

# Foreword and Annual Review 2022

## GS1 standards: Empowering Consumers, Saving Lives



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### Welcome to GS1 Ireland's review of 2022 – a year of growth, strategic development, and delivery for our members.

At GS1 Ireland, we are dedicated to helping all our members – both private and public sector organisations – to best meet the challenges and opportunities presented to them in this ever-changing world. Recent global events such as the COVID-19 pandemic, the war in Ukraine, and rising inflation have created new levels of disruption for all businesses, while also highlighting the importance of supply chain visibility. In the face of this disruption, organisations are relying ever-more on GS1 standards and solutions to predict supply, meet demand and to fulfil their promises to consumers and end-users.

This year was the first year of GS1 Ireland's 2022-2024 three-year strategic plan entitled "Empowering Consumers, Saving Lives", and which aims to deliver benefit to our members in Ireland and globally by harnessing the power of GS1's standards & services to transform the way people work and live. The strategy is underpinned by key drivers identified from member needs and evolving industry and consumer trends. We are pleased to report that very good progress was made across all four strategic pillars of building trusted relationship through Member Engagement; focusing on Key Sectors - Retail/CPG, Healthcare and Construction; driving value for members through innovative Standards, Services and Solutions; and ensuring growth

in Organisational Capability. We believe solid foundations have been laid for the delivery of our three-year strategic objectives over the next two years of the plan.

### Membership Report

At the end of 2022, 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 3,785 (end 2021: 3,760). New members who joined the organisation in 2022 totalled 241. Annual licences issued to members totalled 7,390 in 2022 (end 2021: 7250).

In terms of sectors, Food & Beverage (48 per cent), Consumer Non-Food (25 per cent), and Business Products & Services (9 per cent) continue to account for the bulk of the membership base with continued growth in Healthcare (9 per cent).

### Delivering for our members across key sectors

One key adaptation in the **Retail/CPG** sector in 2022 was the deepening interest by members in Ireland and globally in the GS1-enabled two-dimensional (2D) barcodes, which are set to replace the 50-year-old EAN/UPC barcodes in 2027. Two-dimensional barcodes are usually printed in a square format that includes a product's Global Trade Item Number (GTIN) along with other data. Unlike EAN/UPC barcodes, 2D codes offer consumers the possibility to engage and interact with relevant

information shared by the brand owner, such as nutritional facts, sustainability credentials and certifications as well as marketing content.

The wider adoption of the new 2D barcodes will ensure that GS1 Ireland can best support our members with their digital traceability and digital transformation projects and also bring the benefits of GS1 standards directly to the consumer.

For **Healthcare** at GS1 Ireland, 2022 was another remarkable year and indeed, a multi-award-winning year. We were delighted to see the Health Service Executive (HSE) National Immunisation Office win the 'IT Project of the Year' at the CIO & IT Leaders Awards (March 2022). We continued our work to support the National Immunisation Office with TrackVax, a co-designed, standards-based solution provided by GS1 Ireland to track and trace the Covid-19 vaccine in the Central Vaccination Centres and the associated off-site locations in the community.

The solution has now evolved to support the flu vaccine and other vaccines such as m-pox and HPV. We are pleased to report that the TrackVax case study was written up by the United Nations World Health Organisation (WHO) in September 2022 following interviews with the HSE National Immunisation Office, HSE Medication Management and GS1 Ireland.

Looking ahead, 2023 is set to be another busy year for GS1 Ireland in Healthcare as we continue to support the vaccine tracking programme. Vaccine tracking is a core pillar of our strategic plan for the Healthcare sector; to position GS1 Ireland as a trusted partner to aid the adoption of GS1 traceability standards for the dual benefits of improved patient care and operational efficiencies in health.

During 2022, GS1 Ireland also committed significant resource to support the use, and further adoption of, GS1 standards in **Construction**. Globally, the buildings and construction sector accounts for 36 percent of final energy use, and 39 percent of energy and process-related carbon dioxide emissions in 2018.

Gaining efficiencies in construction can clearly have a significant impact on the health of the planet. Yet, in order to reuse, refurbish and recycle products and buildings, builders need to know which products were used in the construction of these buildings.

As a globally unique identifier, the GTIN provides the needed visibility of all products, parts and components used in building projects, making it a critical piece of any sustainability strategy. As efficiencies grow in construction processes, waste can be minimised and a more sustainable supply chain - down to the construction site - can be realised.

During the year, GS1 Ireland maintained its active participation across several influential forums including in the NSAI Building Information Modelling (BIM) standards committee, the Construction IT Alliance (CitA) and, internationally in the Digital Supply Chain in Built Environment (DSCiBE) workgroups - 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 also one of the eight members of GS1's International Centre of Excellence for Construction which allows us to learn from, and contribute to, the digitalisation of the sector in other countries.

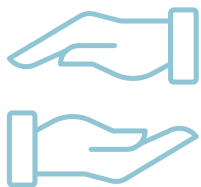
Looking to 2023 and beyond, it is clear that many of the Construction industry's challenges can be solved with support from GS1 standards that identify building products and help stakeholders share valuable information about them. In the coming years, GS1 Ireland will work to enrich the Building Information Management (BIM model) with GS1 standards and thereby build the needed foundation for the industry's successful digital transformation.

In summary, for all of us at GS1 Ireland and for our members, 2022 has been a year of challenge, change, acceleration, and opportunity. We have continued to learn to work differently as we have strengthened our collaborative mindset. We also continued to drive innovation in the use and adoption of standards-based traceability solutions.

With a backdrop of major conflict in the Ukraine, and its effects on Ireland and Europe with rising inflation, 2023 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 a broad range of new and existing GS1 standards-based services and solutions.



## 116 local Member Organisations



Neutral &  
not-for-profit



User-driven  
& governed



Global &  
local



Inclusive &  
collaborative

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