



Towards a European Policy on RFID

Gérald Santucci, Ph.D.

Head of Unit "Networked Enterprise and RFID"
Information Society and Media Directorate-General
European Commission

19 September 2008



Mass deployment of RFID is looming

RFID devices are rapidly moving from research labs to mass deployment, hinting at the technology's potential to become an engine for growth and jobs, and to help turning Europe into a highly competitive and dynamic knowledge-based economy – the goal set in the "Lisbon Strategy".



Rapid uptake requires consistent European Framework

Given the successful research and the rapid uptake of the technology as well as the public debate about its implications and potential, the European Commission must ensure that RFID can be used within a consistent framework across Europe to avoid legal, ethical and economic discrepancies.



RFID issues are plentiful and diverse

Therefore, over the past two years and a half, Mrs. Reding, Commissioner for the Information Society and Media, has launched and led an international debate on Radio Frequency Identification (RFID) by guiding thinking, providing forums for the exchange of ideas, and influencing public policy making.



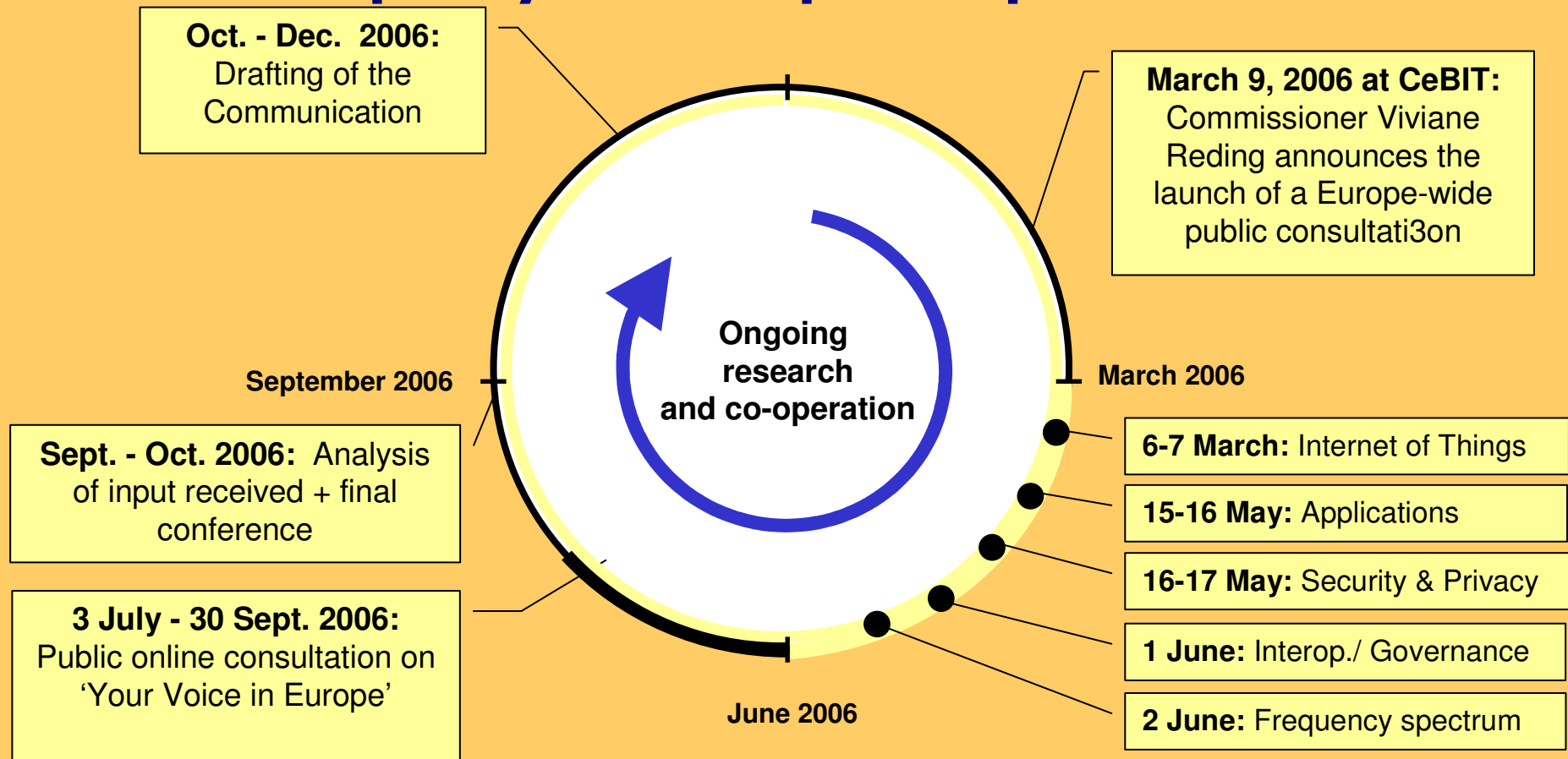
Role of the European Commission

In this debate the role of the European Commission is to drive and foster a coherent European approach that ensures common standards, harmonised legislation and compatible guidelines.

