healthcare (8 per cent).

## Industry Engagement, Standards Development and Training

Industry Engagement continues to be an important function in GS1. We reach out to existing and prospective members in our core sectors to explain how standards can help them to improve processes, reduce waste, control costs and plan.

The focus on environment, circular economy, climate change and sustainability that we have seen in recent years, has further accelerated. Members are increasingly aware of the effect that these issues are having on both their businesses and their personal lives. This will only increase in the future.

The GS1 organisation is working with partners, locally and internationally, to provide solutions to these challenges, and additionally, to demonstrate how they can be implemented. Food Manufacturing, Retailing, and Transportation & Logistics have already felt the effects.

For example, the Construction sector will need to make adjustments to comply with the legislation coming via the European Commission as part of the European Green Deal. GS1 is well positioned to help our members to comply with regulations, through the use of standards, and in a way that fits into their existing business processes. Specifically for the construction & facilities management sectors we have developed a proof of concept to demonstrate how the use of GS1 identifiers could make a valuable contribution to the circular economy. We presented this, together with our Platinum Partner, IFS, at several national and international events and are working on follow-up case studies in 2021.

## Training and Education

Our Training and Education offering, which is an important part of GS1 Ireland's remit, had to pivot to on-line delivery in 2020. In common with many others, we miss the dynamic of in-person interaction, but the courses worked well online and were well attended. The main areas covered were Labelling and the Warehouse Label Specification, Electronic Data Interchange, and Unique Device Identification for Healthcare, with many member companies participating.

GS1 Ireland has strong links to third-level institutions of education, and we will continue to use those to deliver content to participants in courses on Supply Chain and Logistics, Food Science, Construction, and others - where knowledge of our standards could be beneficial to students.

## Standards and Solutions Development

Many of the GS1 Ireland Team participated in numerous standards development groups within GS1, via the Global Standards Management Process (GSMP). These included a group working to develop an image capturing application for our Barcode Manager tool. We also worked on Identification, Data Modelling, Electronic Data Interchange, RFID, GS1 Digital Link and many other topics. We contributed and presented at many of last year's virtual GS1 Standards Events.



In May 2020 we were delighted to launch the European “Lean & Green” programme here in Ireland in cooperation with the Connekt Foundation. Lean & Green will assist Members across the transport, logistics and warehousing sectors to create meaningful, measured and independently verified action plans to cut carbon emissions. We are continuing to build our membership and augment the content of the Lean & Green Programme to assist Irish companies to reduce their emissions while getting recognition for their efforts and demonstrating the cost benefits.

Finally, in line with our commitment to continuous solution development, we launched a new version of our popular Barcode Manager tool which now includes Verified by GS1, a way of confirming and sharing basic details about a product as well as an API for sharing data in and out of the system. In recognition of the vital nature of accurate product data for all parties across the supply chain, data-based services and solutions will be a foundational aspect of GS1 Ireland’s future strategic deliverables.

### **GS1 in Retail Grocery, Food and Consumer Goods 2020**

COVID-19 created unprecedented challenges across the retail supply chain—in apparel, general merchandise, consumer packaged goods, fresh and beverages, hospitality and more. Shoppers emptied supermarket shelves of toilet paper and cleaning products faster than they could be restocked. Brands found themselves unable to

produce their best-selling products because the necessary raw materials weren’t available. In the end, retailers and manufacturers spent much of 2020 trying to manage difficult supply-side situations while dealing with consumers with radically different expectations and behaviours.

Possibly the biggest impact that COVID-19 had on the retail sector was the dramatic increase in all things digital – most notably the immediate and massive shift to online shopping and home delivery, including for groceries and fresh foods, two categories which previously had limited online uptake.

Even the very mix of products that needed to be kept in stock to meet consumer demand changed drastically, almost overnight: more home hair dye kits and less lipstick; more exercise equipment, more leisure wear and no formal wear or office clothing at all!

2020 as a year was all about surviving. Businesses pivoted to online and outdoor to cater for those working-from-home or to comply with the pandemic restrictions. New enterprises sprung up in the face of adversity. Buying and supporting local became an overnight need, rather than a long-term sustainability trend. We saw the imaginative launch of many initiatives such as NeighbourFood, farm boxes, and specialist online marketplaces to cater for demand. Hopefully these new ventures will become part of the new normal for the years ahead.



All efforts focussed on managing supply chain issues caused not only by the COVID-19 pandemic but also by the looming deadline to prepare for Brexit. For many of our members in the Food and Beverage and Consumer Goods sectors, doors were shut to external visitors and there were freezes on systems and solutions development projects. In GS1 Ireland we pivoted our internal supply chain and traceability expertise from food to healthcare, to help support the heightened demand for track and trace support in that sector.

And while sustainability as a topic took a step back from the limelight throughout 2020, the global crunch on supply chains firmly put food miles and carbon footprints to the fore in consumer's minds and GS1's traceability offerings are evolving to support Members in meeting this increased consumer demand for product data.

Traceability continues to be an important business capability in many sectors as a mechanism to provide information on authentication, provenance and safety, to both trading partners and consumers. Our fTRACE solution for food traceability is actively used by all the main beef processors in Ireland. We are working with a high-profile food producer and retailer to show how our standards can also be used by an SME to provide assurance to their customers and to educate them on issues around food provenance and waste management.

A video case study with this member will be

published later this year to demonstrate the benefits realised through barcode scanning and track and trace systems.

Data visibility for both traceability and sustainability reasons has come to the fore with renewed interest in and appetite for the implementation of 2D barcodes such as GS1 DataMatrix. Already widely used in the healthcare sector to identify and track pharmaceutical and medical device products the "intelligent" barcodes offer added benefit to the Food, Beverage and Consumer Goods sectors to support initiatives to share additional data – such as batch and expiry – with both trading partners and end consumers. GS1 Data Matrix, along with its sister standard GS1 Digital Link are sure to play leading roles in the world of supply chain standards for the remainder of this decade.

### **GS1 in Construction 2020**

In the Construction Sector, GS1 Ireland continues to be an active participant locally in the NSAI Building Information Modelling standards committee, the Construction IT Alliance (CitA) and, internationally in the Digital Supply Chain in Built Environment (DSCiBE) workgroup – a joint initiative with buildingSMART International. We believe that GS1 can be the leading source of open, globally unique, persistent, and interoperable standards for identification in construction.

