



---

## Supply Chain, Sustainability and Due Diligence obligations

GS1 standards and sustainable value chains:  
activities and approaches

Francesca Poggiali, Patrik Jonasson GS1 Global Office  
23 January 025



# Presenters



Francesca Poggiali  
Vice President  
Global Public Policy  
GS1 Global Office



Patrik Jonasson  
Senior Director  
Sustainability  
GS1 Global Office

# Sustainability is transforming from siloed voluntary commitments in organisations, to a data-driven topic integrated into core operations



The sustainability transformation is ongoing, and organisations need to evolve with it to ensure capabilities of the future

# Companies are facing six compounding pressures, but regulations and pressure from trading partners are the most prevalent



## Regulatory Pressure

Many countries are implementing mandatory regulations that are stricter than before, **requiring increased data harmonisation, standardisation and disclosure, raising the bar for compliance.**

Currently **the biggest** driver and a high priority for all sectors



## Commitment Delivery Pressure

**Many companies have made strategic sustainability commitments with ambitious targets**, but **93%** of all companies with net-zero commitments are already **off-track** to reach their targets<sup>1</sup>, indicating a need for a transformational approach.



## Employee Pressure

Employees want their employers to be sustainable, with nearly **70% of employees** saying they would not work for a company without a strong purpose<sup>3</sup>. Moreover, purpose-driven organisations have **30%+ increased productivity** and have higher talent acquisition and retention<sup>4</sup>.



## Trading Pressure

**Customers and suppliers want to be part of a sustainable supply chain and are putting pressure on other actors in the value chain to showcase sustainability data and certifications as condition for trade.** As such, sustainability is increasingly becoming a license to operate.

Second biggest driver and a high priority for most sectors



## Consumer and Societal Pressure

Consumers are considering features such as commitment to sustainability and ethics when making purchasing decisions, with **70% of consumers** interested in buying from sustainable businesses<sup>2</sup>. But consumers will not necessarily pay a price premium. Still, companies need to invest in sustainability to keep consumers and stay relevant.



## Investor Pressure

Investors are increasingly screening for businesses to deliver on sustainability practices, with global Environmental, Social and Governance (ESG) assets on track to exceed **\$50 trillion by 2025**<sup>5</sup>. At the same time sustainability requirements are even higher for financial services than other sectors, driving a shift in capital allocation.



# Retail & Consumer Goods

## Sector outlook

~90%

of the retail sector's emissions lie in its value chain (Scope 3), and is sometimes as much as 98%<sup>1</sup>

*"Packaging data is very important. For 50-60 years we've known the level of protein, fat and so on in products. We have a very defined way to calculate all of these. There is nothing of this on the packaging side. Nothing."*

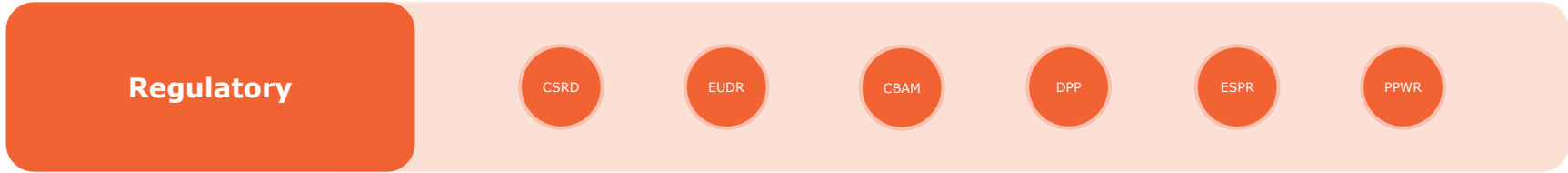
**Top three innovations CEOs say will have highest impact<sup>2</sup>**

- 1. Circular business models**
2. Sustainable and refillable packaging practices
- 3. Product-level ESG data to follow for end-to-end supply chain traceability**

**Examples of regulations relevant for the sector**

- Product design, e.g., Eco-Design for Sustainable Products (ESPR), Digital Product Passport (DPP)
- Local packaging regulations e.g., single-use plastic bans and packaging EPRs such as PPWR\*

