**Business purpose**
This group will align on and standardise future-state standards to enable global 2D barcode scanning in retail. In addition, the group will create implementation guidance to help users in their technical migration to 2D barcodes in retail, as well as other collateral that is needed to ensure consistent understanding of the standards that will be developed for 2D in Retail.

**Accomplishments this period**
- Shared questions for end users to provide input from their fellow colleagues

**Key issues and risks**
- None

**Upcoming period activities**
- In Sep motion phase 2 GSCN to community review WR 22-309 “for future state QR Code and Data Matrix retail trade items applications the uncompressed form of GS1 Digital Link URI syntax SHALL be used.”
- Compile and assess feedback from members regarding phase 2 technical specification presentation and continue to seek feedback from end users.
## 2D in Retail MSWG Phase 2

### Overall Status

<table>
<thead>
<tr>
<th>#</th>
<th>Standard/guideline Milestones</th>
<th>Due Date</th>
<th>Notes</th>
<th>#</th>
<th>Collateral milestones</th>
<th>Due date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WR 21-342 - Current state Application Standard Profiles (ASP) for retail trade items phase (completed)</td>
<td>Complete</td>
<td></td>
<td>1</td>
<td>Reference Materials and Tools are being developed by the Industry Engagement Group</td>
<td></td>
<td>Completed work can be found here: <a href="https://www.gs1.org/industries/retail/2D-barcodes">https://www.gs1.org/industries/retail/2D-barcodes</a></td>
</tr>
<tr>
<td>2</td>
<td>WR 22-031 - Adjustments to current state ASP for retail trade items</td>
<td>June 2022</td>
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<td>3</td>
<td>WR 22-031 - Barcode conformance requirements</td>
<td>June 2022</td>
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<td>4</td>
<td>WR 22-223 - Cross-application rules &amp; Related technical specifications</td>
<td>Dec 2022</td>
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<td>5</td>
<td>WR – TBD - Phase 3: 2D in Retail Implementation Guideline</td>
<td>Oct 2023</td>
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</tbody>
</table>

### Stakeholders

- **Sponsor(s)**: Robert BEIDEMAN (GS1 GO)
- **SDL**: J. John RYU (GS1 GO)
- **CE/Sol Liaison**: Lori SCHROP (GS1 GO)
- **SME**: Steve KEDDIE (GS1 GO), Peta DING (GS1 GO)
- **AG Liaison**: Nadi GRAY (GS1 GO)
- **Chairs**: Roberto OLIVARES (Woolworths), Michel OTTIKER (GS1 Switzerland), Kelly SCHLAFMAN (P&G), Amber WALLS (GS1 US)

### Project Scope, Resources and Timeline Change Management

1. **IESC approval date** January 2022
2. **ESC projected completion date** Sept 2023

### New risks identified

- **Legend**
  - Complete
  - Not Started
  - On target
  - Risk of being late
  - Change needed (not recoverable)

- **No** Change request included

- **No**