

EU Commission Welcomes Way Forward for the RACE Network

The way forward for the RACE networkRFID project has been given the green light following the EU Commission's acceptance of the actions plans for Year 2 of the project.

Following the meeting of the General Assembly in Frankfurt, the Management Board met with representatives of the EU's project review team to discuss the achievements of the network to date and its plans for Year 2 and beyond. The review was a very detailed and robust examination of the project.

The network is committed to growing the number of members and spreading the word about the benefits of RFID to the small business community in Europe. The EU review team were particularly insistent that all network members get behind the Work Package leaders and support them in this work.

For full details of the actions for Year 2 and the comments of Peter Friess, the EU Project Officer for the network, turn to pages 2, 3, 4 and 5.



Members of the General Assembly after their successful meeting in Frankfurt

The RACE networkRFID General Assembly in Frankfurt was the culmination of a challenging first year for the project. As well as tremendous networking opportunities members received presentations on the first year of the network, the common RFID sign, latest thinking on privacy issues and the new database of RFID applications. Peter Friess, the EU Project Officer for the network presented his views on the way forward and Gunnar Ivansson was elected as the new Chair of the network. Members also contributed their views on extending the reach of the network to SMEs across Europe and a number of separate Working Party meetings were held.

Meet the new Chair of the GA. Turn to page 6 to see the views of Gunnar Ivansson.

The Way Forward For Year 2 - 21 Steps to Success

The Race network has identified 21 key actions for Year 2 to help drive the project forward. There is a lot of work involved in these actions and they will demand a great deal of help and support from everybody in the network. But we believe they are achievable and the Network can be considered a success if the following have been achieved by the end of Year 2:

- 200 Members
- 80 case studies in the database
- Governments in 10 States active
- 2 Major conferences for SMEs
- Security, Privacy & Safety - Survey of RACE members by next GA (September)
- Press coverage achieved across all member states

Full details of all 21 actions are shown below.

Action	How it will be achieved
Ensure a fair and balanced view of RFID in data protection and privacy legislation and start information/ education	Follow up endorsement of PIA Framework. Issue press release after endorsement. Seek media coverage in specialised press. Provide content for RACE website dedicated space. Prepare briefing material to WP9 and WP6. Propose webinar for different target groups (to RACE network, to governments, etc.) Monitor EU Privacy and Data Protection Framework review.
Monitor and inform about emerging and enabling policies around RFID	Monitor EP discussions and EC initiatives Provide Updates to the network
Identify the state of the art of RFID technologies Figure out possibilities in the pipeline and define technologies on the market	A technology roadmap showing the future development of RFID applications will be produced and rolled out by September 2010. Results will be presented on a web platform for SMEs. On this platform they will be able to find out which technology (tags, readers, frequencies) they could use in their applications.
Provide an overview of RFID related EC activities	An interactive map of all EC projects involving RFID activities will be completed and placed on the RACE website by March 2011. The new members will have the opportunity to easily understand the different activities and groups (research projects, recommendation, STF 396, IREC, etc.) and could contact the designated person.
Link together RFID related European policy initiatives based upon common terminology	Establish RACE recognition and coordinated input to the policy related activities both internal and external to RACE. Special focus on alignment of aspects related to security, privacy and, safety. Including liaison with ETSI STF 396 working upon EU RFID Mandate M436.

The Way Forward For Year 2 - 21 Steps to Success

Action	How it will be achieved
Develop RFID common terminology in support of RFID implementation	Through RACE participation, develop a consensus as to RFID terminology which is useful to European deployment of RFID applications. Alignment and feedback sought from international organizations.
External liaison with related projects, research and standardization	Establish formal relationships and dialogue between RACE and other organizations and projects influencing RFID adoption in Europe.
Support discussion process within STF 396 by reviewing final requirements Providing further stakeholder input Disseminate information about existing signs and their conditions of use	A report on existing RFID signs and their conditions of use will be produced by September 2010. (Note: EU Commission would welcome WP5 to stay involved in the further debate about an RFID sign)
Use the RACE networkRFID platform to place an EU-wide call for ideas for a harmonized sign	The requirement for a call for ideas will be reviewed based upon the outcome of STF 396 discussion. If appropriate this will be put in place by March 2011, but if not, WP5 will revert to the originally scheduled deliverable for M24 and hold a stakeholder meeting on awareness initiatives.
Target 200 RACE networkRFID members by end of Y2	Existing members to recruit their own members Get one member from all 27 Member States Membership committee work on targeted areas
Complete database of Government contacts in 10 Member States by June 30th	Appoint liaison partners in all Member States Briefing conference call of liaison partners Produce electronic Government brochure explaining RACE
New RACE website to go live by end of May 2010	Obtain content from all members Manage and place content as appropriate
PR plan in place to cover rest of year 2 by end June 2010	Identify key events/timescales during the year Match RACE actions with other forecast events Develop agreed themes and template
Put in place process to translate and forward-on press releases in local languages by end June 2010	Write to all members asking for volunteers Develop English language press mailing list Ask members to develop mailing list for each EU member state

