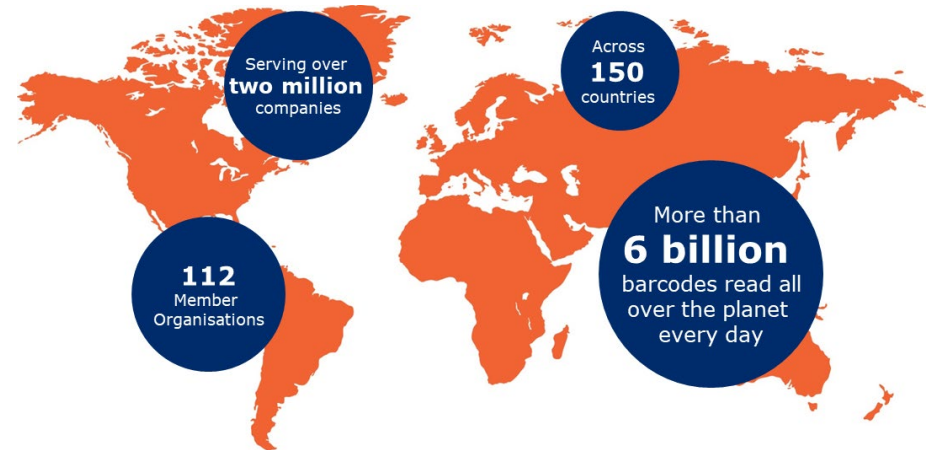


Our purpose & beliefs

**GS1 believes in the power of standards
to transform the way we work and live**

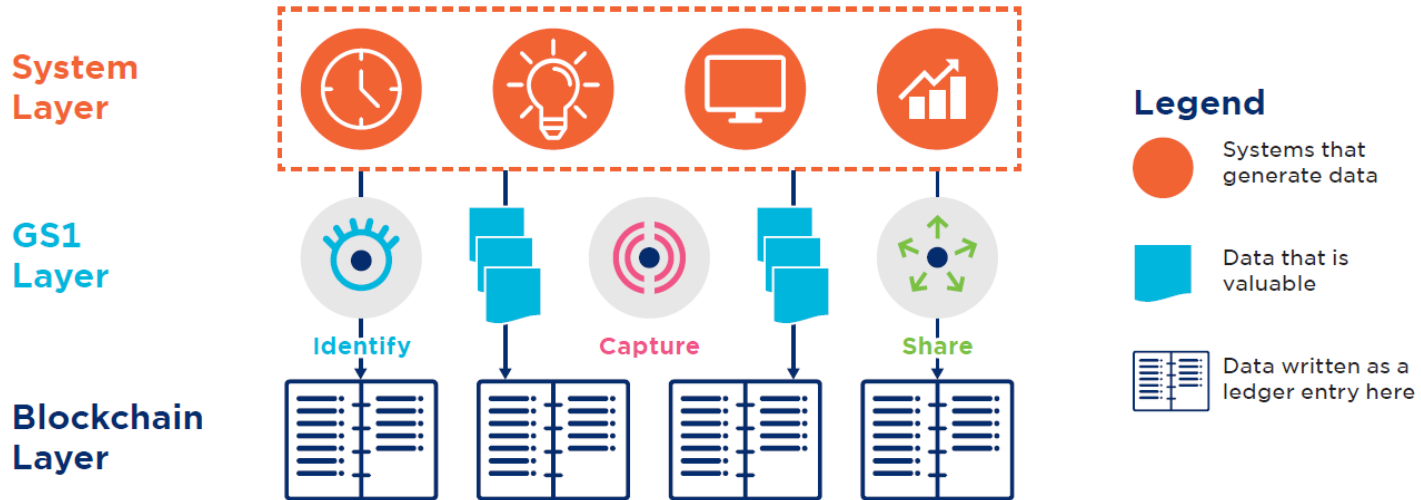
We are a **standardization organization**
+ **user community** that is:

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

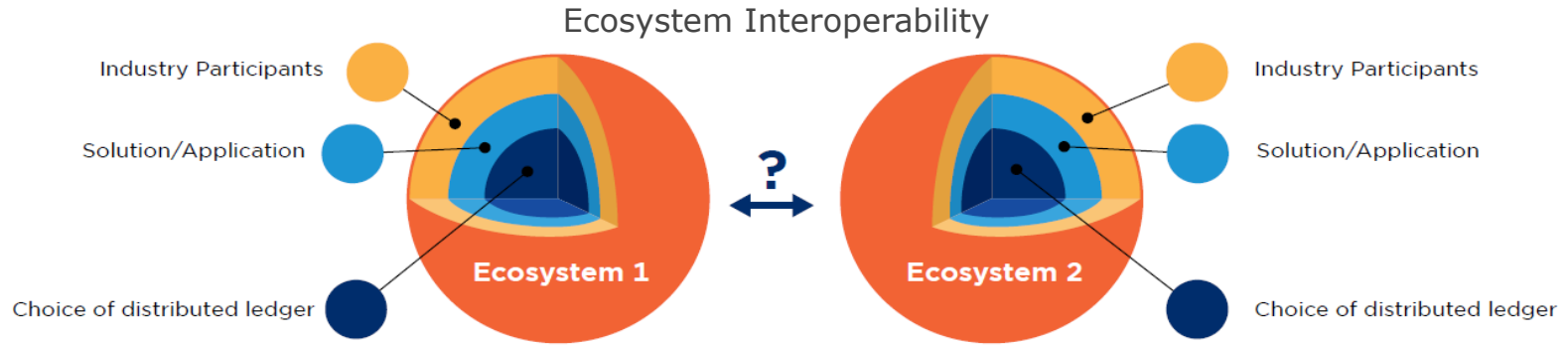


Blockchain and Identify, Capture and Share

Blockchain is a replicated, secure and distributed ledger.
GS1 facilitates standards for data and some business applications.



The future landscape of ecosystems



Bridging Blockchain Ecosystems:

- Ensure use of GS1 standards for identity of parties, places and products
- Ensure use of EPCIS as common language for data sharing
- Define the requirements for ledger components
- Establish inter-ecosystem and ecosystem-to-ecosystem governance

Understanding the blockchain layer

- What data gets stored on a blockchain
 - Fully formed, cryptographically signed plain text events?
 - A cryptographic hash of the data? Plus a pointer to off-chain data?
 - A combination?
 - Any other way?
- Who gets to see the data stores?
 - Public
 - Private

Questions to ask?

- Is blockchain the right technology choice for my business needs?
- How can I be assured that a given solution will provide true interoperability with my trading partners?
- What is the real cost of blockchain over existing data sharing technologies?



In summary – the business considerations

1. Agree on the application of existing standards for unique identification and visibility data models and the method of exchange of that data.
2. Develop specific guidance about how to apply standards consistently across an industry for a specific business problem.
3. Create an overarching governance policy that every blockchain-based solution ecosystem will adhere to, in order to be a part of a broader cross-ecosystem network.

