



BRIDGE

eNewsletter
January 2007

BUILDING RADIO FREQUENCY
IDENTIFICATION SOLUTIONS
FOR THE GLOBAL ENVIRONMENT

Welcome to the BRIDGE Project eNewsletter !

This newsletter will be published every two months with a short overview on the happenings within the BRIDGE project. Each edition will contain topical information arising from the various Work Packages within the BRIDGE Project. You can also expect to find information on: current RFID-related *hot topics*, reports on conferences and meetings (public), project milestones and achievements, events calendar and other BRIDGE related information.

In this issue brief updates are provided on:

- The project milestones to-date,
- Commissioner Reding's interest in the BRIDGE project
- An update from WP6 - *Pharma Traceability*, led by JJ Associates

Any feedback or questions contact Audrey.nicheallaigh@gs1.org





BRIDGE Project Milestones

July 2006 Start of the BRIDGE project. – Kick-off meeting and General Assembly. A Consortium of 31 global organisations supported by the European Commission launches a three year project in RFID application research and development

August 2006 Formal contract – Contract formally signed by all project participants with the European Commission. Subsequent pre-financing received from the EC and distributed to all participants.

October 2006 The EU RFID Conference, "Heading for the Future". European Commissioner Mrs. Viviane Reding visits the BRIDGE project booth with Mr. Robert Cresanti, Under Secretary of Commerce for Technology (USA) during the EU conference held in Brussels.

November 2006 IST 2006 – Active participation of BRIDGE representatives in the conference and exhibition of the IST conference held in Helsinki on 21-23 November.

December 2006 Ten deliverables successfully submitted so far to the European Commission.

WP6 – Pharma Traceability Pilot Update

This work package aims to implement a track and trace solution to increase patient safety in the branded and generic pharmaceutical supply chain for all types of pharmaceutical products.

Recent developments in the European health-care market have only added further to the growing recognition of the need for mass serialisation, product authentication and comprehensive supply chain traceability for medicines as a critical element of improved patient safety. The BRIDGE WP6 project has had a great deal of media exposure, the most recent in the Irish Times, and has been presented at many conferences – from London and Amsterdam to Helsinki, Dusseldorf and Brussels.

The supply chain participants have increased from those originally conceived – Athlone Laboratories, Actavis and Sandoz make up our manufacturers, TjoaPack our contract packer, Unichem our wholesaler (with one other in the wings) and Barts and the London NHS Trust our end customer. Thirteen products with different weights, shapes and forms have been selected. The high-speed production line marking printing equipment is in the process of installation at TjoaPack, Athlone will follow.

Dual marking with RFID tags and linear / data matrix codes at all levels of packaging (where feasible), encoding (at least) the product code with randomly generated serial number, remains a top priority requirement. These codes will form the nucleus of the scanning and validation processes, facilitated by the EPCglobal Network, as the products flow throughout the supply chain.

The next steps include as a priority, the development of the business case materials which will supplement the formal deliveries (Problem Analysis and Requirements Analysis) already made to the European Commission.

BRIDGE WP6 is going strong – we have already achieved a great deal but have much more to do to fulfil the end result of a demonstrable “traceability pilot” operating in a live, production pharmaceutical supply chain environment.

Further information is available from John Jenkins, JJ Associates

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EU RFID Conference *Heading for the Future* held October 2006, Brussels was a big success with more than 350 participants



BRIDGE team members had the privilege to meet the European Commissioner Mrs. Viviane Reding, as she visited the BRIDGE project booth with Mr. Robert Cresanti, Under Secretary for Technology and Chief Privacy Officer for the Department of Commerce (USA). Both showed keen interest in the demonstrations available at the BRIDGE booth.

The *Heading for the Future* event was organised by the European Commission to mark the conclusion of their official RFID consultation which was open for discussion from July to September 2006. The Commission launched the consultation process

to give all stakeholders a chance to express their concerns surrounding the subject of RFID. The information gathered helped Commission officials to decide on the steps to take to both seize the opportunities offered by RFID and to address the complex issues of security and privacy that surround it. The EC have drawn the following initial conclusions from the consultation on the subject of RFID:

- ◇ RFID is seen as a critical item which the Commission intends to closely monitor and invest resources in.
- ◇ The Commission does not see the need for further legislation surrounding privacy and RFID. The main focus in this area will be on building awareness and Education.
- ◇ A Commission communication on the consultation is expected to be released February 2007.

The online public consultation caught the attention of many citizens and organisations, 2190 respondents submitted the questionnaire.

