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RACE networkRFID

FP7 Thematic Network
ICT-PSP: a European concerted effort on RFID

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

RACE networkRFID
Raising Awareness and Competitiveness in Europe

RACE - *We're* Raising Awareness and Competitiveness in Europe

RACE - *a new* EU Thematic Network Project

Welcome to the newsletter of RACE networkRFID, one of the most important projects to address the potential of radio frequency identification (RFID) to bring real and lasting benefits into our personal and business lives.

With founding partners from 17 countries and representatives from Europe's leading research and standards organisation, RACE networkRFID will build on the EU's already substantial investment in RFID research to increase awareness and grow the European market for these rapidly evolving, world-changing technologies.

Viviane Reding, EU Commissioner for Information Society and Media says: "RFID will form the basis of better and safer healthcare, drastically improved supply chain management, low cost environmental monitoring for a cleaner, more sustainable future. We need a pro-active European approach so that we can benefit from the advantages."

The RACE networkRFID vision:

"To provide a RFID network of excellence that creates opportunities and increases the competitiveness of European Member States in the area of RFID through innovation, development and implementation. At the same time it will position RFID technology within the mainstream of information and communications technology."

The network draws upon the expertise of Member States and the evolving RFID community to create a dynamic, change-responsive capability that not only aligns with the initial Information and Communications Technologies Support Programme objectives, but extends that capability to accommodate emergent and future needs.

RACE networkRFID will meet the pressing need to generate greater awareness and uptake and the exploitation of user-facing opportunities for innovation and enterprise. It will capitalise on work done by European projects and national initiatives to confirm Europe's position as a leading force in RFID.

To learn more and to join RACE networkRFID as an associate member please visit

www.race-networkrfid.eu

BIS Department for Business Innovation & Skills

RACE gets warm welcome from UK government

The UK government has given a warm welcome to the RACE networkRFID project. Writing from the department for Business Innovation and Skills, Tim Goodship, deputy director electronics, said :

"We were very pleased to read of the establishment of the new EU Framework and Thematic Network Project which has been set up to establish Europe as a world leader in RFID excellence.

We very much welcome this project which we understand will raise awareness of RFID across Europe through the establishment of this federating platform for all key European stakeholders in the development and use of RFID technology and applications. We will watch the development and progress of the Network with interest and are happy to discuss ways in which we may be able to co-operate and collaborate".

RACE networkRFID Statement

"RACE networkRFID has been established as a federating platform for all European stakeholders in the development and usage of RFID. RACE networkRFID is uniquely positioned to take and active part in the development and dissemination of support measures to ensure that both businesses and consumers benefit from the take-up of RFID.

RACE networkRFID places particular focus on the SME community; to that end RACE networkRFID reiterates its intention to support this community towards an early, efficiency-drive, practical and easy implementation of RFID.

Another focus of RACE networkRFID is to raise the levels of consumer acceptance; in this context, transparency and awareness are key issues to address existing consumer concerns".

Members -
WE NEED YOUR HELP!!

Members of the RACE Dissemination Work Package are developing an imaginative programme for the coming months - and they need the help of all RACE partners to maximise its success. Responses please to the work package convenor Ian Smith at: ian.smith@aidcglobal.eu.

- For our various dissemination activities we need images of international RFID applications. At present we have many from the UK – but RACE is an international project. HELP! Please send images as quickly as possible. We need them for Press Releases; for brochures and for the website.

- A first major direct dissemination initiative will be to work with the 83 partner organisations of UEAPME who represent 12 million SME enterprises across Europe. A non-commercial Four-Minute RFID diagnostic which has been developed by Tony Furness will be used. Presently available in English it will need to be translated into key European languages. We need volunteers to undertake the translation of this four page document. We will seek to have the diagnostic and other information placed on the 83 websites and hopefully get the partner organisations to email their members direct. This should provide a strong stimulus for RACE. We then need to consider a possible follow-up Business Assist programme for SMEs who are interested in looking deeper into the potential of RFID for their business.

