GS1 UK

Strategic plan 2024-2027

Powering a world of possibilities

A changing world

The pace of change in business, society and in the world is ever-increasing.

Consumers are demanding ever more transparency and safety. Businesses are facing more headwinds from regulators, customers and unprecedented global insecurity. Our healthcare system is under unbearable pressure. Our planet is getting more vulnerable each day.

Around 2.5 quintillion bytes worth of data are generated each day, much of it worthless. When harnessed effectively this data can transform the way people work and live and be a catalyst to drive change.
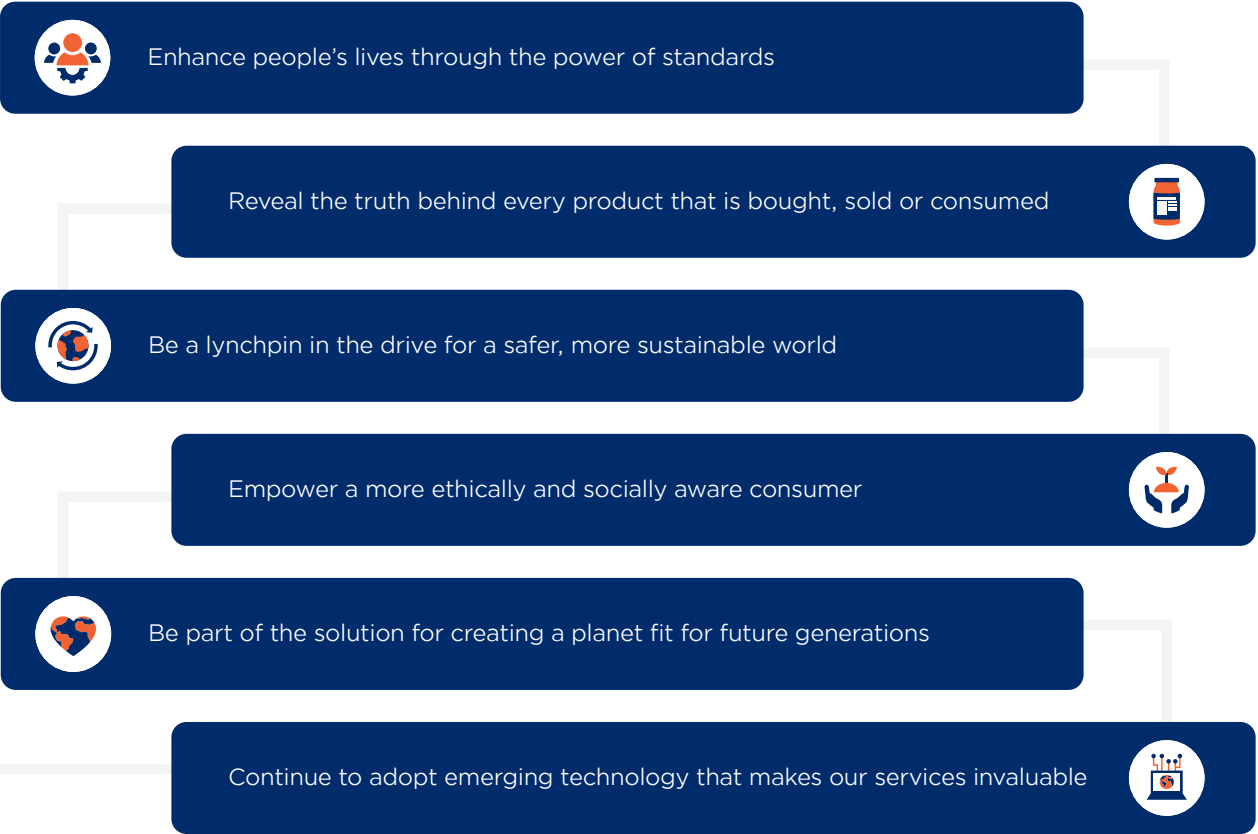
Four years ago, we embarked on a journey to power progress through trusted data. We set out to lay the foundations to face into this changing landscape.

We have succeeded. GS1 UK is now powered by 85 staff members, 60,000 satisfied members, growing industry influence and increasing resources. This has helped us play a role in addressing challenges across society and the industries we support.

Our last three-year strategy, "Growth with purpose", proved to be a robust framework for the delivery of our objectives but this was only the beginning.

We are now embarking on the next stage of our journey: to power a world of possibilities.

Our ambition for the next three years is bold. We want to:

Enhance people's lives through the power of standards

Reveal the truth behind every product that is bought, sold or consumed

Be a lynchpin in the drive for a safer, more sustainable world

Empower a more ethically and socially aware consumer

Be part of the solution for creating a planet fit for future generations

Continue to adopt emerging technology that makes our services invaluable

What's our secret? Our people.

We have the right team in place.

We have a culture that promotes effective change: the agility to adapt, the bold, creative attitude to try new things, fail fast and learn.

We have established the right partnerships, working across sectors to catalyse change.

This three-year plan sets out the drivers of change affecting the world, society and businesses, outlines our solutions and identifies the targets needed to achieve them.

"For more than half a century, GS1 standards have been transforming the way people work and live. I'm excited at the role and the impact we can have in the future."

