



# BRIDGE

eNewsletter  
March 2007

BUILDING RADIO FREQUENCY  
IDENTIFICATION SOLUTIONS  
FOR THE GLOBAL ENVIRONMENT

Welcome to the BRIDGE Project *eNewsletter* !

This newsletter is published every two months with a short overview on the happenings within the BRIDGE project. Each edition contains 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, project milestones and achievements, events calendar and other BRIDGE related information.

In this issue brief updates are provided on:

- The project milestones to-date,
- An update from WP12 - *Training Platform, Courseware and Certification* led by Jean-Marc D'Hooghe , GS1 Global Office
- The EU RFID Forum 2007

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## BRIDGE Project Milestones

### January 2007

**Information Sessions** : Work Package leaders came together in Barcelona to present information sessions on their Work Package progress.

### BRIDGE Project GA

### March 2007

**First Review Meeting**: 5 experts appointed by the European Commission have reviewed the work

executed so far by BRIDGE. The outcome was really positive. BRIDGE is definitely on the right track.

**EU RFID Forum**: The BRIDGE Project, in collaboration with other EC funded projects and the European Commission Services, organised a two day event hosted by the European Commission in Brussels (see p4 for more information).

+ 16 deliverables successfully submitted so far to the European Commission

## WP12—Training Platform, Courseware and Certification—led by GS1



*The objective of this work package is to provide and support a blended learning solution on the standards, combining Information Days (Road shows), Webinars, e-Learning and other training deliverables based on Training Kits for use by the active and future users of EPC.*

While it is clear for most of the observers that the EPC/RFID market will grow at a steady pace for the next 10 years, many businesses aren't ready to deal with this growth. One of the main reasons explaining this readiness

problem is that there aren't enough people trained in this new field. Companies must focus on training employees to make sure the technology will work for them. To do so, these companies need access to state-of-the-art training material that is compliant with the existing standards. Development of training material for technologists deploying solutions, for solution providers, and for users is a truly urgent need.

Training activities within the BRIDGE project are carried out within the framework of the training work package (WP 12). This work package will provide a blended learning solution on EPC/RFID combining Information Days (Roadshows), Webinars, e-Learning and classroom training kits (presentations, syllabi, exercises, readings, etc.). While most of the training material will be targeted at active and future users of EPC,

specific material will also be developed for the general public.

The training material will be hosted on LEARN, a web-based training platform developed by GS1. This platform is fully multilingual and supports student administration and tracking, content translation, curricula and certification. The preliminary platform and an accompanying report was delivered mid-March to the European Commission.

WP 12 has also delivered a Training Requirements Analysis that identifies and analyses the needs for training on EPC/RFID. In order to collect and analyze the training requirements, information, input and feedback was sought from a selected group of persons and organisations representatives of the overall target market for training.

The produced report identifies the potential target audience, the potential content, and the different delivery methods and mechanisms to answer the future training needs of a global community of EPC/RFID technologies users.

Key findings from the Training Needs Analysis include the need to develop specific training material for SMEs and for the public.



Indeed, SMEs require somewhat special consideration, if only because unlike large corporations, SMEs' staff members generally fulfil several roles (e.g. the CEO of an SME may also be in charge of IT projects, while also being an employee in direct contact with RFID). A completely distinct and separate training programme is however not necessary: the information provided, and recommendations made, to multinationals (concerning IT, processes, etc.) can be applied to SMEs, provided they are simplified and fine-tuned with the specificities of SMEs taken properly into account. In addition, training for SMEs should be provided locally or electronically, to limit travel expenses; and whenever possible, in local languages, as English-only sessions can be a true barrier.

As for the public, it is clear that a greater awareness of the public on EPC/RFID and its benefits would ease the roll-out of the technology. While an awareness kit will be developed in WP 13 Dissemination and Adoption Tools, all inter-

viewees agreed that any training session on EPC/RFID technologies must include an overview of the benefits for consumers, no matter what the target segment, because everyone, even "professional" users, are potential consumers, too.

