

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)

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Organisation name of lead contractor for this deliverable: AIDC (UK) Ltd

Contact person: Peter Collins peter.collins@aidc.org

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Dissemination Level		
PU	Public	PU
PP	Restricted to other programme participants (including the Commission Services)	
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)	

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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.