

WP Leader: AVANTA

The growth and further implementation of RFID technology in Europe is of great importance for both businesses and consumers. It is foreseen that RFID will play a significant role in enhancing the competitiveness of European companies in increasingly global markets. However, economic success also depends on the acceptance of the technology by the general public. Therefore, it is essential for this project to take into account the views of consumers and explore at an early stage ways to create public awareness and foster acceptance of the RFID technology.

RACE networkRFID offers a platform to continue the dialogue between stakeholders that has been initiated in the European Commission's RFID Expert Group. It is the objective of WP5 to manage this dialogue and identify suitable ways to improve public awareness. In line with the European Commission's Draft Recommendation on RFID Privacy and Security, WP5 will focus, on one hand, on increasing awareness through the use information campaigns. On the other hand, WP5 will also examine how transparency can be increased through the use of an RFID logo or sign. WP5 will work closely with WP4 regarding privacy and security as these issues also affect consumer trust and acceptance and with WP6 and 7 to define the identity of the network. In addition, WP5 is responsible for supporting WP7 (Dissemination) by providing the public with information on the awareness-building work of RACE networkRFID.

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