For this same reason, interviewees felt that all target segments should receive information and facts to address the perceived risks and issues that today tend to cloud understanding of EPC technologies and RFID, such as privacy concerns, health concerns, environmental issues, fear of job suppressions, etc.

WP 12 is currently developing the training material described above. The first course Basics of EPC, will be available in e-Learning format by early April. This course material will be evaluated by a group of experts from different cultures, regions, industry sectors and environments (academics/corporate) before being released as final around summer time. Two additional training courses will be developed before the end of 2007 and additional training material will be developed throughout the project.

Further information is available from Jean-Marc D'Hooghe, GS1 Training Manager  
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 Mail: [jeanmarc.dhooghe@gs1.org](mailto:jeanmarc.dhooghe@gs1.org)

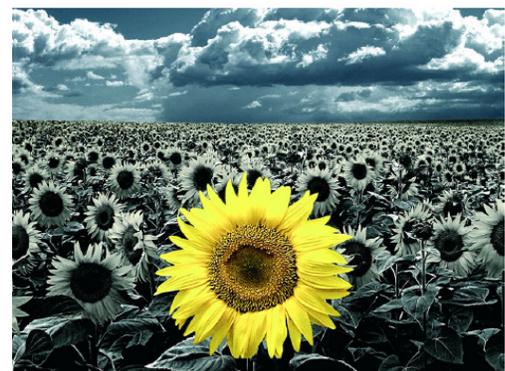
## Market Forecast for passive RFID in Europe for the next fifteen years

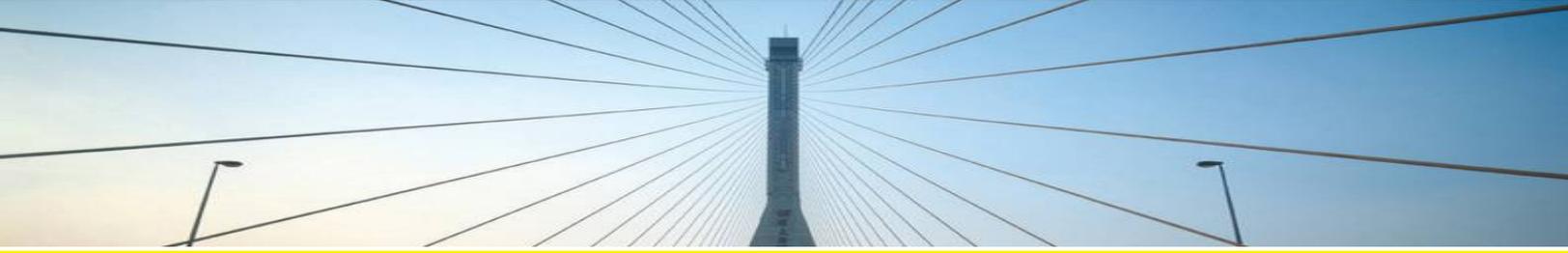
WP 13 (Dissemination and Adoption Tools) produced a study focused on passive RFID implementations in Europe and establishing forecasts for the next 5, 10 and 15 years of the number of tags, the number of locations using RFID (e.g. store, warehouse, airport, etc) and the number of RFID readers deployed. The study included Retail and Consumer goods, Aviation, Healthcare, Automotive and Postal.

The study is available on the BRIDGE website: [www.bridge-project.eu](http://www.bridge-project.eu)



European passive RFID  
Market Sizing 2007-2022





## The EU RFID Forum 2007 held 13 and 14 March with great success

The BRIDGE Project, in collaboration with other EC funded projects and the European Commission Services, organised a two day event hosted by the European Commission in Brussels.

300 participants, including top academics, industry leaders and representatives of relevant user associations and organisations as well as government officials, discussed topics regarding RFID during the two day event.