The Way Forward For Year 2 - 21 Steps to Success

Action	How it will be achieved
Prepare Report of relevant SME organisations by State and Industry Sector. Publish report October 2010	RACE networkRFID partners have already been appointed in 18 Member States to prepare local reports. Partners will be appointed in remaining Member States to complete the overall picture. Report will be featured on RACE website
Prepare Report identifying SME end user requirements and barriers to adoption. Report to be published in January 2010	Promote European SME attendance to special conference in Brussels November 24th Use 5-minute RFID diagnostic to create awareness among SMEs Produce questionnaire for RACE members to distribute among identified SME organisations to establish end user requirements, and identify barriers to adoption.
Create SME Awareness across Europe throughout the length of the project	Use existing activities - for example The European Golden Tag Award. Create the European RFID Scholarship award Identify and Participate in National and European SME events. Produce appropriate material for the RACE website
Assist SME businesses and start adoption initiatives by January 2011	Produce report which establishes and identifies key indicators. Produce report which Analyses Best Practice examples and guidelines Obtain global view of SME awareness
Fill the database with numerous RFID case studies: 50 by the end of 2010 and 80 by the end of year 2	Communication to all Race networkrfid members. Articles posted in member associations and other publications
Identify sectors of activity where RFID is spreading.	Produce a template to be circulated to all Race networkrfid members. Each member must identify 2 sectors of activity.
Establish cooperation in the database development with at least 3 other entities outside the project members	Use the network members to seek interesting entity for cooperation.

All members of the network are urged to identify any action points where they feel that their organisation may be able to make a positive contribution and to work closely with the Work Package leaders to help achieve a successful outcome. By working together we can help achieve a bright and positive outcome for the network in the future.

What The EU Wants From RACE

- By Peter Friess, EU Commission Project Officer

Introduction

Peter Friess is the representative from the European Commission Directorate General Information Society and Media/Networked Enterprise & Radio Frequency Identification (RFID) / Internet of Things. He presented his views to the GA focusing on what the EU expects from the RACE network/RFID and outlining some of the key areas which he thinks will be of significant importance over the next few years.



What does the EU want from RACE?

The EU expects the following key elements from the RACE network:

- Contribution to a cohesion in Europe on RFID
- Becoming a one-stop Shop for RFID in Europe
- Promoting Pilots, full implementation scenarios and applied research possibilities
- Supporting take-up of RFID recommendation
- International Co-operation

How can RACE benefit Europe?

- The Race network/RFID is designed to become a federating platform to the benefit of all European Stakeholders in the development, adoption and usage of RFID.
- The network considers its mission is to create opportunities and increase the competitiveness of European Member States in the area of RFID thought leadership, development and implementation.
- International co-operation is more than welcome and will help to position RFID technology within the mainstream of information and communications technology (ICT).
- RACE addresses governments and public administrations

What is the Internet of Things and why is it so important?

The Internet of Things (IoT) is an integrated part of the Future Internet and was defined by European Research Cluster on IOT as a **dynamic global network infrastructure** with self configuring capabilities based on standard and interoperable communication protocols where physical and virtual **“things” have identities**, physical attributes, and virtual personalities and use intelligent interfaces, and are seamlessly integrated into the information network. It is important because:

- It offers an enormous range of new industrial applications to ICT markets, makers and providers
- It provides new opportunities for strategic alliances between ICT and Non-ICT industry (e.g. Energy, Health)
- It involves all citizens

How can RACE network/RFID Members contribute?

The EU would like to see all members of the network working together to promote the benefits of RFID and spread this message to SME across the wider EU region.

