Collaborative Project

ASPIRE
Advanced Sensors and lightweight Programmable middleware for Innovative Rfid Enterprise applications

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Public report - Deliverable

Interim Report on Awareness Workshops

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Approvals

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Content

Executive Summary

"Do good things and talk about it" could be the leitmotiv for the ASPIRE dissemination activities. If we would like to convince SMEs to adopt the (RFID) and ASPIRE technology, we have to convince them about the utility of this technology for them. Taking as an example the GSM mobile phones, they spread like bushfire when people grew aware of the utility for their own personal use. ASPIRE, is an EU funded research project that aims at making Radio Frequency Identification Devices (RFID) a less expensive and more accessible technology for SMEs.

The goal of ASPIRE is to develop a middleware tool that can be adopted by any SME for a particular use. Therefore, creating awareness is an important issue for achieving valuable results.

As described in deliverable D2.2, the general knowledge of the RFID technology among the SME community is quite low. The dissemination activities will thus have to be twofold: on one hand they have to give a basic overview on the RFID technology, concentrate on the facilities offered by this technology to the user/SME, explain them, what they can precisely do with this technology in their businesses, how RFID can help them save time, money and help them to make their business systems easier, and on the other hand describe the ASPIRE technology, explain its advantages to SMEs and show them this is the tool they need to implement RFID at a low cost.

Taking into account the SME reality, f. ex. that the use a butcher may have of RFID technology will not necessarily be the same than the needs in RFID for a construction company, the Consortium partners chose to have besides the general information on RFID and ASPIRE a more sectoral approach.

This deliverable provides an overview of the dissemination activities organised in 2008 and 2009 for spreading awareness about the ASPIRE middleware. We have chosen to include the information days organized for collecting the needs of the SMEs as they contributed not only to the development of the ASPIRE technology but also to raising to some extent awareness among the participating SMEs. It also gave SMEs the confirmation that in the development of new technologies, they are also consulted and respected and that those technologies are not only for the happy few. However we shall only briefly list these info days, as they have already extensively been described in deliverable D2.2.

The information sessions the Consortium chose to organize complementary to the awareness raising workshops help to reach a larger audience of SMEs. The dissemination activities will be supported by a leaflet designed for SMEs. Another aim of the dissemination activities, while proceeding with the development of the ASPIRE technology will be to disseminate the results of the project and the trials achieved so far.

The feedback form that is distributed at the awareness workshops will help the partners assess the impact of the information provided on RFID in general and the interest risen by the ASPIRE technology. The feedback form can also help us evaluate whether SMEs think, if this technology fits their needs.

Section 1   Introduction

Dissemination is essential, especially for a "new" technology. There is a substantial need for informing SMEs on the RFID technology, even before acquainting them with the ASPIRE middleware technology.

The Consortium partners observed in deliverable 2.2 on end-user requirements that the general knowledge SMEs have on RFID and its use is quite low.

Furthermore, one Consortium partner led a small experiment, questioning approximately 30 of her relatives in two different European countries with various educational backgrounds. Most of them knew nothing about RFID and some had vaguely heard about this technology and the benefits that it can bring to their businesses. This small experiment shows that there is an enormous need of informing the European citizen and also the young people that are the entrepreneurs and founders of SMEs of tomorrow. This general need for information is thus very high and might go far beyond the ASPIRE project.

The Consortium has chosen UEAPME, the European Association of Craft, Small and Medium-Sized Enterprises, as partner to lead the activities on the RFID awareness and diffusion within the European SMEs. UEAPME is the most suitable candidate as this partner incorporates 84 member organizations from 36 countries consisting of national cross-sectoral SME federations, European branch federations and other associate members, which support the SME family. UEAPME represents more than 12 million enterprises, which employ around 55 million people across Europe. Furthermore, through its sister organization NORMAPME, the European Office of Crafts, Trades and Small and Medium sized Enterprises for Standardization, reaches more sectoral European associations.

To be as efficient as possible, the Consortium partners chose to organize awareness raising workshops, as well as to hold small information sessions as often as possible to disseminate the information on RFID and ASPIRE as widely as possible.

This deliverable describes the methodology of approaching SMEs, draw a compendium of the dissemination efforts undertaken so far in 2008/2009 and give an overview on the future plans.

The methodology and tools of how to inform the SME Community about the RFID technology and the ASPIRE middleware are first presented. This is followed by a description on how the dissemination activities were planned, the information material (leaflet) produced, the presentations and workshop contents, and the summary reports of the various information days and workshops. The document concludes with our future plans.

