

GS1 FINLAND

Year in review 2024





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GS1 in brief

We are non-profit neutral organisation that develops and maintains global and open supply chain standards and software services. They bring efficiency, transparency and interoperability to the sharing of information between companies.

In Finland, we employ approximately thirty people and operate particularly in the grocery trade sector at the interface between retailers and industry. However, we want to promote the use of standardised information and operating models in other industries as well.

As a neutral party, we can provide our customer companies with a neutral platform for networking and developing their own industries in cooperation. Through various joint development projects, we seek solutions that allow Finnish companies to meet the information requirements of legislation and pursue a competitive advantage from interoperable data.

We believe that standardised accurate and reliable information is the key to a more sustainable world. We are working for a better tomorrow.



Did you know that the barcode is a 50-year-old innovation that is found on more than one billion products and scanned more than ten billion times a day?





A year marked by the importance of standards and growth in cooperation

2024 was a year of growing cooperation and importance of standards for GS1 Finland. The changing operating environment, especially the increasing requirements of EU legislation, laid the foundation for the strengthening of our role and the expansion of our operations. The development of our services and cooperation with different sectors were at the heart of our operations, and our active work on our core tasks also naturally continued.

The importance of standards was acknowledged

The requirements imposed by EU legislation will serve as a strong impetus for the more widespread adoption of standards, particularly in 2024. Business began to increasingly acknowledge the importance of standards, also when it comes to improving competitiveness, making operating processes more efficient and promoting the transparency of information. GS1 Finland's role was particularly emphasised in situations where companies faced a growing need to share reliable information and reduce the administrative burden it entails.

Meeting these needs is both a challenge and an opportunity for us – we are proud to offer practical solutions that make it easier for companies to collaborate and manage information. For us, a key aspect of developing solutions is the cooperation of GS1's international network, which facilitates the introduction of best practices and innovations to the Finnish market. At the same time, we actively share Finnish expertise as part of an international network, which strengthens common operating models and supports the development of global standards.

Industry cooperation grew stronger

We continued to focus mainly on the food chain and the development of its data management. The two development projects of the Food Data Finland program completed in 2024 brought practical solutions to the food chain. The GS1 2D code consumer engagement guide was already used in the first launches of the code. In addition, our proposed solution for the flow of information required by the Deforestation Regulation provided the industry with the expected concrete information to meet the requirements of the new legislation. We further expanded the program's member network, and member network companies also carried out their own projects. The work done in the growth engine program in August received the recognition it deserved when Business Finland granted it partial funding for the next two-year period.

In the construction industry, we were able to participate in piloting GS1 standards in the production chain of prefabricated concrete. The project is a fine concrete step in promoting the digitalisation of the industry. What is particularly exciting is that the experiment is not limited to standardised product identification and capturing, but the

aim is also to pilot the sharing of standardised event data in the chain.

In health care, the potential of standards is still acknowledged, but with the social welfare and healthcare reforms, the sector has several challenges to solve, which slows down their adoption. In consumer goods, we made good progress in expanding the use of the GS1 Synkka product information service. Furthermore, we launched a new cooperation in the textile industry, where the requirements of the digital product passport soon to take effect require an increasingly broad flow of information between parties about the phases of the product life cycle.

We started the development of a new service

The development of our new product information management service really got underway in the spring. In addition to the current needs for managing and sharing product information, the service will increasingly meet future requirements. It will provide our customers with real benefits and better usability. We will continue to actively develop the service in 2025, and we will be able to present the results of our work more extensively in spring 2026, when the deployment of the service will begin.

We invested in the competence of our personnel

Employee commitment, a positive attitude and the desire to develop played a key role in our successes during the year. As our cooperation with companies in different sectors increases and our role as a development facilitator grows, continuous renewal and competence development are required of our personnel. In 2024, we invested particularly in developing our corporate culture and strengthening the competence of our employees. We also compiled

development needs that we can focus on in order to better meet the requirements of networking between companies and the adoption of standards. We will continue to work to ensure that GS1 Finland remains an innovative and attractive employer.

We build interoperable traceability

In 2025, we will focus particularly on building interoperable traceability. Our Roadmap for food chain traceability development project will be completed and the result will be a roadmap on how to promote traceability in the Finnish food chain. Our goal is to provide companies with information management solutions that can be scaled easily and cost-effectively to changes in the operating environment.

I hope that we can also meet the growing needs of data traceability in other sectors. There are already signs of this in the construction and textile industries. It remains to be seen how the benefits of our standards and our high-quality work will also spread to other industries. We work actively to promote the ability of Finnish companies to use GS1's global standards and Finnish jointly developed operating models as part of their own operations to an increasing extent, thereby improving their competitiveness and advantages.

