

# Collecting and Connecting Data with Digital Standards

wasteMINZ Conference 2025

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Rebecca Berendt, GS1 New Zealand  
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# Data flows: smooth/fast vs chaotic/slow

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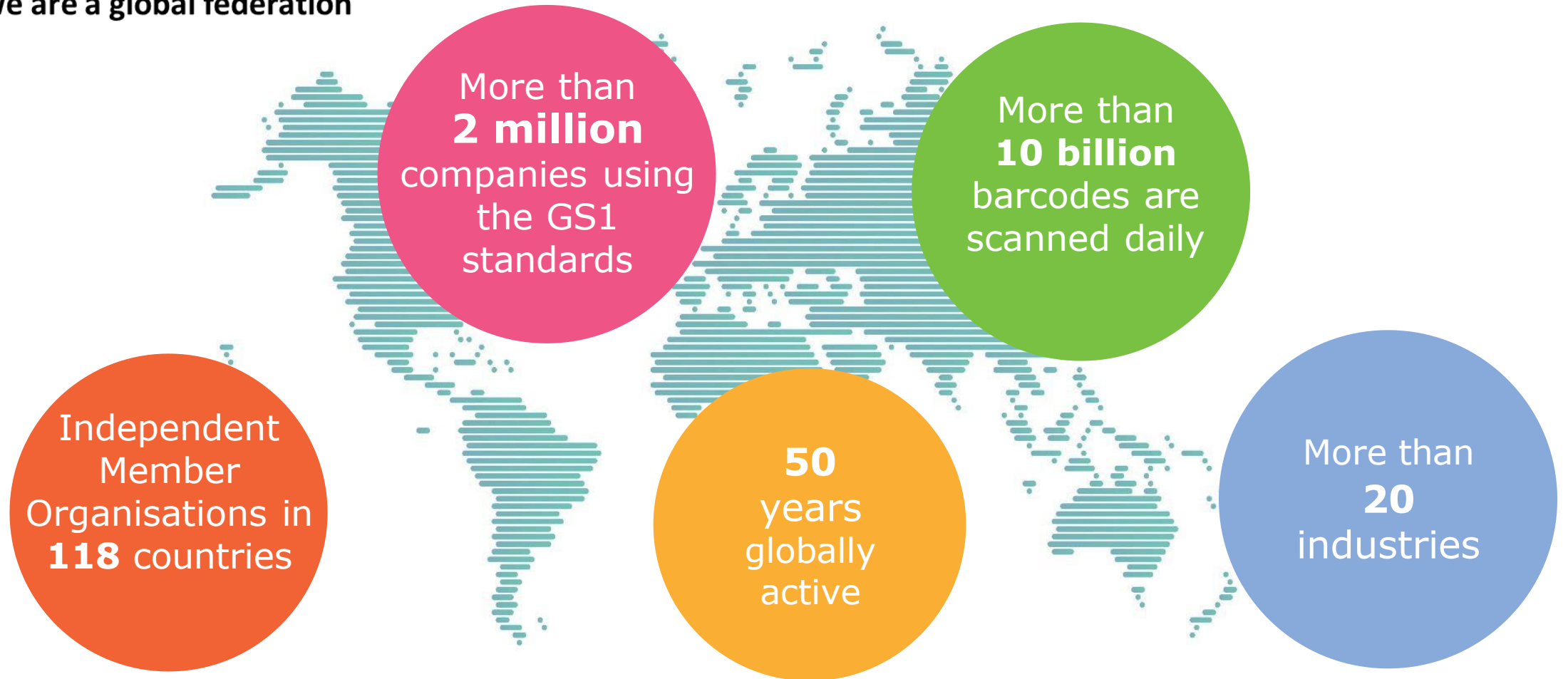
# Powering More Sustainable Supply Chains With GS1 Standards



# PART 1 – INTRO TO GS1

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We are a global federation



# Not for profit membership organisation

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**On Our Board – representatives from:**