In the Appendix, several presentations, the draft SME leaflet and the feedback form distributed at the raising awareness workshops are included to allow for the Consortium to make an impact assessment at the end of the project.

Section 2   Methodology and Tools (UEAPME)

Initiating the project: The UEAPME Action Plan for 2008:

1. write a circular based on the documents received from PV and AIT (Julien Vinay and John Soldatos) to explain ASPIRE, and to invite a) to participate in the Info Days b) to participate in the online survey
2. send this circular to all members of UEAPME / NORMAPME
3. target the sectors food, pharmaceuticals, health, logistics, apparel and footwear, counterfeiting, metallurgy, others?
4. contact our network UEAPME/NORMAPME to increase the impact
   a) by talking to our colleagues UEAPME/NORMAPME f. ex. Ludger Fischer for food, to our experts, …
   b) by calling our nearest relations in the countries organizing Info Days (Denmark, Greece, France, Portugal and probably UK and Switzerland), (f.ex. Christiane Ginestou, David Tredwell,…) to ask them for support and help
5. publish the invitation to participate in the online survey and in the Info Days on the UEAPME and NORMAPME Homepages
6. write an article on the invitation to in the online survey and in the Info Days in the UEAPME Weekly Newsflash and in the Newsletter NORMAPME.

The circular was sent out from the moment the ASPIRE Website was made active and usable.

For the Information Days, every partner conceived a Country specific invitation that was put on the ASPIRE Website.

2009: Going-on with informing SMEs and preparation of the Awareness Workshops for SMEs

1. inform SMEs on RFID and the ASPIRE technology on every possible occasion (UEAPME Fora, Committees, Working Groups, Conferences, Seminars…)
2. plan the awareness raising workshops by contacting the UEAPME/NORMAPME network asking for their interest in organising RFID/ASPIRE workshops on a national, regional level
3. prepare information material, leaflets, presentations, together with the consortium partners
4. draft a feed-back form to collect the reactions of SMEs participating in the workshops
5. draft a new circular with in attachment the leaflet that describes RFID, the ASPIRE technology and the possibility to organise workshops

2010: Preach the good word: organize awareness raising workshops to inform on the progress achieved in ASPIRE and continue to raise awareness on RFID

1. organize the awareness raising workshops
2. continue to prospect for possibilities to organise further workshops
3. continue to inform the SME Community on the RFID technology and the benefits brought by the ASPIRE middleware technology through circulars, information in the

weekly newsflash of UEAPME, information on the UEAPME and its members' websites

2.1 The tools to approach the SME Community: Sending Circulars

One of the charms of Europe is the multitude of languages. In communication however, the use of languages is one of the main barriers for SMEs. In its contact with its members, UEAPME mostly communicates in the vehicle language English but writes its circulars whenever possible in four languages: English, French, German and Italian. NORMAPME even sends the circulars in 6 languages: additionally to the 4 above mentioned languages, NORMAPME drafts its circulars in Polish and Spanish.

Circulars for SMEs have thus to be written in an easily understandable way, be kept simple and brief. **Circulars to the UEAPME / NORMAPME members 2008**

28 January 2008: Call for expression of interest in ASPIRE, the new EU-founded project of UEAPME for reducing the costs of RFID technology for SMEs

The project develops new software solutions for RFID that will be distributed to SMEs under open source and royalty free conditions. This will considerably lower the total cost of ownership of RFID for SMEs as they will no longer have to bear the costs for acquiring licences of software proprietary systems for RFID.
ASPIRE will develop its software adapted to typical SME-scenarios in the following sectors:

- Food
- Apparel
- Metallurgy and Machines
- Health

Within February 2008 all UEAPME and NORMAPME members were asked to actively participate in the project for the collection of questionnaires on possible RFID scenarios in SMEs.
Moreover one or more SMEs from UEAPME/NORMAPME members have been selected to participate in a project pilot involving trials with RFID solutions adapted to their concrete business needs.

The participation of UEAPME/NORMAPME members in the above mentioned activities has been evaluated of of crucial importance for the development of sector-specific SME adapted versions of the software.

18 March 2008: INFORMATION: RFID-Radio Frequency Identification / Information Days and online-survey

ASPIRE is a European project in the field of RFID – Radio Frequency IDentification, funded by the European Commission under the 7th Research Framework Programme. It was launched on 1st January 2008 for 3 years with the participation of UEAPME.

RFID, Radio Frequency Identification, considered to replace the barcode, allows the products, goods, services to be traced from the producer to the end-consumer. This increases consumer safety, offers more efficiency, security and competitiveness in the fields of trade, logistics and supply chain. RFID also offers a huge potential for improved consumer services and the development of new markets.