GS1 Ireland is one of the eight members of the Construction Centre of Excellence which



gives us access to resources in other countries. Some of these are more advanced in looking at identification standards and have adopted and mandated the GS1 Global Trade Item Number (GTIN) as the primary identifier. We want to ensure that the sector in Ireland is made aware of, and can take advantage of, this work. We made presentations about our work at GS1 Industry & Standards, GS1 in Europe, Causeway Network, CitA, DSCiBE and to members and industry groups in Ireland. Finally, over the last few months we produced a number of videos, a podcast and have contributed a series of articles to the Hardware Journal, all of which can be accessed via our website.

Our Platinum Partnership with Integrated Facilities Solutions (IFS) has been extremely productive with much achieved in a short space of time. GS1 Ireland, in conjunction with its partners and collaborators, will continue to work with all stakeholders to make the Digital Building a reality.

**GS1 helps supply chains become flexible and resilient, enabling smoother operations and more efficient interactions with business partners.**

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## Looking ahead at 2021

Both the COVID-19 pandemic and BREXIT have delivered a wealth of challenges and opportunities for our members, and for the team in GS1 Ireland. We will ensure that those opportunities are capitalised on with the creation of the services and solutions that meet members' needs to survive and thrive in the months and years ahead. No doubt, the rapid transition to, and growth of e-commerce, has presented new supply chain challenges.

“Barcode Manager”, the foundational tool for barcode number and product data management continues to grow and develop with new features and functionality launched each year. Currently in the pipeline is a wide array of User Experience (UX) upgrades to make the app easier to navigate and understand. Fundamental to the growth of Barcode Manager is the addition of functionality to enable the publication of product data to other databases and platforms. First of these will be the GS1 Global Registry and the “Verified by GS1” service in addition to links to other sources of data.

The launch and roll-out of our Lean & Green programme to enable the measurement and reduction carbon emissions in Transport and Logistics, and the use of standards-based identifiers and data attributes will be central to our Traceability and Sustainability service offerings to Members.



# Global Update 2020

**For all of us at GS1 across the globe, it has been a year of challenge, change, acceleration and opportunity. We have learned to work differently. We have strengthened our collaborative mindset. We have continued to drive innovation. Across the year, our belief in the power of standards to change the way we work and live has become even stronger.**

## All eyes on supply chains

Industry leaders, governments and regulators turned to GS1 with new challenges. In particular, they asked for help creating even more resilient and more digital supply chains.

Before COVID-19, most people knew very little about supply chains or how incredibly important it is to ensure that supply chains run smoothly and efficiently, with visibility and traceability. The unprecedented impact COVID-19 had on healthcare supply chains worldwide is one unparalleled example of this.

The pandemic had another significant impact on the world - it sent the speed of digital transformation into overdrive. An August 2020 study from McKinsey noted how quickly e-commerce replaced physical channels in the United States at the start of pandemic-imposed lockdowns: "We have vaulted ten years ahead in consumer and business digital penetration in less than three months."

## New GS1 global strategy

The effects of COVID-19 also re-affirm the tenets of the new GS1 global strategy launched in early 2020. The strategy aims to empower industry's digital transformation, for the ultimate benefit of consumers and patients, by investing in the transformation of GS1 standards and services; by strengthening our industry communities, our user-driven governance and by working to raise awareness of the value GS1 brings to our core sectors of retail & consumer goods, healthcare, online marketplaces, transport & logistics and technical industries.

## Top four global priorities

1. Work on the quality and the ubiquity of global registries of company licenses, GS1 Global Trade Item Numbers® (GTINs®) and GS1 Global Location Numbers (GLNs). This is foundational to establishing trusted identification. Making sure GTINs are used broadly, both within and beyond, the domains of consumer-packaged goods and healthcare sectors will help to enable trust, interoperability and support the seamless flow of data.  
  
Providing high quality, accurate and unique data is one of the largest challenges for online commerce and for digital transformation across every industry and inside every company.
2. Strengthening the healthcare supply chain—including vaccines and personal protective equipment—is a second area of particular attention for GS1, as is the implementation of a new policy for GS1 Unique Device Identification (UDI).
3. We will work on resolving the main challenges around product identification for e-commerce and marketplaces. We will strive to enable consumer transparency and boost process efficiency for the industries we serve. We are motivated to drive sustainability and the circular economy.
4. Our fourth global strategic priority is about building upon GS1's strong global foundation to collaboratively create data-rich next-generation "2D" barcodes, a project of great importance to consumers and industry alike as we prepare for the future.

Consumers in the new normal have new expectations, whether they are shopping online or in stores. GS1 standards and services help retailers and brands meet those demands by enabling trusted identification and data sharing.

### **Navigating the next normal - cultivating resilience by embracing innovation**

No one could have predicted the massive disruption and strain that COVID-19 would have on people, healthcare, businesses and the supply chain, nor the accelerated pace of digital transformation it would cause.

The GS1 Innovation Board, in the second edition of its “Trend Research Report” came to one clear conclusion: being ready for continuous transformation and investing in innovation will be necessary to create more resilient and more flexible supply chains. Organisations should

develop contingency and continuity plans that will make it easier for change to happen when it is needed.

We expect the increasing digitalisation of supply chains and product information to create new ways to connect consumers to the things they want, and more ways for organisations to actively collaborate with customers, suppliers, consumers and patients. Underpinning any digital transformation are concepts that are core to the GS1 system: globally unique identification, a common data language, a commitment to interoperability and data sharing.



## Key industries served

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Healthcare



Retail



Marketplaces



General Merchandise



Apparel



CPG



Fresh Foods



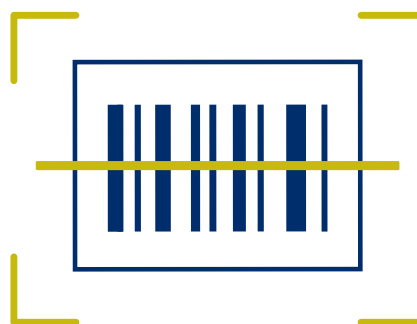
Transport & Logistics



Foodservice



Technical Industries



# 6 billion

GS1 barcodes scanned daily

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# More than 100 million

products carry GS1 barcodes

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# More than 2 million

companies use GS1 standards



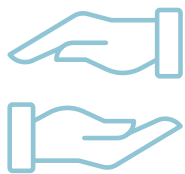
# The Global Language of Business

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**115** local Member Organisations

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Neutral &  
not-for-profit



User-driven  
& governed



Global &  
local



Inclusive &  
collaborative

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

# Our Mission

**We empower** organisations and consumers to benefit from improved efficiency, safety, transparency, security and sustainability through the exchange of trusted data.