Seventh Framework Programme



The IST 2006 conference was held as the Commission launches FP7, its Seventh Framework Programme for Research and Development.

Unlike previous research frameworks lasting for four years, FP7 will last for 7 years

FP7 is set to address the following areas: networks and service infrastructures, embedded systems, ambient intelligence and RFID developments are important.

The ICT Programme has seven challenges: three Industry/technology needs, four socio-economic goals and a strong focus on FETs (Future and Emerging Technologies). The whole FP7 programme has the largest allocation given to ICTs (9.1 billion EUR) of which the first 2007 – 2009 work programme allocates just over two billion EUR.

The 87 pages of ICT Work Programme which is for the years 2007 – 2009 makes a good number of references to RFID.

The full document for the work programme is found at: <http://cordis.europa.eu/fp7/ict/> and the set of slides presenting the details of the calls for each Challenge (note the new word) is found at: http://ec.europa.eu/information_society/istevent/2006/cf/document.cfm?doc_id=2174.





BRIDGE at The IST 2006 conference and exhibition <http://www.wbresearch.com/logiconeurope/index.html>



EU RFID Forum 2007, Brussels, Belgium, March 13-14, 2007.

http://www.europa.eu.int/information_society/policy/rfid/conference2007_req/index_en.htm

CeBIT 2007 Hannover, Germany, 15-21 March 2007.

http://www.cebit.de/homepage_e?x=1

TechED 2007, California, 26-28 March 2007.

<http://www.techedevents.org/2007/>

SAPPHIRE 2007, Atlanta, 22-25 April 2007.

<http://www2.sapsapphire.com/usa2007/index.epx>

International Anti Counterfeiting Coalition, 2007 conference IAAC, Chicago, Illinois, April 25-27.

<http://www.iacc.org/resources/Agenda.pdf>

The Finnish Presidency of the EU came to an end with a very successful IST 2006 conference in Helsinki. The BRIDGE Project was presented by project representatives at a booth that was part of the conference exhibition. Concrete results of research in and around Europe from the field of Information and Communications Technologies were presented at the exhibition which was open to the general public. First research prototypes were also shown. The conference was host to 160 stands in it's 9000 square meter exhibition area.

Calendar of events

BRIDGE will be present at the following events:

The Global RFID-ROI Summit 2007, London, UK, 29-30 January, 2007.

www.rfid.access-events.com

SecurePharma 2007, Address Life-Threatening vulnerabilities in your supply chain to ensure patient health and brand integrity, Philadelphia, 30-31 January 2007.

<http://www.wbresearch.com/securepharmausa/index.html>

RFID Smart Labels USA 2007, Boston, USA, 20-23 February 2007.

<http://rfid.idtechex.com/rfidusa07/en/index.asp>

Logicon 2007, The 11th annual supply chain conference for FMCG, Brussels, Belgium, 27February – 1 March 2007.

9th Annual European Supply Chain and Logistics Summit 2007, Düsseldorf, Germany, 21-22 May 2007.

<http://www.scm.worldtradeco.com/>

RFID 2007, Event on Radio Frequency Identification in industrial and business processes, Metropolis Business Centre, Antwerp, Belgium, 7 June 2007.

www.rfid-expo.be

RFID Europe 2007, London, UK, 1-3 October 2007.

RFID Journal Live! Europe 2007, Amsterdam, The Netherlands, 6-8 November 2007.

<http://www.rfidjournal.com/events/>

ID World 2007, Milan, Italy, 26-28 November 2007.

<http://www.idworldonline.com/>





BRIDGE Project Resources

BRIDGE Project brochure



BRIDGE
BUILDING RADIO FREQUENCY
IDENTIFICATION SOLUTIONS
FOR THE GLOBAL ENVIRONMENT
is a three years FP6 application research
and development project funded by
the European Commission



BRIDGE Project in more detail



The **BRIDGE** project
in more detail
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ABOUT THE BRIDGE PROJECT

The Building Radio frequency IDentification solutions for the Global Environment (BRIDGE) project is being supported by the European Union's Sixth Framework Programme for Research and Technological Development (FP6). The BRIDGE project will focus on business-based research, provision of information services and hardware (sensors, tags) and software development. This will lead to pilots, deployment and comprehensive training materials in the use of RFID in a variety of business sectors.

With the globalisation of supply chains, it is essential to find more efficient ways to trace and transport goods. The widespread adoption of standardised RFID technology can help tackle this issue and the BRIDGE project will help make this happen and ensure the benefits of RFID are available for all businesses, large and small.

URL

<http://www.bridge-project.eu>

If you have questions regarding the BRIDGE project contact:

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