



# Agenda

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- Opening & Introduction  
Jan Somers, Chair GS1 in Europe & Henk-Jan Timmerman, GS1 in Europe
- Public Policy & Regulatory Framework  
Francesca Poggiali, GS1 Global Office
- Context and implications of the EU deforestation-free regulation (EUDR)  
Jos Joos, Executive Director, KPMG Advisory – Procurement & Supply Chain
- The user stories for the actors in the supply chain  
Simon Eicher, GS1 France
- The importance of compliance with EUDR  
Anette Andersson, ICA
- Using GS1 standards to support compliance  
Lena Coulibaly, GS1 Sweden
- Conclusions, White Paper and Closing  
Henk-Jan Timmerman, GS1 in Europe

# GS1 Competition Law Caution

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- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>

# Some practical information for the webinar

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The webinar will be recorded. The recording and slides will be shared afterwards with the post-event communication.

The white paper will be shared with the post event communication and will be available on the GS1 in Europe website.

There is no time for live questions. Please use the chat for questions. These will be answered and shared afterwards.

Please stay muted during the meeting.

Please your name and company  
(by using the rename button on participants list)

# Opening & Introduction

Henk-Jan Timmerman, Programme & Operations Director, GS1 in Europe

Jan Somers, Chair GS1 in Europe, CEO GS1 Belgium & Luxembourg

# GS1 in a nutshell ...



**GS1 standards have been used to improve efficiency, safety and visibility of supply chains from source to consumer.**



**Sharing trusted quality data everywhere removes friction between business partners and improves performance and safety across the entire supply chain.**

**The GS1 barcode launched a digital revolution—enabling a product to be identified and connected to accurate information from the start.**



**GS1 enables businesses to create a digital version of a product that is a true representation of the physical one.**



# Our core values

## 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



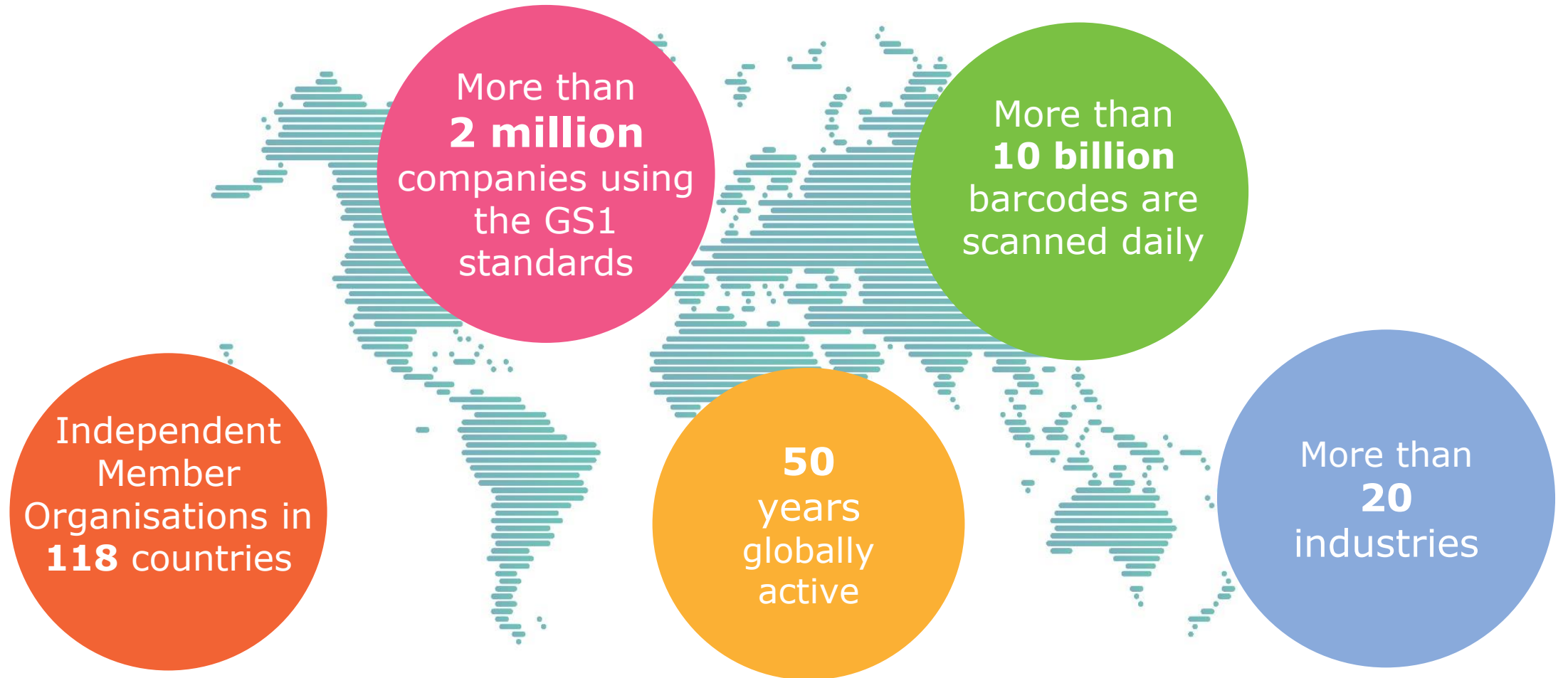
## Consensus

GS1 standards are developed and maintained together with industry



# We are a global network

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# We are a regional network

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GS1 in Europe  
collaboration  
between  
49 Member  
Organisations

# What will you learn during the webinar?

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**As GS1, it's our mission to support our members – to give insight in requirements**

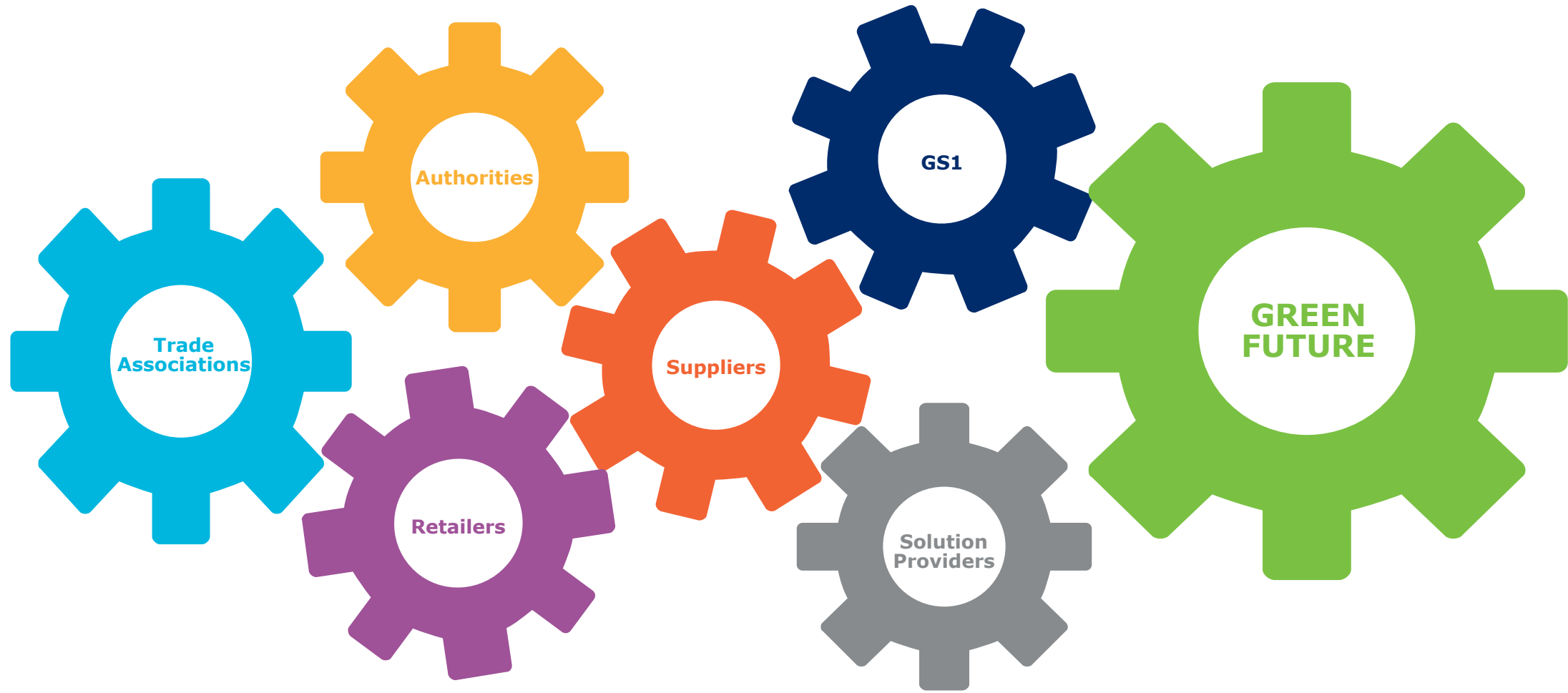
**We will focus on the EUDR, the bigger picture and how GS1 standards can support**

**After this webinar you will not be ready, but you will know more and know how to get started**

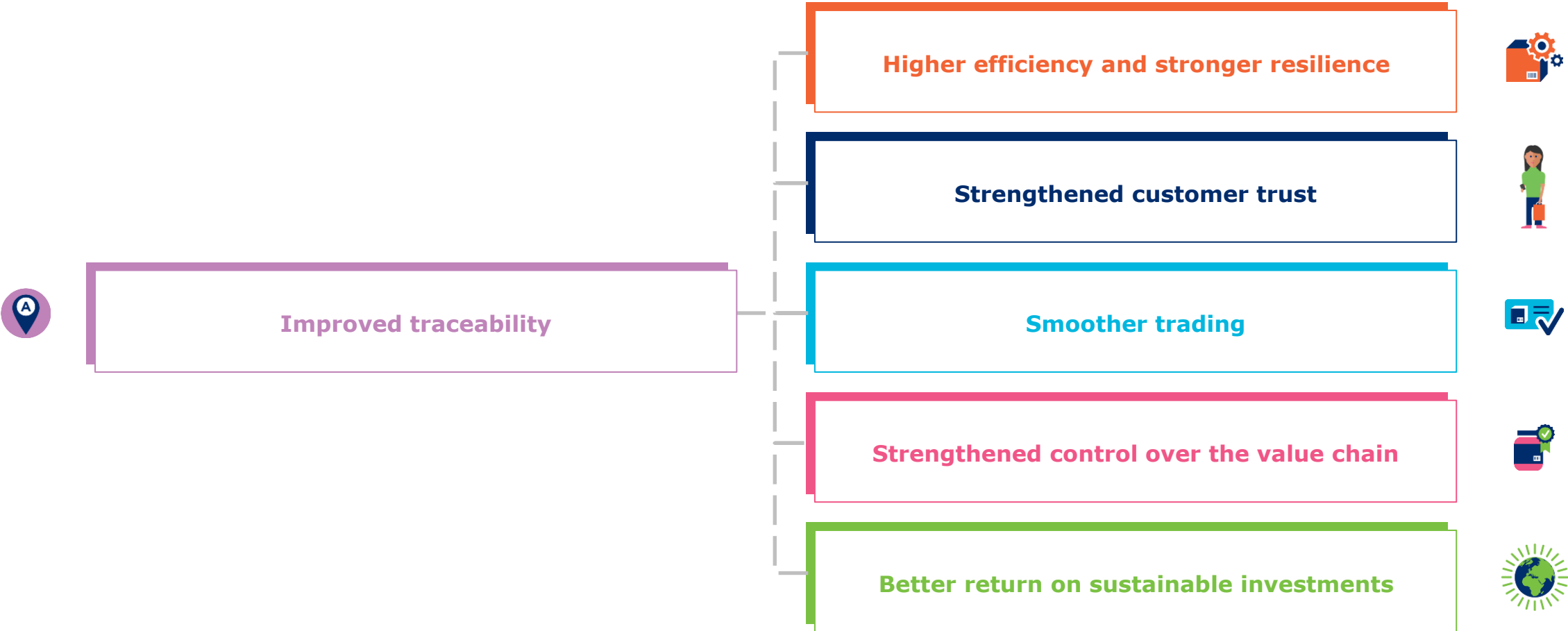
**Launch white paper on how to use GS1 standards to support compliance with the EUDR**

# Working together on transparency and traceability

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# Standardised data collection, processing and sharing