Ludger Fischer, UEAPME's Representative in the RACE Project

- Another direct dissemination activity will be a meeting in Brussels on December 1st for around 40 SMEs. Ideally 20 will be current users of RFID and the other 20 non-users. We are now urgently looking for prospective participants – users and non-users. Would you like to nominate SMEs to participate? Please specify if they are a user or a potential user. The meeting will seek to establish the positive outcomes and benefits of users – and the concerns of non-users. The information will prove invaluable for a number of work package leaders. At our last Dissemination meeting Paul Kidd volunteered to moderate a discussion group addressing RFID in Agriculture and Machinery. We want to go ahead with this to see what interest it creates. If successful we should then consider adding other discussion topics.

- We need video materials for our website. Do you have non-commercial material that we could use – successful case studies and applications etc.

- We want to set up a list of national contacts across Europe who will help with a major media initiative to be launched later this year. We will prepare press material which will need to be translated and distributed locally. Volunteers please.

- We want to look to disseminate RACE to academic institutions across Europe with support materials outlining how they could potentially become involved. We also want to examine the possibility of establishing RFID academies.

- All RACE partners are invited to let us have sight of any RFID promotional materials which they would be prepared to offer to the project dissemination activities. Ideally we should receive copies of these materials by the end of September so that they can be considered at the next General Assembly in London on October 8th.

- Many members have been asking how they could engage more directly with the project. Here are seven areas.

We look forward to hearing from you.

On May 12, the European Commission adopted its RFID Privacy and Data Protection Recommendation following guidance to member states and RFID deployers on the use of RFID technology in accordance with privacy and data protection principles enshrined in community law.

RACE networkRFID will work with the EC, member states and other stakeholders towards the development of an EU roadmap for the implementation of the RFID Recommendation and calls for the following:

1. Ensure coherent application of the guidance provided in the Recommendation to avoid barriers to deployment and the fragmentation of the internal market.

2. Develop guidelines to allow for easy, practical and effective implementation of the Recommendation, in particular concerning the 'design and operation of RFID applications in a lawful, ethical and socially and politically acceptable way, respecting the right to privacy and ensuring protection of personal data.'

3. Secure meaningful stakeholder input e.g. as regards the development of PIA guidelines or a common European sign for RFID.

4. Recognize the SME community's needs and requirements.

5. Increase awareness of RFID use to the benefit of the general public and consumers in particular.

Work on the RACE project has been allocated among eight Work Packages (*WPs*).

Here we present an overview of their key objectives

WP1

Marisa Jimenez

Business Monitoring, Policy Liaison and Collaboration (Marisa Jimenez, GS1): The prime objective of the WP1 is to monitor and coordinate work package activities in RFID business areas; to coordinate all policy activities and to support the deployment of RFID across Europe and application domains. In addition, WP1 will liaise with existing RFID policy initiatives outside of RACE networkRFID, and foster their coordination and collaboration.

WP2

Niko Hossain

Technology Roadmap and Market Analysis (Niko Hossain, Fraunhofer IML, Germany) : The main goal of WP2 is to establish the market position for RFID in Europe in comparison with other parts of the world and to roll out a roadmap of technology and applications for the near future upon which to concentrate and focus technical development and business efforts.

WP3

Laurent Gonzalez

This work package will create a database of exemplary case and pilot studies that demonstrate the business support capabilities of RFID for companies. All the information sent by companies and entities will be collected and a screening will be made to qualify the files sent into demo/pilot/ RFID project. Those RFID applications will cover a wide range of application areas from supply chain to people lifestyle. Eleven organizations representing nine European countries have joined this Work Package.

WP4

Patrick Guillemin

Harmonisation and Related Projects (Patrick Guillemin, ETSI, France) : The objectives of WP4 are to develop harmonised European Thematic Network requirements in relation to current and future research projects; link with RFID projects inside Europe and liaise with international organisations; create the environment for progress in relation to European standardisation and critical infrastructure governance issues, support the European Commission with regard to the Lighthouse Project, define common terminologies. WP4 will also address the harmonisation and standardisation related activities and the requirements to support the European Commission.

