



Collaborating & innovating for a better world



“Consumers want to know everything about a product they buy or a service they experience: where it comes from, if it is good for their health, if it is safe for the environment. To strengthen the trust of consumers, we must offer increased transparency by providing more and more trusted, accurate information. Thanks to Verified by GS1, retailers, manufacturers and e-retailers can provide the right data to enable the transparency demanded by consumers.”

Mike Byrne,
CEO, GS1 Ireland

Foreword 2021

GS1 standards: Empowering Consumers, Saving Lives



Gerry Boylan
Chairperson
GS1 Ireland



Mike Byrne
Chief Executive Officer
GS1 Ireland

Welcome to GS1 Ireland's review of 2021

At GS1, we strive to help all our members and stakeholders – both public and private sector organisations – to best meet the challenges and opportunities presented to them in this ever-changing world.

In reviewing GS1 Ireland's progress in 2021, we tell the story of an extraordinary year and how we have supported our members. We also present in this report our new Strategic Plan for 2022 to 2024.

A key lesson emerging from 2021 is how the COVID-19 pandemic has shown that investment in digital transformation has become an essential business driver for all enterprises, large and small, across all sectors – particularly for GS1 Ireland's key sectors of Retail, Healthcare and Construction. Today, emerging technologies and digitalisation are transforming the provision of goods and services in retail and healthcare at a speed much faster than before – leading to both new opportunities and challenges. GS1 Ireland is proud to help our members to meet both.

GS1 standards – enabling Digital Transformation with GS1 Registry Platforms

To support the growth of e-commerce and to provide industry and consumers with the data they want and need, GS1 Ireland and our colleagues at GS1 Global Office have been working for two years to drastically simplify product identification, verification and data sharing for brand owners, retailers, and other product data users.

Our vision is to ensure every product, location and entity everywhere has its own unique persistent identifier and basic data attributes—allocated according to GS1 standards—and that

this information is globally shareable and verifiable by trading partners in both the physical and digital worlds.

We have already brought the foundation of that vision to life by previously launching Barcode Manager and, in 2021 linking it to the GS1 Global Registry Platform. This platform is a global registry containing just enough data to verify any product's identity; and uses Verified by GS1 as a way to access that data. In 2022, we will continue our work to ensure the global GS1 Registry Platform becomes recognised as the foundational component for a vast ecosystem of data and services that will allow business partners to access trusted information about any product, location or entity that has a GS1 identifier. Our goal is to register as many GTINs and Licenses as possible in this global registry, all with the highest level of data quality and completeness, thanks to the collaborative efforts of our membership, stakeholders, and all GS1 Member Organisations around the globe.

Keeping Track of the COVID-19 Vaccine

One of the best examples of how GS1 Ireland supported our members with a national digital transformation initiative involved the shared learnings from the collaboration between the HSE's National Immunisation Office, HSE Procurement, and GS1 Ireland. Widely acknowledged as one of the most successful COVID-19 vaccination traceability programmes in the world, GS1 Ireland was honoured and proud to support the NIO and the HSE with this initiative.

The Challenge: As COVID-19 vaccines became available, Ireland's Health Service Executive (HSE) needed an efficient and effective way of receiving, administering, tracking and reporting vaccinations across its more than 40 Centralised Vaccination Clinics (CVCs). It was important for the HSE's National Immunisation Office (NIO) that no dose

was wasted and that batches of vaccine could be tracked to the point of vaccination.

The Approach: The HSE in collaboration with GS1 Ireland adopted a GS1 standards-based approach for the identification and tracking of vaccines to the point of vaccination. Following an intensive design phase with the HSE project team, two software applications were developed: ScanVax and TrackVax. ScanVax was installed on over 1,000 PCs across the country to allow for the receipt of vaccines. By scanning the barcode on each of the vaccine boxes, vaccine information is uploaded to the national vaccine administration system. This means that vaccinators can select the correct batch when administering the vaccine. TrackVax has been installed in all CVCs across the country, allowing the CVC teams to identify, label, track and report on the vaccines in their centres, and also allowing a much easier vaccine reconciliation process locally and nationally. Both solutions are provided by GS1 Ireland. The full case study is available to download from our website www.gs1ie.org/healthcare.