# GS1 is a standards business

Mission to create interoperable networked communities

Enable innovation and productivity

## Identify

Unique  
Identity



"Product or  
Location"

## Capture

2D Barcodes &  
RFID  
powered by  
GS1



& W3C

## Share

Data Sharing



Standards

Register  
Unique  
Identities



GS1 Registry Platform

Verified by  
GS1  
companies, products,  
locations



# Existing network – systems and partners





**GTIN** 9421000008475

**BRAND NAME**  
Healthy Honey

**PRODUCT DESCRIPTION**  
Healthy Honey Manuka Honey UMF 20+

**NET CONTENT**  
500 grams

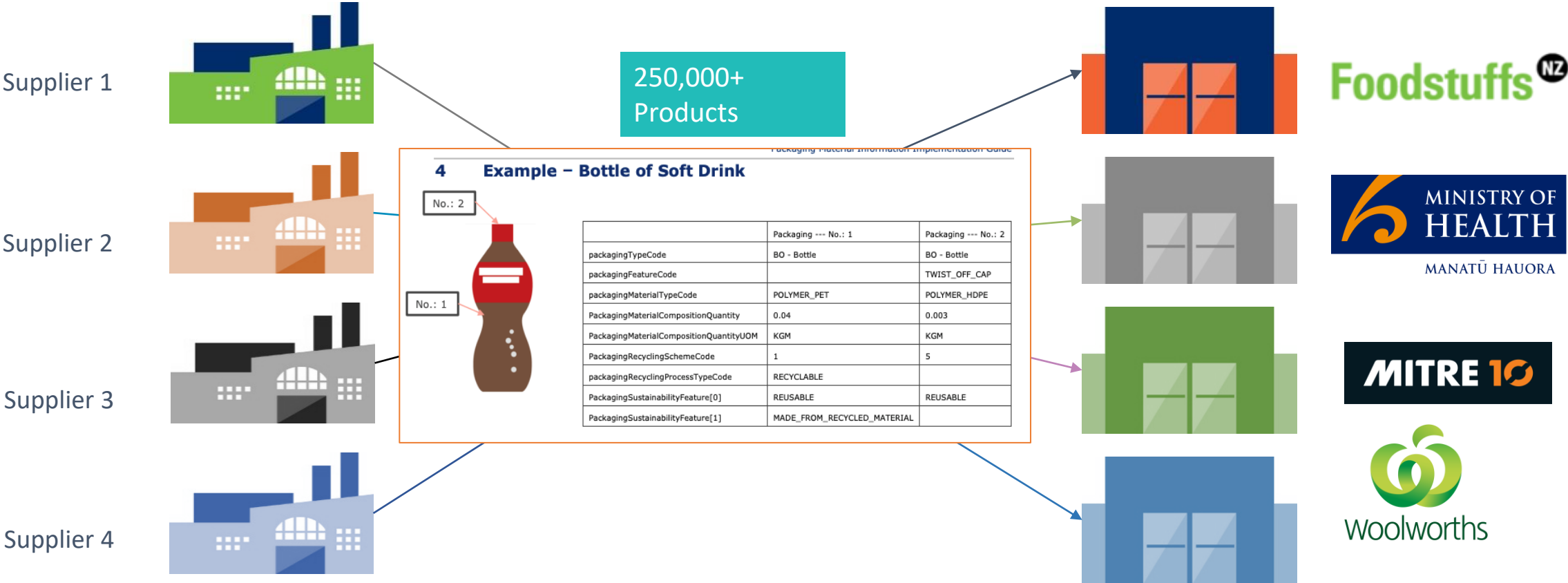
**COUNTRIES OF SALE**  
New Zealand, Australia, China, Europe, United States

**GLOBAL PRODUCT CATEGORY**  
10000213



# Existing Network – NZ/Aus data aggregation service

A **single** place where brand owners can load, maintain and publish to **many** customers