WP5

Simon Japs

Public Awareness (Simon Japs, IF RFID, Germany) : The work package has been primarily concerned with preparation for a workshop to be held in Berlin on September 17 and 18. In line with the EU Commission's recommendation the workshop will present existing RFID signs and projects relating to labelling and will discuss industry requirements for an EU-wide RFID sign. Speakers will include Trevor Peirce (ETSI), Ove Canemyr (RFID Nordic), Bart Schermer (ECP.EPN) and Marisa Jimenez (GS1 Europe). For further information or to register attendance email Simon Japs at sjaps@info-rfid.de Eventually it is planned to provide stakeholder input to the European standardisation organisations responsible for developing the RFID sign by the EU Commission's recommendation.

WP6

Octavio Lopes

Industry Sectors and SME Awareness (Octavio Lopes, IBERLog, Portugal): The primary objective of WP6 is to establish the needs of SME end-users and to introduce appropriate business assist and development initiatives which will be supported by accredited advisors. It is critical to address the barriers to adoption. In this respect we are fortunate that one of the RACE partners is UEAPME, the European federation for SMEs. We will seek to work directly with them and their 78 national associations, and other interested European organisations, to establish the answers. Our target is to promote product, process and service innovation opportunities to the entire SME community. This should establish early momentum across the 27 Member States and enable a country-by-country dialogue to determine specific implementation needs.

WP7

Ian G. Smith

Dissemination (Ian Smith, AIM UK) WP7 will be very much the public face of RACE and responsible for the widest dissemination of the benefits and advantages of RFID to Government Agencies and to SMEs and consumers across Europe. Key topics will include promotion of the proposed harmonised European RFID sign, setup and content of the website, and policy liaison. It will take a lead role in the proposed Network sponsorship of an annual, non-commercial RFID Conference and Innovation Show featuring new and niche applications.

RACE networkRFID project gets underway in Brussels

The RACE networkRFID project was launched at a highly successful kick-off meeting in Brussels attended by senior European Commission figures.

The opening address was given by Peter Friess, Scientific and Policy Officer, Networked Enterprise and Radio Frequency Identification Unit, DG INFSO and the meeting was closed by Gerald Santucci, head of United Networked Enterprise and Radio Frequency Identification, DG at the EC. In a keynote speech Mr Santucci invited the network to act as a catalyst for all RFID stakeholders in Europe, to stimulate the deployment of RFID across multiple application domains and to promote European RFID excellence beyond EU borders.

Andrea Huber of Informationsforum RFID, Germany, was elected chair of the network's general assembly and Ian Smith (European Centre for AIDC) as Chair of the Management Board.

Andrea Huber   *Ian G. Smith*

German award for RFID innovation

A government funded project promoting RFID for SMEs has created an award for innovative RFID applications that were installed in the last two years. Entries can be made until October 15. A jury will choose the winner in November and the prize will be awarded at a special event in Stuttgart in December. The project aims to motivate SMEs to present their RFID applications publicly to create reference cases and best practice examples for other potential users.

CLICK LINK BELOW for more information
http://www.ec-ruhr.de/mittelstandspreiss

RACE networkRFID position on privacy

The recently adopted European Commission RFID Recommendation on Privacy and Data Protection is considered to be an essential policy instrument that provides guidance on how to deploy RFID in a privacy-friendly manner. It allows for further work on the implementation of its policy principles and calls for relevant stakeholders to focus on awareness raising, codes of practice, measures of transparency (e.g. a harmonised European logo) and privacy by design proposals in real deployment scenarios as well as the contributions towards a Privacy Impact Assessment Framework.

CLICK LINK BELOW to read more about EC recommendation on RFID and privacy:

http://ec.europa.eu/information_society/policy/rfid/documents/_recommendationonrfid2009.pdf)

Events

Scandinavian RFID EXPO October 13 - 16. Everyone who is interested in investing in growth and RFID technology will be meeting at the Scandinavian RFID Expo at the Scandinavian Technical Fair next month. There will be many new interesting examples on show with a strong focus on ROI in industry, trade and services. RFID interests from Sweden, Norway, Denmark, Finland, the Baltic States, Russia and Northern Europe will be represented

GRIFS

Forum's successful launch in Washington DC

GRIFS, the EU-funded project promoting closer co-operation between RFID standards organisations, recently held two meetings in Washington DC, one of which saw the successful launch of the GRIFS collaboration Forum.