Anne Godfrey, CEO, GS1 UK

Introduction

As digital transformation continues at pace all over the world, trusted data is powering a world of possibilities. To support our vision for the future, and deliver greater value for our members, GS1 UK is investing in programmes that will harness the power of communities, technology and data to drive greater value for all our members.

Anne Godfrey
CEO
GS1 UK

Our previous strategy, "Growth with purpose," was transformational for GS1 UK. It reaffirmed our purpose, re-invigorated our brand and brought our values of collaboration, forward thinking, trust and integrity to life.

The sector-neutral approach provided a robust framework for the delivery of our strategic objectives. We have raised our profile with key stakeholders, delivered deeper industry engagement and added our voice to key policy conversations across the four nations.

The importance of our neutrality, combined with open, accessible global standards, is increasingly recognised as needed to solve many of the key challenges facing industry and society.

In the last three years, we have sustained our membership growth by staying focused on our core purpose to transform the way people work and live by harnessing the power of trusted data to create a safer, more connected world.

Our purpose is at the heart of our plans for the future. Our new strategy will see GS1 UK build a more ambitious, more agile organisation that takes a bold, proactive and insight-led approach to tackling the challenges of today and preparing for those of tomorrow.

We will leverage the power of GS1's local, regional and global communities to share insights, promote new use cases for GS1 standards, and find opportunities for partnership and collaboration. Our European and global network and reach have never been more important.

At the heart of our strategy is our desire to see our members and UK plc thrive. To support this ambition, we are investing in a series of major enhancements to our core systems that will provide the services that will be needed by our members in years to come.

"GS1 UK is structurally and culturally strong, making them ready and able to embrace new challenges."

Melinda Johnson, COO, Ofcom

Ambition

GS1 UK's ambition to power a more informed, safer and better-connected world is underpinned by three key intentions:
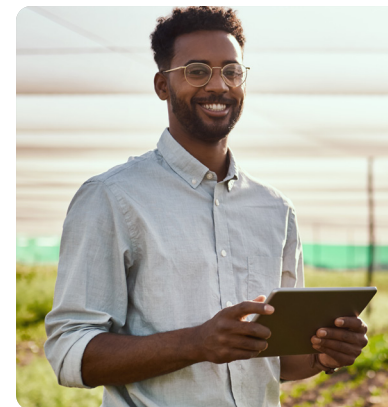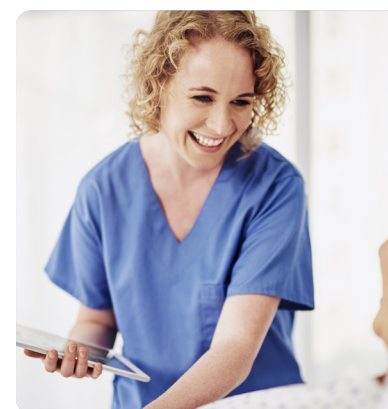
Sustainable growth

We will continue to grow in a sustainable way, with value for our members at the heart of everything we do.

Member-driven

As a not-for-profit membership organisation, we focus our activities on the challenges facing our members, providing best-in-class standards and services to drive positive change and deliver on our core purpose.

Profit with purpose

We will be commercially robust, ensuring we make informed choices based on our local context and member needs. This will allow us to invest in areas that deliver increased value to our members and enable our teams to work more effectively.

Brand impact

We have significantly increased our voice and visibility, re-invigorating our brand and raising our profile with regulators, opinion formers and consumers.

By taking a campaign led approach, we highlighted the challenges and opportunities associated with key industry focused legislation such as Natasha's Law, high fat salt sugar (HFSS), the Building Safety Act, deposit return schemes (DRS), extended producer responsibility (EPR), medical device regulations and more. We are now collaborating with relevant stakeholders to put our solutions into action.

Throughout 2023, along with the GS1 team around the world, we shared the story behind 50 years of the barcode. We delivered over three hundred pieces of broadcast, national, regional and trade media coverage, in the UK alone, with a combined audience reach of more than seven hundred million.

As a result, GS1 UK came to the attention of many more people, effectively positioning us as an active driver of positive change and demonstrating the power of standards in the real world.

We continue to place informed, protected consumers at the heart of our purpose. Over the course of the next three years, we will further broaden our appeal and make our offering more relevant to society at large, bringing our brand to life through our core values:

Collaborative

We are collaborative by design, bringing together industry players to find solutions for shared concerns.

Forward thinking

Forward thinking is central to everything we do, we strive to tackle the issues of today and answer the questions of tomorrow.

Trust & integrity

As a neutral, independent body, we are a trusted source of insights, valued for the integrity demonstrated by our team in support of members.

Our approach

Our plan is ambitious. Governed by our core principles, it will help us implement more agile ways of working and play to our strengths as a global standards body while making informed choices based on local trends and member feedback. We will keep the informed, protected consumer at the heart of everything we do.

Innovative ideas, a fail fast, learn faster mindset, and a commitment to investing our profit with purpose, all built on a firm foundation of trusted data will help us meet our members' needs, refine blueprints for the evolution of our standards, and facilitate greater collaboration across the four nations and beyond.

To ensure our vision for the future remains focused on the challenges and opportunities impacting our members, we have built our strategy around three key themes:

Be bold

Be more ambitious in our ways of working, decision making and culture. Fail fast, learn faster, be more proactive and less reactive.