# Overall, the main pressing industry needs and challenges fall into either of four topics



### Energy & Climate Action

- ESG Reporting (incl. GHG scope 3)

### Supply Chain Responsibility & Transparency

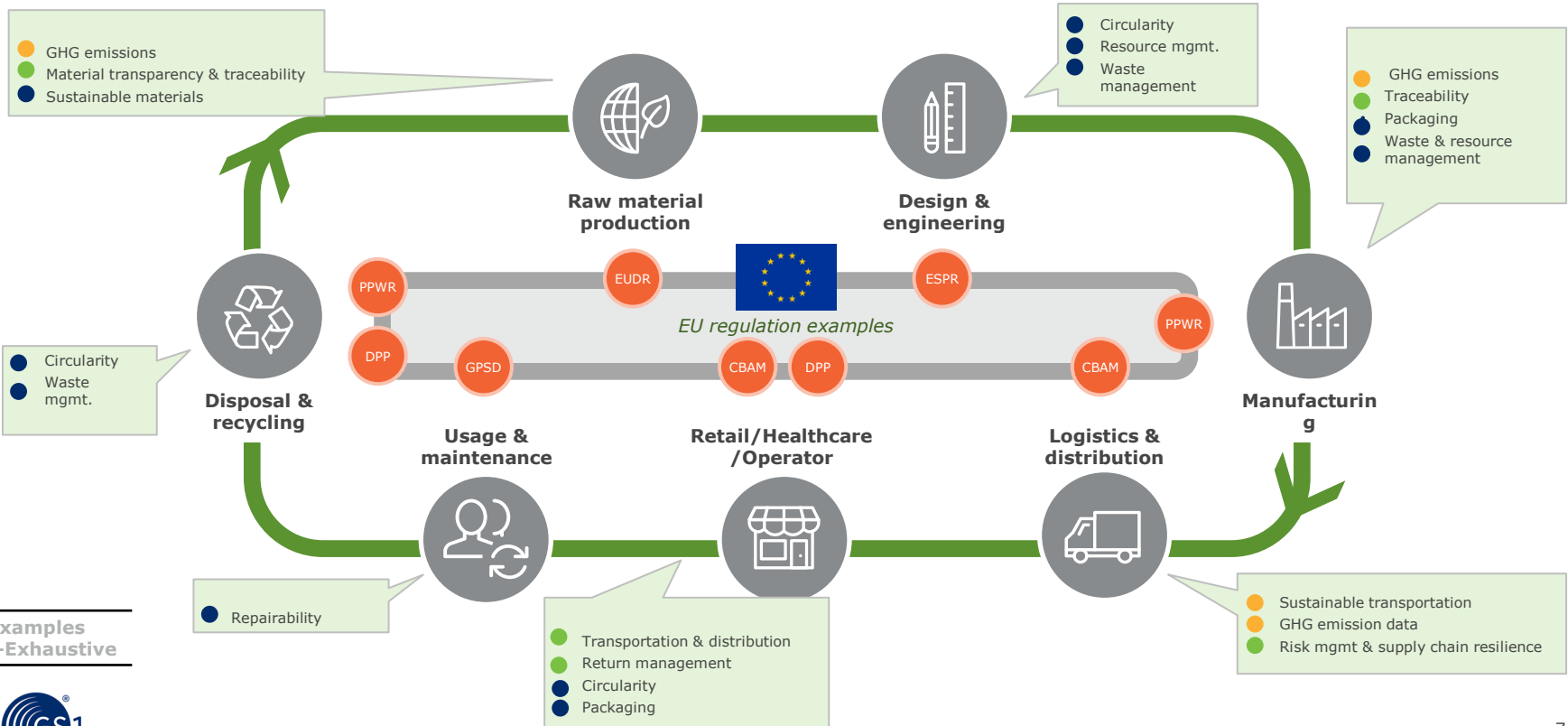
- Certifications & claims
- Due diligence & deforestation
- Farm and upstream facilities ID
- Material traceability & recycling

### Material & Resource Management

- Packaging master data (including plastic)
- Deposit Return Scheme (DRS)
- Reusable packaging



# Value chain perspective with regulations at the core



Examples  
Non-Exhaustive