Commenting on the launch of the GRIFS Forum, Gerald Santucci, head of Unit Networked Enterprise and Radio Frequency Identification, DG Information Society and Media at the European Commission, said : "I congratulate the GRIFS partners for their recent achievement of a Memorandum of Understanding which identifies clear objectives and lays the groundwork for increased co-operation through a Forum between standardisation organisations in the RFID field. Today more than 250 standards describing RFID-related solutions have been established by around 30 different organisations. It is therefore essential that standardisation organisations co-operate with a view to leveraging economies of scale and economies of scope.

"In line with its communication of March 15, 2007, the European Commission is willing to promote the interoperability of RFID standards across national and regional boundaries as well as across different economic sectors. In the fast-evolving world of RFID every single standardisation organisation should be able to rise above the narrow confines of its interests to the broader needs and expectations of the whole user community.

"Over the past two years, GRIFS has been on the front line of a global effort to achieve that aim by enabling the emergence of consistent and interoperable RFID related standards. The European Commission praises the GRIFS consortium for its hard work and great deal of promise as it is clear today that the Forum will offer a great opportunity to advance interoperability of international RFID standards while never duplicating but always complementing and synergising the work being done in other relevant bodies. Such a co-operative strategy is most necessary to enable faster take-up and adoption of RFID within and across the various supply chains."

For more on the GRIFS Forum and the RFID standards database which is now available online visit
http://www.grifs-project.eu

RACE partners present at EU-Japan ICT Forum

RACE networkRFID had a first opportunity to put forward its aims and objectives when a presentation was made to the EU-Japan ICT Co-operation meeting held in Brussels in July, reports Marisa Jimenez of GS1.

As the EU and Japan prepare to sign a science and technology agreement at the end of the year, and with the prospect of an EU delegation visit to Japan early in 2010, the EC gave RACE the opportunity to become a key European stakeholder in the exchange of views on best practice with Japanese counterparts. Other areas of co-operation and exchange will include public policy.

At the same Brussels meeting, RACE networkRFID also presented the European perspectives leading to the RFID Recommendation on Privacy and Security, as well as the ESOS Standards mandate and the work currently undertaken by GRIFS and CASAGRAS.

Hitachi presented its Hibikki project on safe tags and METI circulated an outline of their activities on RFID and ubiquitous computing. Hitachi expressed some interest in maintaining contacts with RACE networkRFID and a dialogue will be maintained.

METI was interested to maintain a dialogue on the use of RFID as an enabler of energy efficiency and environmental protection.

The Brussels meeting yielded the following conclusions/action points on the promotion of RFID:

- **Collaboration is beneficial as the EU and Japan share the same objectives**
- **Many unknown initiatives and applications in both Japan and EU need to be collected and shared**
- **EC will report on the possibility of Japan collaborating in EU-funded projects**
- **Japan will provide as much information as possible in English about projects and experiences on RFID**
- **An important RFID industry event could take place next year in Japan**
- **More information on environmental aspects of the usage of RFID will be collected and shared.**

EU Commission sets up RFID working group

The EU Commission has established an informal working group to discuss implementation of the RFID Recommendation that was adopted in May. At the group's first meeting in Brussels RACE networkRFID was represented by Andrea Huber, chair of the project's general assembly, together with Ove Canemyr of RFID Nordic and Ovidiu Vermesan of Sintef. Topics to be addressed by the working group are: privacy and data protection impact assessment (PIA); security applications; information policy including logos; retail specific provisions; awareness raising; and research and development. Over the next ten months priority will be given to developing a clear and detailed "framework". The group will meet every three months with the next meeting scheduled for October 12. More information: **info@info-rfid.de**

Health study looks at options for RFID

RAND Europe, a member of RACE networkRFID, has prepared a study on the requirements and options for RFID in healthcare. Prepared for DG INFSO, the report provides an assessment of the main drivers, obstacles and uncertainties surrounding the deployment of RFID in healthcare in Europe.
It identifies the most promising RFID applications in the healthcare delivery domain by reviewing costs and benefits, as far as possible, and assessing enablers and obstacles to the full deployment of RFID. The report also provides an evaluation of the current market for RFID in European healthcare and its future potential.

For more information contact Constantijn van Oranje at Rand Europe : Tel. +44 1223 353329 Email. reinfo@rand.org

About the Members of the RACE Community

The RACE networkRFID community involves both Contractual and Associate members. The Contractual Members are signatory to the contract with the European Commission, while Associates are partner organisations who have joined the network after its contractual start.