Jukka Kehusmaa

Chief Executive Officer
GS1 Finland

GS1 supports the success of Finnish companies

The year 2024 was marked by significant achievements for GS1 Finland. The launch of the product information management services reform project was an important step that will strengthen GS1's ability to meet customer needs more comprehensively. The further financing of the Food Data Finland made it possible to continue the program. The growth engine program has proven its significance for the entire food chain, from primary production through industry and retail trade to consumers and export markets.

I would also like to highlight the promotion of the deployment of the GS1 2D code in Finland. 2D codes are becoming increasingly common worldwide, and it is great that the first launches have already been implemented in Finland. 2D code provides companies with opportunities to streamline the flow of information, improve supply chain transparency and meet increasing regulatory requirements. It is important for Finland's competitiveness to keep up with this development.

Increasing requirements of EU legislation, such as the Deforestation Regulation and the digital product passport, are increasing the pressure on companies to develop their information management. With the help of uniform standards and a two-way exchange of information,

companies can, besides meeting the requirements of legislation, also reduce their administrative burden and take advantage of information management as a competitive advantage. Therefore, I consider it to be essential that the combination of global and local expertise will continue to be at the core of GS1 Finland's operations. By utilising international operating models and GS1's global standards for Finland's local needs, we create solutions that support the success of our companies in both domestic and international markets. This helps our companies to remain competitive in the ever-changing operating environment.

Mikko Käkelä

Chair of the Board of GS1 Finland Oy
Managing Director of Finnish Food and Drink Industries' Federation

”2D codes are becoming increasingly common worldwide, and it is great that the first launches have already been implemented in Finland.



The power of working together

2024 was a fast-paced year full of changes for GS1 Finland's personnel. A large software project and other development projects increased the workload, but they also provided an excellent opportunity to strengthen our competence. We recruited more experts and developed the competence of our personnel in facilitation and the use of artificial intelligence, among other things.

We also invested in corporate culture and internal development. For example, we carried out personal assessments, described our common way of working as “the steps to success” and started work towards our common leadership promise. We strongly believe that motivated employees who develop their skills are increasingly able to respond to new challenges and changing customer needs.

Developing solutions for customers' needs requires close cooperation both internally and with customers - this is where our strength lies. In 2024, we were driven by a strong joy of work and a positive team spirit, which was reflected in the smoothness of everyday life, increased office work and strategic development. According to our strategy, standards are our superpower. So is doing things together!

Kristiina Arola

HR and Finance Manager
GS1 Finland

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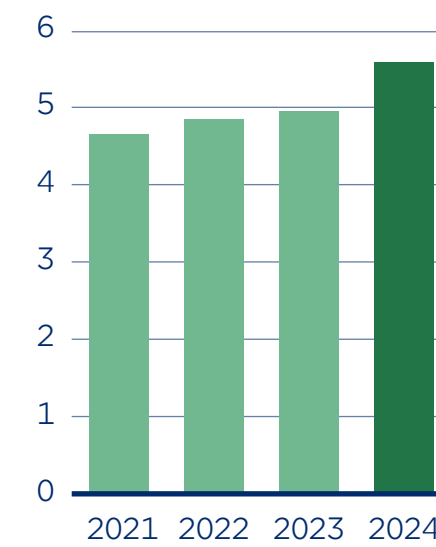


