

WP Leader: AUEB

The EU have identified the need for "a wide but strictly relevant participation acting as a catalyst in federating/harmonising the national initiatives underway and in catering for the different 'speeds' of Member States and specific industry sectors." Many current and future partners in the project have existing relationships with their National Governments. The Dissemination and Government Liaison Work Package will seek to seek in collaboration with all network Members and WP1 on Policy Liaison to maximise existing relationships and develop new ones as appropriate to ensure awareness-raising and education at all Government stakeholders across all Member States. WP7 will collaborate with all network Members willing to act as national relays within their country vis-à-vis local associations, administrations and governmental agencies and representatives.

All partners in the RACE networkRFID project will be invited to submit details of existing but scaleable services in respect of Government and Government agency liaison, awareness, education and training, business assist, business development, enterprise, innovation, standards, regulatory and policy support. These will be considered at the kick off meeting in order to establish the immediate credibility of RACE networkRFID

Through a harmonised and co-ordinated dissemination effort, the Network will be able to speak with one coherent voice. Dissemination materials will be customised to the specific needs of the target stakeholders and materials may also be available in different languages. Work Package 7 will collect information from WP2 relating to market analyses and look towards the development of a saleable market review which could be of great interest to the RFID community.

Sustainable income beyond the life of the Thematic Network could also be generated from the sale of a comprehensive Buyers Guide being developed in WP3.

WP7 will collaborate with WP5 on dissemination to the general public. It will also collaborate with WP5 in the promotion of the proposed harmonised European RFID sign and in partnership with WP8 on the setup and content of the website. It will collaborate closely with WP1 on policy liaison. It is proposed that the Network will also consider sponsoring and supporting an annual non-commercial RFID Conference and Innovation Show featuring new and niche applications.