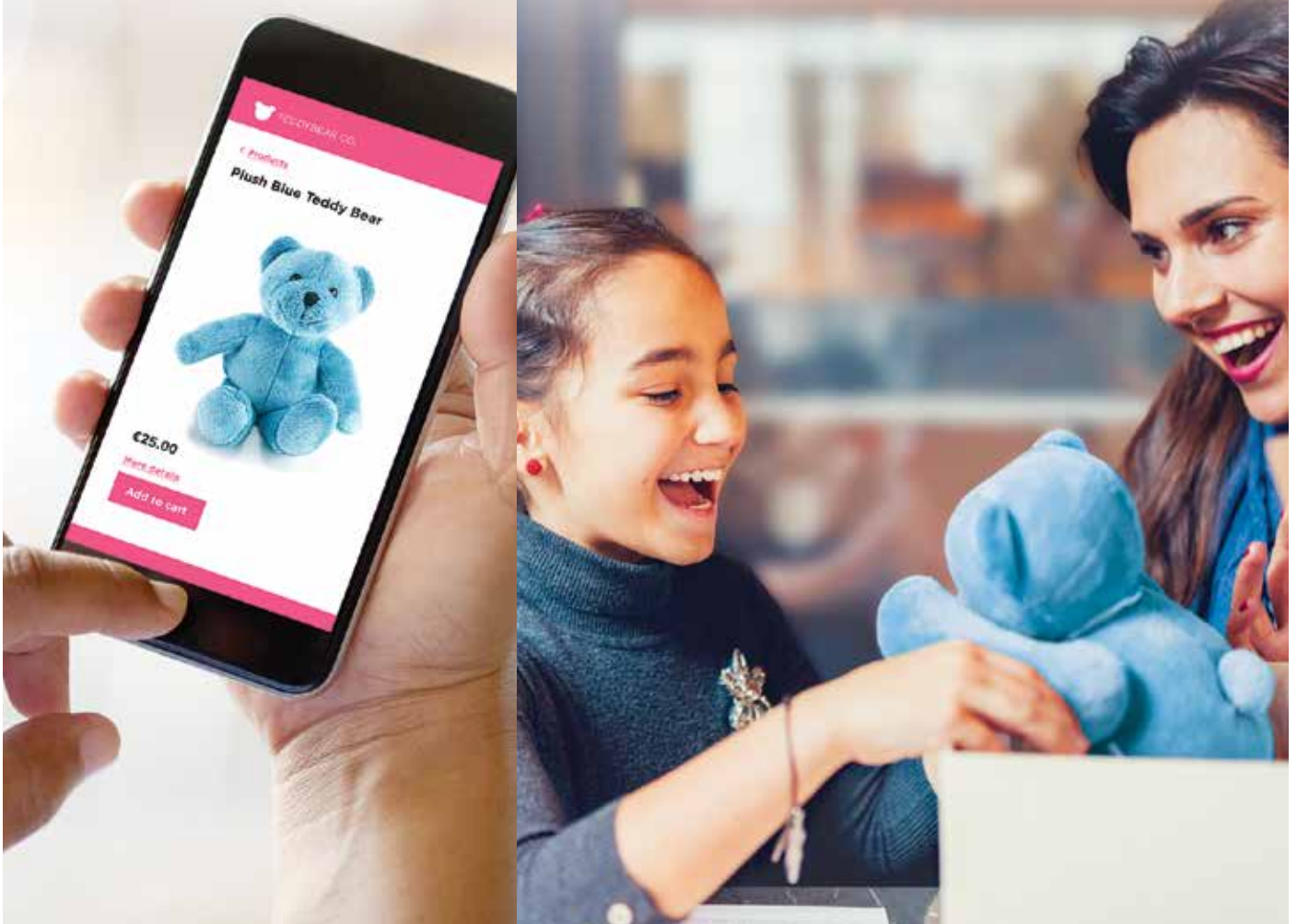
**We create** a common foundation for organisations and consumers to identify, capture, share and use vital information about products, locations, assets and more.



# Our Vision

## A better world for everyone through the full adoption of GS1 standards

- We help businesses to sell more and create efficiencies in their supply chains.
- We help consumers by increasing transparency and trust in products and services.
- We help organisations to save money, save lives, and be more efficient.



# Our Beliefs

**We believe** in the power of global standards to transform the way we work and live.

**We are** neutral and not-for-profit; local and global; inclusive and collaborative.



# Our Services

GS1 Ireland works with organisations of all types and sizes, in multiple industry sectors, to achieve greater supply chain efficiency, deliver identification and track & trace systems, to automate business processes and to eliminate the costs and errors associated with poor quality data.

We provide on-going support for local organisations implementing GS1 supply chain standards through our helpdesk, training and advisory services. We also offer a range of tools and solutions to help member gain maximum benefit from their adoption of GS1 standards. These include:

- **Barcode Manager** for number allocation and product data management
- The **Logistics Label Tool** for creating pallet labels with SSCCs
- **fTRACE** - a cloud-based traceability solution to record and share key supply chain and processing event data
- **Verified by GS1** and the **GS1 Registry Platform** for brand-authorised product data and product identify verification.
- **GS1 Scanning App** for documenting and checking barcodes on inventory
- **Professional Advisory Services** for Traceability and Production Management advice and system support
- **Barcode Verification Service** for label and print quality testing
- **Master Data Services** for auditing and reporting on data quality issues
- **System Accreditation** for GS1 standards compliance for Solution Providers
- Online, classroom and in-company **training** course options



# Explore Further

If there are any projects or initiatives highlighted in this report that you would like to learn more about, or wish to explore the further adoption of GS1 Standards in your own organisation, please do not hesitate to contact one of the team, as outlined below. We would be more than happy to talk to you and absolute confidentiality is assured. Please also feel free to connect with any of the GS1 Ireland Team via LinkedIn.

## Denis O'Brien

Director of Standards and Solutions  
E: denis.obrien@gs1ie.org

**Talk to Denis about:** traceability in food production, supply and production efficiency and waste measurement; healthcare track and trace solutions. Denis is available for third-level and industry speaking engagements.

## Siobhain Duggan

Director of Innovation and Healthcare  
E: siobhain.duggan@gs1ie.org

**Talk to Siobhain about:** innovation and traceability in healthcare for improved patient safety and operational efficiencies for all stakeholders: pharma, medical devices, suppliers, solution providers, public sector organisations and healthcare providers. Siobhain is available for third-level and industry speaking engagements.

