

Contract Number 235542

## **RACE networkRFID**

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

### **D7.2 – Produce Quarterly Electronic Newsletter (Details of Future Planned Editions)**

Due date of deliverable: 31-05-2010 (M15)  
Actual submission date: 25-02-2010

Start date of project: March 1<sup>st</sup>, 2009

Duration: 36 months  
Version: 2

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<b>Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	<b>PU</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## Comment from the coordinator

The page below is the content provided for D7.2\_M15 in February 2010 by AIDC UK, Dissemination WP leader at the time.

The April 2010 newsletter D7.2\_M15 was finally produced in July 2010 as deliverable D7.2\_M18 with a complete report on the Frankfurt General Assembly meeting of March 2010.

The production of the April newsletter ran late due to difficulties experienced by partner AIDC UK, which finally went into liquidation three months later in July 2010.

# 1 Background

Newsletters are a key element of the dissemination activity of the project. Two successful newsletters were produced at Months 6 and 9 of the project to keep members and other interested parties aware of activities. Month 12 coincided with the General Assembly in March 2010. It was therefore decided to adopt a flexible approach to the newsletter planned around this period. An interim newsletter was produced in February 2010 which focused on promoting the General Assembly and making members aware of the GA agenda and the topics to be discussed. A more detailed newsletter was then planned to out in April 2010 following the General Assembly. In this way, the newsletter could report back to members and other interested parties about the debates at the GA and ensure that everybody could be made aware of important decisions, even if they were not able to attend the GA.

## 2 Planned April Edition

The content for the April edition will be driven by the GA but is likely to feature:

- Review of the first year of RACE networkRFID
- Election of new GA chair
- Status of current work packages
- EU Commission feedback
- Planned future growth of RACE network RFID
- Database issues
- Privacy issues

## 3 Future Editions

Content for future editions will depend on the progress of the project, but some topics already identified as being of relevance include:

- Update on SME activity
- Case history information
- Golden Tag Awards
- National dissemination issues
- Sharing best practice in member recruitment
- Other success stories

## 4 Conclusion

The newsletter activity will build on the successful early work with regular informed editions keeping the membership updates. In general, a quarterly pattern will be followed, but flexibility will be applied to the timing to maximise readership. It is also planned for the newsletter to tie in with any relevant external matters to ensure topicality where appropriate.