Year 2024 in figures

FINANCES

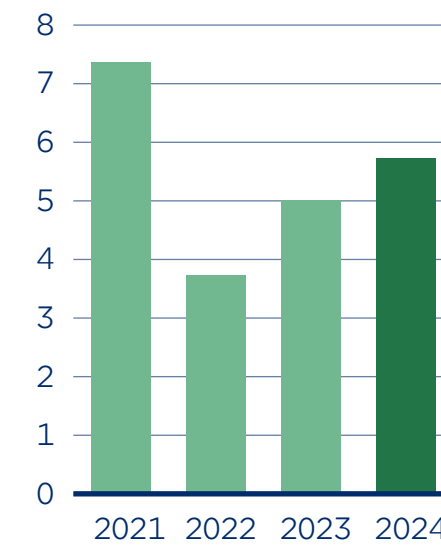
Turnover 5,68 M€

million €



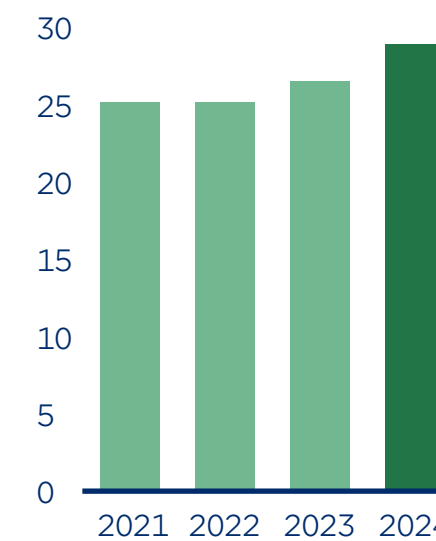
Operating profit 570 518 €

hundred thousand €

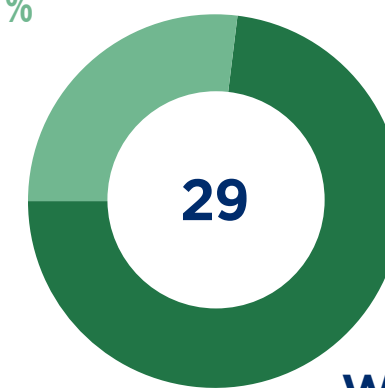


HR

Average number of employees



Men 27 %



Women 73 %

Average age **45**

Turnover rate **8 %**

69 training days

5 employee innovation events

100 new ideas reported

CUSTOMER WORK

Number of customers

GS1 Company Prefixes **6 990**

GS1 Synkka **911**

GS1 Golli **379**

Training and events

15 info webinars

30 paid trainings

22 working group and network meetings and workshops

Customer service

About **8 000** customer service contacts, of which

- **44 %** support for the use of services
- **43 %** invoicing and contract matters
- **13 %** becoming a customer and general enquiries

Food Data Finland programme

35 member network companies

4 started development projects

Marketing

Our messages were seen **10 926 407** times

Our messages got reactions **95 985** times



Standards

Guide for using GS1 2D codes in consumer engagement

In the Food Data Finland program's joint development project completed in January 2024, we prepared a guide describing how companies can proceed when adopting the GS1 2D code in consumer engagement. The practical guide contains use cases for consumer engagement, instructions for data content, guidelines for using the domain contained in the code and the landing page directed from it, as well as a roadmap for deployment.

Using the GS1 2D code in consumer engagement

Download the guide from our website

First product series with GS1 2D codes in Finland

In autumn 2024, Kesko was the first Finnish company to launch GS1 2D codes on its product packaging, guiding consumers to online content. Kesko wants to use the code to strengthen its customer engagement.

The new codes were first seen on Pirkka chicken products, and Kesko has plans to develop the information available through the GS1 2D code also for the next product series.

” From the point of view of increasing customer engagement, building the GS1 2D code is a fairly easy process. Naturally, its adoption causes a lot of workload, as collecting data takes its own time. It is essential that things are communicated in a way that interests the consumer.

Tuuli Luoma, Director, Sales And Own-Brands, Kesko



Communication and cooperation to support the development of digital product passports

The EU Ecodesign Regulation was approved by the Council of Ministers in May 2024 and entered into force in all Member States in July 2024. The Regulation requires the introduction of digital product passports, and the GS1 network has been involved in their preparation for years. Communications and participation in cooperation groups are our key means of promoting the development of digital product passports in Finland.



Although the EU is still in the process of defining the data content of digital product passports, it is already clear that the information in the passports must be verified and the products and their raw materials traceable at all stages of the supply chain. GS1's open and system-independent standards, such as unique identifiers, standardised QR codes and interoperable data sharing, provide companies with effective ways to meet these requirements.

In Finland, we have been actively communicating on the topic so that companies can prepare for future requirements. As a practical example, we developed a demo version of the digital product passport, making extensive use of GS1 standards, such as product identifiers (GTIN), party and location identifiers (GLN), and GS1 Digital Link and EPCIS standards. The demo illustrates how standards can be used to build a functional and compliant solution.

In spring 2024, we joined SFS's standardisation group for distributed information and system technologies, which coordinates the national standardisation work of the digital product passport. Through the group, we also participate in CEN/CENELEC's international standardisation work, in which standards are drawn up in accordance with the EU Commission's request for standardisation of product passports. In addition, we are involved in the FINNPASS project, which shares information and lessons learned with companies, develops readiness for the introduction of product passports and promotes product passport experimentation and development.

” For us, the development of the digital product passport is a multi-level and broad topic that covers global, EU and national operations and standardisation, as well as the promotion of business needs and concrete experiments. Our involvement in networks and projects ensures that we actively have an impact at all of these levels.