## Seán Dennison

Head of Industry Engagement and Technical Standards  
E: sean.dennison@gs1ie.org

**Talk to Seán about:** the identification and traceability of raw materials, products and assets in the construction and facilities management sectors; EDI and technical communications standards. Seán is available for third-level and industry speaking engagements.

## Ciaran O'Reilly

Industry Engagement Manager  
E: ciaran.oreilly@gs1ie.org

**Talk to Ciaran about:** the traceability, sustainability and product data management challenges you need to address and learn how the various GS1 standards, services and solutions could help you achieve greater efficiency and visibility with connected data.

## Karen Murphy

Head of Operations and Customer Service  
E: karen.murphy@gs1ie.org

**Talk to Karen about:** GS1 operations; licencing; customer support; account management and invoicing.

## Maria Svejdar

Head of Marketing, Communications and Customer Experience  
E: maria.svejdar@gs1ie.org

**Talk to Maria about:** case studies, member features, editorial, surveys and customer feedback.



# About GS1

GS1 develops, maintains and licenses global standards that are used to improve the efficiency, safety and visibility of supply chains across physical and digital channels. Together, GS1 standards form a common language that facilitates the identification, capture, sharing, and use of key information about products, locations, and assets between trading partners. GS1 standards are used daily in supply chains in more than 25 sectors, including Retail, Consumer Goods, Food, and Healthcare.

GS1 Ireland locally administers the global multi-industry system of identification and communication for products, services, assets and locations - the GS1 System. We also offer a wide range of services to help businesses use these standards and technologies, including technical support, implementation advice, consulting and training through our Professional Services division.









## **GS1 (Global Standards 1 (Ireland))**

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**Directors' Report and Financial Statements  
for the year ended 31 December 2020  
(A company limited by guarantee and not having a share capital)**

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Report and Financial Statements 2020

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## Directors and Other Information

### Directors

Thomas Shortall  
Justin Carton  
Jim Copeland  
Sean Nolan  
Michael Kelly  
Suzanne McDonald  
PJ Timmins  
Pat Tracey  
Fergal Wall  
Liam Hartnett  
David Codd  
Gerry Boylan  
Richard Boland  
John Swords  
James Cummins

### Company secretary

Mike Byrne

### Registered Number

404327

### Registered Office

2nd Floor  
The Merrion Centre  
Nutley Lane  
Dublin 4

### Independent Auditors

Mazars  
Chartered Accountants &  
Statutory Audit Firm  
Harcourt Centre  
Block 3  
Harcourt Road  
Dublin 2

### Bankers

Bank of Ireland  
College Green,  
Dublin 2

### Solicitors

Mason, Hayes and Curran  
6th Floor South Bank House  
Barrow Street  
Dublin 4

# Directors' Report

The directors present their annual report and the audited financial statements for the year ended 31 December 2020.

## 1. Principal activities

The mission of the company is to support organisations in their efforts to improve supply and demand chain efficiency. The principal activities of the company are the licensing of global company prefixes and global location numbers to identify products and locations for the purpose of automatic data capture and for EDI. The GS1 global standards cover Bar Coding, eCommerce, Master Data Management and EPC/RFID. The company also provides a range of relevant professional and advisory services for its user organisations, including education, training, and verification services.

## 2. Results and dividends

Total income for the year ended 31 December 2020 was €2,155,053 (2019: €2,099,825).

The company is a not for profit company and clause 5 of the Constitution indicates that distributions to the members will only arise upon the winding up or dissolution of the company and after the satisfaction of all debts and liabilities.

## 3. Directors

The directors who served during the year were:

Thomas Shortall  
Justin Carton  
Jim Copeland  
Sean Nolan  
Michael Kelly  
Suzanne McDonald  
PJ Timmins  
Pat Tracey  
Fergal Wall  
Liam Hartnett  
David Codd  
Gerry Boylan  
Richard Boland  
John Swords (appointed 12 March 2020)  
James Cummins (appointed 7 September 2020)

The election and retirement of directors is in accordance with the Constitution.

The names of the persons who were directors at any time during the year ended 31 December 2020 are set out above. Unless otherwise stated, they all served as directors for the entire year ended on that date. Mike Byrne is the Company Secretary.

## 4. Directors and secretary and their interests

The company is limited by guarantee and does not have any share capital. Therefore, the directors and secretary who served during the year did not have a beneficial interest in the company.

## 5. Transactions involving Directors

There were no contracts or arrangements of any significance outside the normal course of business for the organisation in relation to the company's business, or that of related companies, in which the directors or secretary of the company had any interest, as defined in the Companies Act 2014, at any time during the year ended 31 December 2020.

## 6. Risks and uncertainties

The Board of GS1 Ireland is responsible for the Organisation's risk management framework, which is designed to identify, manage and mitigate potential material risks to the achievement of the GS1 Ireland's strategic and business objectives.

The Board has approved a Risk Appetite Statement as part of its Risk Management Policy which sets out delegated responsibilities and procedures for the management of risk in GS1 Ireland. This Statement informs the internal controls that are maintained in those areas.

The Board regularly reviews the Organisation's Risk Register to ensure that both documented and emerging risks are managed appropriately.

## 7. Roles & Responsibilities:

The detailed roles and responsibilities assigned as part of the risk management and control framework are summarised below:

### **Board:**

The Board is responsible for the Organisation's Risk Management Policy and for determining its appetite for risk. The Board is also required to report on the annual review of the effectiveness of risk management and internal control systems.

### **Audit & Risk Committee:**

The Audit & Risk Committee is responsible for assisting the Board by taking delegated responsibility for risk identification and assessment and for reviewing the company's risk management and internal control systems and making recommendations to the Board thereon. It fulfils its responsibilities by reviewing relevant reports from the Executive and Auditors. The Chairman of the Audit & Risk Committee reports to the Board on its activities.

### **Executive:**

The Executive (through the Chief Executive Officer) is required to maintain a comprehensive risk register, which is reviewed and updated regularly for submission and approval by the Audit & Risk Committee and, thereafter, by the Board. Risks are categorised as Strategic (S), Financial (F), Operational (O), and Reputational & Compliance (R) and are rated in terms of Business Impact and Likelihood. The register also includes a

description of the consequences of the risk, the ownership of the risk, and an action plan for addressing each risk.

All changes to key risks are documented and declared to the Board by the CEO at each Board Meeting.