Industry Engagement

For a member-centric organisation, Industry Engagement is a very important function. We actively engage with existing and prospective members in all our sectors to see how our standards can help them to improve processes, reduce waste, control costs, meet regulatory requirements and make plans to exploit emerging opportunities, all while maintaining a safe environment for all stakeholders.

Standards development, and the implementation of our standards, is a central component of this. For example, as we have identified in our new Strategic Plan for 2022 to 2024, GS1 has set clear goals to deliver clear and measurable improvements in the Construction Sector through the adoption and deployment of our standards and solutions. In achieving our goals, GS1 Ireland is actively participating in several key forums, including the Government's Build Digital Project, the NSAI Building Information Modelling (BIM) 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. These provide the “Golden Thread” of traceability of product information

through the development, testing, construction, operational and reuse phases of the product lifecycle. It can have profound implications for health and safety, as well as sustainability.

Our top four priorities – Strategic Plan 2022 to 2024

Building on the momentum we created leading up to the pandemic and in 2020, the financial reports show how GS1 Ireland delivered strong results for its members across its Licensing and Professional & Advisory Services in 2021. These results and our momentum reflect the underlying strength of our integrated strategy and our organisation's future commitment in its new Strategic Plan for 2022 to 2024 in the following four key strategic areas:

- Engagement – Build trusted relationships with our members to understand and answer their challenges.
- Sectors – Position GS1 Ireland as the authority on traceability, sustainability and digital commerce in our key sectors.
- Standards, Services and Solutions – Drive value for members through the wide adoption of GS1 standards, core & value-added services & solutions to accelerate innovation, harmonise new ways of working, and to reduce waste in the sectors we serve.
- Capability – Build on the solid foundation achieved in the previous strategic plan to enable GS1 Ireland to continue to thrive and grow using robust, secure systems, efficient and well-embedded processes, skilled and motivated staff and strong finances & governance

In summary, for all of us at GS1 Ireland and for our members, 2021 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 in the use and adoption of standards-based traceability solutions.

With a backdrop of major conflict in Europe, inflation, and a potential global recession, 2022 promises to be equally challenging for our members. However, our belief in the power of standards to change the way we work and live has become even stronger, and the Board and Executive look forward to working with our members in the coming years to support their businesses with GS1 standards-based solutions. We thank all our members for their continuing support, and we look forward to reporting on our progress in delivering our strategic plan for 2022 to 2024.

Annual Review 2021

Membership Report

At the end of 2021, 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 3,760 (end 2020: 3,642). New members who joined the organisation in 2020 totalled 382. Annual licences issued to members totalled 7,250 in 2021 (end 2020: 7094).

In terms of sectors, Food & Beverage (48 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 (9 per cent).

Industry Engagement Report: Standards, Services and Solutions

For a member-centric organisation, Industry Engagement is a very important function. We actively engage with existing and prospective members in all our sectors to see how our standards can help them to improve processes, reduce waste, control costs, meet regulatory requirements and make plans to exploit emerging opportunities, all while maintaining a safe environment for all stakeholders. Standards development, and the implementation of our standards, is a central component of this.

The focus on the environment, the circular economy, climate change and sustainability, driven by the EU Commission and the Irish Government in particular, has increased. Awareness is building among members that this will have a direct effect on their organisations, their trading partners and service providers, not to mention their personal lives.

GS1 Ireland is working with the wider GS1 organisation and with partners, locally and internationally, to provide solutions in this area and to demonstrate how they can be applied. We are working closely with EU Regulators to keep abreast of likely requirements.