# Public Policy & Regulatory Framework

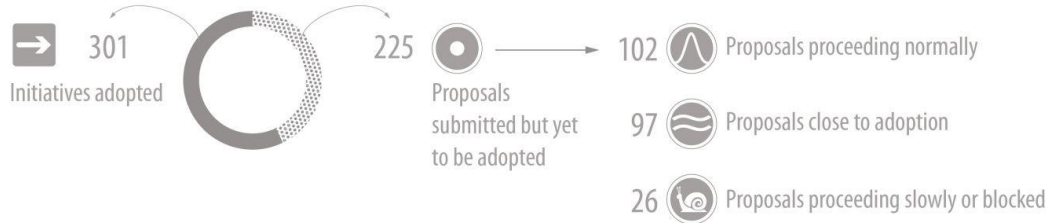
Francesca Poggiali, Vice-President Global Public Policy, GS1 Global Office

# The European Green Deal in numbers

## The von der Leyen Commission's six priorities: Legislative and non-legislative delivery as of 2 April 2024

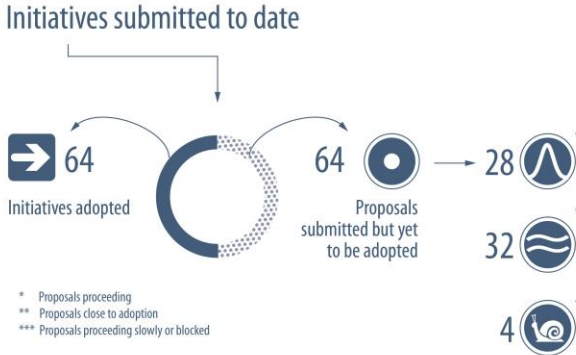


Initiatives for this term announced so far: 661



EPRS | European Parliamentary Research Service • 2.4.2024 • More information: <https://europa.eu/IQVDOgd>

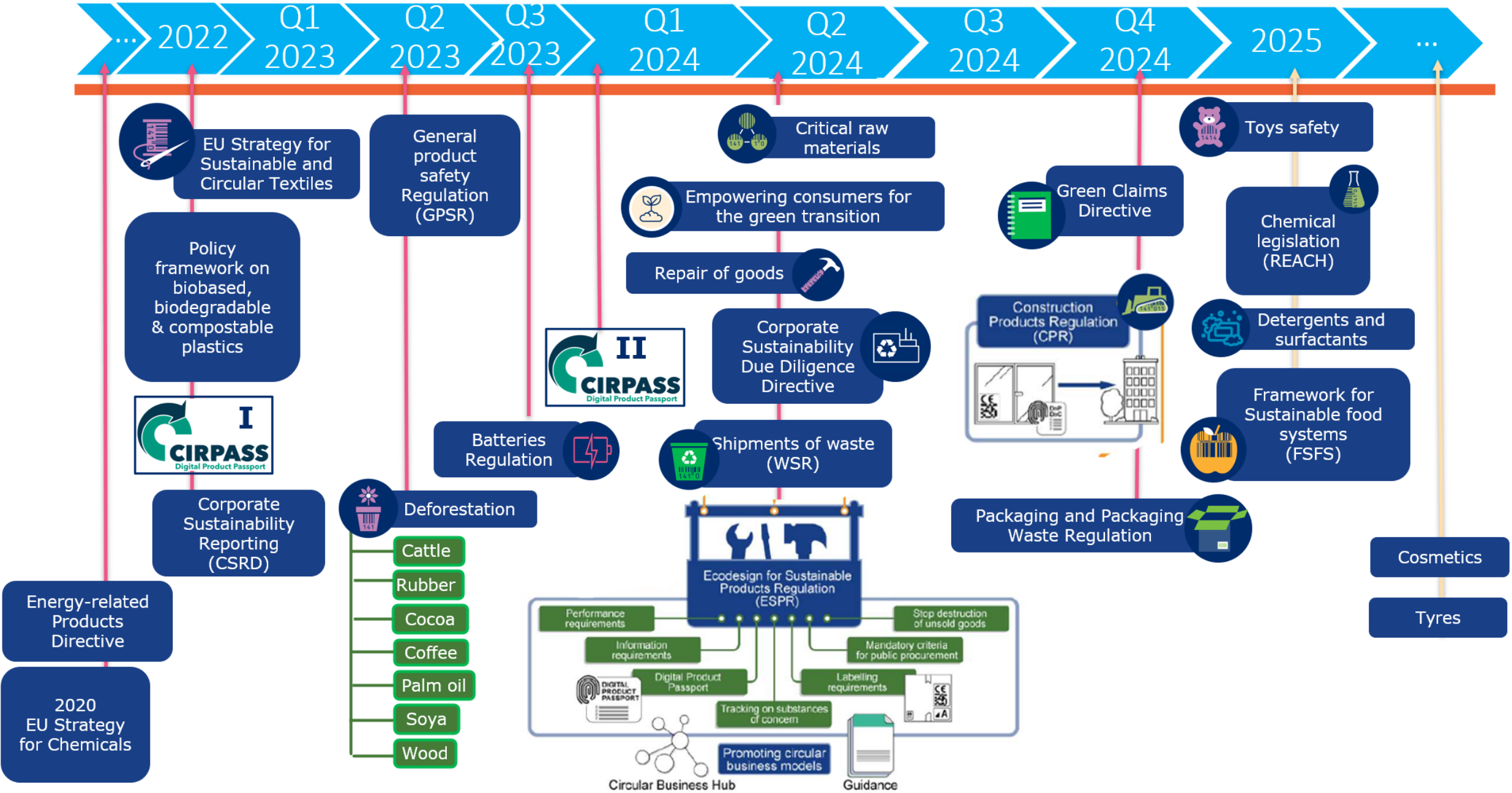
## The von der Leyen Commission's six priorities: Legislative and non-legislative delivery as of 2 April 2024



\* Proposals proceeding  
 \*\* Proposals close to adoption  
 \*\*\* Proposals proceeding slowly or blocked

EPRS | European Parliamentary Research Service | More information: <https://europa.eu/IQVDOgd>

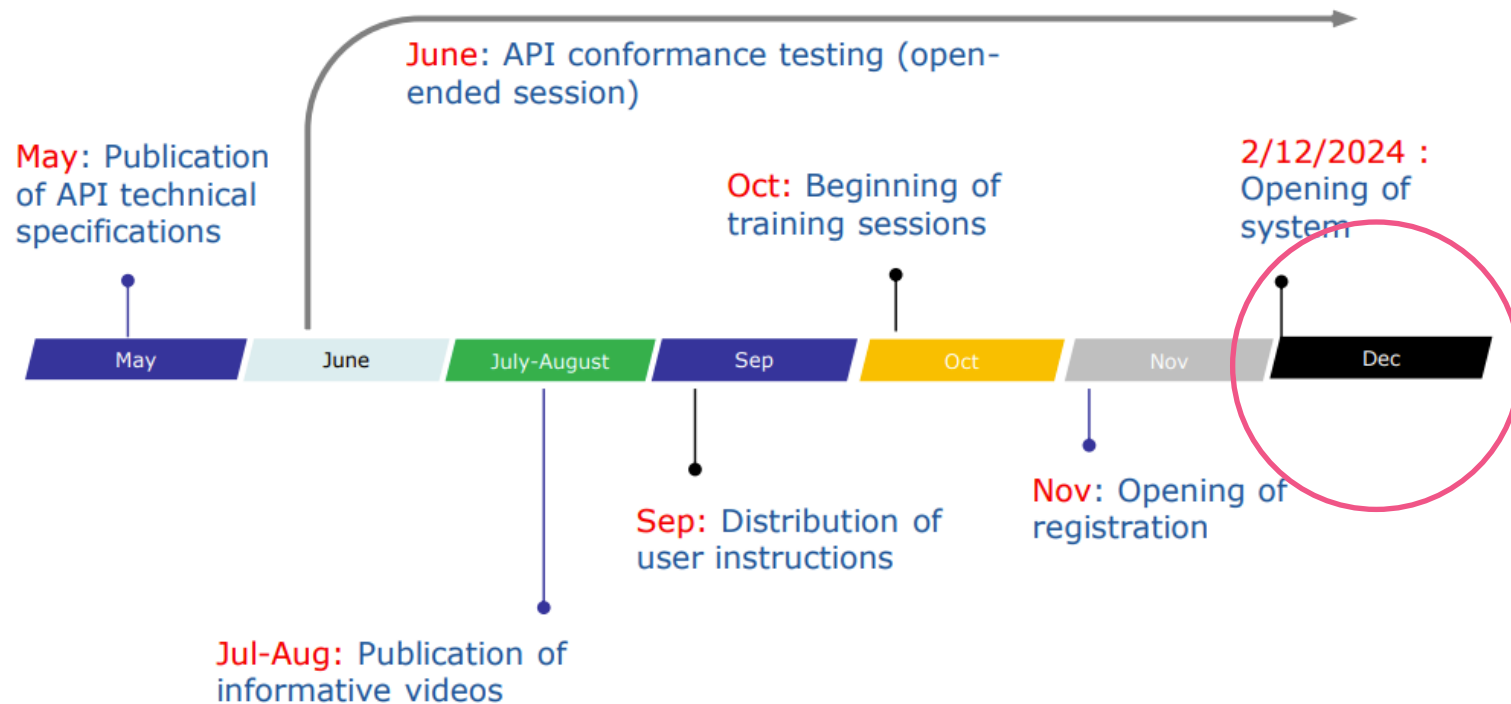
# EU legislative bigger picture: formal adoption timeline



# Timeline for the EUDR Information System



## DDS Information System - Roadmap



- EU Regulation on Deforestation-free products (EUDR) adopted on 31 May 2023 and entered into force on 29 June 2023.
- Operators have 18 months (until **30 December 2024**) to implement the new obligations contained in this regulation, while micro and small enterprises benefit from an adaptation period of 24 months (until **30 June 2025**).
- API connection has been approved in June. Testing will continue.



# EU Regulation on Deforestation-free products (EUDR)

Under the new EU rules, any operator or trader who places the 7 commodities on the EU market, or exports from it, must be able to prove that the products do not originate from deforested land.

Before products are placed on the market they must:

- (a) be deforestation-free;
- (b) have been produced in accordance with local rules; and
- (c) be covered by a due diligence statement.



# EU Regulation on Deforestation-free products (EUDR)

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- The Regulation applies only to products listed in Annex I.
  - Products not included in Annex I are not subject to the requirements of the Regulation, even if they contain relevant commodities in the scope of the Regulation. For example, soap will not be covered by the Regulation, even if it contains palm oil.
  - See full list here: [link to Annex I](#)
- 
- ❖ *The Combined Nomenclature (CN) is a tool for classifying goods, set up to meet the requirements both of the Common Customs Tariff and of the EU's external trade statistics.*
  - ❖ *The Harmonized System (HS) is a standardized numerical method of classifying traded products. It is used by customs authorities around the world to identify products.*

# Ministros del Consejo Agropecuario del Sur (CAS) advierten que Reglamento sobre Deforestación de la Unión Europea podría afectar comercio agroalimentario y piden que se postergue su implementación



Buenos Aires, 29 de julio de 2024 (IICA) — Los ministros de Agricultura de los países que integran el Consejo Agropecuario del Sur (CAS) pidieron a la Unión Europea (UE) que postergue la implementación del Reglamento 1115/2023 sobre deforestación, prevista para el próximo 30 de diciembre.

Los ministros trabajarán en la firma de un documento regional integrado por sus secretarías

## Česko chce po EK odložit nařízení o odlesňování, které ovlivní tisíce

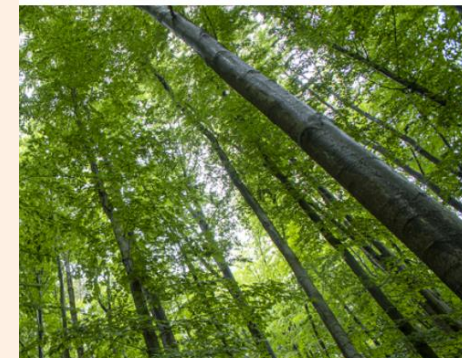
### US urges EU to delay deforestation law

Ban on imports including chocolate and sanitary products will hurt American producers, says Biden administration

### FINANCIAL TIMES



.2024, 13:34



Pres

## EU Deforestation regulation: retailers and wholesale calls for delay.

EuroCommerce has today written to the president of the European Commission expressing concern regarding the preparation for implementation of the Regulation for products (EUDR). Reiterating our full support of its important objectives, the Commission has provided clarification on many important practical aspects to allow retailers and wholesalers

Retailers and wholesalers are particularly affected by the EUDR due to the broad range of products in the scope they sell, involving thousands of direct suppliers, with tens of thousands of suppliers in the large majority of which are SMEs.