## 8. Governance and committees

GS1 Ireland is member Organisation of GS1 AISBL and is required to comply with its statutes, code of practice and other relevant agreements as adopted under the General Assembly of GS1. In addition to the Board, which meets four times a year and is responsible for the strategy and overall performance of the organisation, the directors also participate in four committees:

### a. Operations Committee:

The Operations Committee consists of the Chair, Vice Chair and CEO. The committee meets four times a year in advance of the scheduled Board meetings and reviews in detail the Organisation's management accounts, risk register and operational reports.

### b. Remuneration Committee:

The Remuneration Committee consists of the Chair, Vice Chair and one other independent director. The committee meets on average once a year to determine and agree the policy for the remuneration of the company's CEO.

### c. Nominations Committee:

The Nominations Committee consists of the Chair, Vice Chair and the CEO. The committee meets on average twice a year and the objectives of the committee are to recommend to the Board individuals suitable for nomination to the Board and to provide the Board with advice on the structure and general composition of the Board.

### d. Audit and Risk Committee:

The Audit and Risk Committee consists of the Vice Chair and two other directors, with the CEO in attendance. The committee meets at least once a year and is responsible for the oversight of the company's audit and control functions. This includes financial reporting and accounting, external audit, regulatory compliance, the effectiveness of the internal control environment and processes, and risk management.

## 9. Accounting Records

The measures taken by the directors to ensure compliance with the requirements of Sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified

accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at 2nd Floor, The Merrion Centre, Nutley Lane, Dublin 4.

## 10. Events since the end of the year

Subsequent to the year end, the company is continuing to actively monitor and mitigate the effects of Covid-19 on the business. While the duration of the pandemic is unknown, the directors are satisfied that the company is taking all the steps to ensure that the business will trade through these difficult times while also ensuring compliance with Government guidelines and restrictions.

## 11. Future developments

In Ireland, along with each of the other 115 countries where Organisations have adopted our standards, GS1 is committed to developing and revising standards that best fit 21st century supply chain practices. These include data standards for omni-channel retailing such as GS1 SmartSearch, Global Product Classification and trusted data sharing capabilities via the GS1 Global Registry Platform. In Healthcare, developments are focused on supporting members in their efforts to comply with global healthcare regulatory requirements to identify, track and manage medicines, medical devices and critical assets. Developments are also underway to build expertise in new industry sectors such as Financial Services with the global roll out of an issuance service for unique legal entity identifiers (LEIs).

GS1 also recognise and will pursue the opportunity for their standards & solutions to be used in Building Information Management (BIM), to enable the identification, capturing, sharing and use of data pertaining to locations, assets and products in Construction. As consumers become more and more technology reliant it will equally become imperative for consumers to be able to trust product data and the brands that provide it. In addition to the rollout of the Verified by GS1 service, GS1 will also deploy the new GS1 Digital Link standard and productDNA service which enable brand owners and retailers to connect consumers, patients and business partners to all types of information about their products.

## 12. New solutions and research and development activities

The core of GS1 Ireland's Strategic Plan for 2019 to 2021 is delivering increased adoption of GS1 standards and solutions by members. In its execution of the Plan, the company is investing in developing for members a range of solutions to support its members' supply chain needs. For the retail sector this work will include both new standards and solutions, such as Verified by GS1 and new global GS1 Registry Platforms for GTINs and GLNs and enhancements to

existing solutions, such as semantic EDI messaging, eLOCATE, fTRACE and Barcode Manager.

The company will also continue to undertake research and development in applications to support GTIN (barcode) adoption within the Healthcare supply chain in addition to developing standards-based registries for healthcare services and traceability tracking solutions for precious samples and specialist baby feeds.

### 13. Statement on relevant audit information

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware, and

- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditors are aware of that information.

### 14. Auditors

The auditors, Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to continue in office in accordance with section 383(2) of the Companies Act 2014.

This report was approved by the board and signed on its behalf.

#### On behalf of the Board

**Gerry Boylan**  
Director

**PJ Timmins**  
Director

**11 March 2021**

## Directors' Responsibilities Statement

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare the financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date, of the profit or loss for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company's financial statements and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

#### On behalf of the Board

**Gerry Boylan**  
Director

**PJ Timmins**  
Director

**11 March 2021**

# Independent Auditors' Report to the Members of GS1 (Global Standards 1 (Ireland))

## Report on the audit of the financial statements

### Opinion

We have audited the financial statements of GS1 (Global Standards 1 (Ireland)) (the 'company') for the year ended 31 December 2020, which comprise the Statement of Income and Retained Earnings, the Statement of Financial Position, the Statement of Cash Flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion, the accompanying financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2020 and of its profit for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

### Other information

The directors are responsible for the other information. The other information comprises the information included in the Annual report, other than the financial statements and our Auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Opinions on other matters prescribed by the Companies Act 2014

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements;
- the directors' report has been prepared in accordance with applicable legal requirements;
- the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited; and
- the financial statements are in agreement with the accounting records.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

### Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

### **Respective responsibilities**

#### ***Responsibilities of directors for the financial statements***

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

#### ***Auditor's responsibilities for the audit of the financial statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will

always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at:  
<https://www.iaasa.ie/Publications/Auditing-standards>. This description forms part of our Auditor's Report.

#### **The purpose of our audit work and to whom we owe our responsibilities**

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

**Lorcan Colclough  
for and on behalf of  
Mazars  
Chartered Accountants & Statutory Audit Firm  
Harcourt Centre  
Block 3  
Harcourt Road  
Dublin 2  
11 March 2021**



## GS1 (Global Standards 1 (Ireland))

### Statement of Income and Retained Earnings

	Note	Year ended 31 December 2020 €	Year ended 31 December 2019 €
<b>Income</b>	5	2,122,053	2,099,825
Expenditure		<2,018,987 >	<1,915,153 >
<b>Operating surplus</b>		103,066	184,672
Interest receivable and similar income	9	528	487
<b>Surplus before taxation</b>		103,594	185,159
Taxation	10	<122 >	<296 >
<b>Surplus for the financial year</b>		<u>103,472</u>	<u>184,863</u>
Retained earnings at the beginning of the financial year		2,326,183	2,141,320
Surplus for the financial year		<u>103,472</u>	<u>184,863</u>
<b>Retained earnings at the end of the financial year</b>		<u>2,429,655</u>	<u>2,326,183</u>

All income is in respect of continuing operations.

