

EuroCommerce and GS1 in Europe call for open, inclusive and decentralised EU Digital product passport

Speaking at the GS1 global forum 2022, EuroCommerce Director General Christel Delberghe and GS1 in Europe Chairman Gregor Herzog launched a [joint paper](#) calling for the EU digital passport to be designed to allow companies and consumers to make greener and more sustainable choices and investments, based on open and global product data standards already in use by companies.

Christel Delberghe said:

“We are pleased to again join forces with GS1 on a subject with real significance to the success of the Green Deal and Circular Economy. An EU digital product passport can be a valuable tool for companies and consumers in providing data across the supply chain. As our paper underlines, it must go with the grain of existing processes and standards, to make it easy for companies to adopt and consumers to access and be flexible to accommodate new developments in a rapidly changing market.”

Gregor Herzog, Chairman, GS1 in Europe said:

“The European Sustainable Product Initiative is a priority for GS1 in Europe, and the digital product passport is a great opportunity to show the value proposition of the GS1 standards, especially towards the retailer community. As a follow up of the MoU signed in 2019, this joint paper shows synergies between EuroCommerce and GS1 in Europe and a joint vision on important challenges like product data interoperability and portability.”

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About EuroCommerce

EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 countries and 5 million companies, both leading global players such as Carrefour, Ikea, Metro and Tesco, and many small businesses. Retail and wholesale is the link between producers and consumers. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of business and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.

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About GS1 in Europe

GS1 in Europe is a neutral, not-for-profit organisation dedicated to the implementation of GS1 global standards, services and solutions to improve the efficiency and visibility of products and locations internationally and across sectors in Europe. We represent more than 500.000 companies and gather 49 national GS1 Member Organisations. We bring these companies around the table and foster collaboration in order to establish common rules and common standards. We strive to empower businesses to improve their efficiency, safety, security and sustainability.

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