SPEAKING FOR AMERICAN BUSINESS IN EUROPE

## Statement on the implementation process of the EU Deforestation Regulation

# Different stakeholders' opinions:

## Southern Agricultural Council (CAS)

The ministers of agriculture of the countries that make up the Southern Agricultural Council (CAS) have asked the European Union (EU) to postpone the implementation of Regulation 1115/2023 on deforestation, scheduled for December 30, 2024.

- Complexity and costs of the EUDR mechanisms could exclude small producers from value chains
- The classification of deforestation and forest degradation risk by countries could be incompatible with the obligations assumed before the WTO

## EU Member States demand to postpone EUDR implementation

The latest one being the Czech Republic at the end of August, whose Agriculture Ministry press office requested for the implementation to be postponed due to difficulties to estimate the impact on individual companies and supply chains and the need for all actors involved to have sufficient time to familiarise themselves with the key tools needed to implement the Regulation.

Few months before, also Austria, Finland, Italy, Poland, Slovakia, Slovenia, and Sweden have sought to postpone the legislation.

## European associations requesting clarifications

In July EuroCommerce sent a letter to the European Commission to express deep concern for the implementation of the EUDR. While fully supporting its objectives, EuroCommerce emphasised the need for clarity on practical aspects crucial for compliance by retailers and wholesalers, particularly affected by the EUDR due to the broad range of products in scope they sell, involving thousands of direct suppliers, with tens of thousands of upstream suppliers, the large majority of which are SMEs. Also highlighted were ongoing issues with the readiness of the Information System and API, which are essential for the sector's operations.

# Articles sources:

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- CAS: Consejo Agropecuario del Sur - <http://consejocas.org/ministros-del-consejo-agropecuario-del-sur-cas-advierten-que-reglamento-sobre-deforestacion-de-la-union-europea-podria-afectar-comercio-agroalimentario-y-piden-que-se-postergue-su-implementacion/>
- EuroCommerce - <https://www.eurocommerce.eu/app/uploads/2024/07/20240724-eu-deforestation-regulation-retail-and-wholesale-calls-for-delay.pdf>
- Czech Republic on EUDR: <https://www.ceskenoviny.cz/zpravy/2560708> and <https://www.euractiv.com/section/politics/news/czechia-renews-calls-to-postpone-eu-anti-deforestation-law/>
- AmCham: Statement on the need for clarification of the implementation process of the EU Deforestation Regulation - <https://www.amchameu.eu/position-papers/statement-need-clarification-implementation-process-eu-deforestation-regulation>
- Letter to the European Commission in which the US urge EU to delay deforestation law: <https://www.ft.com/content/1b1c7541-92f8-478a-9e18-8c0419af7714>

# Context and implications of the EU deforestation-free regulation (EUDR)

Jos Joos, Executive Director, KPMG Advisory – Procurement & Supply Chain



# Context and implications of the EU Deforestation Free Regulation (EUDR)

Prepared by KPMG for GS1 in Europe  
2024

# Table of contents

- 01 EUDR – current state and lessons learnt from businesses
- 02 EUDR applicability
- 03 Key considerations for compliance





01

EUDR – what  
have we learned  
and our POV



# What we have learned from our interaction with stakeholders

## EU Commission

- The third iteration of the **Frequently Asked Questions (FAQs)** has been prepared (July 23<sup>rd</sup>) and is undergoing internal review. It contains >40 new FAQs, as well as clarifications/details added to existing FAQs and will be published in the coming weeks.
- The **official Guidance** to assist Country Authorities and Operators in implementing the EUDR provides clarification on 11 topics. It is undergoing internal Commission procedures and will be published as soon as possible.
- The contractor for the **benchmarking system** (relevant to EUDR Article 29) is developing the methodology, and updates will be announced in due course.
- The **Information System (IS)** has undergone major developments. Dedicated user training will be provided from October and registration will open in November.

## Stakeholder considerations

- **Strong calls from stakeholders** to publish the Guidance and third edition of the FAQs as soon as possible, to ensure sufficient time for companies to prepare.
- Ministers of Agriculture of EU jointly asking the EU Commission requesting **reconsideration of requirements for EUDR compliance**.
- Letter from the US to EU Commission requesting **delay of date for EUDR entry into force**.
- Significant **flaws in the EU Forest Observatory** data has been identified – recommendation for CAs and businesses to ensure the use of accurate data during their risk assessment processes.
- **Eurocommerce** asking the Commission that the transition period is extended allowing a minimum of 6 months after the IT tools and the benchmarking system are ready, piloted and tested, and made available for data entry, together with access to the required training material to ensure optimal preparation for this important regulation

EUDR has not been postponed and is expected to enter into force December 2024  
Large CPG companies & Retailers are not waiting nor are trying to do it independently

# What we have learned from our experience with businesses

## Challenges

**Applicability uncertainty:** Companies may face legal risks due to misinterpretation or incomplete understanding of the regulation's requirements.

**Scale and speed of compliance:** Rapid EUDR enforcement and the difficulty to engage the end-to-end compliance journey can lead to a late reaction and allocation of resources.

**Shifts in internal governance:** Sustainable procurement regulations often require different skills and therefore, a re-designed governance across functions.

**Full traceability of global supply chains:** Incomplete or inaccurate data along the supply chain can create information gaps, hindering the ability to provide verification about the deforestation-free status.

**Certification use:** Deforestation-free certifications can act as supporting evidence but cannot replace the company's due diligence duties and liability in case of inaccuracy.

## Our point-of-view

**Legal interpretation is critical** to clarify “grey zones” in terms of applicable derivatives, stakeholder qualification in different business units/products and overall requirements.

Engage in rapid and comprehensive “**no regret actions**” response to ensure timely and accurate shift in processes, technologies, and supplier relationships. **Pragmatism, flexibility, and agility** should be at the core of the actions to be taken by companies.

Establish **clear frameworks** to ensure a comprehensive shared ownership to fulfill compliance. Engage **internal awareness and training** to onboard different departments and levels of the organization in the **EUDR governance structure**.

Implement **data collection and advanced traceability technologies** and activate close collaboration with stakeholders for validity and reliability of data.

Clearly define the **company's gaps towards EUDR compliance** & in which areas of the E2E journey a certification scheme can support the process. This should be done in a case-by-case basis.

02

# EUDR applicability



# Defining EUDR applicability

EUDR applicability is a critical first step towards EUDR compliance. A clear and straightforward approach is needed to define commodities and derivatives level 1 and level 2 based on Customs Tariff Numbers.

## Illustrative example to identify key derivatives

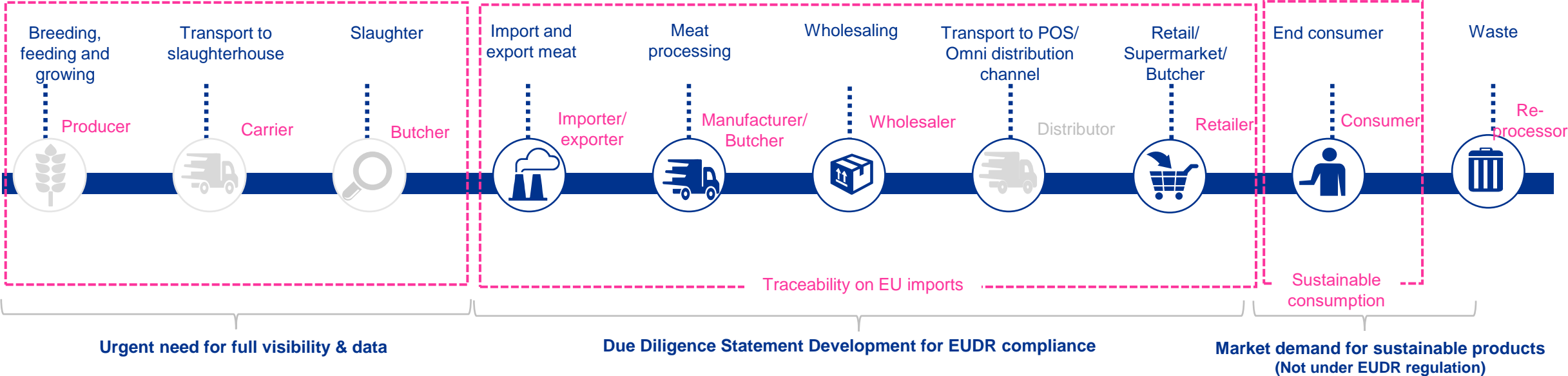
Commodity in scope

Tarif number

Derivatives

Relevant commodity	Customs Tariff Number	Associated Products from Annex I	Yes or no?	HS code	Level 1 deep dive product from Annex I	HS code	Level 2 deep dive products from level 1
Cattle	10221		No	1022110	Pure-bred breeding heifers - female bovines that have never calved*		
Coffee	0901	Coffee, whether or not roasted or decaffeinated; coffee husks and	Yes	9011100	Coffee (excl. roasted and decaffeinated)		
Coffee				9011200	Decaffeinated coffee (excl. roasted)		
Coffee				9012100	Roasted coffee (excl. decaffeinated)		
Coffee				9012200	Roasted, decaffeinated coffee		
Coffee				90190	Coffee husks and skins; coffee substitutes containing coffee in any proportion	9019010	Coffee husks and skins
Coffee						9019090	Coffee substitutes containing coffee in any
Oil palm	1207 10	Palm nuts and kernels	Yes	1207 10	Palm nuts and kernels		
Oil palm	1511			151110	Crude palm oil	15111010	Crude palm oil, for technical or industrial
Oil palm				151110	Crude palm oil	15111090	Crude palm oil (excl. for technical or industrial
Oil palm	1511	Palm oil and its fractions, whether or not refined, but not chemically modified	Yes	151190	Palm oil and its fractions, whether or not refined (excl. chemically modified and crude)	15119011	Solid palm oil fractions, whether or not refined,
Oil palm				151190	Palm oil and its fractions, whether or not refined (excl. chemically modified and crude)	15119019	Solid palm oil fractions, whether or not refined,
Oil palm				151190	Palm oil and its fractions, whether or not refined (excl. chemically modified and crude)	15119091	Palm oil and its liquid fractions, whether or
Oil palm				151190	Palm oil and its fractions, whether or not refined (excl. chemically modified and crude)	15119099	Palm oil and its liquid fractions, whether or
Oil palm	1513 21			15132110	Crude palm kernel and babassu oil, for technical or industrial uses (excl. for manufacture of foodstuffs)		

# How does EUDR impacts different sections of the value chain?



## General implications

**01 Deforestation-free sourcing**

Complete supply chain visibility and understanding of sourcing countries' laws. Identification of sourcing countries under EUDR "high, standard and low risk"

**02 Import EU**

Identify stakeholder that will ask or will need to provide the company with their due diligence statements

**03 Sustainable consumption**

Align publicly available sustainable sourcing commitments to EUDR timeframe

**04 ESG regulatory constellation**

Identify where and how the implementation of the different EU regulatory evolutions (CSRD, CSDDD, etc.) can be leveraged to avoid resource duplication and inefficiencies.