Financial strength

Use our resources to invest, research, upskill, be creative and capitalise on new opportunities for growth.
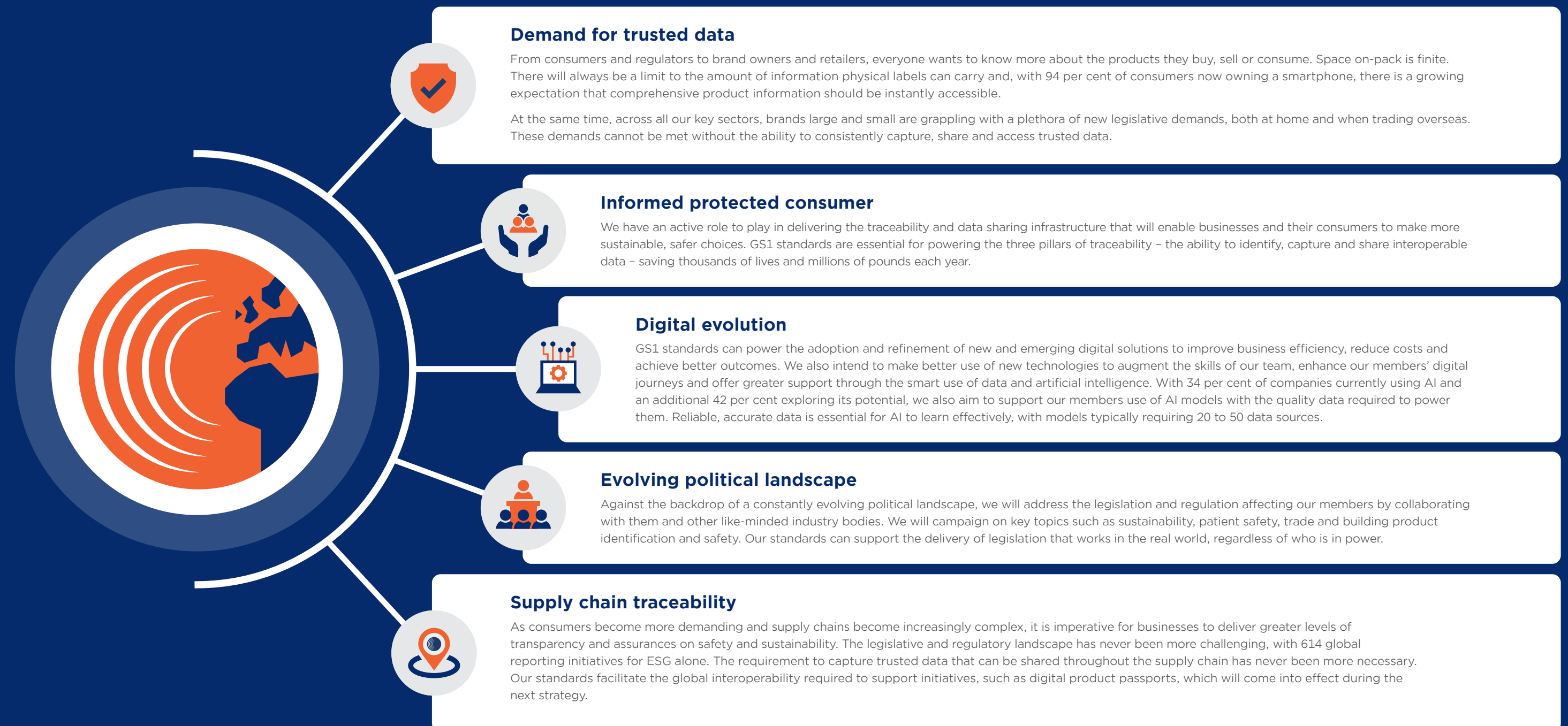
Power of networks

Deepen our relationship with partners and stakeholders, extend our reach and maximise the value of GS1 and our standards globally.

Drivers of relevance

We did not build our strategy in isolation; we looked to global trends and have refined them to reflect the key considerations that our plans are designed to address.

Demand for trusted data

From consumers and regulators to brand owners and retailers, everyone wants to know more about the products they buy, sell or consume. Space on-pack is finite. There will always be a limit to the amount of information physical labels can carry and, with 94 per cent of consumers now owning a smartphone, there is a growing expectation that comprehensive product information should be instantly accessible.

At the same time, across all our key sectors, brands large and small are grappling with a plethora of new legislative demands, both at home and when trading overseas. These demands cannot be met without the ability to consistently capture, share and access trusted data.

Informed protected consumer

We have an active role to play in delivering the traceability and data sharing infrastructure that will enable businesses and their consumers to make more sustainable, safer choices. GS1 standards are essential for powering the three pillars of traceability – the ability to identify, capture and share interoperable data – saving thousands of lives and millions of pounds each year.

Digital evolution

GS1 standards can power the adoption and refinement of new and emerging digital solutions to improve business efficiency, reduce costs and achieve better outcomes. We also intend to make better use of new technologies to augment the skills of our team, enhance our members' digital journeys and offer greater support through the smart use of data and artificial intelligence. With 34 per cent of companies currently using AI and an additional 42 per cent exploring its potential, we also aim to support our members use of AI models with the quality data required to power them. Reliable, accurate data is essential for AI to learn effectively, with models typically requiring 20 to 50 data sources.

