



The Global Language of Business

Global Standards Management Process

Deforestation-European Union Deforestation Regulation

Mission-Specific Working Group
Call to Action



What business challenges are being solved?

An increasing number of regulatory requirements are driving the need for greater transparency in sustainability, with an urgent demand for accurate, verifiable data. The European Union (EU), through the European Green Deal, is leading this shift with initiatives like the Regulation on Deforestation-free Products (EUDR), which will take effect in December 2025.

EUDR requires operators and traders handling seven key commodities - cattle, cocoa, coffee, oil palm, rubber, soy, and wood - to conduct extensive due diligence and provide specific information about each commodity and some derived products placed on the EU market.

This Mission-Specific Working Group (MSWG) will focus on developing business requirements and a global standard to solve for EUDR implementation ahead of the December 2025 deadline. Per the regulation, trading partners will be required to collect, store and post due diligence statements, as well as exchange data between partners throughout the value chain. The first phase of the standards development work will enable the trading partners to exchange the minimum data needed to meet the regulation (Reference and Verification Numbers), ahead of the December deadline.

A second development phase will clarify additional data requirements beyond the basic exchange and provide a path to meet them. The expected outcome is GS1 guidance on additional data exchange with trading partners and guidance on collecting, storing, and uploading data to an EU-commissioned site.

Benefits for industry

The MSWG aims to provide industry with a standardised, efficient solution for EUDR. It will help companies meet regulatory requirements, avoid financial penalties, and maintain market access. The group will develop standards that support transparent supply chain collaboration, helping trading partners to efficiently meet the regulation while maintaining trust and business continuity. By leveraging GS1 standards, the group will enable solutions that address key challenges such as supply chain digitalisation, secure data exchange, and company readiness to operate within a deforestation-free value chain.

The GSMP is a community-based forum for businesses facing similar problems to work together and develop global standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.



Why is this work needed?

This work is essential to ensure that businesses can meet the EUDR before the December 2025 deadline, avoiding significant financial penalties, supply chain disruptions, and loss of consumer trust. Without a standardised approach, companies will struggle to capture and share the required due diligence data, leading to inefficiencies and increased compliance costs. By leveraging GS1 standards, the MSWG will help companies digitise supply chains and establish a scalable solution to meet the EUDR requirements.

Working group objectives

The first phase focuses on developing a solution to facilitate due diligence data sharing across the supply chain, ensuring compliance with EUDR requirements for trading partner transparency. A second phase will address further needs, including additional data sharing and storage as mandated by the regulation. The phased approach ensures timely progress and provides the flexibility needed to best support community needs.

Who should join this working group?

Meeting the global nature of this effort requires global participation from, but is not limited to, manufacturers, retailers, solution providers, operators/farmers, trade associations, regulatory authorities, and GS1 Member Organisations (MOs). Global and regional entities reflecting on sustainability reporting are also welcome to participate.

This work effort will require knowledge in the areas of Identification - AIDC standards (i.e., GS1 General Specifications), data sharing standards (e.g., Product Master Data, EDI, EPCIS) and sustainability reporting.

How will the working group operate?

GS1's focus on sustainability goes beyond standards and data services. To effectively address sustainability challenges, GS1 has identified two key enablers: education and awareness and stakeholder engagement and partnerships. These are designed to enhance the capabilities of GS1 MOs and members, ensuring the successful implementation of GS1 standards and services across the value chain. These enablers will provide the necessary tools and resources to drive sustainable practices across the value chain.

To support implementation, GS1 will emphasise education, awareness, and stakeholder engagement by working on the following pillars:

- **Define business requirements**—collect input from the global community
- **Refine and develop rules**—relevant standards and present them to the global community for feedback
- **Develop and approve**—standards are approved by the standards development community, ratified by GS1 governance bodies and published

For more information and to join the group, visit
<https://www.gs1.org/standards/development-work-groups#DEUDR>

Join the working group in time for the kick-off call on 17 April 2025.

Help or questions? Contact:

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