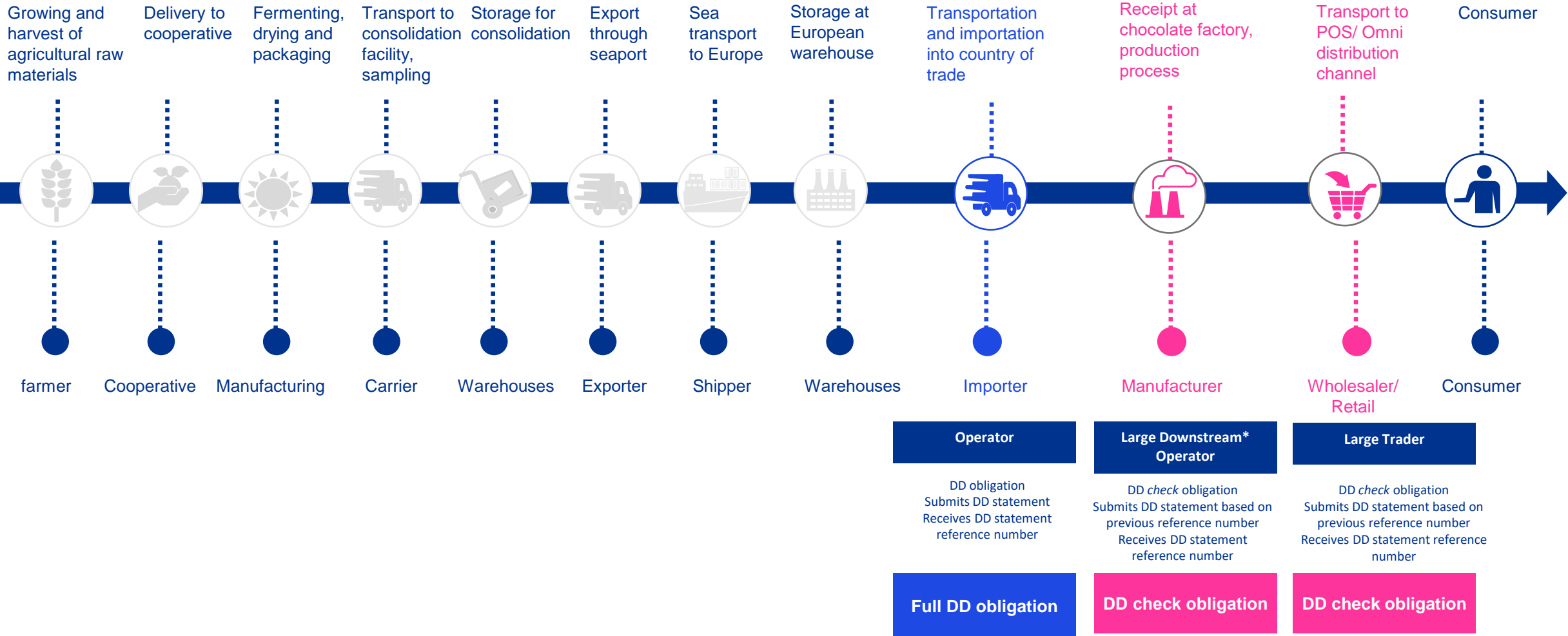
**05 Internal alignment and change management**

Engage multi-department collaboration, specially between procurement and sustainability.

# Example level of obligation in value chain Cocoa

Role value chain

Position value chain



Based on sources: CDP Policy Explainer Deforestation Regulation.pdf (thechocolatelifelife.com) & EUDR Cocoa factsheet CDI EN 30May (efi.int)

03

Key  
considerations  
for compliance





# EUDR requires an in-depth understanding of tool landscape & integration

## Do not continue manually but choose best tool that uses GSI standards

**Our Aim**  
 KPMG evaluated EUDR tool providers with regard to the extent to which their solution fulfills the functional and technical requirements as well as the general requirements.

**Our Process**  
 In a Request for Information (RFI), we sent questionnaires to 42 EUDR tool providers, who answered questions about aspects of their tool. The responses were translated into a score for comparability.

**Our Findings**  
 Of the 19 vendors that responded to the questionnaire, 10 companies offer solutions meet at least 66% of the requirements in each category.

**A sample of available tools on the market**

Global Traceability  
 Farmforce  
 TOPO  
 ICE Benchmarking  
 Merida  
 LiveEO  
 Marble Imaging

Osapiens  
 KPMG Origins  
 Satelligence  
 Source Intelligence  
 Nadar  
 SarVision/Greenant  
 Prewave  
 Optel  
 ServiceNow  
 Swift Geospital

Ulula

Contacted companies without answer: Agritask, EcoVadis, Everstream, Farmforce, Impero, Interos, Jaggaer One, Kanop, Koltiva, RepRisk, Salesforce, SAP Green Token, Sedex, Sepal, Singleearth, Sphera, Sustainabill, Tacto, Telekom, TraceX, Transparency-one, Workiva, Xylem Technologies

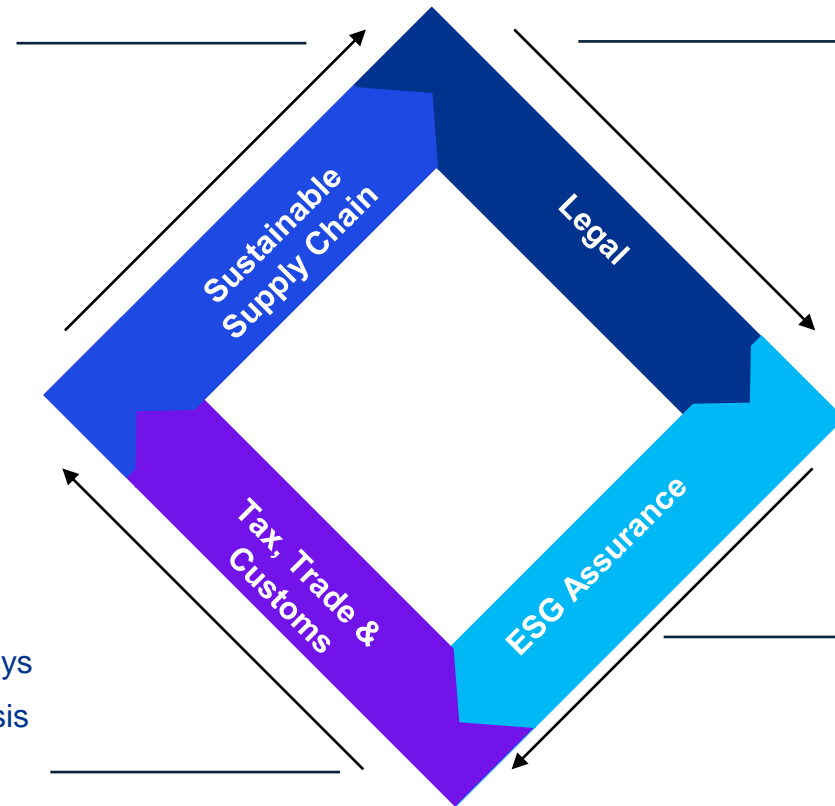
# An interdisciplinary approach is necessary for successful implementation of EUDR

## Advice and support in the end-to-end implementation of EUDR:

- EUDR applicability (HS codes, trader/operator, etc.)
- Supply chain considerations (incl. risk assessment frameworks, supplier onboarding, etc.)
- EUDR technology and system integration

## Advice on tax and customs considerations, incl. :

- Optimization of importing pathways
- Sourcing country scenario analysis
- DDs considerations for customs



## Support in the interpretation and understanding of:

- Applicability of EUDR regulation at group level
- Applicability at HS code level for different stakeholder groups
- Interpretation of nuances within regulation
- Local legislation in the country of origin as part of the risk assessment and mitigation processes.

## Verification of veracity of EUDR due diligence statements in:

- Verification of data from sourcing countries
- Verification of processes and controls in HQ

# Our recommended approach for EUDR readiness

KPMG has a network of global experts to assist companies in understanding the policy evolution in sourcing and trading countries and optimize business and ESG strategies in the context of the rapidly changing global environmental regulatory landscape. Our multidisciplinary roadmap jointly considers key ESG strategy, supply chain, customs, legal, data & tech and assurance expertise to support companies across sectors and geographies.

## 01

### Current State Analysis

Impact assessment:

- Scope brands, product and derivatives subject to EURD
- Identify degree of value chain visibility
- Define gaps for EUDR compliance by 12/24

Develop EUDR roadmap towards compliance

## 02

### Assess and design processes

Design EUDR Target Operating Model (TOM)

Design Due Diligence processes:

- Select a technology provider
- Develop/adapt risk assessment framework
- Define measures to cease, prevent or mitigate human rights and environmental risks

Design external and internal stakeholder engagement strategy

## 03

### Implementation support

- Integrate selected technology with internal and external processes
- Engage suppliers for appropriate data gathering
- Roll-out of identified risks
- Set-up complaints system
- Prepare due diligence statement

Legal and customs support

**Thank you**

**[josjoos@KPMG.com](mailto:josjoos@KPMG.com)**



# The user stories for the actors in the supply chain

Simon Eicher, Head of Agriculture, GS1 France

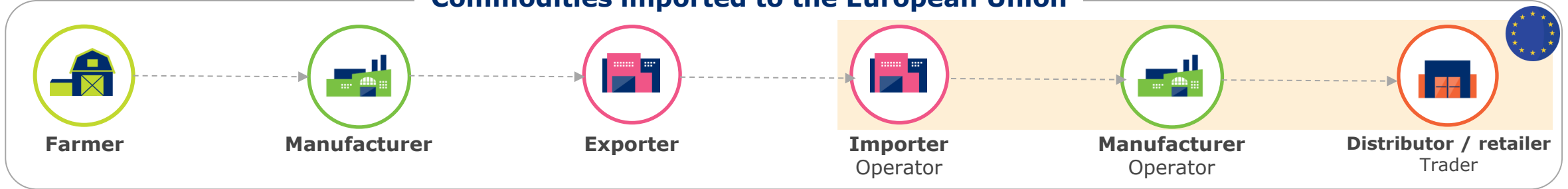
# Getting ready for Deforestation Due Diligence

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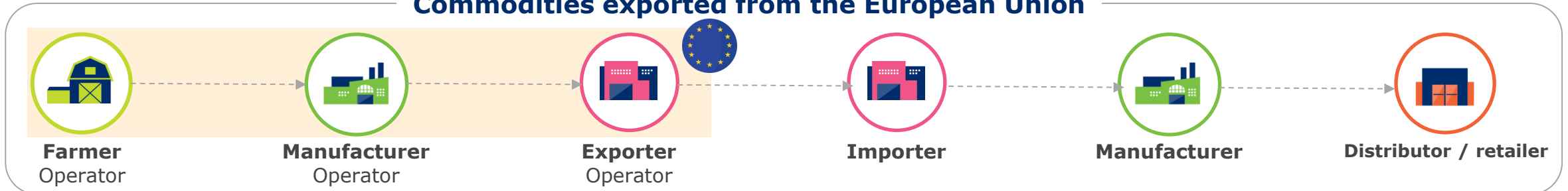


# High-level supply chains – for EUDR

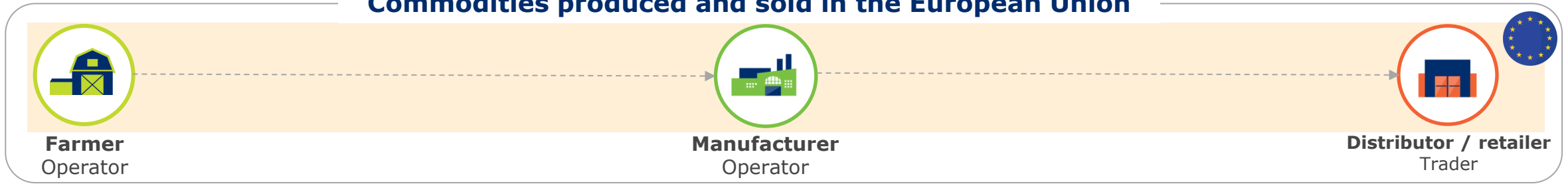
## Commodities imported to the European Union