In addition, communication, customer meetings and cooperation with organisations help to ensure that the development of digital product passports serves both the practical needs of companies and meets the regulatory standards.

Laura Juntunen, Chief Growth Officer, GS1 Finland

Scan the QR code and explore our digital product passport demo



A Finnish carbon footprint data model included in the GDSN standard

In 2024, the carbon footprint data model was incorporated into the GS1's global GDSN product data standard. The model was based on a solution developed in a Food Data Finland program's development project that had also been commented on by the Finnish Environment Institute and Natural Resources Institute Finland. The Finnish groundwork was widely praised, as it provided a clear starting point for the development of the data model and highlighted the perspective of companies.

An international working group consisting of experts from Finland, Sweden, Denmark, the Netherlands and Italy was assembled for the further development of the data model. Based on several rounds of comments, the working group adjusted the model by using the insights of experts from each country. The model was ultimately approved by the global GDSN working group and is scheduled to be deployed in May 2025.

” As the carbon footprint data model is part of the GDSN standard, the structure for communicating the data is consistent across all countries. This facilitates the transfer of carbon footprint information between different markets and supports companies in verifying sustainability in international supply chains.

Mirva Alatyppö, Development Manager, GS1 Finland



Excellent quality of Finnish GTINs

In early 2024, we carried out a project to verify the correctness of the product identifiers, GTINs, used in the Finnish market. The aim was to identify errors that prevent efficient supply chain operations and result in unnecessary costs. The project covered the daily consumer goods and foodservice products in the Finnish market at the time of the review, and it was carried out in cooperation with retail groups operating in Finland.

According to the results, the accuracy of Finnish GTINs is at a very good level. Approximately 250,000 GTINs were inspected in the project, with 96.7% of them being in full order.

” In order to achieve an inspection result of one hundred per cent in the future, we are developing our register services and communications, especially for those new to GS1 standards.

Riina Muhonen, Development Manager, GS1 Finland

” For the sake of interoperable traceability, it is extremely important that the GTINs are correct so that the right products and the parties behind them can be reliably identified.

Anu Lahdenperä, Chief Growth Officer, GS1 Finland

The Real-Time Economy project modelled a traceability solution for the food chain

We participated in the Real-Time Economy project to model how the GS1 Traceability standard, especially its EPCIS standard, can be used in a traceability solution for the food sector. The aim of this public-sector project is to build a national digital ecosystem for business actors that would be compatible with similar systems in other Nordic countries by 2030. It would allow a seamless, real-time and secure transmission of data between parties.

The project decided to use GS1's EPCIS standard to support Peppol. EPCIS is an ISO-standardised method for relaying event and product information between different organisations and systems. Peppol is an e-invoicing network widely used in Europe, but its ability to communicate information regarding the transport chain or product identification numbers, for example, is limited. The EPCIS standard provided a solution for this purpose, enabling the efficient and accurate sharing of information.

” In the United States, the food giant Walmart, among others, uses the EPCIS standard in IBM's Food Trust application. When we took a closer look at the standard, we realised that it was widely used globally and, therefore, also the winning card for us.

Lauri Soro, Technical Project Manager, Real-Time Economy project, Gofore



Services

New product information management service

In June 2024, we launched a project to revise our product information management services. The aim is to combine and replace the GS1 Synkka and GS1 Rekisteri functionalities and provide our customers with a new comprehensive and evolving solution for maintaining product information. In addition, the service is planned to be scalable, which makes it possible to expand it to meet customers' growing needs also in the future.

The primary goal of the development work is to build a service that enhances the management of product information and improves the user experience. The planning work began with reviewing customers' current processes and needs, in addition to which customer feedback will be collected and taken into account throughout the project.

” In developing the service, we will focus particularly on improving the user experience. We can, therefore, already promise that it will bring about a number of improvements that will make our customers' daily operations easier and smoother. We also want to ensure that our customers that use integrations can migrate to the new service as easily as possible.

Piritta Kurtén, Product Owner, GS1 Finland

The phased deployment of the new service will begin in spring

2026



20 years of GS1's product information service

More than 20 years ago, representatives of suppliers and retailers on the Board of Directors of GS1 Finland jointly decided that product information management should be developed. We need to build a way of transmitting and receiving information that serves both trade and suppliers – and is smarter than product information forms – that promotes efficiency, saves time and improves the quality of information.

This decision resulted in the Sinfos product database, launched in 2004. The service was the first to offer the possibility to collect and transmit product information to trading partners electronically from a single central system.