The aim of ASPIRE is to support in particular SMEs in adopting RFID by significantly reducing costs for RFID through developing and providing a lightweight, royalty-free or open source, innovative, programmable and privacy friendly technology.

Additional Information:

To allow you to familiarise with RFID, the ASPIRE partners organise **free of charge Information Days** in France, Greece, Denmark and UK. These Information Days will initially focus on the following priority sectors: food, health, apparel, metal industry and machinery, logistics). For more information and for registration please consult the ASPIRE website (http://www.fp7-aspire.eu/sme.html). We also warmly invite you to participate in the **online survey** (http://www.fp7-aspire.eu) to help us develop this quickly evolving, innovative technology.
Your contribution to the development of an RFID adapted to the needs of SMEs is essential.

At the end of 2009/beginning of 2010 a further circular with the ASPIRE leaflet informing on the progress and first results achieved by ASPIRE and offering the organisation of workshops will be sent to the UEAPME / NORMAPME network.

2.2   The tools: Information Sessions for SMEs

Organizing Information Sessions

As announced in the introduction, the huge need of information lead us to the reflection to do more than organize workshops and to take every possible opportunity to inform SMEs on RFID and the ASPIRE middleware technology. The information sessions are opportunities to briefly inform SMEs on RFID and the ASPIRE technology on every possible occasion.

Thus, **UEAPME** seized the opportunity to inform its members and networks at its UEAPME Committees, Working Groups and sectoral Fora that have been set up to give the members of UEAPME the opportunity to discuss the European SME policy. These groups meet several times a year and the events are attended generally by approximately 15-40 representatives of the UEAPME members coming from all over Europe. They thus offer a perfect platform to present the RFID technology and the ASPIRE middleware to a broad multinational SME community.

Currently there are 7 UEAPME committees:

- Economic and Fiscal Affairs Committee
- Education and Training Committee
- Environmental Affairs Committee
- External Relations Committee
- Legal Affairs Committee
- RTD and Innovation Committee
- Social Affairs Committee

Furthermore, UEAPME newly created a **Study Unit** which aims to compile already existing studies and surveys on national level into Europe-wide products as well as to develop new study products, which can contribute to improve the quality of the European SME policy.

In parallel with the Study Unit, UEAPME has set up a **Study Group**, which brings together **experts from our national member organizations**, provides a platform to evaluate possible synergies for the research work done by UEAPME and its members and supports the work of the Study Unit.

Additionally, UEAPME has 7 **UEAPME Sectoral Fora**:

- Construction Forum
- Cosmetics Forum
- Food Forum
- Healthcare Forum
- Retail Forum
- Tourism Forum
- Transport Forum.

Information sessions are also held by UEAPME on the occasion of various Board Meetings or General Assemblies of the member associations.

To inform its members, UEAPME adopted two different approaches: a **"horizontal"** approach and a **"sectoral"** approach.
The "horizontal" approach: There is no need to inform experts in social or financial affairs on RFID applications in the construction sector. We, therefore, make a short introduction on the RFID technology in general and give them an overview of the functionalities (like traceability, stock management). After this we sum up some applications of RFID in different sectors (f. ex. tracing milk from the cow to the consumer, localizing working tools and machines, etc.)

The **"sectoral"** approach goes deeper into the sector's concerns. The Consortium partners developed several presentations (see Appendix for the standard presentations for the construction (attachment A1) and the transport/logistics sectors (attachment A2)).

The information sessions or workshops organized by **the Consortium partners** are most often linked to an external event. A brief description of some of those follows:

Information Day Characteristic	Information Day for Scottish SMEs
Workshop Scope	Introducing RFID and its various uses
Audience	SMEs in Scotland
Date	28.01.09
Number of Participants	25
Main Conclusions	Leading technology companies and end-users where introduced to RFID and the ASPIRE middleware in an event organised by the Electronic Knowledge Transfer Network (part of the British Government - BERR). SMEs from Scotland were present at this workshop. Improvements to business operations where acknowledged by SMEs but they were uncertain if RFID could be implemented in full scale to realise major

	benefits. SMEs were also looking for cases where RFID was implemented successfully at a smaller scale by other SMEs.

Table 1 Information Day in Edinburgh, UK

Information Day Characteristic	Eliberatica 2008
Workshop Scope	Introducing Open source ASPIRE middleware
Audience	Business people, entrepreneurs, IT professionals, government, mass media and academic representatives
Date	30.05.08
Number of Participants	400
Main Conclusions	Eliberatica brings together several stakeholders in the IT world with the aim to promote and discuss Free and Open source software. With the help of the event OSI aimed to promote open and free ASPIRE middleware to a wider range of sectors present at the show. Companies were looking for cases where RFID was implemented successfully at a smaller scale by other SMEs.