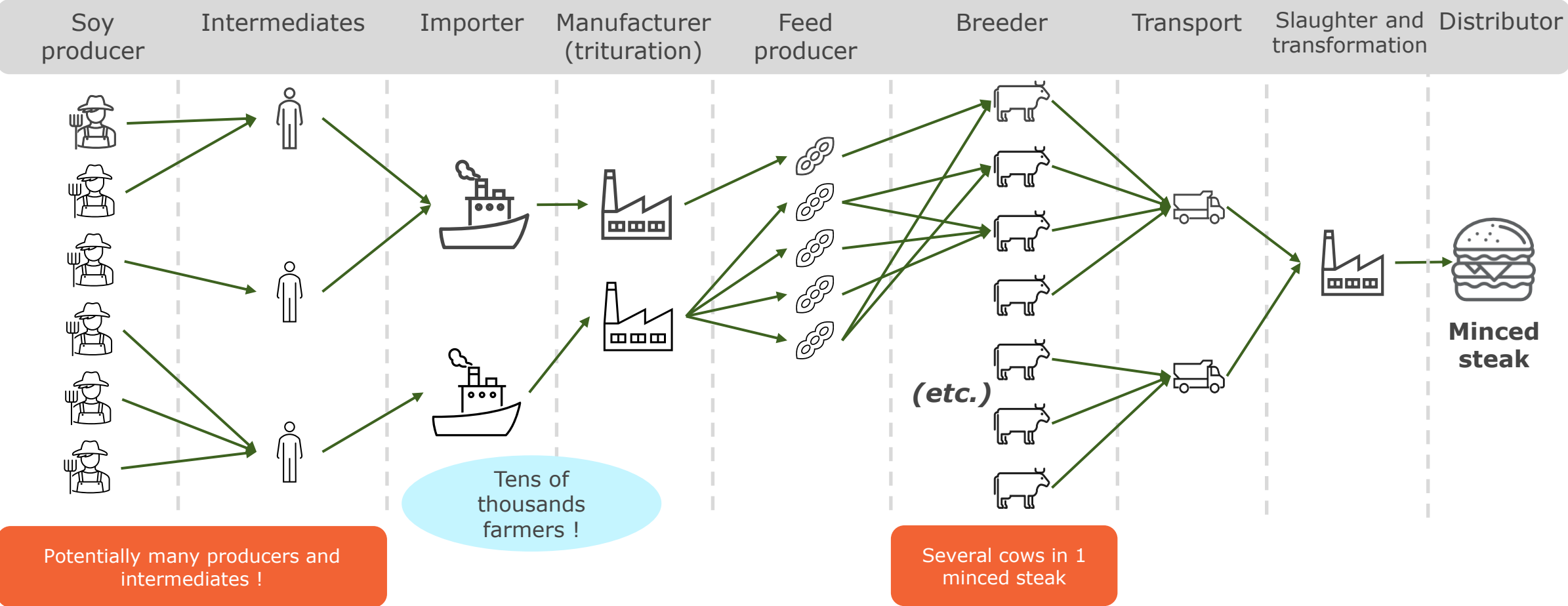
## Commodities exported from the European Union



## Commodities produced and sold in the European Union



# An example of the simplified supply chain of animal feed and steak production





# User stories - responsibilities



**non-EU**

No difference in type and size of actor

No legal responsibility, HOWEVER:

- EU business partners will demand data for the EUDR
- Data Collection is needed



**EU**

Operator



Trader

- Farmer
- Exporter
- Importer
- Manufacturer

- Retailer
- Distributor

Small and medium enterprises (SME)

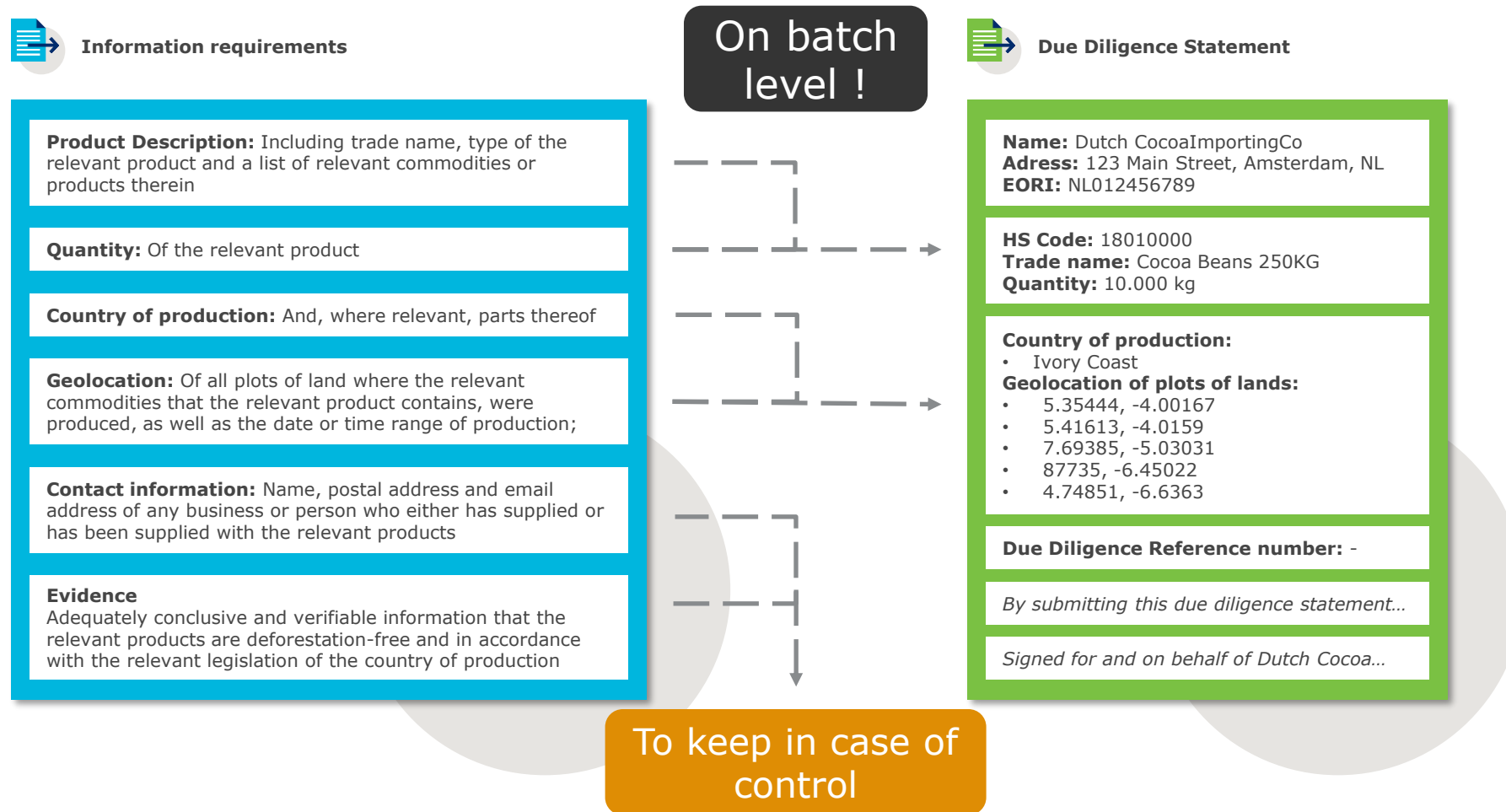


Non-SME

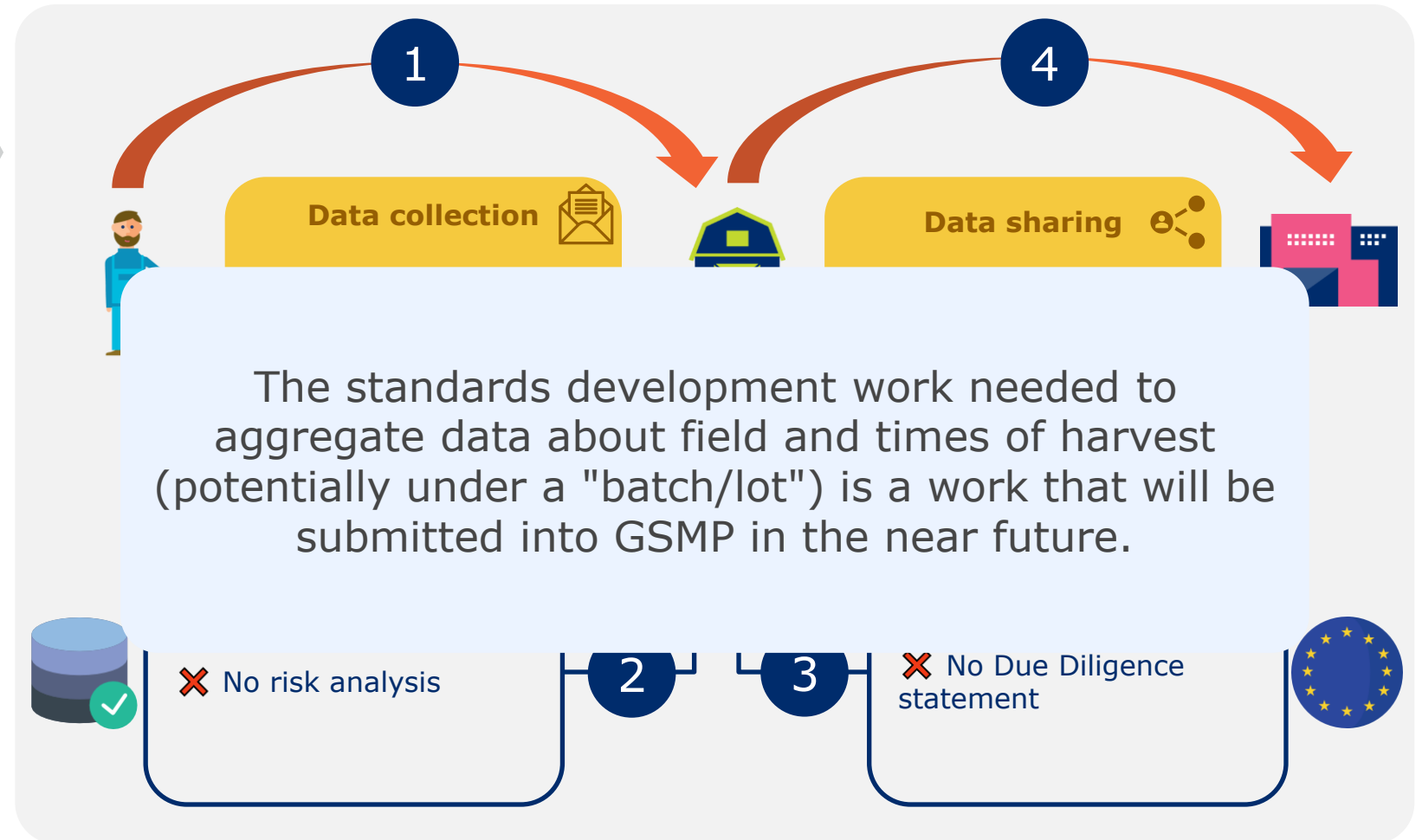
Responsibilities for actors:

- Data collection
- Data Analysis
- Due Diligence Compliance

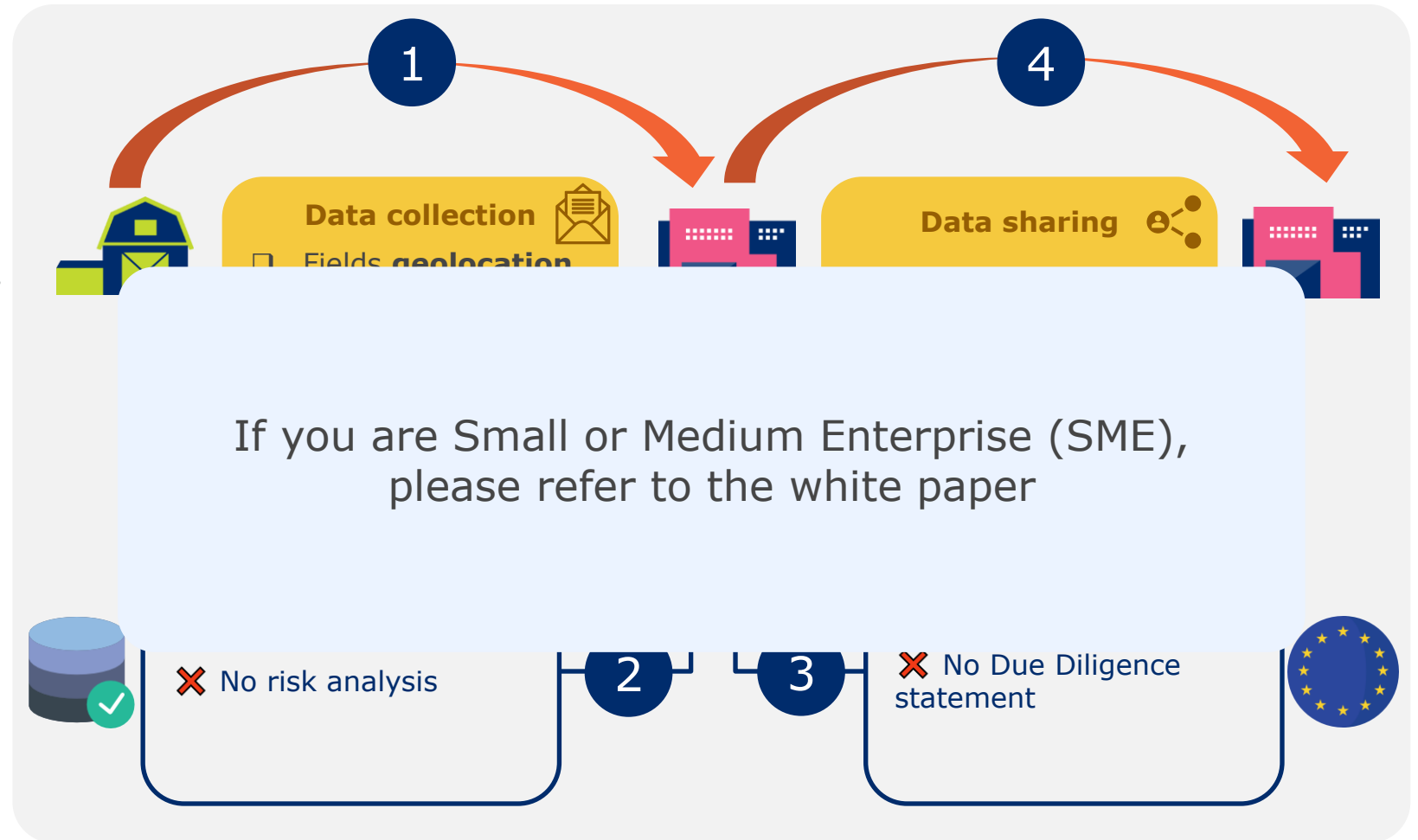
# Information Requirements and Due Diligence Statement