Contractual Members:

AIM (UK)	AIDC (UK)	ARDACO (Slovakia)	BIBA (Germany)	CNRFID (France)	ERCIM (France)
ETSI (Europe)	FILFRID	FHG IML (Germany)	GS1 (Europe)	IBERLOG (Portugal)	ISMB (Italy)
IF RFID (Germany)	INTERNET VECI (Czech Republic)	AUEB (Greece)	ITT (Ireland)	MANCHESTER UNIVERSITY (UK)	RAND Europe (UK)
RFID Nordic (Sweden)	RFID Platform (Netherlands)	RFIDSEC (Denmark)	ROBOTIKER (Spain)	SINTEF (Norway)	TREVI (Italy)
UEAPME (Europe)	VTT (Finland)				

Associate Members :

Pepperl+Fuchs GmbH (Germany) - is a leading developer and manufacturer of electronic sensors and components for the global automation market. The company employs 3,950 people world-wide and has manufacturing facilities in Germany, USA, Singapore, Hungary, Indonesia and Vietnam, most of them ISO 9001 certified.

VDEB Verband IT-Mittelstand e.V (Germany) - is an association of German SMEs comprising software and hardware manufacturers, IT consultants and service providers. The association also represents SMEs through political lobbying and public relations initiatives.

ISL Institute of Shipping Economics and Logistics (Germany) - ISL was founded in Bremen 50 years ago. It is one of Europe's leading institutes in maritime research, consultancy and knowledge transfer offering services, products and innovative research via studies and RFID projects in the field of information and simulation technologies for the transport sector.

Aston University (United Kingdom) - The aim of Aston RFID Advanced Research goes beyond what is currently proven (business benefits) in the RFID market. It focuses on the extensive use of RFID data to enhance the responsiveness of the entire supply chain, including procurement, manufacturing and logistics to achieve substantial, long-term and value-added benefits.

CEDT - Centre of Excellence for Dematerliazation of Transactions (Portugal) - is a private, non-profit association established in May, 2008, with the joint support of ICT companies and other private and public sector bodies involved with the dematerialization of transactions .

CYCLOPS

Cyclops Bilgi Teknolojieri (Turkey) –is an R&D spin-off of the TETAS Group. Cyclops aims to create a framework that relates the physical properties and attributes of objects with time and location information that will enable all interested – and authorised – parties to "google" the whereabouts and status of objects and procedures. Currently, there is built in support for barcode, 2-D barcode, UHF, HF, active RFID, GPS, sensors and PLC readers.

Link Consulting SA (Portugal) - is a developer and integrator of complex solutions for medium and large organisations in the telecommunications, banking, industrial, retail, transport and public administration sectors. Currently, it is developing projects related to luggage control in airports in association with ANA, the national airport management company. It has carried out extensive work with smartcards in the public transport sector.

CNIPA (Italy) - is the National Centre for ICT in Public Administration and is a public body responsible to the Prime Minister's office. CNIPA supports centre and local administrations on ICT development and the promotion of new technologies such as RFID and NFC. CNIPA defines processes and instruments to manage and monitor innovation in public administration and issues guidelines, for designing, implementing and managing public information systems. A laboratory also evaluates and tests ICT systems, including the performance and interoperability of RFID solutions.

MONDI Group (Austria) - consists of three major packaging business units: corrugated packaging; bags and specialities; uncoated fine paper products. Its interest in RFID extends to its use in smart packaging and logistics.

Friendly Technologies (United Kingdom) - has created a new Object Tracking paradigm that ensures privacy and security by context while improving tag affordability and reliability. Its Intelligent Object Tracking System allows item-level tagging of fast-moving consumer goods and other tracking applications with tags that guarantee the security and privacy of consumers and industry.

Research Group RI-ComET at HTW des Saarlandes (Germany) - RIComET (Research Institute for Communication and Information, Expertise and Technology Transfer) at the University of Applied Sciences in Saarbrucken practises application-oriented research with specific requirements. Its services comprise cost-efficient solutions, system integration, expertise and technical training. RI-ComET develops custom-built RFID solutions comprising tag prototypes, antennas and innovative applications, with pilot schemes in logistics, the automotive sector and healthcare either operating or planned.

