

RACE networkRFID 235542

Raising Awareness and Competitiveness on RFID in Europe

The RACE networkRFID initiative has been developed to raise awareness of Radio Frequency Identification across Europe through the establishment of a federating platform for all key European stakeholders in the development and use of RFID technology and applications. The European Union (EU), through the Commission, has made a substantial investment in research, standards and regulatory developments and public consultation concerning radio frequency identification (RFID) and the emergent concept of the 'Internet of Things'. While research and development initiatives will continue a pressing need can now be seen for generating greater awareness and take-up of RFID technology and the exploitation of user-facing opportunities for innovation and enterprise. The Information and Communication Technologies Policy Support Programme (ICT PSP) has in part identified a platform for accommodating such a need through the formation of a thematic network. RACE (Raising Awareness and Competitiveness on RFID in Europe) proposes a thematic network that aligns with, and accommodates, the needs identified in the ICT PSP call for network proposals. The objectives for RACE networkRFID have been developed from the needs identified by the ICT PSP for a thematic network for RFID, namely:

1. Creating a federating platform for all European Stakeholders in the development and usage of RFID;
2. Positioning the European Union as a world leader in RFID excellence;
3. Addressing the barriers to adoption and deployment as well as fragmentation in the market;
4. Providing a driving force for coordination, support and strengthening of the national bodies;
5. Involving a large number of Member States' authorities dealing with public RF.