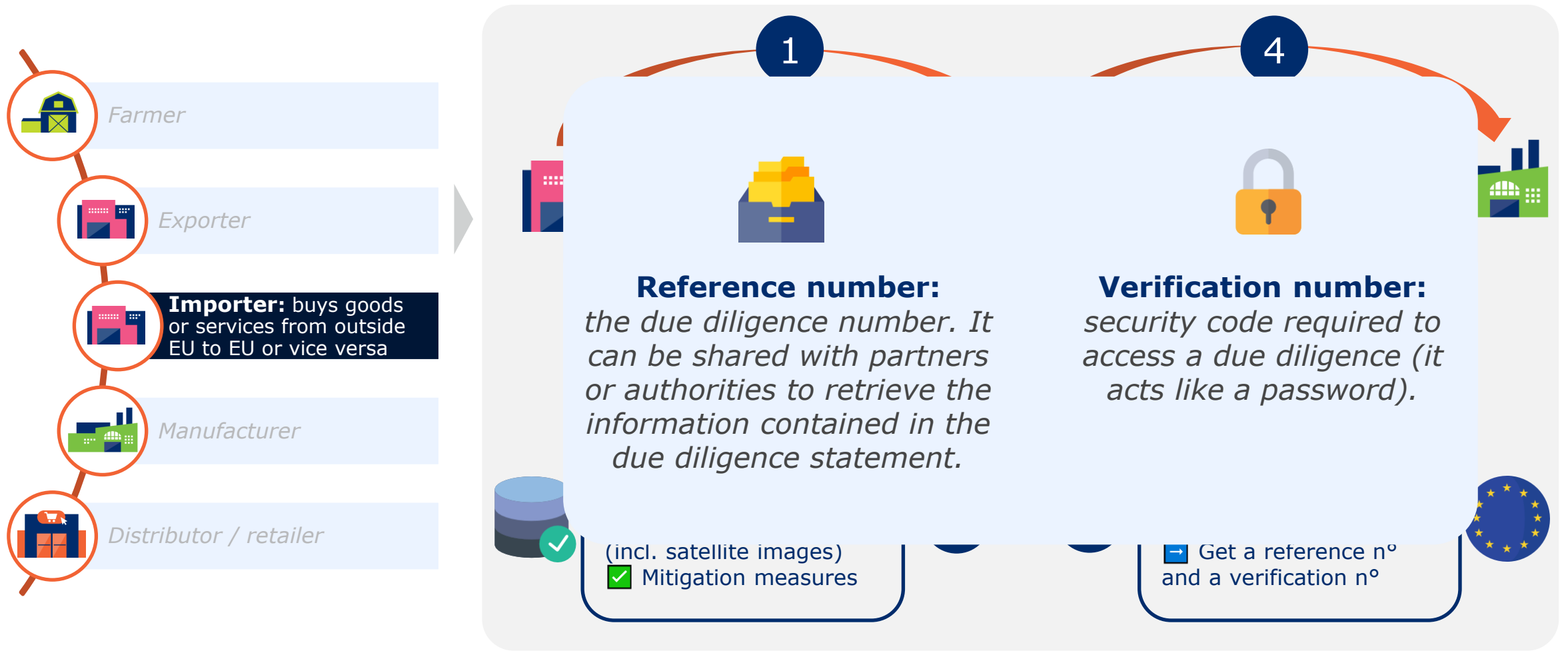
# User stories : example of a small farm outside of Europe



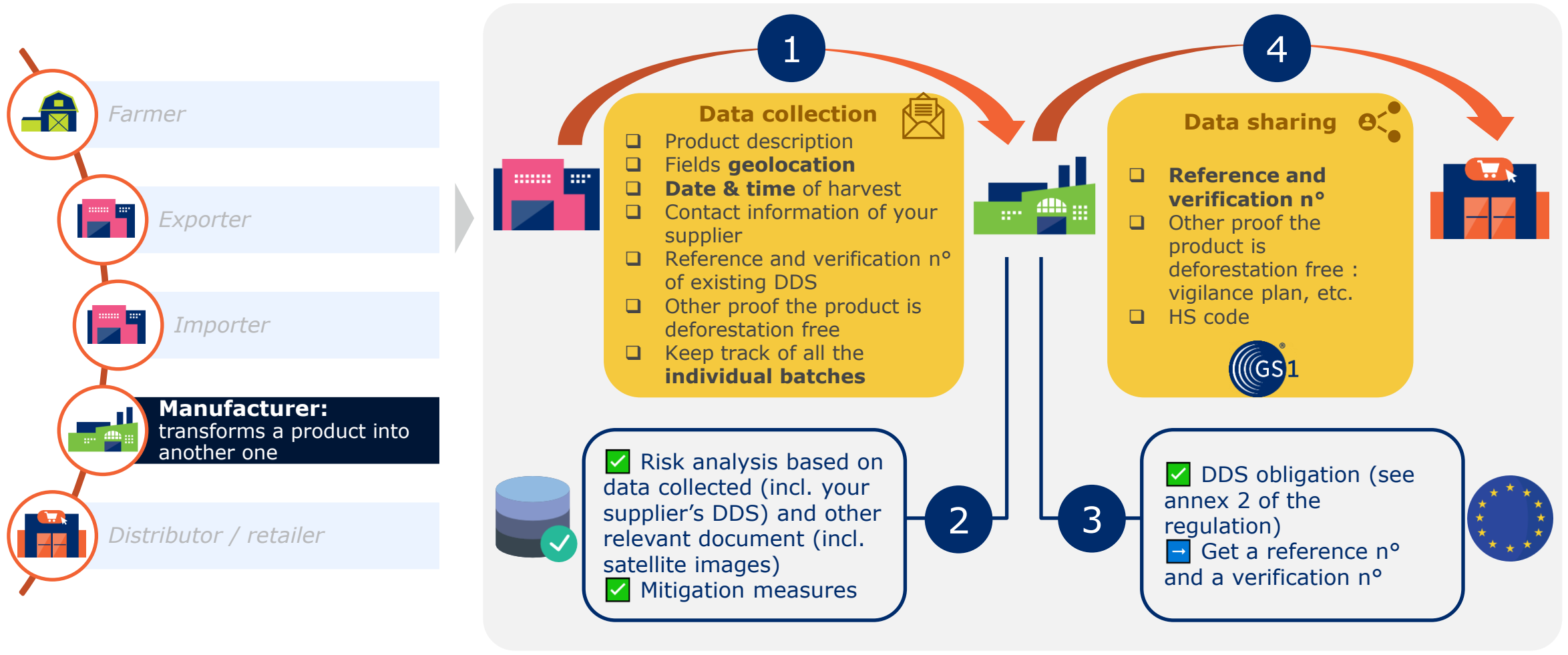
# User stories : example of an exporter (non-SME outside of Europe)



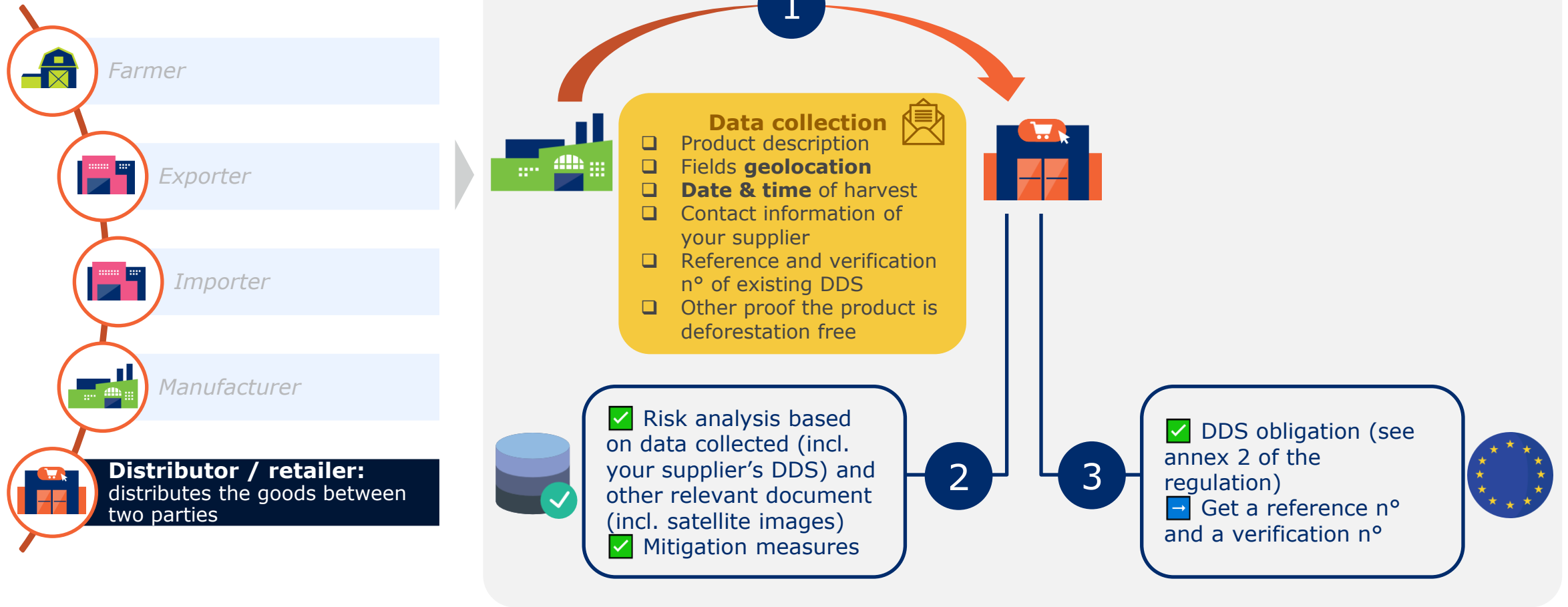
# User stories : example of an importer (non-SME, inside of Europe)



