



Positioning the EU as a World Leader in RFID Excellence



PROJECT PARTNERS



“RFID will form the basis of better and safer healthcare, drastically improved supply chain management, low cost environmental monitoring for a cleaner, more sustainable future. We need a pro-active European approach so that we can benefit from the advantages of RFID while giving citizens, consumers and businesses choice, transparency and control.”

Viviane Reding,
EU Commissioner for Information Society & Media



A new EU Framework 7 Thematic Network Project

With RFID experts from 17 countries and representatives from four of Europe’s leading research and standards organisations, “RFID in Europe” will build on the EU’s already substantial investment in RFID research to increase awareness and grow the European market for these rapidly evolving, world-changing technologies.



Our vision:

“To provide a RFID network of excellence that creates opportunities and increases the competitiveness of European Member States in the area of RFID thought leadership, development and implementation. At the same time it will position RFID technology with the mainstream of information and communications technology.”

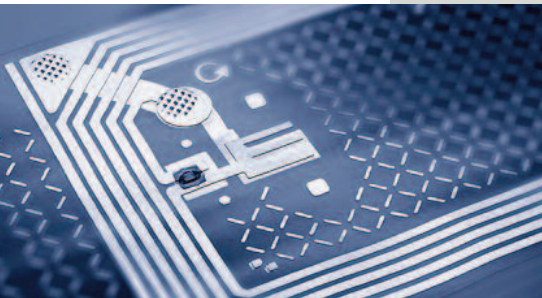
The network draws upon the expertise of Member States and the evolving RFID community to create a dynamic, change-responsive capability that not only aligns with the initial Information and Communication Technologies Policy Support Programme objectives, but extends that capability to accommodate emergent and future needs.

“RFID in Europe” will meet the pressing need to generate greater awareness and uptake and the exploitation of user-facing opportunities for innovation and enterprise. It will capitalise on work done by EU projects such as CASAGRAS and GRIFS to confirm Europe’s position as a leading force in RFID.





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"RFID in Europe" will :

- Create a federating platform to the benefit of all European stakeholders in the development, adoption and usage of RFID.
- Position the European Union as a world leader in RFID excellence.
- Establish the market position for RFID in Europe, defining the roadmap and addressing the barriers to adoption and deployment as well as fragmentation in the market.
- Promote best practices, case studies, reports, guidelines, events and services to increase awareness at European and national level.
- Involve a large number of Member State authorities dealing with public RFID issues including major industry, civil society, RFID advocacy groups and research agencies.

In addition it will:

- Provide a structure for initiating, developing and sustaining a large variety of support measures to promote the take-up of RFID with appropriate attention to associated automatic identification, data capture and communications technologies and their potential within application designs.
- Focus attention upon SME business communities and the potential that exists within them for product, process and services innovation.
- Address the requirements of policy-makers and the public to ensure that both businesses and consumers benefit from RFID with a specific focus on consumer trust and acceptance, innovation and enterprise.

The opening General Assembly of RFID in Europe will be held in Brussels on March 13th.



Please join us

"RFID in Europe" already involves 25 partners from 17 Member States and it is anticipated that following the start up meeting in March many more relevant stakeholders will join the project as associate partners, gathering a critical mass across all EU Member States and across a wide array of application sectors.

Email rfidineurope-contact@ercim.org and register your interest in becoming part of the RFID in Europe project.