# GS1 systems underpinned by core values

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## Global



GS1 standards ensure global uniqueness

## Neutral



GS1 in non-profit and sector neutral

## Open



GS1 standard can be used by all stakeholders in the value chain

## Consensus



GS1 standards are developed and maintained together with industry

## PART 2 – THE LATEST GLOBAL DEVELOPMENTS

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A look at what's happening globally...and  
how it can help with waste reduction





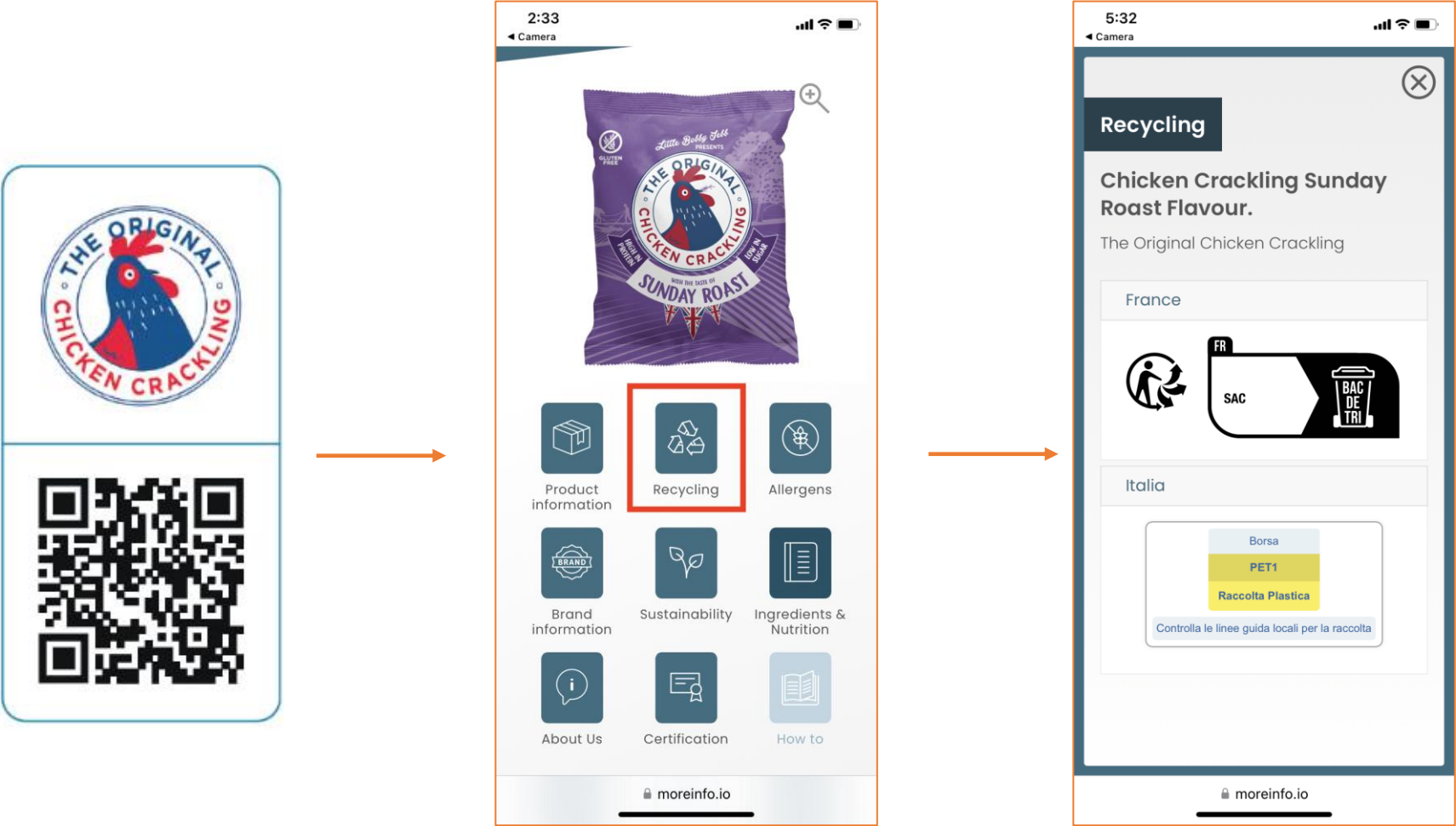
# 2027

When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.





