

FOR IMMEDIATE RELEASE:

OECD enhances collaboration with GS1 to foster consumer safety

Paris, 30 April 2013: In the globalised economy, the safety of consumers requires innovative solutions that are global in scope to strengthen real-time information sharing across borders. The OECD is thus further enhancing collaboration with GS1 to provide consumers, businesses and governments with a single source of trusted information on product recalls.

The OECD launched its *GlobalRecalls* portal on 19 October 2012. It is the first online tool that contains regularly updated information on consumer product recalls issued by jurisdictions around the world. The portal has already been visited nearly 700,000 times.

With the adoption of GS1 standards for product identification (GTIN) and global product classifications (GPC), the search features and multi-lingual capability of the *GlobalRecalls* portal will be enhanced significantly. Using one global standard facilitates seamless data interoperability from jurisdictions into the *GlobalRecalls* portal and eliminates product ambiguities. Collaboration between experts from GS1 and OECD will also support the creation of an automated tool to gather information on recalled products from jurisdictions in real-time.

"The *GlobalRecalls* portal is very much in line with our commitment to develop better policies for better lives," said OECD Deputy Secretary-General Rintaro Tamaki. "We are pleased to enhance our collaboration with the GS1 organisation in our mission to improve consumer safety globally. Other stakeholders, including business representatives, are encouraged to join the initiative."

"GS1 congratulates the OECD on this very important and successful global consumer safety initiative," said GS1 President and CEO Miguel Lopera. "GS1 standards for product identification, classification, traceability and multi-jurisdictional recall all play a vital role in ensuring brand protection and consumer safety. We look forward to further collaboration with the OECD."

The organisations are also co-developing a global standards-based mobile application which would offer a user-friendly tool to identify unsafe products.

The OECD *GlobalRecalls* portal is accessible at <http://globalrecalls.oecd.org>.

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ABOUT ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

The Organisation for Economic Co-operation and Development (OECD) is a unique forum where governments work together to address a broad range of policy challenges. It provides a setting where governments can compare experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. It is also one of the world's largest and most reliable sources of statistics and data, which is used to carry out a range of assessments and make forecasts. OECD work is carried out by 200 specialised committees, working groups and expert groups. This includes the Working Party on Consumer Product Safety, which was established in 2010 to promote information sharing on product safety issues across borders. The development of the *GlobalRecalls* portal is one of the key projects to achieve this aim.

ABOUT GS1

GS1 is a neutral, not-for-profit, international organisation that develops global standards and solutions to improve the efficiency and visibility of supply chains across industries. It engages a global community of trading partners, industry organisations and technology providers to understand their business needs and develops global standards in response to those needs. GS1 is driven by close to two million user companies, which execute more than six billion transactions daily in 150 countries using GS1 standards. GS1 has local Member Organisations in over 110 countries. More information at www.gs1.org.