## GS1 (Global Standards 1 (Ireland))

### Statement of Financial Position

	Note	2020 €	2019 €
<b>Fixed Assets</b>			
Tangible fixed assets	11	<u>170,165</u>	<u>186,692</u>
<b>Current Assets</b>			
Debtors	12	242,780	210,927
Cash at bank and in hand		<u>2,503,975</u>	<u>2,448,048</u>
		2,746,755	2,658,975
Creditors: amounts falling due within one year	13	<487,265 >	<519,484 >
<b>Net Current Assets</b>		<u>2,259,490</u>	<u>2,139,491</u>
<b>Total assets less current liabilities</b>		<u>2,429,655</u>	<u>2,326,183</u>
<b>Capital and reserves</b>			
Retained earnings		<u>2,429,655</u>	<u>2,326,183</u>
<b>Shareholders' funds</b>		<u>2,429,655</u>	<u>2,326,183</u>

The financial statements were approved and authorised for issue by the board:

**Gerry Boylan**  
Director

**PJ Timmins**  
Director

**Date: 11 March 2021**

## GS1 (Global Standards 1 (Ireland))

### Statement of Cash Flows

	2020 €	2019 €
<b>Cash flows from operating activities</b>		
Surplus for the financial year	103,472	184,863
Adjustments for:		
Depreciation of tangible assets	69,718	63,870
Interest and similar income	<528 >	<487 >
Movement in debtors	<31,853 >	1,596
Movement in creditors	<32,219 >	9,097
<b>Net cash generated from operating activities</b>	<u>108,590</u>	<u>258,939</u>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	<53,191 >	<44,196 >
Interest received	<u>528</u>	<u>487</u>
<b>Net cash flow used in investing activities</b>	<u>&lt;52,663 &gt;</u>	<u>&lt;43,709 &gt;</u>
<b>Net increase in cash and cash equivalents</b>	55,927	215,230
<b>Cash and cash equivalents at beginning of year</b>	<u>2,448,048</u>	<u>2,232,818</u>
<b>Cash and cash equivalents at end of year</b>	<u>2,503,975</u>	<u>2,448,048</u>
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	<u>2,503,975</u>	<u>2,448,048</u>
	<u>2,503,975</u>	<u>2,448,048</u>

# Notes to the Financial Statements

## 1. Company Information

GS1 (Global Standards 1 (Ireland)) Limited is a company incorporated under the Companies Act 2014, without share capital, the liability of which is limited by the guarantee of its members, such amount as may be required, but not exceeding €1.00. The company is a not-for-profit company and its Constitution expressly forbids any form of distribution to the members of the company.

The mission of the company is to support organisations in their efforts to improve supply and demand chain efficiency. The principal activities of the company are the licensing of global company prefixes and global location numbers to identify products and locations for the purpose of automatic data capture and for EDI. The GS1 global standards cover Bar Coding, eCommerce, Master Data Management and EPC/RFID. The company also provides a range of relevant professional and advisory services for its user organisations, including education, training, and verification services.

## 2. Statement of Compliance

The financial statements have been prepared in accordance with accounting standards issued by the Financial Reporting Council, including FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”).

All references to 2020 are to the year ended 31 December 2020. All references to 2019 are to the year ended 31 December 2019.

## 3. Significant Judgements and Estimates

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

### a) Providing for doubtful debts

The company makes an estimate of the recoverable value of trade debtors. The company uses estimates based on historical experience in determining the level of debts, which the company believes will not be collected. These estimates are based on such factors as the records of the debtor in the Companies Registration Office, the level of communication with the debtor and historical experience. The level of provision required is reviewed at the end of each financial year.

## 4. Summary of significant accounting policies

### 4.1. Basis of preparation of financial statements

The financial statements have been prepared in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and Irish statute comprising of the Companies Act 2014. The financial statements have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the company’s accounting policies.

The following principal accounting policies have been applied:

### 4.2. Currency

#### *Functional and presentation currency*

The company’s functional and presentational currency is Euro.

#### *Transactions and balances*

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of

the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Statement of Income and Retained Earnings within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Statement of Income and Retained Earnings within 'other operating income'.

#### **4.3. Income**

Income is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Income is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Income represents the amounts derived from the provision of services which fall within the company's ordinary activities, stated net of value added tax.

Income from the provision of services is recognised in the accounting period in which the services are rendered, the outcome of the contract can be measured reliably and economic benefits will flow to the company. Income from a contract to provide services is recognised in the period in which the services are provided. Accordingly, income received from customers in respect of periods which fall after the end of the financial year are not recognised as income and are included in creditors as deferred income. The company derives income from the following services:

- Membership income;
- Licensing income;
- Training and education of members;
- Professional services.

#### **4.4 Interest income**

Interest income is recognised in the Statement of Income and Retained Earnings as it is received.

#### **4.5 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Short-term leasehold property	- 12.5% straight line
Fixtures and fittings	- 20% straight line
Office equipment	- 20% straight line
Computer equipment	- 25% / 50% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Income and Retained Earnings.

#### **4.6 Operating Leases**

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases (net of any incentives received from the lessor) are charged to the statement of income and retained earnings on a straight-line basis over the period of the lease.

Operating lease incentives received on entering a new operating lease are credited to the statement of income and retained earnings to reduce the lease expense, on a straight line basis over the period of the lease.

#### **4.7 Cash and cash equivalents**

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

#### **4.8 Taxation**

The company is managed and controlled in the Republic of Ireland and consequently, is tax resident in Ireland. Tax is recognised in the statement of income and retained earnings, except to the extent that it relates to items recognised in other comprehensive income or equity. In this case tax is also recognised in other comprehensive income or directly in equity respectively.

##### *i. Current tax*

The company is exempt from corporation tax on its ordinary activities in accordance with the Taxes Consolidation Act, 1997. The company is however, liable for corporation tax on its earned deposit interest and other passive income.

##### *ii. Deferred tax*

Deferred taxation is calculated on the differences between the company's taxable profits and the results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements. Full provision for deferred tax assets and liabilities is made at current tax rates on differences that arise between the recognition of gains and losses in the financial statements and their recognition in the tax computation, including differences arising on the revaluation of fixed assets. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

On the basis of the above, as the company is exempt from corporation tax, deferred tax does not apply with exception of tax arising on timing differences on passive income such as the unrealised gain on financial investments.