# User stories : example of a manufacturer (non-SME, inside of Europe)

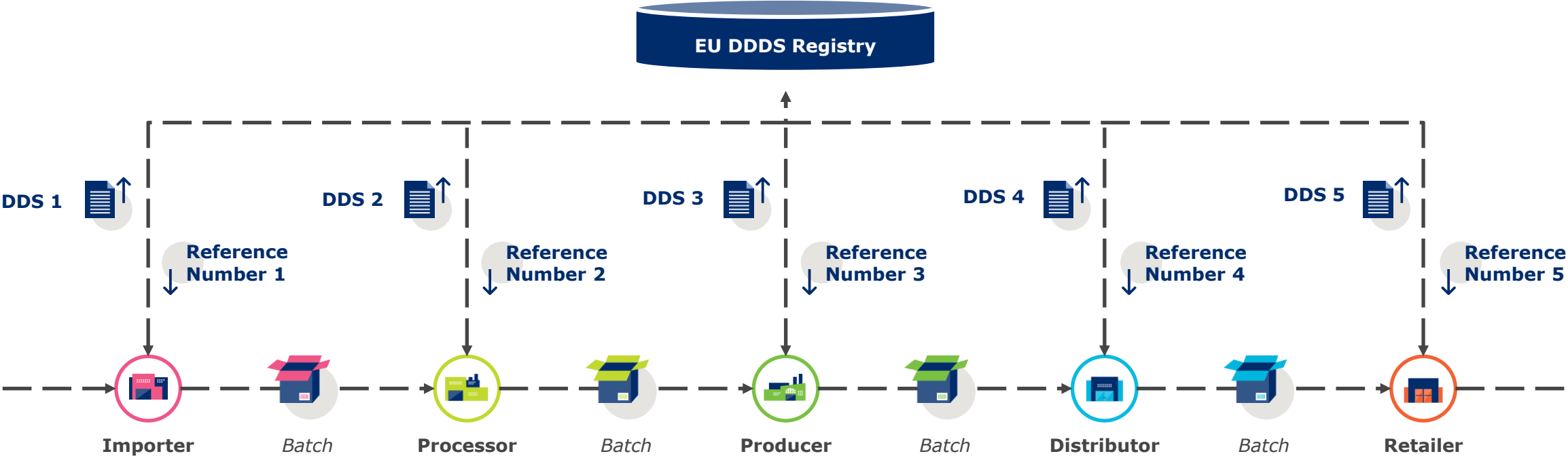


# User stories : example of a **retailer** (non-SME, inside of Europe)



# Summary of the EUDR process (in the EU)

**European Union Deforestation Due Diligence Registry**  
Stores and assigns reference numbers to submitted Due Diligence Statements



Data collection and Risk Analysis for Deforestation Due Diligence



# Examples of Due Diligence Statements

## Due Diligence Statement #1

<b>Name:</b> Dutch CocoaImportingCo <b>Address:</b> 123 Main Street, Amsterdam, NL <b>EORI:</b> NL012456789
<b>HS Code:</b> 18010000 <b>Trade name:</b> Cocoa Beans 250KG <b>Quantity:</b> 10.000 kg
<b>Country of production:</b> <ul style="list-style-type: none"> <li>Ivory Coast</li> </ul> <b>Geolocation of plots of lands:</b> <ul style="list-style-type: none"> <li>5.35444, -4.00167</li> <li>5.41613, -4.0159</li> <li>7.69385, -5.03031</li> <li>87735, -6.45022</li> <li>4.74851, -6.6363</li> </ul>
<b>Due Diligence Reference number:</b> -
<i>By submitting this due diligence statement...</i>
<i>Signed for and on behalf of Dutch Cocoa...</i>

Importer in EU Member State buys deforestation-free beans and places them on the market

## Due Diligence Statement #2, #3 and #4

<b>Name:</b> Belgian CocoaProcessingCo <b>Address:</b> 456 Other Street, Brussels, BE <b>EORI:</b> -
<b>HS Code:</b> 18040000 <b>Trade name:</b> Cocoa Butter 100KG <b>Quantity:</b> 2.500 kg
<b>Country of production:</b> <ul style="list-style-type: none"> <li>Ivory Coast</li> </ul> <b>Geolocation of plots of lands:</b> <ul style="list-style-type: none"> <li>5.35444, -4.00167</li> <li>5.41613, -4.0159</li> <li>7.69385, -5.03031</li> <li>87735, -6.45022</li> <li>4.74851, -6.6363</li> </ul>
<b>Due Diligence Reference number:</b> #1
<i>By submitting this due diligence statement...</i>
<i>Signed for and on behalf of Belgian Cocoa...</i>

Producer in EU member state processes cocoa beans to cocoa derivatives and places them on the market

## Due Diligence Statement #5

<b>Name:</b> German ChocolateProducingCo <b>Address:</b> 789 This Street, Berlin, DE <b>EORI:</b> -
<b>HS Code:</b> 18069039 <b>Trade name:</b> ChocoCo's ChocoBars 500G <b>Quantity:</b> 5.000 kg
<b>Country of production:</b> <ul style="list-style-type: none"> <li>Ivory Coast</li> </ul> <b>Geolocation of plots of lands:</b> <ul style="list-style-type: none"> <li>5.35444, -4.00167</li> <li>5.41613, -4.0159</li> <li>7.69385, -5.03031</li> <li>87735, -6.45022</li> <li>4.74851, -6.6363</li> </ul>
<b>Due Diligence Reference Number:</b> #2-4
<i>By submitting this due diligence statement...</i>
<i>Signed for and on behalf of German Choco...</i>

Chocolate manufacturer in EU member state processes cocoa derivatives into chocolate bars and places them on the market

# The importance of compliance with EUDR

Anette Andersson, GS1 Data Quality Expert, ICA

# ICA Gruppen at a glance

1,968

retailer- and Group-owned stores and pharmacies. The core business is grocery retail.

CEO  
Nina Jönsson

Chairman of the Board  
Magnus Moberg

Sales 2023

148 Bn

Whereof groceries

84%



ICA Gruppen's operations are broken down into

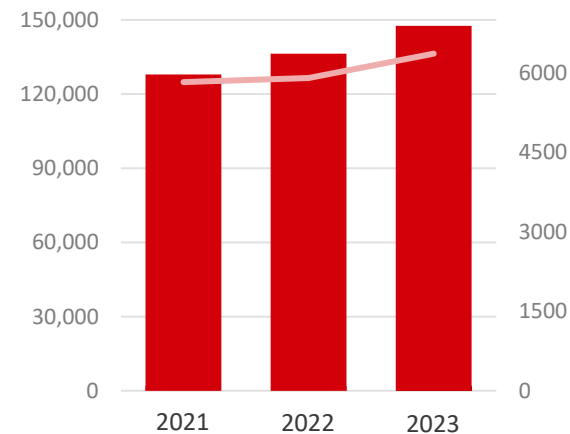
- ICA Sweden
- Rimi Baltic
- Apotek Hjärtat
- ICA Real Estate
- ICA Bank

## ICA Sweden: Market leader in grocery retail

Sweden's leading grocery retail actor with four profiles: Maxi, Kvantum, Supermarket and Nära. Independent ICA retailers own and operate the stores, but have agreements with ICA Sweden for, e.g., coordinated sourcing, logistics, market communication and store development.



Net sales & EBIT 2021-2023, Bn



More than  
**24,000**

employees in ICA Gruppen and its companies

Approx.  
**50,000**

people working in the retailer-owned ICA stores

# EUDR at ICA

Involves large parts of ICA's operations

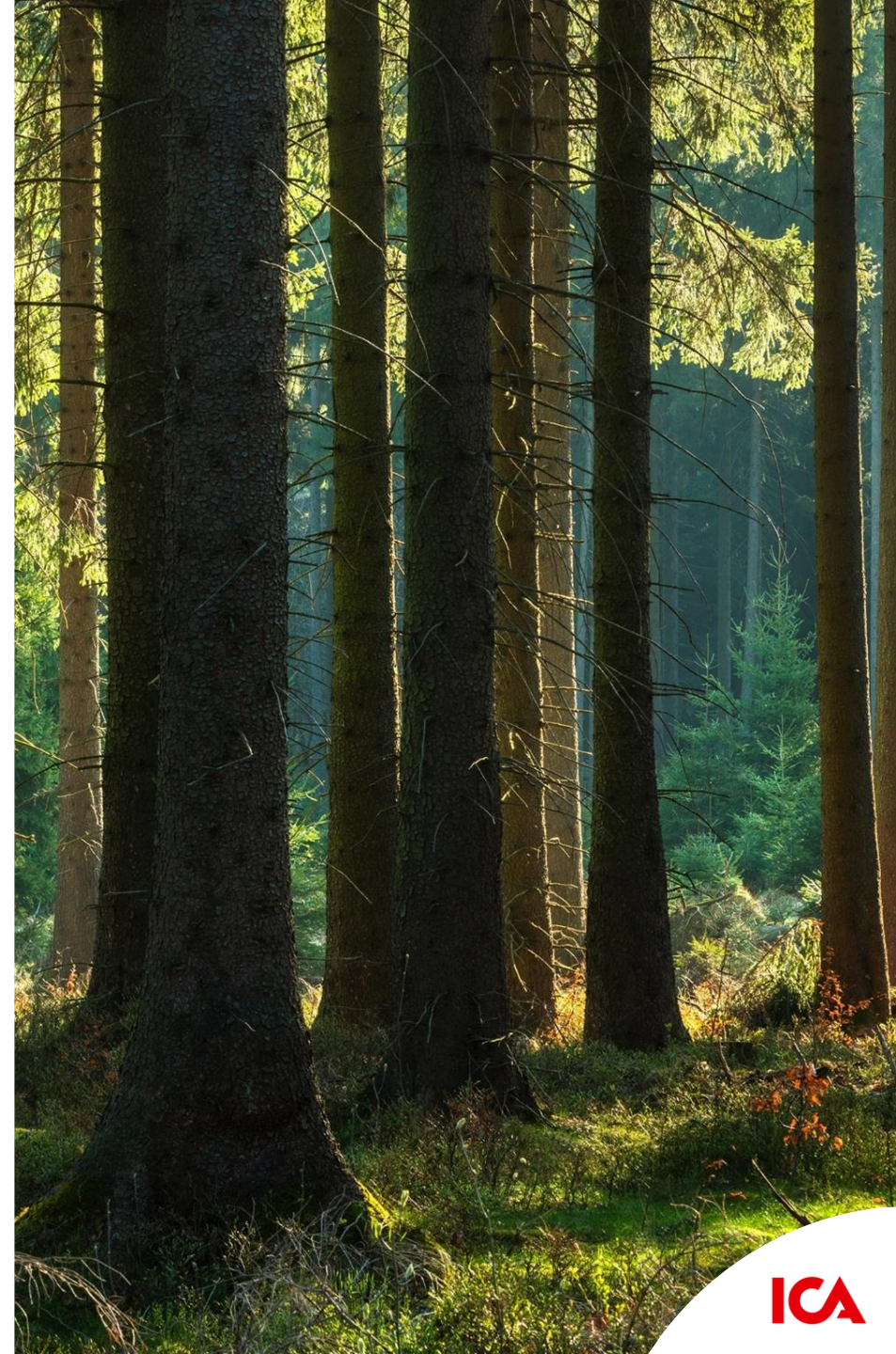
- Assortment & Purchasing
- Legal and Corporate responsible (CR)
- Digital & Tech (IT)
- Logistics
- Product Development – Private Label
- ICA Stores

## All Business areas are affected

- Except fruits and vegetables

**ICA have products with content/ingredient from all the EUDR commodity groups**

- Beef, Cocoa, Coffee, Oil palm, Rubber , Soy, Wood



# Compliance with the EUDR

## Non-compliance can lead to

- Fines up to 4% of the company's annual turnover
- Supply shortages – goods can be re-called and we miss out on sales
- Lack in consumer trust

## Main Obstacles

- Difficult to interpret legal requirements
- The entire company must be aware of the change
- Many products from different categories
- All suppliers need to adapt to the EUDR
- ICA need to collect and store new information
- Different levels of maturity of EUDR and GS1 standard



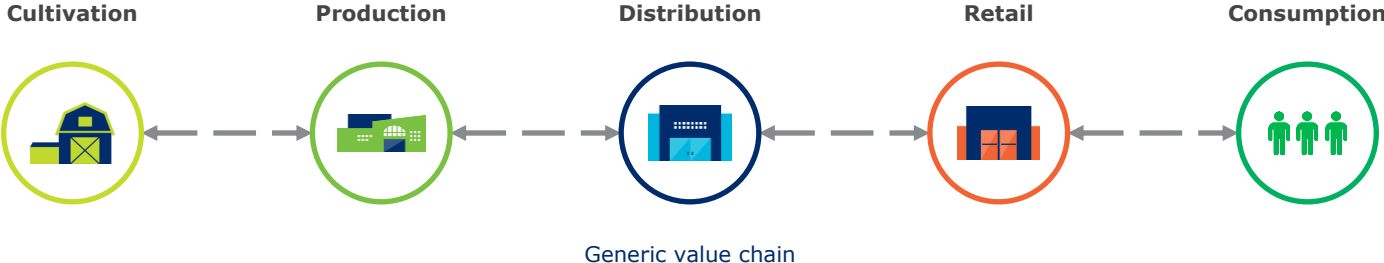


# Using GS1 standards to support compliance

Lena Coulibaly, Senior Sales & Client Relations Manager, GS1 Sweden

# Using GS1 standards to support compliance

Access to qualitative and traceable data throughout the value chain will be critical to meet future requirements



To ensure this, all actors in the value chain need to be able to identify, track and seamlessly share information about objects and events in the value chain

