GS1 in Europe

The Global Language of Business

Packaging Industry Expert Group and Community

Call for participation

FOCUS AREAS

- Packaging related legislation (e.g. Packaging & Packaging Waste Regulation, Extended Producer Responsibility, EU Waste Framework Directive)
- Packaging industry challenges (related to Identify, Capture, Share)

WHO IT'S FOR

Brand owners, retailers, manufacturers, packaging producers, logistics providers, industry associations, solution providers, sustainability & regulatory experts, and GS1 in Europe MOs.

KEY REQUISITES

- Be active in the packaging field.
- Be an expert either in packaging, sustainability and/or data.
- Complete the self-assessment form.
- Sign the GS1 in Europe IP Policy
- Your company is member or partner at a local GS1 Member Organisation

GS1 in Europe is launching the Packaging Expert Group & community, a collaborative forum & ecosystem for dialogue on packaging-related business requirements, regulatory developments, and the harmonised adoption of GS1 standards across Europe.

The GS1 in Europe Packaging Expert Group brings together professionals from across the packaging value chain, including brand owners, retailers, manufacturers, packaging producers, logistics providers, solution providers, industry associations, sustainability specialists, regulatory experts and GS1 Member Organisations. Supporting the objectives of the GS1 in Europe Packaging Activity, the Group contributes industry expertise and practical insights to help review, validate and enrich Packaging programme deliverables and projects.

Through defined workstreams and time-bound initiatives, participants help identify industry needs, support the adoption of GS1 standards across the packaging ecosystem, and provide recommendations on packaging data interoperability, identification, traceability, sustainability, recycling, Extended Producer Responsibility (EPR), the Packaging and Packaging Waste Regulation (PPWR) and other emerging regulatory developments. By bringing together stakeholders from across the supply chain, the Group helps ensure that GS1 in Europe packaging solutions remain practical, industry-driven and aligned with real-world business and regulatory requirements.

Purpose & scope

The Expert Group aims to:

- Build a European community of practice on packaging topics
- Identify and prioritise business challenges that could benefit from GS1 standards
- Share implementation experience and industry best practice
- Track and raise awareness of evolving EU regulatory requirements
- Align industry needs GS1 standards development
- Promote collaboration across the packaging value chain

In scope

- Regulatory & policy: PPWR, EPR and reporting requirements
- Identification & data: packaging identification models and hierarchies, data attributes and master data, data exchange and interoperability

Governance & ways of working

The Expert Group is an industry advisory and collaboration group operating under the GS1 in Europe IP Policy. It identifies business requirements, explores implementation challenges, and develops recommendations — it does not itself develop, approve, or ratify GS1 standards. Any resulting standards work follows the established GS1 Global Standards Management Process (GSMP).

Participation is selection-based, designed for balanced industry representation, and built on consensus. Participants are expected to contribute actively to discussions and workshops, bring real business requirements and use cases, respect competition law, and collaborate constructively with fellow stakeholders.

The community is a group that wants to stay informed and will endorse and adopt the output of the expert group. This group does not actively contribute to the discussion but will be informed at each milestone.

All participants comply with the GS1 in Europe IP Policy and competition-law requirements.

Who should join these groups?

Encouraged to participate:	Relevant expertise areas:
• Brand owners / Packaged goods manufacturers • Distributors / Retailers • Packaging material producers • Industry associations • Other parties (e.g. Solution providers, consultants) • GS1 in Europe MO's	• Packaging design & compliance • Packaging data & data management • Regulatory & policy expertise on sustainability (PPWR, EPR, etc.) • Product / data information management • Data modelling & architecture • Supply chain management & operations • GS1 standards

Everyone who wants to stay informed on the progress and output can join the community group.

Deliverables & benefits

A shared business language, information model and data model that provides a stable, global foundation for efficient operations, interoperability and future compliance across the value chain.

Expected outputs include packaging value chain visualisations, business requirement recommendations, regulatory impact assessments, industry use cases and implementation guidance, gap analyses against existing standards, and — where relevant — draft work requests for future GS1 standards development.

In return, participants gain early visibility on regulatory developments, a peer network of packaging experts across Europe, and a direct channel to help shape future GS1 packaging standards work.

Provisional timeline & time to spend

The Packaging Expert Group is expected to spend a couple of hours per week. Recruitment will open upon publication of this document. The kick-off meeting will be planned on Tuesday 15 December 2026 (at 14:00 CET).

As part of its initial activities, the Group will review and provide input on two key GS1 in Europe Packaging deliverables: the GS1 in Europe Packaging PPWR Data Model and the GS1 in Europe Packaging Upstream Guidance Document.

The Group will support the GS1 in Europe Packaging Activity's objective of promoting the adoption and use of GS1 Standards across the packaging value chain, helping organisations address packaging-related challenges through practical, industry-driven and interoperable solutions.

The Community Group will meet periodically.

How to join

GS1 Member Organisations identify and invite suitable packaging experts from their local industry. Interested experts or participants complete a short self-assessment covering their professional experience, areas of expertise, relevant projects or regulatory experience, and the value they would bring to the Group.

Submissions — the self-assessment plus a signed IP Policy — are reviewed by the GS1 in Europe Packaging Core Team to ensure balanced representation across sectors and expertise. Selected experts join the Expert Group; others are invited to the broader GS1 in Europe Packaging Community mailing list to stay informed of activities, outputs, and future opportunities.

On the side bar you find the link to the registration and self-assessment. After registering, the IP policy will be shared and needs to be signed.

GS1 in Europe

REGISTER AND SELF-ASSESSMENT FORM:
https://www.surveymonkey.com/r/PackagingExpertGroup

SIGN THE IP POLICY:
To be sent after registration and self-assessment

QUESTIONS?
Contact the GS1 in Europe Packaging Project

- Richard Schenkel (lead)
- Henk-Jan Timmerman (manager)
- Jan Somers (sponsor)

Or connect with GS1 in Europe by email: ContactUs@gs1eu.org or with your local GS1 Member Organisation