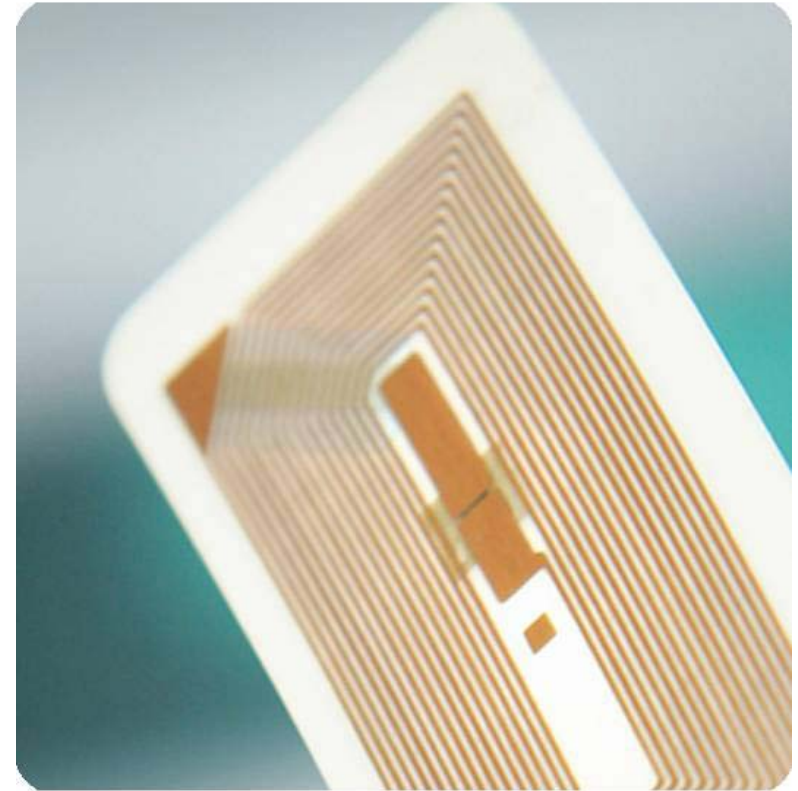


RFID Policy Support Workshop

Berlaymont building, Brussels, 12th of March 2008



INFORMATIONSFORUM **RFID**



Informationsforum RFID e.V.

- Joint initiative of companies from the retail, consumer goods, automotive, IT and services sectors
- Established in Berlin in April 2005
- Board
 - Chair: Prof. Dr. Michael ten Hompel, Fraunhofer Institute for Material Flow and Logistics
 - Deputy Chair: Zygmunt Mierdorf, Member of the Board, Metro AG
- Cooperation with
 - RFID Platform Netherlands
 - Federal Ministry of Economics and Technology
 - RFID platform of the Federal Government
- ➔ Support of an open dialogue on key policy issues concerning RFID on EU level



Challenge: Information for SMEs and Consumers

- Informing small and medium-sized enterprises

- Roadshows

- <http://www.ec-net.de/EC-Net/Navigation/rfid.html>

- Guidelines

- <http://www.rfid-in-action.eu/public/activities-2/rfid-guidelines/public-rfid-guidelines>

- Web portals

- Informing consumers

- General information

- www.rfidabc.de
- www.discoverrfid.org

- Transparency

- Privacy

- Art. 29 Group
- EU Recommendation



Network of Information Platforms

- Collect information and make it available
 - Create central contact points
 - Support existing activities
 - Support a process to establish a harmonized logo
- ➔ **Create an alliance of national RFID platforms**





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