Meet Gunnar Ivansson - The New Chair Of The General Assembly



“The RACE networkRFID project is committed to demonstrating the benefits of RFID as a business improvement process and a tool for enhanced social cohesion across the greater EU region.”

I am delighted to have the opportunity to serve as the new Chair of the RACE networkRFID General Assembly. When the RACE project was formalized in the spring of 2009 it was based on some great theories, ideas and concepts with a very enthusiastic team. Eight Work Packages (WP's) were formed and team leaders began to focus on the work which was required. However it took time for this to settle down and, frankly, the first six months of the project was a difficult and turbulent time. But Andrea Huber and Ian Smith worked hard to put a good working structure in place, and gradually the network has begun to take shape. I'm now proud to say that RACE has found its way forward.

As you'll have read in our lead article, the network is now focused on a series of specific and targeted actions, with our strategy to concentrate on two distinct areas of priority:

- Enabling adoption by providing adequate **policy tools**, including *enabling policies* and *awareness towards decision makers, industry and governments*
- A programme of activity to raise general **awareness** of RFID among users, SMEs and the general public

As we all know there are a lot of initiatives and projects taking place in Europe around the area of RFID. It is therefore vitally important that we establish good links with all related projects, research programmes and other standardization initiatives within Europe as well as following the activities in other parts of the World. It's up to each WP to make their own external connections to see what is going on in their area of interest. It's also up to me as Chair of the GA to establish contacts with other RFID initiatives to co-ordinate our efforts. If you have any ideas for cross connections please let me or the WP-leaders know.

I have a vision that we shall build **THE** network of RFID within Europe and be the focal point for bringing economic and technical advantages to a whole range of SMEs within Europe. I would like to see us do this in an open and friendly atmosphere and be willing to share our experiences with each other in order to be a World Class region of RFID usage.

So, please, help us achieve this goal. If you have any ideas, thoughts, questions about the network and its objectives, please feel free to contact me directly. If you are not yet a member, then please apply for membership to become a part of the most important RFID network in Europe. Membership is simple and it's free of charge!

Best regards

Gunnar Ivansson

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Common European Sign for RFID

Over the past few years, there has been significant discussion about the introduction of a common EU wide sign to identify RFID applications for the benefit of public awareness. The emphasis of this proposed sign has been to notify people that an RFID application is being used, but not to specifically identify the technology.

In February 2010, stakeholders represented in WP5 agreed on a joint report and recommendations regarding the development of a common European RFID sign. The report was submitted to both the European Commission and the Specialist Task Force STF 396 established by the European standardization organizations to address the requirements of the RFID standardization mandate.

The report is available for download on the RACE networkRFID website: http://www.race-networkrfid.eu/images/stories/deliverables/RACE_deliverable_D5.1.2.pdf.

Golden Tag Awards—Winners Announced

The winners of two of Europe's most prestigious awards for RFID have been announced.

The European Golden Tag Award and the Mini Tag Award are given annually to the two companies which have been responsible for the most successful RFID installations each year. This year's winners were announced in Malmö in May.

The European Golden tag Award went to Cooper Power Tools SAS/Recoules in France for producing a RFID system to be integrated into a new type of portable precision drilling machine. The Mini Tag went to AMC in LÄNGHEM, Sweden for designing the small RFID reading system to be integrated in the drilling machine.

According to Ove Canemyr, the Chairman of RFID Nordic who runs the awards, there is a noticeable increase in the number of new and innovative RFID applications across Europe. He commented, "It is clear that more and more companies are seeing the benefits of RFID, and the quality of the submissions for the Golden Tag Awards are getting higher and higher. This has got to be good news for the competitiveness of businesses within Europe."

For more information about the awards and how to enter next year's contest, please contact:

ove.canemyr@trendsetter.se



The photo shows Bob Forslund of AMC (centre) accepting his award from Ove Canemyr (left) and Stefan Odenburg (right) of Consafe Logistics who sponsored the event.

RACE Members urged to share information about current research projects

The work of the RACE network will feature in a major publication due for 2011. A Special Issue of the “Journal for RF Technologies: Research and Applications” will be focused on research in the fields of RFID and the Internet of Things in Europe. The Special Issue will provide an overview on the ongoing research activities concerning RFID and the Internet of Things and will help communicate the work of the RACE network to a wide audience of researchers, top managers and governmental institutions.