Sustainability and Traceability

Progress is continuing in Retail/CPG, Food Manufacturing, and Transportation and Logistics. 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 positioned to help our members to comply with regulations in a way that fits into their existing business

processes using GS1 standards.

The **Lean & Green Programme** for logistics CO2 emissions reductions initiated its National Steering Group comprised of founding members and engaged with Irish Transport and Export Industry Associations. One of the key advantages of this programme is that it works for companies of all sizes and measurable results are audited.

To provide information on authentication, provenance, and safety to trading partners and consumers, Traceability continues to be an important business capability in many sectors. Our **fTRACE solution for food traceability** is now being actively used by all the main beef processors. It has been extended with a Transparency capability so that food manufacturers can prove the provenance of the ingredients used in their products.

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. Our solution partners are continuing to enhance their solutions in this area.

In the **Construction Sector**, we are working with local and international partners to demonstrate how the use of our identifiers can make a valuable contribution to meeting the need for reporting embodied carbon and fulfilling the requirements for building logbooks and digital product passports.

In **Transport and Logistics**, in part to cater for Brexit, several new standards, tools and implementation guidelines were introduced. These included Supply Chain Traceability of Freight and Last Mile Transport, Scan4Transport (S4T), along with GS1 Standards for Supply Chain Visibility and optimisation with real-time cargo monitoring, Visibility4Cargo (V4C). These standards facilitated exporters and customs organisations in dealing with the European VAT changes that were implemented on 1st July 2021.

For Ports and Shipping, we engaged with Tier 1 & 2 Irish ports regarding the Global Location Data Platform (GLDP) which is a collaboration between the International Taskforce Port Call Optimisation (IPTCO), the Port of Rotterdam



and GS1, supplementing the transport standards while building on standards managed by ISO (International Standards Organisation), IMO (International Maritime Organisation), CEFACT, BIC (International Bureau for Containers) and DCSA (Digital Containers Shipping Association) to allow the global identification of berths and hinterland locations.

Training and Education Services

For Training and Education, an important part of what GS1 Ireland does, we had to pivot to delivering programmes on-line. In common with many others, we miss the possibility for in-person interaction, but the courses worked very well and were well attended. The main areas catered for 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.

We also have, through our global organisation, the ability to give our members access to online learning courses using our elearning platform, the GS1 e-Academy. This complements our classroom-based training by providing a library of modules which can be used by members to get introduced to GS1 standards and to re-familiarise themselves with the basic features of each.

Global Standards Development and Management

GS1 Ireland's employees are active participants in many standards' development groups within GS1 and take leadership positions in several of them. These include groups working on RFID and NFC, Digital Signatures, GTIN Guidelines for Construction and Hardware/DIY products, Sustainability, Product Master Data, Electronic Data Interchange (Semantic Models and a new XML standard), Transport and Logistics (Scan4Transport). We also worked on Identification, Data Modelling, Modernisation of GTIN Management, GS1 Digital Link and many other topics. We participate and make presentations at many GS1 Standards and Development events. Our participation in Healthcare standards development is covered in the Healthcare section.

We are continuing to develop our online Barcode Manager tool. This provides a way of storing basic details about products and sharing these to the GS1 Registry Platform. This makes trusted brand-owner data available world-wide to trading partners and potential buyers using our Verified by GS1 (VbG) service. Both of these are free to use for all our members.

Throughout the year, GS1 Industry Engagement has been able to provide advice and consultation to member companies on best practices for implementing all aspects of the GS1 system of standards. One notable example is the development of a labelling specification for a large clothing and household retailer with a global supply chain.



“The pandemic has demonstrated the importance of end to end traceability throughout the healthcare supply chain. Leveraging GS1 Standards and implementing barcode scanning has not only shown a huge potential to save time and resources - more importantly - it can improve patient safety by giving time back to clinicians while capturing accurate information for decision making.”

John Swords,

National Director of Procurement, HSE, and GS1 Ireland Board Member