Evolving political landscape

Against the backdrop of a constantly evolving political landscape, we will address the legislation and regulation affecting our members by collaborating with them and other like-minded industry bodies. We will campaign on key topics such as sustainability, patient safety, trade and building product identification and safety. Our standards can support the delivery of legislation that works in the real world, regardless of who is in power.

Supply chain traceability

As consumers become more demanding and supply chains become increasingly complex, it is imperative for businesses to deliver greater levels of transparency and assurances on safety and sustainability. The legislative and regulatory landscape has never been more challenging, with 614 global reporting initiatives for ESG alone. The requirement to capture trusted data that can be shared throughout the supply chain has never been more necessary. Our standards facilitate the global interoperability required to support initiatives, such as digital product passports, which will come into effect during the next strategy.

QR codes powered by GS1

Fundamental to our plans for the next three years will be preparing for a global transition to the next generation of on-pack labelling; QR codes powered by GS1.
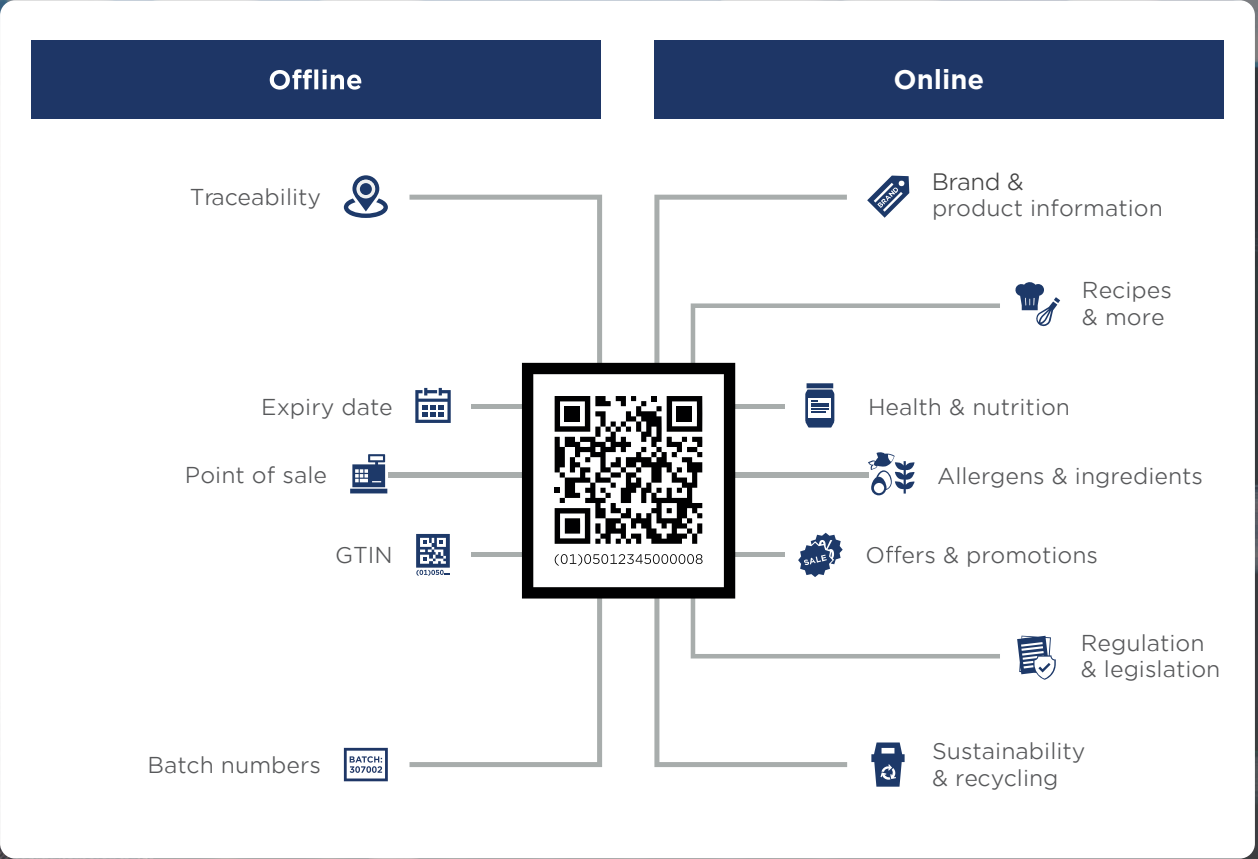
Consumers are demanding more information about the products they buy, and businesses are becoming overwhelmed by the data required to conform with new legislative demands. This means that barcodes need to start working harder.

QR codes powered by GS1 have been developed in collaboration with industry to enable brands, retailers and stakeholders throughout the supply chain to meet new demands for trusted data.

The increased data capabilities of next generation barcodes can be used to easily obtain trusted product information to inform, protect and connect businesses and consumers, using everything, from smartphones to POS scanners, in a single, simple way.

GS1 standards, already used by 90 per cent of UK brands and retailers, can now act as a gateway to dynamic online content. This will boost revenue, strengthen brand loyalty, improve supply chain traceability, connect to partner solutions and solve an ever-increasing range of business challenges.