The Journal aims to:

- provide a European perspective on research and development;
- discuss European stakeholder involvement, ethical issues and governance
- evaluate the impact of RFID and the Internet of Things on people;
- present new business developments and;
- build a bridge between research and practice in Europe.

The editors of the Journal are particularly interested in contributions from ongoing European research projects.

The deadline for full papers is September 15th, 2010 and anybody interested in submitting articles should contact Antonio Rizzi (antonio.rizzi@unipr.it) or Dieter Uckelmann on uck@biba.uni-bremen.de

Database now open for registration

Do you have an RFID pilot or application that you are seeking to validate and show your know-how to potential customers and the general public? Then look no further as the RACE network RFID database is now open for registration. It is now simple and straightforward to enter your case details in a European database of the RFID thematic network supported by the EC.

Already a number of cases have been registered in the database from **Austria, France, and Sweden**. And a call has now been launched in several European countries to raise awareness of the European database. We are inviting all stakeholders (companies, SME'S, organizations, cities) to enter their data related to their cases studies in the database. Registration is **quick and simple**. You will be guided through the process which involves inputting your details to some simple specific fields, as well as entering some free text.

This database will allow the end users to:

- Benefit from **free publicity** for their RFID project.
- Obtain **European exposure** of their case study.
- View a **wide range** of RFID applications in several countries.

Visit the database at the following link: <http://usecases.race-networkrfid.eu> and don't miss out on this opportunity to give your RFID case study a **European** visibility !

For more information contact WP3 leader, Laurent Gonzalez on filrfidlg@gmail.com

New Centre for research into the Internet of Things Launched in the UK

A new Centre for research into the Internet of Things has been established at Birmingham City University.

Located within easy reach of Birmingham International Airport, the new centre will be known as the European Centre of Excellence for Research into the Internet of Things (RIoTLab). It will build on the success of the European Centre of Excellence for AIDC which has now closed to make way for the new centre. RIoTLab will extend research, technology transfer and dissemination of RFID smartcards, real-time location and other key enablers for the Internet of Things and Smart Cities initiatives. RIoTLab will take full advantage of the state of the art facilities at the university and is ideally positioned to leverage new technology developments through extensive links with key players in the ICT sector.

Since its launch in 2007 with EU funding, the original AIDC Centre has hosted more than 2,500 visitors, initially at its site in Halifax, and more recently in Barnsley. It has played a key role in the promotion of RFID and other AIDC technologies for the business and social benefits of the wider European Union and has achieved excellent recognition within the EU for its work in this field. RIoTLab has grown out of this initial EU funded project and will remain a not-for-profit entity supported by Birmingham City University, and will contribute to the university's research and business engagement agenda by developing and leading new research in this area over the coming years.

AIDC (UK) Ltd was the not-for-profit organisation established to develop, operate and manage the European Centre of Excellence for AIDC. Now that RIoTLab has been established under the stewardship of Birmingham City University, AIDC (UK) Ltd has completed its mission and will therefore go into voluntary liquidation.

For more information about the new centre contact Professor Keith Osman at Birmingham City University by email: keith.osman@bcu.ac.uk or by telephone: +44 (0) 121 331 6858.

New Dissemination Work Package Leader

Due to AIDC (UK) Ltd withdrawing from the network (see item above) we are now seeking a new leader for WP7 (Dissemination). The Management Board will appoint the new work package leader as per our contractual agreement (DoW dated 15/02/2010, page 80). The new WP7 leader will become a member of the Management Board. The financial terms and conditions under which the newly elected WP7 leader participates to RACE networkRFID will remain unchanged. Expressions of interest should be sent to Philippe Rohou at philippe.rohou@ercim.eu.

UK Government Supports RACE and RFID

The UK Government Department for Business, Innovation and Skills (BIS) has set up the RFID BIS Working Group to discuss issues raised by the EC Recommendations on privacy that impact upon the deployment of RFID based systems in the UK. The particular objectives for the group are :

1. to seek general views/feedback in this area.
2. to facilitate discussion on the issues of privacy and data protection.
3. to discuss awareness which dominates the RFID arena/debate.
4. to seek guidance on any specific actions required of government.

The Group attended the recent GA in Frankfurt to learn more about the RACE project and to help build closer links with other organisations working in this area.