The GS1 Synkka product information service was launched ten years later, in 2014. Not only was it an updated version of its predecessor, but it brought a whole new dimension to product data management. The service complies with GS1's Global Data Synchronisation Network (GDSN) product information standard, enabling the uniform transfer of product information also internationally.

Particularly in the last ten years, the amount of product information transmitted between trading partners has increased steadily due to, among other things, legal requirements and the introduction of e-commerce. Our twenty-year-old product information service now contains dozens of information elements per product, including product images, marketing texts and information on the origin of raw materials.

Congratulations
20-
years-old product
information service!

Information through one channel for everyone: what are the benefits of GS1's product information service?

- Enhances and speeds up the sharing of product information – also internationally.
- Ensures the correct format and structural interoperability of product information.
- Reduces manual work, minimises errors and enables automation.

Means of communicating the information required by the General Product Safety Regulation

The European Union's General Product Safety Regulation entered into force on 13 December 2024. The new regulation, applicable to all consumer goods except food and pharmaceuticals, increased the requirements for product information to be disclosed and emphasises the importance of ensuring that it is accurate and up to date. The obligation is that the data can be verified and traced.

GS1's European working group identified the data requirements imposed by the regulation and found that product information services compliant with the GDSN product information standard, such as GS1 Synkka, cover them. In addition, GS1 2D codes enable the efficient sharing of product, batch and individual information with supply chain parties, authorities and consumers. In autumn 2024, we provided our customers with guidance on how they can meet these new information requirements with the support of GS1 standards and services.

” In order for the processes of companies to work efficiently, product information needs to be easily accessible and utilisable in an interoperable format. GS1 Synkka and GS1 2D code offer a solution for this.

Mirva Alatypö, Development Manager, GS1 Finland

The GS1 Synkka product information service already has data fields ready for the product master data required by the GPSR.





” In the public sector, thousands of restaurants prepare a total of more than one million meals every day. Providing restaurants with product information via e-mail by using separate Excel files is impractical and prone to errors. Therefore, it is best that all product information is available in GS1 Synkka.

Milja Virtanen, Category Manager, Hansel

Product Information Now events provided up-to-date knowledge about product information

At Product Information Now information sessions organised twice a year, we again presented topical issues about Finland’s most used product information service, GS1 Synkka.

At the spring event, we highlighted the user’s perspective when Hansel Oy’s representatives explained how important product information and its accuracy are at different stages of public food procurement.

At the autumn event, we published the 2024 Product Information Master, a company that has earned its status as a quality administrator of its product information in the GS1 Synkka service. This time, Poppamies was chosen for their strong product information expertise and commitment.

” Storing product information is important and involves a lot of work, such as maintaining product images and updating information. It’s great that such a huge work is recognised, because it shows our entire team – starting from the warehouse – that this work is really being done for everyone’s benefit.

Tommi Salama, Graphic Designer, Poppamies

More than one million GTINs in GS1 Rekisteri

In autumn 2024, the number of products registered in Finland's GS1 Rekisteri service exceeded one million. This means that more and more of our customers have their GTINs in order and easily managed in our software service. It also means that the basic information of more and more Finnish products can be found in the international Verified by GS1 register, where anyone can check it by using the set of numbers below the barcode on the packaging.

Verified by GS1 service

With the global Verified by GS1 service, you can verify the details of any GS1 identifier. The data is compiled from the register services of the different GS1 countries and the identifier owners are responsible for their accuracy.

Try it for yourself

Service development

” During the year, we developed GS1 Synkka to better meet the needs of the consumer goods sector. Among other things, we added product certificate information, wood species specifications and detailed information on origin.

Mirva Alatyppö, Development Manager, GS1 Finland



” Towards the end of the year, we launched three new product information training courses that provide an overall picture of the up-to-dateness and quality of the information in the GS1 Synkka product information service. In addition to topic-specific training, the company receives a quality report on its product information, which makes it easy to correct any deficiencies.

Katarina Bredenberg, Sales Manager, , GS1 Finland

” We invested in improving the quality of our software services by developing both quality control practices and service management processes, such as incident management. We hope that these measures will be visible to our customers as even more consistent and reliable services.

