

Contract Number 235542

## RACE networkRFID

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

### D9.2 – Government Communication Pack

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<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)	

## **Government Communication Pack**

Following the establishment of a National Government database – which will be continually updated – an initial communication was made to all representatives. This took the form of an invitation to participate in a special ‘Government workshop’ to be held alongside the RACE network- RFID Conferences in Prague at the end of March 2011.

Time has been allocated in the workshop for an open discussion which will address future communication requirements; the setting up of a Government workshop committee and future activities.

It is recommended that the group will meet twice a year alongside the RACE networkRFID General Assembly meetings in which Member States will be invited to participate.

A copy of the Communication to Member States is attached.



## AN INVITATION

### JOIN US IN PRAGUE AT A SPECIAL GOVERNMENT SEMINAR ON RFID and the INTERNET of THINGS.

See solutions that are available TODAY. Network with EU champions and industry specialists who are there to help YOU.

Crowne Plaza Hotel, Prague, Czech Republic, March 31st

### A message from *The Commissioner*



The RACE Thematic Network on RFID and the Czech Republic are organising this timely event

*"RFID in Europe - The Future"*

Government workshop and exhibition in Prague on March 31st. It will be focusing on SMEs and how EU governments intend to implement the RFID Recommendation.

I expect that this event will assist governments to understand the implications of various EU RFID policy actions, and support them in defining their own policies.

RFID, the Internet of Things and related technologies will help shape our future. Strategic governments will manage to invest in the deployment of these technologies, whilst we collectively need to reflect on the ethical and other societal concerns that are implied, as well as the values that the Internet of Things should enshrine.

Recently, industry with support of the Commission developed a "privacy impact assessment framework", which is a significant step in addressing some of the concerns with personal information and the use of RFID.

The RACE network RFID and European Standardisation Organisations are currently working hard together to design a common European RFID sign that should become a European standard within one year. Moreover, 50 million Euro have already been invested in Internet of Things research and development, and the first results of this collaborative effort will become visible before the end of this year. I am also looking forward to the results of the IoT Expert Group, which kicked off last year and will be exploring privacy, standards, security, governance and other critically important issues for society and the economy.

For me, there is no doubt that 2011 is the defining year for RFID and the Internet of Things in Europe. This event will provide an important contribution!

Neelle Kroes  
European Commissioner for Digital Agenda  
and Vice-President of the European Commission.



**RFID**  
*in EUROPE*  
Raising Awareness and Competitiveness

AN EU SPONSORED THEMATIC NETWORK

Helping SMEs in  
all Member States  
become more . . .

**EFFICIENT  
PRODUCTIVE  
PROFITABLE**

[www.race-networkrfid.org](http://www.race-networkrfid.org)

## **RACE networkRFID is a European Union project which has been established to position the EU as a world leader in RFID technology.**

The EU recognise that RFID will increasingly influence the way people work and live and will bring great business opportunities and social benefits. It is therefore essential that Member States should play a leading role in shaping future developments.

The vision of RACE networkRFID is to provide a network of excellence that creates opportunities and increases the competitiveness in the area of RFID thought leadership, development and implementation.

RACE has set-up a Government Liaison group which offers independent and non commercial advice to National, Regional and Local Government. RACE has more than 200 RFID organisations within its membership. They are in virtually every single Member State. They are experts on RFID. They speak your language and they have simple diagnostics and other tools to help your Government department understand the benefits.

Member States need to be kept updated with policy issues that will impact on their stakeholders. RACE is the EU's only specialist RFID project with such a brief.

### **GOVERNMENT LIAISON**

We have set up a special Government Liaison group. We will meet twice a year. RACE will offer a workshop looking not only at RFID but also introducing you to the exciting developments in the Internet of Things and the emerging SMART communities. It is an opportunity you cannot afford to miss.

Our first meeting will be in Prague on Thursday March 31st. The EU will be there to meet you and to demonstrate their support. The RACE experts will be there to show you solutions that could make your infrastructure more efficient – and could help your businesses become more profitable.

If you let us have the email addresses of people in your various departments who need to be kept informed early on forthcoming EU policy proposals we will make sure they get our regular "Government" information sheet.

### **NATIONAL WORKING GROUPS**

Our Government Liaison committee will share ideas. For example in both Britain and France there are special government organised RFID working groups. They will be happy to work with us in helping you set up your own. Or perhaps you have one that is doing great things. We would like to hear about it.

We are hoping national governments will, with our help, will develop National RFID workshops. We hope some will work with us to create national centres for RFID and the Internet of Things.

