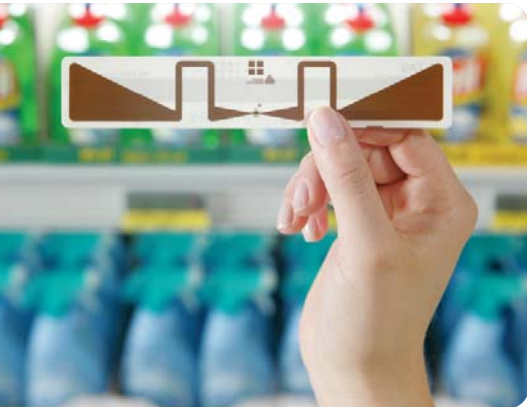


Driving and Facilitating EPC/RFID Adoption in Europe



GS1 has set up EPCglobal to work jointly with all end-user companies within all industries to develop RFID standards. EPCglobal aims to ensure that RFID is as successful in driving costs out of the supply chain as the existing bar code standards are today.



Maximum business benefit

The objective of the EAP is to help European companies extract maximum business benefit from the use of EPCglobal technology as quickly and simply as possible. This will be done by:

- Agreeing and publicising common expectations of how EPCglobal technology will be rolled out in Europe to avoid incompatible approaches
- Ensuring that European views are clearly represented to EPCglobal and GS1 standards and policy groups
- Enabling EAP members to exchange information to assist in the practical implementation and justification of RFID and EPCglobal technology within Europe
- Lobbying and communicating with relevant organizations, including industry and consumer groups, government and other regulatory authorities is not the task of EAP. EAP shares information with other groups such as the Public Policy Steering Committee (European Working Group) for communication and dialogue with European regulators and policy makers such as the European Commission. Several of the members of EAP are also members of relevant industry groups such as AIM, ECR, GCI and information sharing passes through these channels. At country level, the communication passes also via the country GS1 organization.
- Harmonize critical technical and business issues to avoid any market fragmentation within Europe.
- Create possible synergies between the participants to organize and to implement EPC pilots and roll outs in Europe and create best practice documentation. EAP would be the platform to coordinate such common activities. Where needed, EAP will liaison with the Implementation Sharing Group.

The EPCglobal European Adoption Programme (EAP) was set up in recognition of the need for European businesses to develop a common approach to EPCglobal roll out which is fully supported by the EPCglobal development process. The EAP is a group of EPCglobal subscribers with significant European operations, including manufacturers, retailers and solution providers. It represents a broad group of companies, including Ahold, Benedicta, Carrefour, France Telecom, Glaxo Smith



Kline, Kraft, METRO Group, Nestlé, Procter & Gamble, REWE, Tesco, Unilever and many others, who are actively involved in RFID pilots and implementations or who are in the process of developing RFID related strategies and business cases. The group provides an excellent opportunity to learn and exchange information with companies who are doing 'real work' with EPCglobal and RFID. These companies support EPCglobal standards since they recognise that without these standards the potential benefits of RFID in the retail supply chain.

Global standards, European regulations

EPCglobal standards are, of course, global; nevertheless European norms and regulations in radio transmissions, health and safety, privacy, environmental protection and labour relations raise specific issues related to the roll out of EPCglobal in Europe. In addition, European market structures drive specific business practices and priorities, and legal and cultural differences within Europe make it more difficult to develop co-ordinated approaches to standards development and implementation.



Benefits of the European Adoption Programme

- Networking opportunities with other European organisations that are involved with RFID and EPCglobal implementation.
- Ability to get regular updates about practical RFID and EPCglobal developments.
- Influence the EPCglobal development process to ensure that it meets the requirements of your business.

Organisation and activities

The EAP is run by two European based co-chairs and is facilitated by EPCglobal experts from GS1 in Europe. The co-chairs co-opt a small group of EAP members to help plan and prioritise the work of the EAP. The EAP meets approximately three times each year. Information about the group's activities is provided to members through the EAP room available over the Internet.

Contact GS1 in Europe!

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How to join

Membership of the EAP is open to individuals from companies who are EPCglobal subscribers. To join or for more information please contact your local GS1 member organisation for your country in Europe. A full list of European member organisations can be found on the website of GS1 in Europe at www.gs1.eu.