Table 2 Conference in Romania 2008

Information Day Characteristic	IDTechEx RFID Europe 2008
Workshop Scope	Europe's largest RFID show with attendees and speakers from the major RFID sectors and applications. A 2-day conference and exhibition held by leading independent analysts Dr Peter Harrop and Mr Raghu Das.
Audience	Business people, IT professionals, government
Date	30.10.08
Number of Participants	70
Main Conclusions	Presented the developments of ASPIRE to various RFID integrators and solution providers. Most issues revolved around the type of hardware used and the reliability of the hardware.

Table 3 - Conference in Cambridge 2008

Information Day Characteristic	IDTechEx RFID Europe 2009
Workshop Scope	Europe's largest RFID show with attendees and speakers from the major RFID sectors

	and applications
Audience	Business people, IT professionals, government
Date	Oct 2009
Number of Participants	70
Main Conclusions	Presented the developments of ASPIRE to various RFID integrators and solution providers.

Table 4 Conference in Cambridge 2009

Information Day Characteristic	Internet of Things Europe 2009: Emerging Technologies for the Future
Workshop Scope	Europe's largest RFID show with attendees and speakers from the major RFID sectors and applications
Audience	Business people, IT professionals, government and academia
Date	07.05.2009
Number of Participants	200+
Main Conclusions	The case was made about the limited acceptability and viability of an RFID-centric Internet of Things, recommending the adoption of other Privacy enhancing technologies proposing a number of innovative ideas to make the Internet of Things happen including ASPIRE RFID.

Table 5 Conference in Brussels

Information Day Characteristic	ID WORLD International Congress 2009
Workshop Scope	Europe's largest RFID show with attendees and speakers from the major RFID sectors and applications
Audience	Business people, IT professionals, government and academia
Date	03.11.2009
Number of Participants	100
Main Conclusions	The most comprehensive showcase on the evolving world of RFID, biometrics and smart card technologies, and the only international forum that looks at the advanced auto ID industry as a whole. Presented the community with a number of innovative alternatives along with explaining the benefits of ASPIRE to guarantee the privacy and security of the Internet of Things and discussed the role of its various stakeholders in making it happen.

Table 6 Conference in Milan

<u>Special session Internet of Things at WMNC'2009.</u>

The 2nd Joint IFIP Wireless and Mobile Networking Conference (WMNC'09) gathered more than 100 researchers and industrials around the ubiquitous computing. This year, it was holding a special session dedicated to the Internet of Things. In this context, INRIA was invited to make a presentation about RFID middleware and the ASPIRE RFID solution, in particular.

2.3 The tools: Organizing Awareness Raising Workshops for SMEs

Organizing Awareness Raising Workshops

To launch the organization of workshops, UEAPME sought the direct contact (by phone or personal contact) to its members and network:

Austria	**WKÖ - Wirtschaftskammer Österreich** – Magister Helmut Heindl, Gerhard Huemer, Iris Marlovits
Belgium	**UNIZO** – Karel Van Eetvelt, Luc Hendrickx, Johan Van Bosch **Union des Classes Moyennes –** Christophe Wambersie
Bulgaria	**National Chamber of Skilled Crafts** – Simona Hristova **Union for Private Economic Enterprise** – Teodor Detchev
Cyprus	**Cyprus Chamber of Commerce and Industry** – Panayotis Loizides
Czech Republic	**Association of Small and Medium sized Entreprises and Crafts of Czech Republic - AMSP-CR –** Karel Dobes **Czech Chamber of Commerce** - Ivan Voles
Denmark	**Håndværksrådet** – Peter Vesterdorf
Estonia	**Estonian Association of Small and Medium Sized Entreprises – EVEA** - Riina DANILSON
Finland	**SY - The Federation of Finnish Enterprises – FFE -** Jussi JARVENTAUS
France	**Assemblée Permanente des Chambres de Métiers – APCM** – François Moutot, Pierre Genest **Union Professionnelle de l'Artisanat –** UPA – Pierre Burban **Confédération Générale des Petites et Moyennes Entreprises – CGPME -** Jean-Eudes DU MESNIL, Sophie Franceschini, Claire Grossmann
Germany	Zentralverband des Deutschen Handwerks and Bundesvereinigung der Fachverbände des Deutschen Handwerks - ZDH and BFH - Karin Rögge
Greece	**Hellenic Confederation of Professionals, Craftsmen and Merchants (G.S.E.V.E.E.)** – Nick Scorinis
Hungary	**Ipartestületek Országos Szövetsége – IPOSZ** – Gabor Solti, Borka Gyula, Katalin Bors **Kereskedök Es Vendeglatok Orzagos Erdekkepviseleti Szövetsege – KISOSZ** – Gabor Antalffy **Magyar Iparszövetség – OKISZ –** Istvan Tokar
Ireland	**Irish Small and Medium Enterprises Association – ISME –** Mark Fielding **Small Firms Association – SFA** – Patricia Callan
Italy	**Confederazione Generale Italiana dell'Artigianato – CONFARTIGIANATO** – Cesare Fumagali