# New GS1 Powered QR Code (GS1 Digital Link)



# Transition to GS1 Powered QR Code (GS1 Digital Link)

## TODAY



## INTERIM PHASE



## END GAME



# Digital Watermarks – industrial trials a success

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Digital Watermarks Initiative HolyGrail 2.0



# Digital Watermarks – Polytag (UK)



Polytag – using GS1  
Powered QR Codes and  
invisible UV watermarks



# Digital Deposit Return Schemes – trials



Digital deposit return scheme trials; Poly-tag and Ocado trials using serialized GS1 next generation barcodes



# South Korea – labels removed



## Jeju SamDaSoo mineral water aiming for “top” levels of efficiency and sustainability

By putting a QR Code powered by GS1 on every bottle cap, Korean water bottler JPDC is going label-less

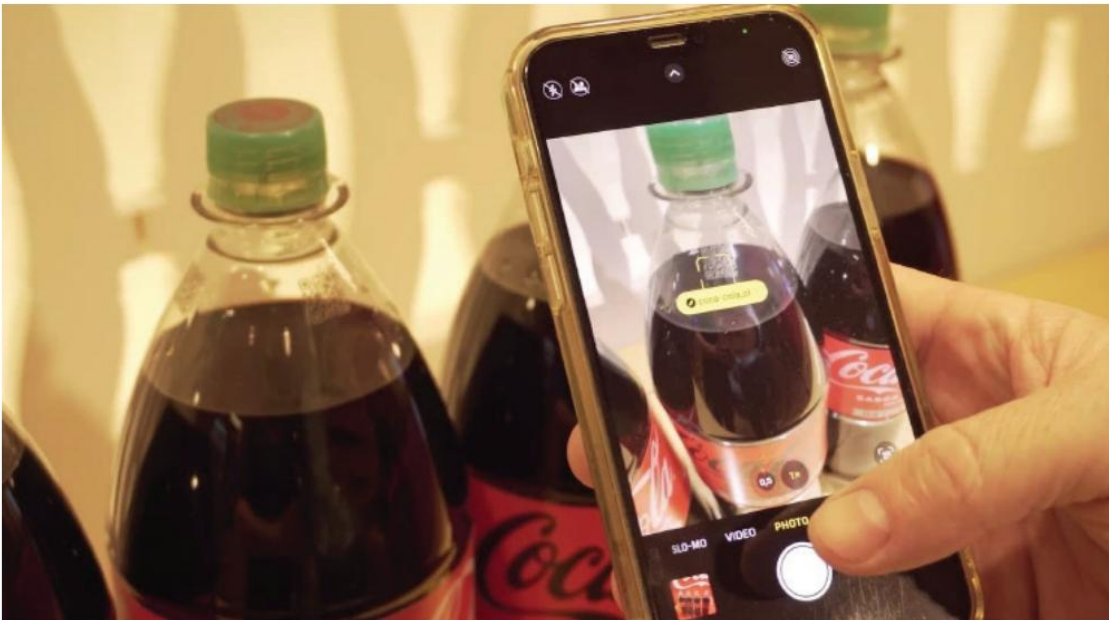




# Supporting Reusables

## Coca-Cola's reusable, refillable bottles benefit from innovative QR Codes powered by GS1

With the support of tech partners Wipotec and OPTEL, QR Codes with GS1 Digital Link reveal the journey of every individual bottle