Jonna Kätkytniemi, IT Service Manager,, GS1 Finland



GS1 Synkka

Appr. **900** customer companies
of which appr. **820** suppliers
and appr. **80** data recipients

Appr. **115 000** established products

Appr. **50 000** products received from GDSN
product information services in other countries

**Customer feedback
survey overall rating** **8,30** /10



GS1 Golli

Appr. **235 000** orders received

Appr. **380** companies receiving orders

Order quantity of the largest supplier over **26 000**

55 % of suppliers have two or more ordering
organisations

**Customer feedback
survey overall rating** **7,59** /10



GS1 Rekisteri

Appr. **6 700** customer companies

Appr. **2,3 million** GTINs that identify products

Appr. **2 800** GLNs that identify locations and parties

**Customer feedback
survey overall rating** **8,03** /10

Software service availability 99,43 %

Collaboration

Food Data Finland received funding for the extension period

The Food Data Finland growth engine program coordinated by us develops the data management of the food chain and its uniform practices, which allow operators to share information better and more efficiently. The program started in June 2022 and is partly financed by Business Finland. In August 2024, it was also granted growth engine financing for the extension period from June 2024 to May 2026.

During the extension period, our goal is to expand the program's member network and activate member companies to participate in joint development projects on an even broader scale.

Successes in Food Data Finland's first two years

- Expanding the member network and increasing awareness of the program
- Launch of six joint development projects
- Creating a common food chain data management roadmap and committing to GS1 standards
- Cooperation with authorities and industry associations regarding future legislation

”It is great that Business Finland continues to consider our work on developing data management in the Finnish food chain to be important. We have received encouraging feedback from them on the level of ambition we are aiming for by building systemic change in the food chain.

Satu Hulkkonen, Program Manager, GS1 Finland





” As a result of the development project, we initiated an amendment to the international EDI message. In the project, we identified that the reference and verification numbers of the EU’s TRACES system, required by the Deforestation Regulation, can be communicated most efficiently between trading partners in the initial phase with EDI messages, in particular despatch advice. This required the inclusion of new codes in the international EDI standard, due to which we started development in the GS1 network and ordered the necessary modification work in Finland.

Kimmo Keravuori, Standards and Compliance Lead, GS1 Finland

Solution proposal for the flow of information required by the Deforestation Regulation

In the Food Data Finland program’s development project, we prepared a solution proposal for how companies can respond to the new information requirements imposed by the EU Deforestation Regulation on the food chain. Atria, Fazer, HKFoods, Kesko, Kespro, Meira Nova, SOK and Valio participated in our joint development project. Based on current knowledge, we worked together to find a solution that is as cost-efficient and scalable as possible and supports the responsible operations and competitiveness of Finnish food chain operators. The proposed solution was published in December 2024.

Solution proposal for the flow of information required by the Deforestation Regulation in the food chain

[Download the guide from our website](#)

” The development project responded to the industry’s call by developing models for collecting and sharing the necessary information efficiently and with a uniform structure among the parties in need of the information.

Miia Salonen, Development Manager, GS1 Finland

Roadmap to interoperable traceability

In November 2024, we launched a joint development project of the Food Data Finland program to prepare a roadmap for implementing interoperable traceability solutions in the Finnish food chain. The result of the project is a proposed solution that describes the traceability of the food chain, including the shared vision and roadmap, and it includes a plan for possible follow-up projects to implement the roadmap in practice. The companies involved include Apetit, Atria, Fazer, HKFoods, Kesko, SOK, Vaasan and Valio. The project will be completed in April 2025.

” Our project is the starting signal for a smoother and more efficient flow of information in the Finnish food chain. Our goal is to create clear solutions that serve the entire food chain, from small to large companies.

Laura Juntunen, Chief Growth Officer, GS1 Finland



Interoperable traceability

What does it mean?

By interoperable traceability, we mean tracking and documenting products, their ingredients and related information throughout the value chain. This covers all stages from the production of raw materials, the manufacture and distribution of products to the final product, and it facilitates the transfer of data in both directions in the value chain.

What does it offer?

Interoperable traceability brings transparency, safety, efficiency and better risk management to supply chains. It facilitates data connectivity and the use of different technologies so that systems exchange data seamlessly with each other, without separate conversions or additional measures.

Why is it necessary?

Interoperable traceability is particularly important for product safety, quality control, accountability and regulatory compliance. It helps companies to stay competitive, but also develop their own competitive advantages.



The construction industry is digitalising the supply chain with standards

We joined the construction industry's joint development project BETK, which aims to promote the digitalisation of the supply chain of prefabricated concrete. The project aims to increase the efficiency of construction processes, reduce waste and improve supply chain transparency through modern technologies and standards. The BETK project uses GS1's standards for the identification and capturing of prefabricated concrete elements and the sharing of event data in the supply chain, for example.

” The BETK project is an excellent example of how collaboration and the use of standards can bring significant improvements to the construction industry and lay the foundation for the future of smart construction. I'm waiting for the pilots to prove this.

