

Contract Number 235542

RACE NetworkRFID

ICT-PSP: a European concerted effort on RFID

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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)	CO

Preface

RACE NetworkRFID work package 1:

“Policy Liaison and Collaboration“

The objectives of this quarterly updates are to:

- Facilitate and disseminate up to date policy information that will be used in the ongoing implementation of the rest of the WP deliverables.
- Bring together the public policy related activities of RACE NetworkRFID for the use of other WPs in particular WP 5, 6, 7 and 9.
- Address EU policies, where appropriate national initiatives in the EU and linkage to non EU policy developments for relevance to RACE NetworkRFID.

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Introduction

This update provides information about several recent outcomes and events around RFID which are relevant for the Network: Upcoming events on Data Protection and Privacy and Internet of Things; an update on the review of the Data Protection and Privacy Directive; updates on the draft PIA Framework; report on the stakeholders meetings with the European Commission on the RFID sign; an open consultation on the successor of the CIP programme; and the announcement of the RACE conference in Prague in March 2011.

Participation in RFID Sign Meeting at European Commission

On 30 September, a stakeholder meeting was organised by DG INFSO (European Commission) to discuss the development of a standard for a common European RFID sign following the Recommendation on RFID Applications, and the need to inform the consumers about the presence of readers and tags on products in retail stores. The term “sign” refers to the whole of the essential text, mandatory in the scope of the RFID Recommendation. The group reached consensus that CEN is best placed to finalise the standard, therefore CEN/TC225 will convert the ISO RFID-generic emblem standard into a European norm EN 2011 (or a European standard).

Following this meeting, RACE Network RFID WP5 has been asked to coordinate the effort to develop guidelines for using RFID signs. WP5 has sought and now received clarification from the European Commission as to the involvement of RACE in the process of developing guidelines with respect to related Recommendation initiatives and, WP5’s approach to non-RACE stakeholders. 2011 will see the start of RACE WP5 contribution to the guideline, so please contact WP5 leader Trevor Peirce to get involved (trevor.j.peirce@hotmail.com).

PIA Update

After several months’ intense work by representatives from industry and other stakeholders, on 3 December the final proposal for the Privacy and Data Protection Impact Assessment (PIA) Framework for RFID Applications was submitted to the European Commission. The PIA Framework was developed in response to the EU Recommendation from May 2009 asking for an industry framework on how RFID technologies may be implemented without compromising consumer privacy and data protection principles.

The Commission has asked the Article 29 Data Protection Working Party (the privacy and data protection commissioners from the Member States) to endorse the industry proposal. More information on PIA Framework progress will be reported on in future updates.

Publication of a Communication on “A comprehensive approach on personal data protection in the European Union”

In the frame of the upcoming revision of the Data Protection Directive, the European Commission published on 4 November 2010 a Communication for a comprehensive approach on personal data protection in the European Union. Although not restricted to RFID, the communication touches upon the challenges generated by the new technologies, especially as it concerns the definitions and boundaries of privacy and data protection.

http://ec.europa.eu/justice/news/consulting_public/0006/com_2010_609_en.pdf

Public Consultation on a Possible Successor to the Competitiveness and Innovation Framework Programme (CIP)

This public consultation focuses on creating a possible successor to the Competitiveness and Innovation Framework Programme (CIP). The CIP consists of three operational programmes: the Entrepreneurship and Innovation Programme; the ICT - Policy Support Programme; and the Intelligent Energy Europe programme. The consultation is being undertaken in order to provide the Commission with public views on what the future priority areas for what EU interventions in these areas may look like, and what instruments should be used. The deadline for this consultation is 4 February 2011.

The link to the consultation may be found at:

http://ec.europa.eu/cip/public_consultation/index_en.htm

RACE General Assembly, 21 October 2010

On 21 October, the RACE General Assembly took place in Stockholm, Sweden. The group focused on the future of the network and discussed a number of options to improve the sustainability of the network. The Assembly decided that RACE Network RFID will become "RFID in Europe", and that a European RFID conference will be held on 29-31 March 2011 in Prague. The main theme of the conference will include presentations of RFID success stories in various sectors and application domains. The programme will also address some of the misconceptions that SMEs have to RFID and barriers to adoption.

If you are interested in presenting your own success stories at this event, please contact the organisers: Ian Smith (WP9 Leader) at ian.smith@aidcglobal.eu , Katarina Pramadari (WP7 Leader) at k.pramadari@aueb.gr and Ove Canemyr (WP6 Leader) at ove.canemyr@trendsetter.se

RFID market place and conference at UEAPME, 22 November 2010

On 22 November 2010, a market place for representatives of SME Associations, new technology networks, research institutes and the European commission was organised by WP6 at the UEAPME premises in Brussels.

The main aim of the market place was to answer the most frequently asked questions from small enterprises, including benefits and timeframes for implementation.

RFID applications were presented, and included video clips that showed how the technology could be applied. Experts discussed the commercial pay-off from investments, as well as what the specific needs of SMEs are to implement the system. Presentations from the commission itself showed how it supported the use of RFID, including commission-funded projects.

The event showed a clear return on investment (ROI) for the use of RFID by SMEs, usually within 6 months, but sometimes in as little as 24 hours.

For more information, please contact Ove Canemyr (WP6 Leader) at ove.canemyr@trendsetter.se.

Interesting events in 2011

Ready to grow? Shaping future EU support for business - Conference on the future of the CIP

Brussels, 25 January 2011

http://ec.europa.eu/cip/cip_conference/index_en.htm

Computers, Privacy & Data Protection CPDP 2011

25-27 January 2011, Brussels, Belgium

<http://www.cpdpconferences.org/>

RFID in Europe Conference

29-31 March 2011, Prague, Czeck Republic
<http://www.race-networkrfid.org/>

Europe and Internet of Things - Leading the way forward
16-20 May, Budapest, Hungary
<http://www.iot.sztaki.hu/>

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