# The 2D barcode transition is starting here too...



# The EU Digital Product Passport





# PART 3 – PLASTIC PACKAGING DATA SHARING STUDY

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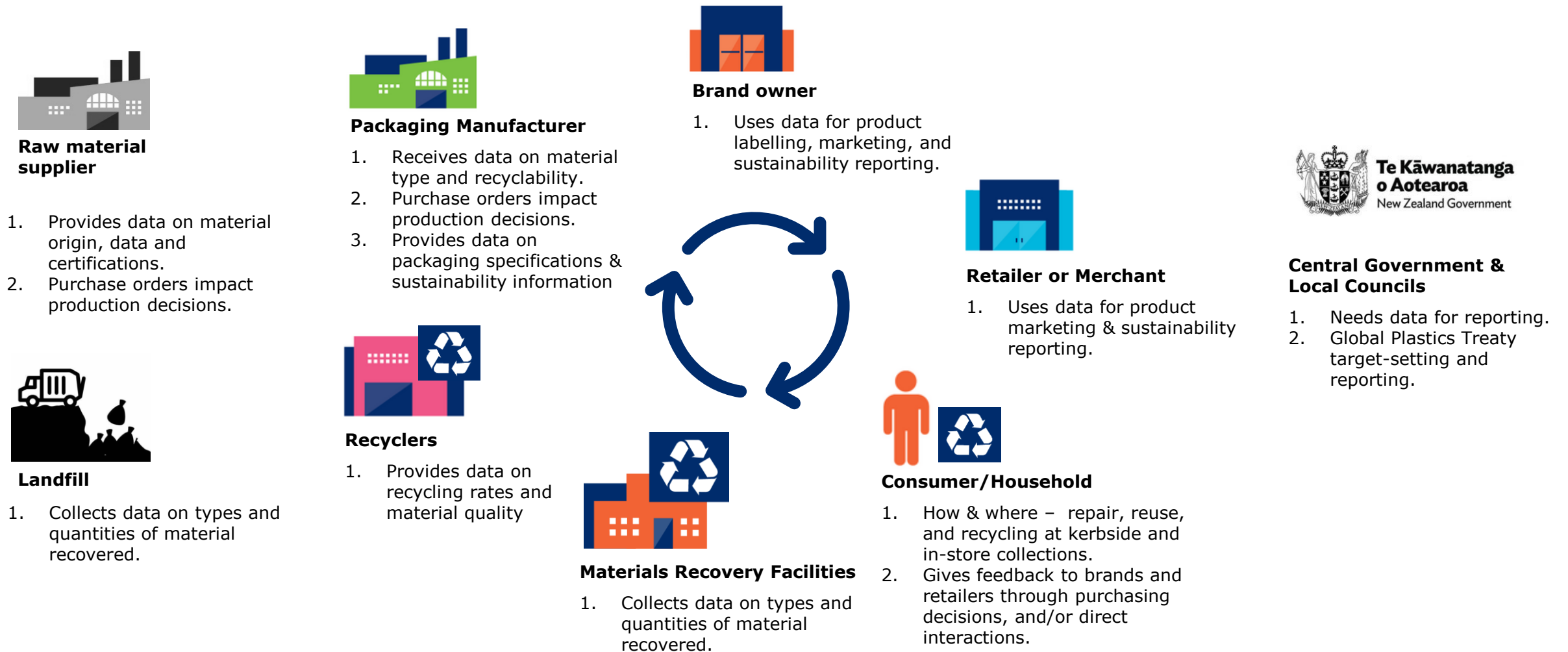
Project Steering Group representation



Project supporters



# Simple Stakeholder Data Needs Map



**Digital standards, next generation  
barcodes, web-based data  
sharing...**

**transforming  
the supply chain**





# Want to know more? Come talk to me!

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## **Rebecca Berendt**

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Senior Advisor, Government team  
GS1 New Zealand

Level 2, 158 The Terrace, Wellington  
PO Box 11-110, Wellington 6142

[rebecca.berendt@gs1nz.org](mailto:rebecca.berendt@gs1nz.org)