As we drive into new sectors, such as construction, we will leverage new opportunities to accelerate the adoption of QR codes powered by GS1. The healthcare industry has been demonstrating use cases for 2D barcodes for years and has shown how the ability to capture and share greater quantities of data can enhance patient safety and increase operational efficiencies.

Offline		Online
Traceability		Brand & product information
		Recipes & more
Expiry date		Health & nutrition
Point of sale		Allergens & ingredients
GTIN	(01)05012345000008	Offers & promotions
		Regulation & legislation
Batch numbers	BATCH: 307002	Sustainability & recycling

"QR codes powered by GS1 offer unprecedented connectivity. They allow data to be shared more efficiently, in greater volumes and put that data directly into the hands of the consumer."

Mark Thomson, director of retail and hospitality solutions, Zebra Technologies

How we will deliver the plan

Our plan is ambitious. We will need to harness creative ways of working together to deliver change at pace, staying globally informed and locally focused.

The way that we will achieve our intentions, drawing on our values and guiding principles, will be through four strategic pillars, each underpinned by three key objectives:

Community engagement

We will build relationships with stakeholders and members to understand their challenges and work collaboaratively to deliver industry solutions.

- Deepen engagement, across all key sectors, through **collaboration**, robust **stakeholder management** and **powerful partnerships**

- Deliver the new **membership proposition** to acquire and retain more members and drive expansion into new sectors

- Implement a new **customer satisfaction measurement framework** to provide greater feedback from across the business and to support the evolution of our services

Voice & visibility

Positioning GS1 UK as the authority on traceability, sustainability and the informed, protected citizen, while raising our profile with regulators, opinion formers and the consumer.

- Create a new **My GS1 portal** to improve the digital member experience. Enhance our digital platforms and content, to support our members and deliver a sense of community

- Enhance our **public policy capability**, working with regulators and legislators to grow our influence across the four nations and adapt to an evolving political landscape. We will leverage our global network to support the practical implementation of future legislation such as the digital product passport (DPP)

- Increase visibility with key stakeholders, the media and consumers by continuing to drive awareness of the **GS1 UK brand**

Standards & services

Driving value for members through the adoption of GS1 standards, accelerating harmonised ways of working and exemplifying these in our solutions and services.

- Deliver our **QR codes powered by GS1** programme and transform the future for industry and consumers

- Bring our standards to life through the delivery of the new **My Numberbank**, enhancing the member experience and delivering trusted data for industry

- Activate our **content hub** to enhance the membership proposition, expand the offer beyond our core customers and enable greater capability across our teams

Operational excellence

Providing a solid foundation on which GS1 UK can thrive and grow based on robust systems, efficient and well-embedded processes, skilled and motivated staff and strong finances.

- Maximise the use of **agile business processes**, that leverage current and future technologies, enabling GS1 UK to maximise use of resources and build a responsive business

- Deliver a **corporate data strategy** that ensures the integrity and security of our data and facilitates business efficiencies and productivity

- Implement an **organisational development and learning framework** that delivers the strategic capabilities and behaviours required to achieve optimal people performance

Community engagement

Deepening our engagement across all our sectors through collaboration, robust stakeholder management and powerful partnerships.

Over the course of our last strategy, we harnessed the power of our 60,000 strong membership, our partners and networks to help industry find standards-based solutions to the challenges they cannot solve alone.

We helped the retail sector prepare for new legislation such as Natasha's Law, restrictions on high fat sugar and salt (HFSS) products and the implementation of deposit return schemes. We collaborated with leading marketplaces to help them refine use cases for our standards and ensure that the Global Trade Item Number (GTIN) is fit for purpose in the digital world. We helped the health services of the four nations accelerate adoption to save time, money, lives and have made pivotal strides in broadening our reach within the construction sector.

As a membership organisation, our value proposition must reflect the needs of our diverse membership, delivering relevance by providing the best possible products and services. We are enhancing our proposition to reinforce our purpose, brand values, and to create a platform for the future that will evolve based on members' feedback.
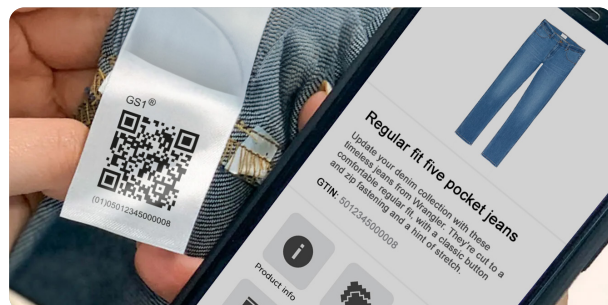
The structure for this new proposition is already in place and, by taking an insight led approach, we will demonstrate the value of membership with improved experiences and a roadmap for the future that will provide us with the agility required to evolve in line with the needs of our members and expand into new sectors.

A key theme of our engagement will be the transition to the next generation of barcodes. QR codes powered by GS1 allows us to re-envisage our collaboration with members and partners as we come together to unlock the power of this new standard and the solutions it enables.

We will continue to invest in our insights capability, building a new analytics platform that supports more informed choices, and will implement a new customer satisfaction measurement framework.

Feedback from members is critical for our continued success and our new customer satisfaction approach will allow us to take broader input on how we evolve for the future.