Petri Leppänen, Development Manager,
GS1 Finland

Finland aims to be a trailblazer in packaging reuse

We are involved in the Reusify project, led by VTT and the University of Vaasa, to develop a system for the reuse of packaging.

Our contribution to the sub-project on designing a system for reusable packaging focuses on the individualisation and automatic identification of takeaway packaging by using GS1 standards. GS1 standards help to ensure that every package can be tracked throughout its lifecycle.

” Our goal is to provide a clear model that allows companies to collect and share information between different actors in the chain in an interoperable way. This adds efficiency to the system to be developed when operators and applications understand each other.

Petri Leppänen, Development Manager, GS1 Finland

Participating in developing solutions for sharing animal welfare information

The joint Animal Welfare Verification System project of the Natural Resources Institute Finland and companies develops a science-based system for assessing, verifying and utilising animal welfare information in the food chain. The project is part of Valio's Food 2.0 Veturi program and its main funder is Business Finland. All parties in the industry can adopt the system to be developed.

We are participating in the project with the parallel project on Linking animal welfare information to a product, investigating ways to communicate verified animal welfare information efficiently by using GS1 standards. The project investigates the possibilities of combining added value animal welfare information with products and investigates solutions for sharing information between trade partners from different sources. It plays a key role in scaling the flow of information in the system to be developed in Finland and, in particular, internationally.



” With the help of the GS1 standards, we can create information relay systems that support the transparency of the food chain and enable the Finnish food industry to strengthen its competitiveness in the international market. The system to be developed is an excellent example of how interoperable data can be used to produce responsibility and added value.

Petri Leppänen, Development Manager, GS1 Finland

News from around the world

Endorsement of QR Code Powered by GS1

In June 2024, executives of international retail and consumer goods companies made a joint statement for a new generation of barcodes. They encourage operators to adopt QR Codes Powered by GS1 on product packaging, as they can contain significantly more information than traditional barcodes.

The statement was signed by leading consumer trade companies such as Alibaba.com, Carrefour, IGA, JD.com, JM Smucker, Lidl, L'Oreal, Nestlé, P&G and Savencia. All 21 companies have taken steps to implement GS1 2D codes in their operations.

[Read the executives' declaration on our website](#)



What is GS1?

GS1 is a non-profit neutral organisation that develops and maintains global supply chain standards. These standards facilitate efficient, transparent and interoperable exchange of information between companies – ensuring a common business language across the world. GS1 operates in 118 countries through local member organisations and has a user network covering more than two million companies.



GS1 promotes the use of location and party identifiers globally

GS1 encourages parties around the world to use GLN location and party identifiers more widely. The identifier provides the basis for the traceability of supply chain data, which is subject to new requirements, such as stricter sustainability legislation and digital marketplaces. As needs grew, GS1 began to compile the international GLN register more actively in 2024, and several of GS1's country organisations, including Finland, committed to promoting it.

” The green transition required by EU legislation requires new operating methods, but they must be built in a business-sustainable way. The solution is to standardise not only the products, but also the identification of parties and locations to which the event data can be linked. Company-specific solutions are no longer sufficient. Instead, operating methods covering the entire value chain are needed in order to fulfil the obligations cost-effectively and in accordance with the spirit of the law.

Jukka Kehusmaa, Chief Executive Officer,
GS1 Finland

” Similarly to the GTINs used to identify products, GLNs can be stored in our GS1 Rekisteri service. In early 2025, they will also be transferred from there to a global register, where they can be used by everyone.ä.

Heidi Karvonen, Business Development Manager, GS1 Finland



Other GS1 network news

50th anniversary of barcode scanning

In 2024, GS1 celebrated the 50th anniversary of the first barcode scanning with a global PR and media campaign. It reached more than one billion people and gained visibility in more than 1,000 publications, including Forbes and The Wall Street Journal.



Marketplaces and Verified by GS1 service

75 major marketplaces worked with 46 GS1 country organisations to verify the validity of GTINs. The Verified by GS1 service processed an average of 236 million GTIN enquiries per month, improving the reliability and accuracy of e-commerce information.