The Commission will continue to analyse the rationale and options to create a policy framework for RFID, taking into account the ongoing open discussions with relevant stakeholders – consumers' organisations, market actors, national and European authorities, and relevant international stakeholders.

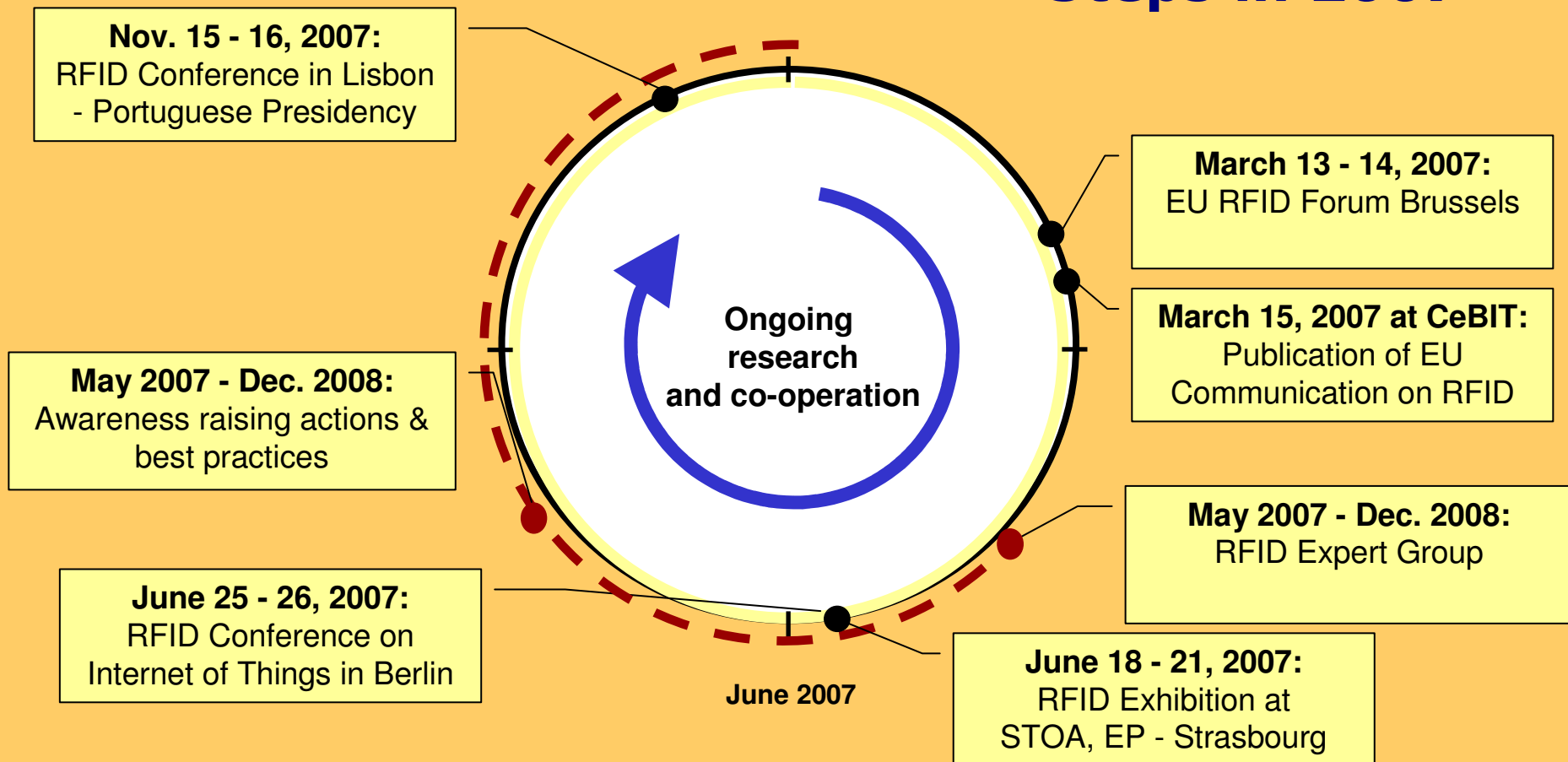


The RFID policy roadmap – steps in 2006



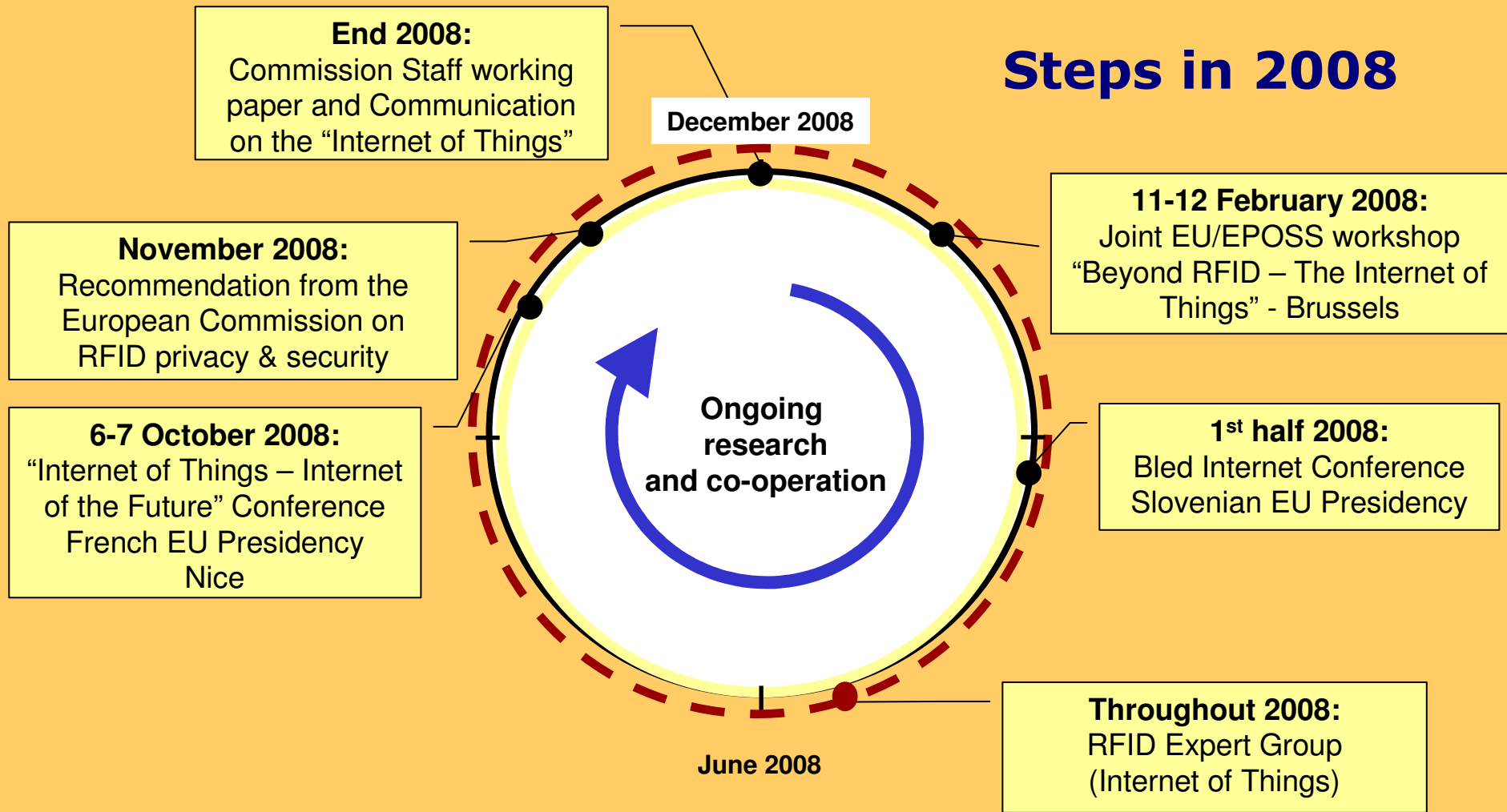


Steps in 2007





Steps in 2008





CE RFID provided valuable insights

- Some directed at engineers involved in designing and developing RFID systems.
- Some in relation to the Regulatory Framework aimed at policy makers.
- Some for commercial organisations which deal with RFID implementations in their everyday business and see a need in exchanging experiences and good practices.



These valuable insights

- Are welcomed by the European Commission and perceived as an important milestone and a valuable contribution to the wider debate.
- And I would like to congratulate the organisers of the event for sharing some of these findings with you today.



Thank you.



For further information:

European Commission
Gérald Santucci
Avenue de Beaulieu 25
1160 Brussels, Belgium

Phone: +32 (2) 2968693
Fax: +32 (2) 2968387
E-Mail: gerald.santucci@ec.europa.eu