The conference concentrated on the following key objectives:

1. Identification of research needs from RFID towards the "Internet of Things" with respect to different application areas
2. Act as a platform for continuing the dialogue with the RFID stakeholders on a European level

The first day of the event was dedicated to an industry and technology forum. A session was devoted to reporting the provisional results of key European research projects, one of which was the BRIDGE project. Afternoon sessions looked at the long term perspective of the Internet of Things and the Ubiquitous

Information society. The industry and technology forum concentrated on issues of implementation and policy and provided participants with the latest strategies of RFID technical development and concrete pilots.

The second day of the event was essentially dedicated to academic sessions enabling world class university researchers to exchange information and coordinate their programmes. Thirty selected papers were presented in two parallel sessions: Business / Policy and Technical developments. This academic stream was part of a series of meetings of the "RFID Academic Convocation", driven by the Auto ID Labs at MIT and being organised around the world to build collaboration across academic disciplines, institutional and geographic boundaries.

The conference was concluded with a panel session, which provided concise summaries of the two days presentations and panel discussions. It clearly demonstrated the importance of the work being carried out throughout Europe and globally. It also showed the benefit of bringing together researchers and practitioners in such a forum. All papers and presentations from the EU RFID forum are available at the event's web site [www.rfidconvocation.eu](http://www.rfidconvocation.eu).



## Launch of the Commission's Communication on RFID



Information Society Commissioner Viviane Reding presented the EU Commission Communication on RFID on Thursday 15 March at the CEBIT conference, Hannover, almost a year to the day after she launched the Public Consultation on RFID at last year's CEBIT (see [www.rfidconsultation.eu](http://www.rfidconsultation.eu) for details). The Communication describes the

policy options for RFID deployment that the European Commission intends to pursue during the forthcoming months.

The EC have drawn the following 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 benefits that RFID enabled applications bring to the economy and society is fully recognized.
- ◇ The Commission believes that specific RFID legislation surrounding privacy is premature at this stage. At the same time, The Commission urges industry to focus on building awareness and education, as well as confidence in the use of RFID by developing guidelines and codes of conduct.
- ◇ By the end of 2007, the Commission will issue Recommendations on privacy and security, on the basis of the experience gained and taking into account progress in the stakeholder dialogue between industry, citizens and consumers. This does not necessarily mean that the Commission will propose new privacy legislation on RFID.
- ◇ The Commission recognizes the value of

international standards

- ◇ A Stakeholder Group will be created with the mandate to address some key policy issues and come up with Recommendations. The Stakeholders group will be active for two years.
- ◇ The European Commission will issue a new Communication by the end of 2008, with focus on privacy, trust and governance issues.

The full Communication is available at the following link: [http://ec.europa.eu/information\\_society/policy/rfid/doc/rfid\\_en.pdf](http://ec.europa.eu/information_society/policy/rfid/doc/rfid_en.pdf)

### The view from BRIDGE

By Roger Till, WP 15 leader—Innovation and Policy.

Looking at this Communication from the point of view of the BRIDGE project, we are pleased to see Commissioner Reding's strong belief in the importance of RFID to EU competitiveness. This accords with our commitment to a number of business based application areas and technical research developments in RFID in the various BRIDGE work packages.

Likewise, the current development by BRIDGE of training, dissemination and awareness modules, which will come in a number of flavours for businesses and consumers, chimes with her declarations.

Finally, since several of our work packages deal with improving the services available when taking goods and services to the consumer, we are already committed to a Consumer Code of Practice and strongly believe in the necessity to dispel the mystique about RFID for the consumer. We expect that our experience in this arena will be a useful contribution to the Commission's Stakeholder Group and its deliberations. It is certainly our belief that the existing data protection and privacy Directives can be adequately applied to RFID use in the extended supply chain.



## CALENDAR OF EVENTS

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>

9<sup>th</sup> 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](http://www.rfid-expo.be)

25-26 June 2007, Berlin "RFID towards the internet of things" [www.rfid-outlook.eu](http://www.rfid-outlook.eu)

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/>

## ABOUT THE BRIDGE PROJECT

The BRIDGE Project (Building Radio frequency Identification solutions for the Global Environment) 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:  
[info@bridge-project.eu](mailto:info@bridge-project.eu)