Digital product passport and circular economy

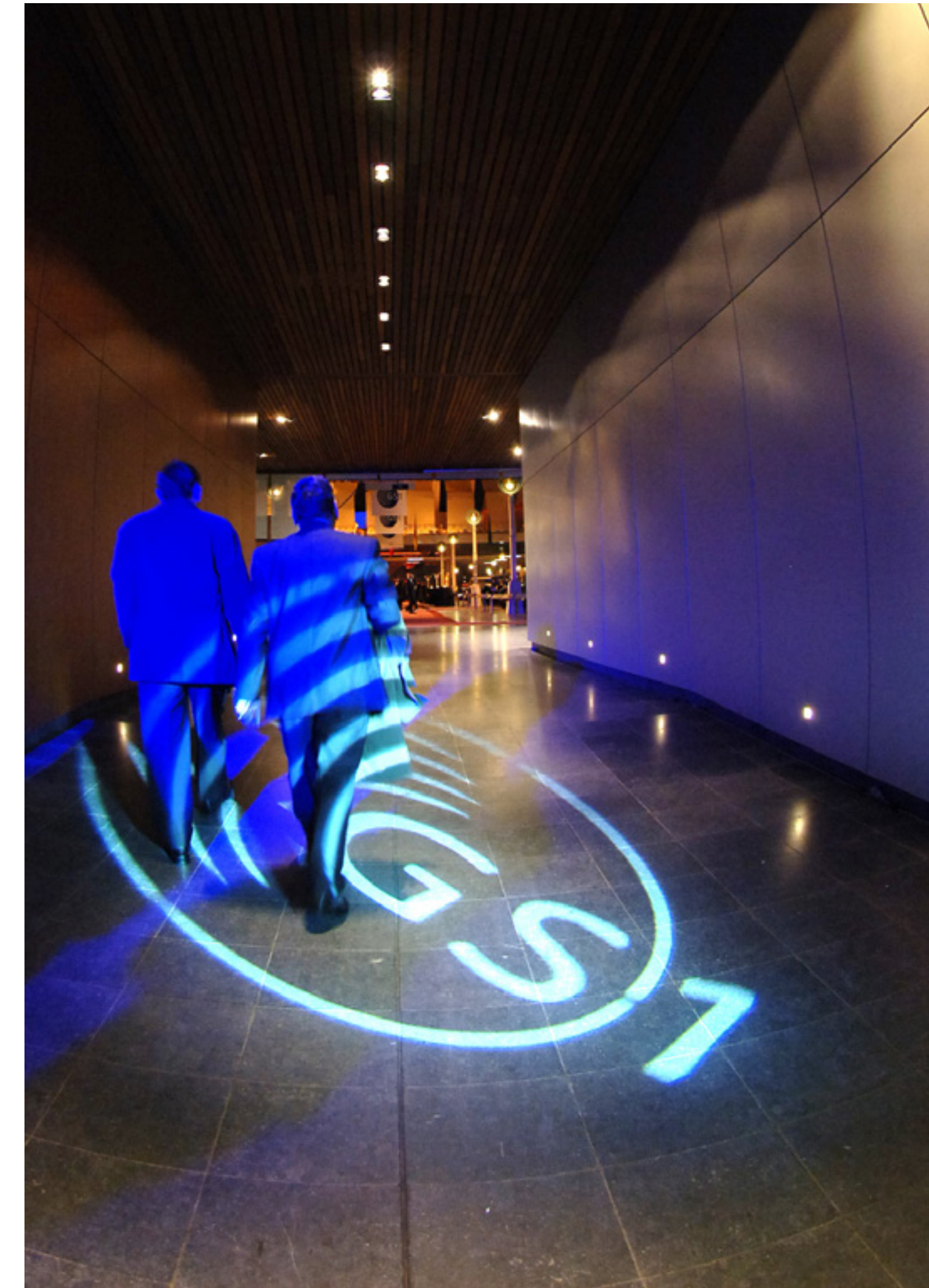
GS1 in Europe focused strongly on the development and standardisation of digital product passports by actively participating in the legislative process and cooperating with other standardisation bodies, industry and solution providers. Among other things, it participated in the work of the European Commission-funded CIRPASS consortium, which is creating the basis for digital product passports. GS1 in Europe aims to ensure that GS1 standards form the basis for the circular economy and that GS1 identifiers, QR codes and standardised data models are used in product passports.

GS1 DataMatrix for consumer engagement

GS1 Healthcare invited Apple and Google to join a project aiming to make it possible to scan GS1 DataMatrix codes with mobile devices as well. GS1 DataMatrix codes are already in use on pharmaceutical and medical device packaging, and the project aims to improve consumer access to digital product information for these products even more easily.

Awareness of the benefits of standards

During the year, GS1 Global Office organised several international events, including the GS1 Global Forum in February, the GS1 Standards Week in April, the GS1 Industry & Standards Event in September and GS1 Healthcare Conference in November. These events brought together companies and communities from different industries to learn about GS1 standards, share best practices and network.



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