Objective 1

Deepen engagement and adoption, across all key sectors, through collaboration, robust stakeholder management and powerful partnerships.

Deliverables

- Deliver a new partner programme and targeted engagement initiatives that drive standards adoption and advocacy
- Foster active involvement in the construction sector and substantially increase our membership base
- Support delivery of NHS Supply Chain's new Inventory Management Systems (IMS), point-of-care solutions to 20 NHS trusts and ensure GS1 standards are built into the delivery of NHS England's New Hospital Programme (NHP)

Measures of success

- Minimum of three additional strategic partners
- Grow construction membership by 112 per cent. Target of 6,800 members
- National Adoption Dashboard (NAD) target of 70 per cent penetration in NHS trusts by June 2027 and GS1 standards used as a component part of all new hospital programme building from 2027

Objective 2

Deliver a new membership proposition that ensures we acquire and retain more members, supports expansion into new sectors and demonstrates the real value of membership.

Deliverables

- A new membership proposition which provides opportunities for membership growth
- Personalised customer journeys that drive engagement, retention and advocacy
- Processes that identify opportunities to deliver targeted growth in new sectors or larger members

Measures of success

- 39,000 new members
- Reduction in member churn from 22 per cent to 20 per cent
- Six targeted campaigns to deliver 500 members with turnover greater than £1 million

Objective 3

Implement a new member satisfaction measurement framework that provides greater feedback and insights that can be used to evolve our support and services.

Deliverables

- Provide a holistic solution for membership satisfaction, with appropriate approaches for different audiences and types of interactions
- Create a centralised resource to enable the generation of insights and associated improvement plans
- Increase the quantity and quality of member satisfaction data by identifying additional feedback channels, processes to support them and the creation of a measurement dashboard to drive action

Measures of success

- Increased volume of feedback by 10 per cent across our membership and departments
- Increase Google review score from 3.5 to 4
- Improve member satisfaction measures by an in increase in CSAT score YoY (benchmark score to be measured in FY 24/25)

Voice & visibility

Increasing visibility with key stakeholders and consumers by continuing to drive awareness of GS1 UK's brand, role and impact.

Building our new brand has enabled us to take a more active role in how we influence industry, public policy and wider society.

Our campaign led approach has driven great success. As well as highlighting the growing need for quality data, it has laid solid foundations for the launch of QR codes powered by GS1, new services and our expansion into new sectors.

Our approach to raising our voice and visibility will go beyond media coverage to include a more strategic approach to events, collaborative marketing with our partners and communities, an enhanced stakeholder engagement strategy and an "always on" press office that will champion the needs of our members and consumers alike.

Our approach to public policy will be accelerated beyond the robust approach that has been taken over the last three years. We will add our voice and expertise to key policy conversations, working with regulators and legislators to grow our influence across the four nations and adapt to an evolving political landscape.

We will ensure that the knowledge we have is recognised by government as we play key roles in major government policies such as the Food Data Transparency Partnership (FDTP), deposit return schemes (DRS), patient safety initiatives, the Building Safety Act, digital product passports (DPP) and more.

A key component of driving engagement with our members is our digital infrastructure. We will deliver an ambitious plan to realise best in class customer experience across all of our channels and deliver a greater sense of community, including a new My GS1 portal.

Objective 1

Create a new My GS1 portal to improve the digital membership experience, enhance our content and channels to support our members and deliver a greater sense of community.

Deliverables

- Develop and launch a new My GS1 portal with enhanced functionality to support the new member value proposition
- New join journey to support the membership proposition, improved user experience and drive increased conversion
- Deliver a website roadmap that supports our strategic intent, the new proposition, a need for personalisation and a seamless end-to-end digital experience for our members

Measures of success

- 10 per cent increase in engagement in My GS1
- 7 per cent increase in conversion rate through new join journey
- Deliver personalised content to drive better engagement and increased awareness of the value of GS1 UK membership for three key audiences

Objective 2

Enhance our public policy capability with processes and campaigns that will grow our influence across the four nations and adapt to an evolving political landscape.

Deliverables

- Deliver a policy function, using internal and external resources, that produces evidence-based content highlighting the relevance of GS1 standards
- Increase our influence through enhanced engagement with MPs and civil servants and a robust programme of activity around political conferences
- Maximise the strengths of GS1's European and global public policy networks to deliver consistent messaging on the relevant regulations affecting our members

Measures of success

- Publish two pieces of evidence-based policy content each year
- Agree one key policy recommendation in each of our core sectors
- 75 per cent increase in the number of elected official meetings

Objective 3

Increase visibility with key stakeholders, the media and consumers by continuing to drive awareness of our brand and purpose.

Deliverables

- Develop and execute primary brand campaigns to address the challenges of key strategic initiatives
- Plan and execute a series of events, large and small, to deliver increased exposure of GS1 standards and their impact on industry and society
- Develop case studies and a wider range of content to bring membership and GS1 standards to life

Measures of success

- Launch two primary brand campaigns each year and increase overall brand familiarity to 25 per cent
- Deliver two large-scale, national events which bring together members, regulators and stakeholders from our key sectors
- Create seven video case studies demonstrating the impact of GS1 standards and the value of GS1 UK membership

Standards & services

Bringing our standards to life and transforming the future for industry and consumers.