**We are a phone call or an email away – and better still you can meet us in person in Prague where the initiative is formally launched. Send us your contact details and we will make sure they get a formal invitation.**

Email the Government Liaison co-ordinator: [ian@aimuk.org](mailto:ian@aimuk.org)



### **UK Government - RFID Vision**

The UK Government views RFID as an excellent tool for raising productivity and promoting sustainable growth in the economy. As the Government's principal action in rebalancing the UK economy entails addressing fiscal deficit, the business benefits of the use of RFID are seen as important to addressing tough economic challenges particularly in the retail sector. Consequently, the UK Government is keen to improve and encourage the take-up of RFID technology. It wishes to work closely with the European Commission in addressing barriers to take up such as privacy and security matters

## CONFERENCE PROGRAMME

- 09.00 **The importance of RFID and IoT to Member States**  
*Peter Friess, EC Co-ordinator DG Information Society and Media*
- 09.20 **Effectiveness of Governmental Services**  
*Ing. Martin Tlapa, MBA, Deputy Minister of the Ministry of Industry and Trade*
- 09.40 **RACE networkRFID, Government Liaison and Available Tools** *Ian Smith*
- 10.00 **Criteria for RFID-based Applications and Services within IoT**  
*Distinguishing IoT applications and services from other systems having relevance to economic, enterprise, political and intervention issues.* *Tony Furness*
- 10.20 **Myths, Facts and Limitations of RFID**  
*A realistic, hype-free view of RFID, its position with respect to other automatic identification and data capture (AIDC) technologies.* *Gunnar Ivansson*
- 10.40 **RFID and its role within the Internet of Things**  
*- A closer look at RFID in applications and services that exploit the existing Internet and the IoT.* *Pat Doody*
- 11.00 **Coffee**
- 11.30 **Privacy Impact Assessment and RFID:**  
*Privacy issues relating to RFID in the context of other technology-related privacy and security issues, particularly in relation to existing Internet and communications systems.* *Emilie Danel and Trevor Peirce*
- 12.00 **The Economic Potential of RFID and the Internet of Things**  
*The economic potential of RFID in IoT-federated applications and services, and factors that will influence the expansion and diversity of such applications and services.* *Dieter Uckelmann*
- 12.30 **RFID, IoT and International Cooperation in a "smart world"**  
*IoT and RFID; and their roles within 'smart world' initiatives such as smart cities, smart transport, and smart farming. Suggestions for a future relationship between RACE and Member States.* *Ian Smith*
- 13.00 **Lunch**
- Case Studies**
- 14.00 • **Location of underground assets** *Alan Jones, TRAK ID, UK*
- 14.15 • **Tracking forensic evidence with RFID** *Alan Scott, EVIDENCE PARTNERSHIP, UK*
- 14.30 • **Mobile payment by NFC:**  
*- The City of Nice project (France)* *Philippe de Matteis, DMPH Consulting and representative from the city of Nice*
- 14.45 • **Sell more fish with RFID!** *Niklas Hild ROI4U/Swedish Board of Fisheries*
- 15.00 • **Meat-tracking with RFID**  
*Fast ROI for the farmer* *Henrik Österlund, Hencol, Sweden*
- 15.15 • **Care systems for disabled and home care**  
*-gives fast ROI* *Lucas Åström, Retorium, Sweden*
- 15.30 • **"RFID in Rail"** *Lennart Andersson, Swedish Transport Administration*
- 15.45 • **RFID in Tourism and Leisure** *Maite Alvarez, Tecnalia-Infotech, Spain*
- 16.00 • **French Government experience of promoting RFID**  
*Jean-Christophe Lecosse, Director of Centre National RFID.*
- 16.15 • **RFID helping British Government address tough economic challenges**  
*Jane Manning, Department of Business Innovation and Skills*
- 16.30 • **Future Memo of Understanding between RACE and Member States**

# RFID in EUROPE



## French Government - RFID Vision

Aware of both the challenges of RFID and the huge opportunities for Users, technology Providers and for the Economy as a whole, the French Government has been promoting the technical progresses in and the adoption of this technology for several years, e.g. by sponsoring R&D as well as "close to market" projects or by settling the French National RFID Centre, a neutral and independent entity devoted to the french RFID Community in cooperation with regional partners. Carefully following standardisation developments on RFID, it also organizes or supports various dedicated events : the second edition of the national "Assises de la RFID" will be organized in Paris (Ministry of Industry and Digital Economy) on May, 31st. France wishes to maintain a close cooperation on RFID matters with the European Commission as well as Stakeholders all over Europe.

## Helping Central and Local Government Understand EU Policy Issues for RFID

From the publication of the 2009 European Commission's recommendation on Data Protection and Privacy for RFID applications, RFID in Europe (RACE networkRFID) has supported the European Commission in addressing the necessary gaps to fulfil the policy objectives, particularly in relation to the Privacy Impact Assessment (PIA) Framework and common European sign. Members of the RFID in Europe Working Groups have contributed to addressing topics essential to implementation.

### THE COMMON EUROPEAN SIGN

A common European sign is required by all European RFID operators with the purpose of public notification in supporting their applications and has additionally specific requirements for RFID tagged retail products.

### THE PRIVACY IMPACT ASSESSMENT FRAMEWORK

The Privacy Impact Assessment Framework will help all European RFID operators, identifying whether their application is compliant with the European Data Protection principles.

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visit us at  
[www.race-networkrfid.org](http://www.race-networkrfid.org)

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## YOUR INVITATION

**RFID AND THE INTERNET OF THINGS**  
Special One Day Conference and Exhibits for  
Member States National and Local Government  
Crowne Plaza Hotel, Prague, March 31st

Join us and see and hear how your business community can benefit from today's RFID technologies and tomorrow's Internet of Things



NOTE: NO REGISTRATION FEE FOR GOVERNMENT REPRESENTATIVES