#### **4.9 Debtors and other receivables**

Sales invoices are raised and expected to be received within the company's normal credit terms, such sales do not bear interest. At the end of each reporting period, the carrying amounts of the debtors and other receivables are reviewed to determine whether there is any evidence that the amounts are not recoverable, and whether an impairment loss should be recognised.

#### **4.10 Creditors**

Creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### **4.11 Employee Benefits**

The company provide a range of benefits to employees, including annual bonus arrangements, paid holiday arrangements and defined contribution pension plans.

##### *i. Short term benefits*

Short term benefits including holiday pay and other similar non-monetary benefits are recognised as an expense in the period in which the service is received.

##### *ii. Annual bonus plans*

The company recognises a provision and an expense for bonuses where the company has a legal or constructive obligation as a result of past events and a reliable estimate can be made.

##### *iii. Pension and post retirement benefit scheme*

Pension costs arising under the company facilitated Personal Retirement Savings Account (PRSA) scheme are charged to the statement of income and retained earnings as incurred. The company also operates a defined contribution executive pension scheme in respect of certain employees. Contributions to the scheme are charged to the statement of income and retained earnings as incurred.

## 5. Income

An analysis of income by activity is as follows:

	<b>2020</b> €	<b>2019</b> €
Licensing and registration income	1,874,154	1,836,451
Professional advisory and training services	138,430	165,787
Other income	<u>109,469</u>	<u>97,587</u>
	<u>2,122,053</u>	<u>2,099,825</u>

All income arose in Ireland.

## 6. Employees

The average monthly number of employees, including the directors, during the year was as follows:

	<b>2020</b> Number	<b>2019</b> Number
Administration	<u>15</u>	<u>12</u>

	<b>2020</b> €	<b>2019</b> €
Wages and salaries	1,072,232	918,695
Social welfare costs	108,015	90,675
Retirement benefit costs	<u>122,241</u>	<u>114,068</u>
	<u>1,302,488</u>	<u>1,123,438</u>

## 7. Pension and Post Retirement Benefit

The company facilitates a Personal Retirement Savings Account (PRSA) scheme for its employees, the contributions to which are paid to an independently administered fund. The retirement benefit cost for the year represents contributions payable to the fund. The contribution charged (including death in service) to the statement of income and retained earnings for the year was €69,106 (2019: €61,975).

The company also operates a company sponsored defined contribution executive scheme, supported by an external trustee. The assets of the scheme are vested in independent trustees for the sole benefit of the executives. The contribution charged to the statement of income and retained earnings for the year was €53,135 (2019: €52,093).

## 8. Operating Surplus

	<b>2020</b> €	<b>2019</b> €
<b>Operating surplus is stated after charging:</b>		
Directors' emoluments	-	-
Operating lease charges	111,056	111,056
Depreciation	<u>69,718</u>	<u>63,870</u>
	<u>180,774</u>	<u>174,926</u>

## 9. Interest receivable

	<b>2020</b> €	<b>2019</b> €
Bank interest receivable	<u>528</u>	<u>487</u>

<b>10. Taxation</b>	<b>2020</b>	<b>2019</b>
	€	€
<b>Corporation tax</b>		
Under provision from prior year	122	296
<b>Total current tax</b>	<u>122</u>	<u>296</u>
<b>Deferred tax</b>		
<b>Total deferred tax</b>	-	-
<b>Taxation on surplus on ordinary activities</b>	<u>122</u>	<u>296</u>

#### Factors affecting tax charge for the year

The tax assessed for the year is the same as the standard rate of corporation tax in Ireland of 12.5% (2019 - 12.5%). The differences are explained below:

	<b>2020</b>	<b>2019</b>
	€	€
Surplus on ordinary activities before tax	<u>103,594</u>	<u>185,159</u>
Surplus on ordinary activities multiplied by standard rate of corporation tax in Ireland of 12.5% (2019 - 12.5%)	12,949	23,145
<b>Effects of:</b>		
Non-taxable mutual trading	<12,949 >	<23,145 >
Under provision from prior year	<u>122</u>	<u>296</u>
<b>Total tax charge for the year</b>	<u>122</u>	<u>296</u>

#### Factors that may affect future tax charges

In accordance with the Taxes Consolidation Act, 1997, the company is exempt from corporation tax on its ordinary activities on the basis that any surplus arising is derived from business done with its members. The company is only liable to corporation tax in respect of its deposit interest and any other passive income at the rate of 25%.

## 11. Tangible fixed assets

	<b>Short-term Leasehold improvements</b>	<b>Fixtures &amp; fittings</b>	<b>Office equipment</b>	<b>Computer equipment</b>	<b>Total</b>
	€	€	€	€	€
<b>Cost or valuation</b>					
At 31 December 2019	326,681	10,764	51,505	457,942	846,892
Additions	16,105	-	10,350	26,736	53,191
Disposals	-	-	-	<73,833 >	<73,833 >
At 31 December 2020	<u>342,786</u>	<u>10,764</u>	<u>61,855</u>	<u>410,845</u>	<u>826,250</u>
<b>Depreciation</b>					
At 31 December 2019	249,657	6,158	49,213	355,172	660,200
Charge for the year	24,398	1,752	2,638	40,930	69,718
Disposals	-	-	-	<73,833 >	<73,833 >
At 31 December 2020	<u>274,055</u>	<u>7,910</u>	<u>51,851</u>	<u>322,269</u>	<u>656,085</u>
<b>Net Book Value</b>					
At 31 December 2020	<u>68,731</u>	<u>2,854</u>	<u>10,004</u>	<u>88,576</u>	<u>170,165</u>
At 31 December 2019	<u>77,024</u>	<u>4,606</u>	<u>2,292</u>	<u>102,770</u>	<u>186,692</u>



<b>12. Debtors</b>	<b>2020</b>	<b>2019</b>
	€	€
Trade debtors	86,063	70,324
Corporation tax	524	296
VAT	15,989	18,246
Prepayments	<u>140,204</u>	<u>122,061</u>
	<u>242,780</u>	<u>210,927</u>

All debtors fall due within one year. All trade debtors are due within the company's normal terms, which is 30 days.

Taxes are subject to the terms of the relevant legislation. Interest accrues on late payments. No interest was due at the financial year end date.

<b>13. Creditors: Amounts falling due within one year</b>	<b>2020</b>	<b>2019</b>
	€	€
Trade creditors	72,940	145,903
Taxation and social insurance	33,937	27,800
Other creditors	15,533	14,476
Accruals	339,855	306,305
Deferred income	<u>25,000</u>	<u>25,000</u>
	<u>487,265</u>	<u>519,484</u>

The repayment of trade creditors varies between on demand and 90 days. No interest is payable on trade creditors.