Providing the best possible products and services is at the heart of our new strategy and we have restructured our team and membership proposition to build for success.

We are collaborating with our GS1 colleagues around the world to influence global strategy, making sure our standards are relevant and driving genuine impact in the real world. We now need to focus on driving wider adoption to address many of the key challenges surrounding consumer safety, the environment and the economy.

Members will benefit from an improved experience, additional product data attributes, more sophisticated functionality and greater interoperability all via one flexible, future-proofed platform. This will drive innovation and help our members succeed.

We will renew our focus on driving the adoption of standards, especially where they are most needed. This includes powering the digitalisation of the UK construction industry, focusing on the requirements set out by Building Safety Act 2022 and the 'golden thread of data'.

We will strengthen our support of the NHS as it strives to deliver increased efficiency and patient safety. We will ensure our standards evolve and collaborate with industry to solve key sustainability challenges such as digital product passports (DPP) and extended producer responsibility (EPR).

To ensure the guidance and training we offer our members is delivered in a way that offers maximum value. We'll launch a new knowledge hub to ensure members have easy instant access to the information they need whenever and wherever they need it.

The activation of QR codes powered by GS1 will give our members the ability to communicate far more information to customers and deliver more engagement than ever before. This will be crucial for meeting the increasing data demands of today and preparing for those of tomorrow.

Industry needs support now more than ever so we are investing heavily in a series of programmes that will drive greater value for all of our membership. This includes enhancing our core system, My Numberbank.

Objective 1

Deliver our QR codes powered by GS1 programme and transform the future for industry and consumers.

Deliverables

- Define the value proposition for QR codes powered by GS1 in the UK
- Implement an engagement plan to inform and inspire members, partners, consumers and other key stakeholders of the transition from barcodes to QR codes powered by GS1
- Increase and leverage our partnership base to drive adoption

Measures of success

- Two top tier UK retailers to have delivered QR on pack across their supply chain
- Increase adoption of QR codes powered by GS1 in the UK

Objective 2

Bring our standards to life through the delivery of the new My Numberbank, enhancing the experience for members and data quality for industry.

Deliverables

- Implement enhanced provision of APIs, allowing the two-way exchange of data with GS1 UK
- Extend capability around additional keys e.g. Global Location Numbers (GLNs)
- Integrate with the global GLN registry and links registry, providing greater alignment with global service components and deliver on our internal regulations' commitments

Measures of success

- Increase the number of products published to the GS1 product registry (Verified by GS1) to a minimum of 100,000
- Achieve an overall positive rating from member of at least 70 per cent
- 60 per cent of all new GTINs have Verified by GS1 mandatory attributes populated

Objective 3

Activate the knowledge hub to inspire and enable greater capability for our members and team.

Deliverables

- Grow knowledge hub to be the first destination for our members, partners and other external stakeholders, for standards-based queries
- Deliver a "train the trainer" programme for GS1 UK team empowering them to engage with members and partners on advanced standards knowledge
- Deliver accreditation and certification programmes on GS1 standards

Measures of success

- 5 per cent annual reduction in frequently asked questions
- 70 per cent positive rating from users of knowledge hub
- 10 per cent reduction in tickets assigned to standards and solutions team

Operational excellence

Implementing agile business processes that leverage current and future technologies, enabling GS1 UK to maximise our resources and build a more responsive organisation.

Our strategy for delivering a data driven future has been specifically designed to make sure our business is fit for the future. By adopting a greater focus on our data, how we share, access and use it, we will build a robust and compliant environment for our teams.

There is a huge desire to be more agile, so we will be reviewing our existing processes, use of technology and our culture to see how we can respond more quickly to changing business needs.

To be agile we need to stay focused. Everything we do needs be based on insights. Whether it is harnessing the power of our community, putting our standards into action or adding our voice to key policy conversations, our decision making must be based on evidence backed by trusted data.

By making smarter use of digital platforms, artificial intelligence (AI) and an enhanced enterprise solution we will augment the skills our team and maximise our resources to delve deeper into our existing sectors and identify areas where our standards could have the greatest impact.

To achieve all this, we will build a new corporate data strategy that ensures we practice what we preach, leveraging data in an efficient and productive manner for the benefit of our team, members and UK plc.

We cannot deliver our ambitious plans without a cohesive, informed and aligned team. With this in mind, we will be making significant investment in our culture. This will include the implementation of an organisational development and learning framework that delivers the strategic capabilities and behaviours required to achieve optimal people performance.

Objective 1

Maximise the use of agile business processes that leverage current and future technologies, enabling us to build a more responsive business.

Deliverables

- Evaluate and select an appropriate enterprise AI solution to maximise use of internal resources
- Audit and document all critical business and cyber security processes
- Carry out a review of existing CRM/account management processes and recommend and deliver a company-wide approach with appropriate data capture and reporting

Measures of success

- Enterprise AI solution integrated into GS1 UK's business processes
- Business process framework implemented with staff awareness training and policies in place
- CRM and account management processes embedded in our business

Objective 2

Deliver a corporate data strategy that ensures the integrity and security of all corporate data and provides a data analysis and insight capability that puts quality data at the heart of GS1 UK.