Consejo General de Colegios Oficiales de Farmaceuticos de Espana (Spain) - CGCOF is the professional body representing over 56,000 pharmacists in Spain at both national and international level. It is consulted by government regarding legislation which might impact on pharmacists and develops and promotes the implementation of measures for the correct use of medicines and health promotion campaigns including implementation of ICT in pharmacies (including ePrescribing systems), Portalfarma (the pharmacists Internet portal) and technical reports and studies.

Georgia Tech (Ireland) - is Georgia Tech's first applied research facility outside the USA partnering with Irish corporations, universities and research centres, the Georgia Tech research community and US companies. These collaborations provide businesses with industry-focused R&D that bridges the gap between academic discovery and commercial success. One of its main areas of expertise involves wireless and sensors, specifically in the areas of RFID and wireless sensor networks. GTI has access to some of the leading RFID research encompassing the whole range from fundamental materials and nanotechnology research to full scale enterprise-wide systems integration of hardware, middleware and ERP systems/databases.

University of Craiova (Romania) - for two years the university has been working on the implementation of RFID in the tyre industry via the Pirelli plant at Slatina. Activities also involve the design of readers, tags and software. The university is offering an RFID course at graduate level and is preparing a laboratory project for RFID in warehouse applications. It is also working to facilitate the use of RFID on the public transport system for Craiova and in addition is looking at the use of the technology in distribution.

CASAGRAS
an EU Framework 7 Project

"Living in Tomorrow's Internet of Things World",

CASAGRAS project final conference set for London

The final conference of CASAGRAS, the ICT Framework Programme 7 funded project, on the future development of RFID, will be held in London on October 6th & 7th, 2009.

One of the most important and comprehensive bodies of work ever carried out in relation to RFID and the Internet of Things, CASAGRAS will present its findings and recommendations to a European Commission and global audience.

CASAGRAS co-ordinator Ian G Smith said: "If you have an interest in any aspect of the future of RFID – its application, standards, technical advancement or privacy issues – and its relevance to the rapidly developing Internet of Things, you cannot afford to miss this conference. Registration is FREE and includes refreshment breaks and lunch on both October 6 & 7.

CLICK LINK BELOW to view the detailed conference programme and to secure your place at the CASAGRAS final conference :
"Living in Tomorrow's Internet of Things World."

www.aimuk.org/userfiles/documents/CASAGRAS%20CONFERENCE.pdf

WELCOME TO OUR NEW CO-ORDINATOR

Philippe Rohou obtained his MSc in Mathematics and Statistics at Paris university. After spending 6 years in Northern Ireland as a systems analyst with Dupont de Nemours, he joined Digital Equipment Corporation in the South of France where he spent 14 years managing projects, programmes, consulting groups and the company's European

customer briefing centre. Completing his corporate experience with a 5 years spell as general manager of a small events company, Philippe then created his own enterprise in 2004 offering corporate events and golf circuits on the French Riviera, before joining ERCIM as a European project coordinator in August 2006.

In this role, Philippe brings expertise in the areas of European project management (coordinator of DELOS and CoreGRID NoE's, of D4Science I3, of Net-WMS STREP, of Digital World Forum CSA) and of dissemination activities ('Spreading Excellence' leader for the VPH NoE). In May 2008, Philippe was promoted manager of the ERCIM project group, while maintaining his operational involvement in European projects..

RACE networkRFID – Next General Assembly, London, October 8

All members of RACE networkRFID are urged to attend the project's next General Assembly meeting which will be held at the UK Government's Business, Innovation and Skills offices 1, Victoria Street, London on October 8.

The meeting follows the CASAGRAS Conference which is likely to be of interest to many RACE Partners. There is no registration fee. To confirm your participation, please email **philippe.rohou@ercim.org**

The General Assembly will review the progress of the RACE Project during its first six months. Work package leaders will update the meeting on their current and planned activities and there will be time for a full and open discussion on the vision and expectations of the RACE Project.
We will also discuss the proposed new website, our membership development   programme and the status of the EU recommendations on RFID and its impact on the RACE activities.

Venue for the next General Assembly with Westminster Abbey in the background