The terms of accruals and sundry creditors is based on underlying contracts.

Tax and social insurance are subject to terms and conditions of legislation. Interest accrues on late payments however, no interest was due at the financial year end date.

Other amounts in creditors are unsecured, interest free and payable on demand.

#### **14. Related Party Transactions**

Income of €2,101,572 (2019: €2,082,700) in relation to licensing fees was received from third parties who are considered as related parties of the company as they hold membership of the company under its ownership structure.

Included in the amounts above is income of €135,524 (2019: €80,115) from member entities of GS1 Ireland who are also represented on the Board of the company. There were no amounts outstanding in relation to this amount at the statement of financial position date.

#### *Key management personnel compensation*

The senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel.

Total remuneration in respect of these individuals is €398,972 (2019: €386,147).

#### **15. Financial instruments**

The analysis of the carrying amounts of the financial instruments of the company required under section 11 of FRS 102 is as follows:

	<b>2020</b>	<b>2019</b>
	€	€
<b>Financial assets that are debt instruments measured at amortised cost</b>		
Trade debtors	86,063	70,324
Cash and cash equivalents	<u>2,503,975</u>	<u>2,448,048</u>
<b>Financial liabilities</b>		
Trade creditors	<u>72,940</u>	<u>145,903</u>

## 16. Commitments

The company holds a 35-year lease beginning in November 1991 with 6 years remaining for its premises at The Nutley Building, Merrion Road, Dublin 4. The annual commitment of €94,200 is subject to review at five-year intervals. On 29 January 2015, the company entered into a new 10-year lease, with a five-year break clause in respect of the additional space at the Nutley Building. The annual rent commitment is €32,745.

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2020 €	2019 €
<b>Due:</b>		
Within one year	126,945	126,945
Between one and five years	475,035	507,780
After five years	=	94,200
	<u>601,980</u>	<u>728,925</u>

The company also has commitments to payment of annual licence fees to GS1 AISBL, and GS1 in Europe deriving from the company's financial strength calculation.

## 17. Subsequent events

Subsequent to the year end, the company is continuing to actively monitor and mitigate the effects of Covid-19 on the business. While the duration of the pandemic is unknown, the directors are satisfied that the company is taking all the steps to ensure that the business will trade through these difficult times while also ensuring compliance with Government guidelines and restrictions.

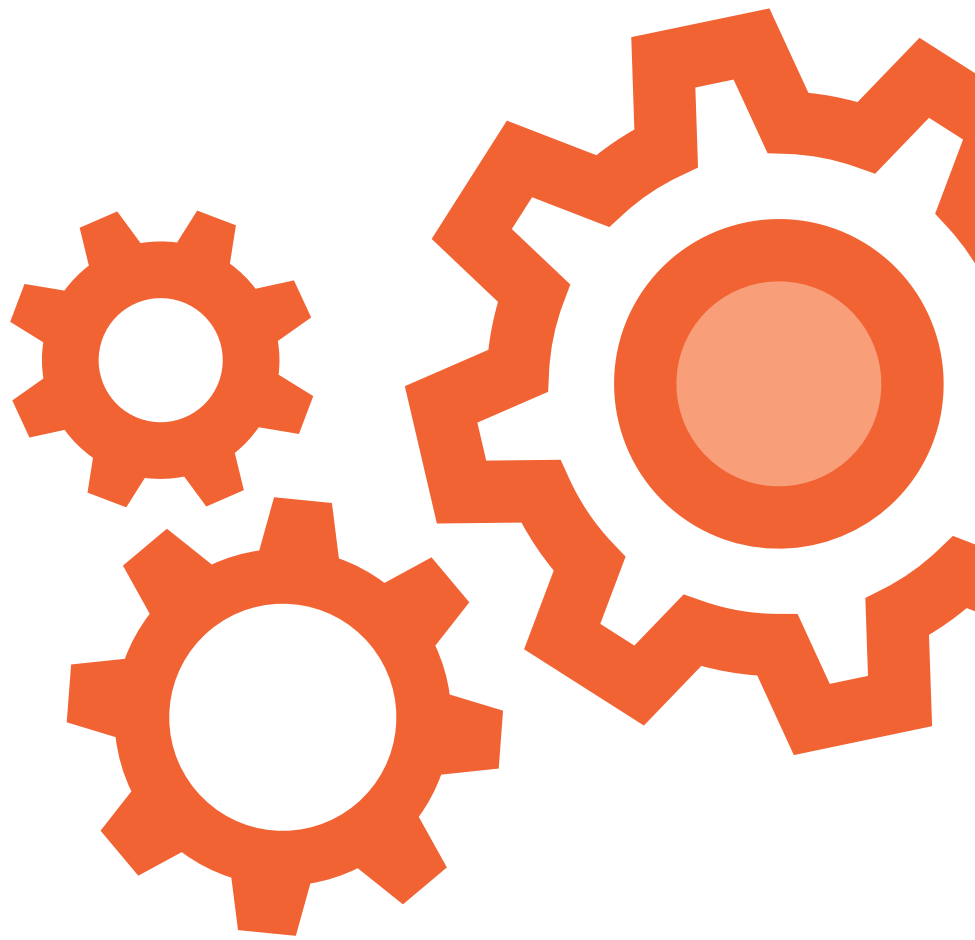
## 18. Approval of financial statements

The board of directors approved these financial statements for issue on 11 March 2021.

## Detailed Income and Expenditure Account

For the Year Ended 31 December 2020

	2020 €	2019 €
Turnover	<u>2,122,053</u>	<u>2,099,825</u>
<b>Less: overheads</b>		
Selling and distribution expenses	<114,168 >	<132,008 >
Administration expenses	<1,409,994 >	<1,280,750 >
Establishment expenses	<494,825 >	<502,395 >
<b>Operating surplus</b>	103,066	184,672
Interest receivable	528	487
<b>Surplus for the year</b>	<u>103,594</u>	<u>185,159</u>



# Collaborating & innovating for a better world



“The past year has been a time of challenge, change, acceleration and opportunity. However, it is clear from the ongoing impact of the pandemic that standards are needed like never before – global standards that provide transparency and visibility in supply chains. With the COVID-19 pandemic we have seen tremendous opportunity for GS1 standards to shine and to be leveraged across all sectors”.

**Mike Byrne,**

CEO GS1 Ireland and Member of the GS1 Global Management Board

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