Deliverables

- Carry out a data audit and document all corporate data and processes and act on recommendation
- Develop and implementation a corporate data strategy
- Develop an organisation-wide data analysis capability

Measures of success

- External assessment of data strategy to meet industry best practice
- Achievement of defined operational metrics assessing data quality, integrity and usage of data

Objective 3

Implement an organisational development and learning framework that delivers the strategic capabilities and behaviours required to develops high performing teams.

Deliverables

- Roll out the development framework and align performance expectations and development actions utilising our new HR system
- Develop and deliver an equality, diversity and inclusion framework
- Employ improved and accessible people data to make better informed decisions

Measures of success

- Ensure a staff turnover rate between 13 per cent and 17 per cent
- Increase our overall employee engagement score by 10 per cent
- Achieve 100 per cent performance management process compliance

A message from our chair

As GS1 UK steps into the future, our strategy will build on the successes of the previous three years. We are in a strong position to demonstrate how our standards can help industry address the issues shaping the future of UK plc; build resilience across complex supply chains and keep people informed and protected.

Chris Tyas OBE
Chair
GS1 UK

2023 saw GS1 celebrate the 50th anniversary of the barcode. Telling the story of our past not only allowed us significantly raised our profile, it also gave us the opportunity to talk to stakeholders across the board about the future, specifically the transition to QR codes powered by GS1. By connecting the linear barcode to the digital world, these new smarter symbols have the ability to carry infinitely more data, especially around health, the environment, or the provenance of the product.

Our increased profile demonstrated to many the expertise and knowledge which exists within GS1 UK. We were increasingly recognised by regulators and legislators, across the four nations, for the key role we can play in initiatives such as the Food Data Transparency Partnership (FDTP), extended producer responsibility (EPR), the medical devices register (MDR) and digital product passports (DPP) to name just a few.

Our increased profile will become even more important in a time of great change. From shifting industry and consumer dynamics to new regulatory demands, businesses across the four nations are facing unprecedented challenges and there is increasing awareness of how our standards can help.
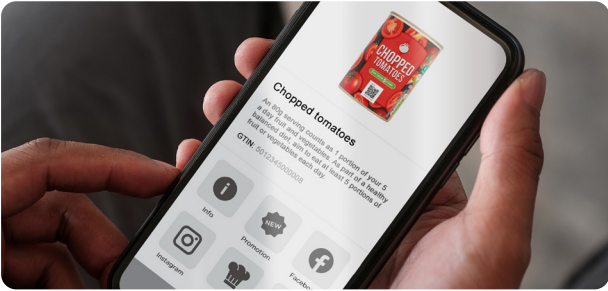
Our new strategy has been designed to help our members, industry and wider society thrive despite these challenging conditions. We are striving to ensure that our organisation is evolving in line with their needs and have already made a strong start on the foundations for the coming years.

We will achieve our ambitions by investing our profit with purpose. We have made an excellent start on the enhanced core systems that will eventually replace those that have underpinned our proposition for the last 20 years and will continue to strengthen and diversify our team.

Through strong governance, a cohesive culture and data-led decision making, we will ensure that our members are set for success, consumers remain informed and protected, and that government is equipped with the trusted data required to design policy that creates lasting positive change, whatever the future may hold.

"The team have an ambitious mindset and have built a plan that has agility at it's core. This will ensure they can respond to challenges that industry and society have."

Thea Alexander, co founder of YF

Our vision

What motivates us is the conviction that trusted data can power a world of possibilities.

Our vision is to help our members and partners harness the power of data, technology and communities to make the world, society and business better, safer and more transparent. In this way, industry can come together to tackle the considerable challenges that currently stand in the way of progress.

So, what does a world of possibilities look like for our members and for UK plc?

A thriving UK plc

As supply chains and distribution channels become more complex, inflation and legislative demands continue to grow, and consumers expect more from brands and retailers.

GS1 standards will help UK businesses boost efficiencies and reach new markets.

Informed and protected consumers

Consumers want to make healthier, sustainable and more ethical choices. This growing demand for accountability and transparency can only be met with trusted data.

GS1 standards will build businesses fit for the future in line with consumer needs.

A safe and more efficient healthcare service

The NHS is under greater pressure than ever before. Every penny, every resource and every moment of staff time needs to be maximised. Digital solutions for identifying and tracking every person, product and place have the potential to revolutionise efficiency and safety across the NHS.

GS1 standards will power this digital transformation.

Resilient and secure supply chains

As geopolitical and environmental challenges continue to disrupt global supply chains, the need for greater visibility, collaboration and informed decision making will be increasingly essential.

GS1 standards have the power to help the UK weather any storm, protecting against catastrophic shortages and rising costs.

A solid foundation for the future of construction

Supply chain pressures, a lack of digitalisation and information silos are preventing the industry from unlocking $1.6 trillion in value. At the same time, new legislation, Net Zero commitments and safety scandals are putting firms under even greater pressure.

GS1 standards will help UK construction adapt to the challenges of today and prepare for those of tomorrow.

In conclusion our plan will ensure:

Businesses of all sizes can thrive.

Everyday lives can be enriched.

Global challenges can be addressed.

Lives can be saved.

So, while the challenges ahead may be considerable, the possibilities are endless. We believe that standards can truly transform the way people work and live.