### Identify unique objects



Unique identities for different objects in the value chain

### Track individual events



Data carriers that can be read or scanned to convey encoded information

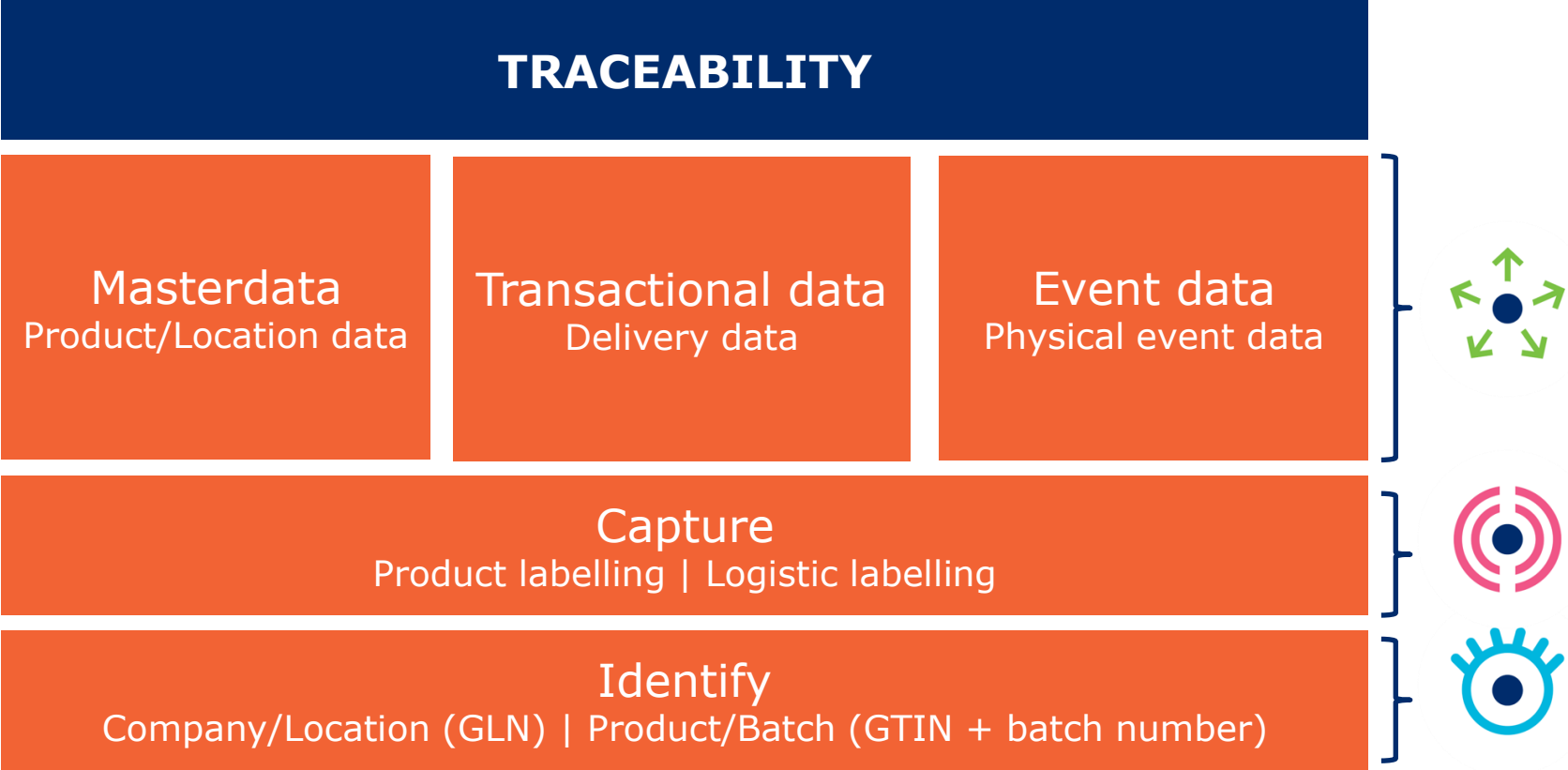
### Share collected data



Sharing that ensures information flows seamlessly and securely between parties



# GS1 standards – a common language to identify, capture and share data



# To summarise

**Identify**



- Global Trade Item Number (GTIN)
- Global Location Number (GLN)

All standards are up to date

**Capture**



- Data carriers for product labelling
- Data carriers for logistic labelling

Transition towards QR code or DataMatrix

**Share**

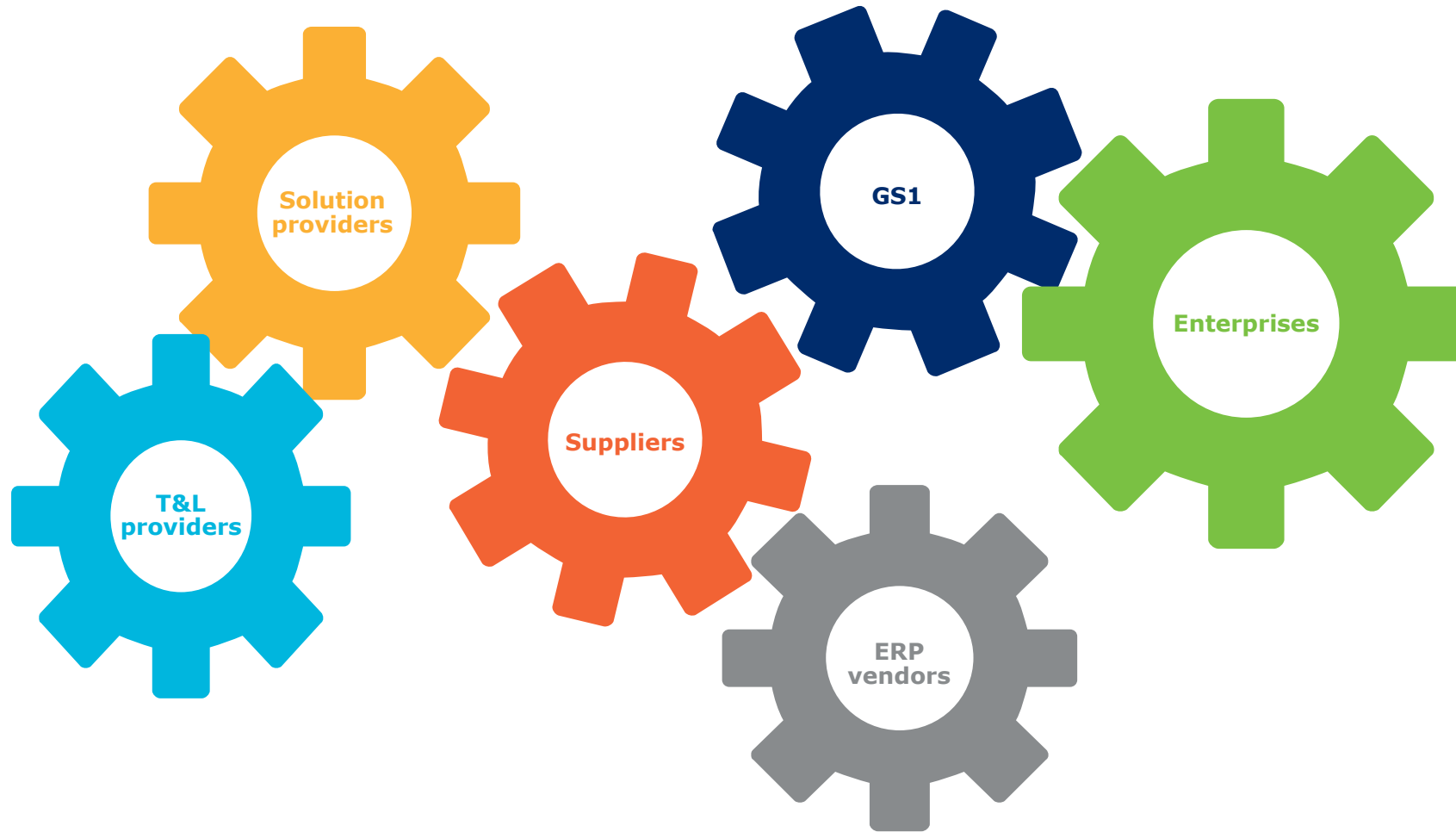


- (Master data)
- Transactional data => EDI
- Event data

Pending work requests on EDI messages and application identifiers

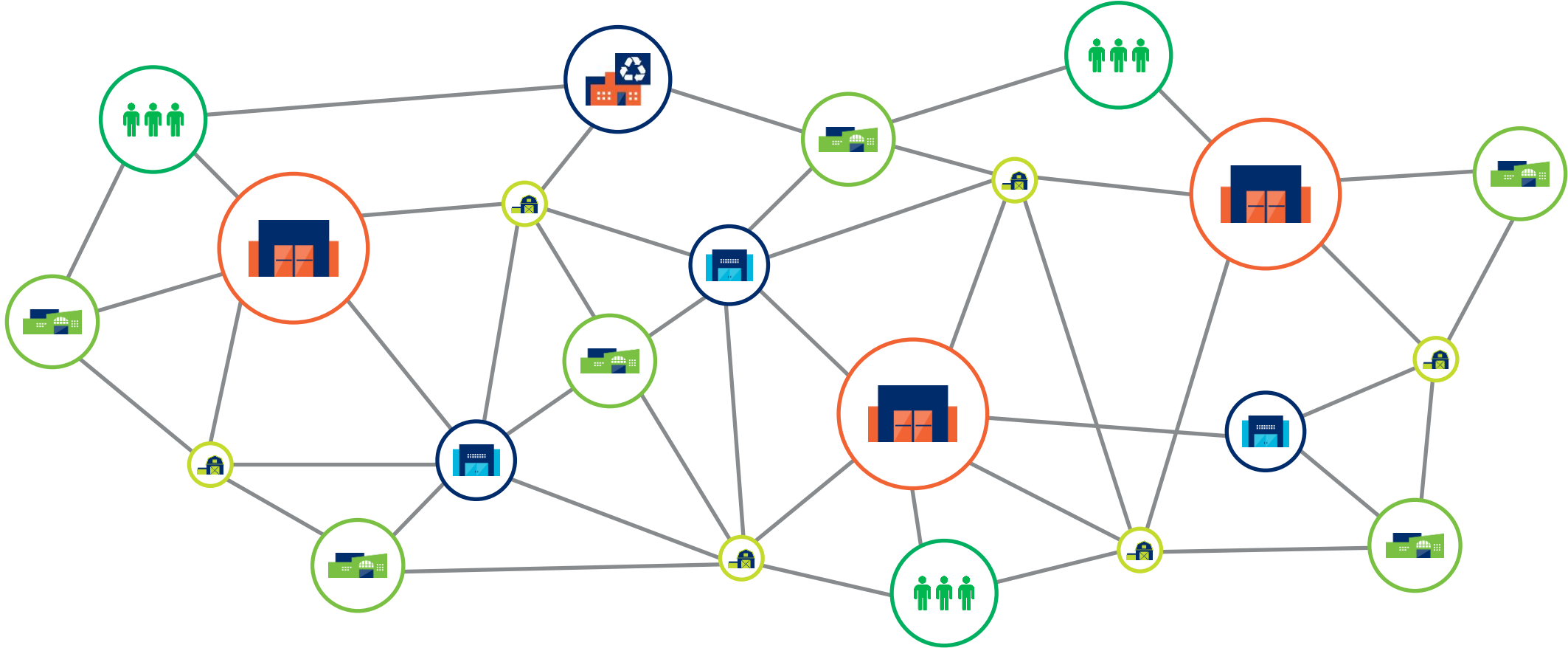
# Working together on transparency and traceability

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# Conclusions and White Paper

# The scale and complexity of value chains today means the task will be challenging for companies without a standardised approach



Actual value chain

# The takeaways

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## **GET ORGANISED**

By doing an impact assessment for your company

## **PREPARE YOUR DATA**

To enter data into the European DDDS Registry

## **USE GS1 IDENTIFIERS**

To identify your company, locations and products

## **USE GS1 STANDARDS**

To exchange data with your business partners

# Closing

# GS1 InterACT – 17 October – Vienna + Online

**GS1**  
**INTERACT**

HYBRID EVENT, VIENNA, AUSTRIA  
17 OCT 2024, 10 - 16h CEST

**Next-Generation Barcodes  
for a Sustainable Tomorrow**

 **GS1**  
in Europe