	Confederazione Italiana della Piccola e Media Industria – CONFAPI – Paolo Galassi
	Confederazione Nazionale dell'Artigianato e delle Piccole e Medie Imprese – CNA – Sergio Silvestrini, Claudio Cappellini, Giancarlo Gamberini, Pierluigi Casadei
	Confederazione Italiana Esercenti Attività Commerciali Turistiche e dei Servizi – CONFESERCENTI - Marco Venturi
Latvia	**Latvian Chamber of Craft - LAK** - Valdis Poikans
Lithuania	**Lithuanian Business Employers Confederation – LVDK** – Dana Arlauskas
	Lietuvos Verslo Darbdaviu Konfederacija
Luxembourg	**Chambre des Métiers du Grand-Duché du Luxembourg** – Paul Ensch, Michel Brachmond, René Theisen , Nico Kaufmann
	Fédération des Artisans – Romain Schmit, Jeannot Franck, Giuseppe Fatone
Malta	**GRTU - Malta Chamber of Small and Medium Enterprises** – Vincent Farrugia
Netherlands	**Koninklijke Vereniging MKB-Nederland** – Benne Van Popta, Ulrich Schröder, Femke den Hartog
Poland	**Zwiazek Rzemiosla Polskiego – ZRP -** Elzbieta ZNOSKO-LAPCZYNSKA, Tadeusz Bartnik
Portugal	**Associação Industrial Portuguesa - AIP** – Mario Secca
Romania	**Consiliul National al Intreprinderilor Private Mici si Mijlocii din Romania – CNIPMMR** – Christian Ionescu
Slovakia	**Slovensk Zivnostensk Zväz – SZZ** – Viola Kromerova
Slovenia	**OBRTNA ZBORNICA SLOVENIJE – OZS** - Dr. Viljem PSENICNY
Spain	**Federación Española de Autónomos – CEAT** - José Antonio ASENSIO MENDOZA
	Confederación Española de la Pequeña y Mediana Empresa – CEPYME - Elias APARICIO BRAVO
	Confederació de la Petita i Mitjana Empresa de Balears - PIME Baleares - Juan José DÍAZ MOYA
	Petita i Mitjana Empresa de Catalunya – PIMEC – Ramon Vila
Sweden	**Företagarna** - Anna Stina NORDMARK NILSSON
United Kingdom	**Federation of Small Businesses**

European Sectoral Associations:

Construction sector

Comité Européen des Equipements Techniques du Bâtiment – CEETB
Contact : Secretary General Frank Baumeister

European Builders Confederation – EBC
Contact **:** Secretary General: Riccardo VIAGGI

European Construction Wood Federation
Contact : Secretary General: Jeannot FRANK

European Federation for Elevator Small and Medium-sized Enterprises – EFESME
Contact: Secretary General: Giovanni FERRARINI

European Lifts Components Association – ELCA
Contact: Secretary General

European Federation of Chimney-Sweeps – ESCHFÖ
Contact: President: Hans-Günther BEYERSTEDT

European Metal Union / Union Européenne du Métal – EMU
Contact : President: Dipl.-Ing. Erwin KOSTYRA

European Union of Tile Fixers' Associations – EUF
Contact: Secretary General: Mr. Werner ALTMAYER

EuroWindoor
Contact: Secretary General: Ulrich TSCHORN

Génie Climatique International - Union Internationale de la Plomberie et de la Couverture - GCI-UICP
Contact : Secretary General Frank Baumeister

International Association of Building Service Contractors – FIDEN
Contact: Secretary General: Laurent WESTERMEYR

International Federation for the Roofing Trade – IFD
Contact: Secretary General: Detlef STAUCH

Union of European Association of Stove-Fitters Trade – VEUKO
Contact: Board Member: Dipl. –Ing. Thomas SCHIFFERT

Union Internationale des Entrepreneurs de Peinture – UNIEP
Contact : Secretary General: Dr. Ludger FISCHER

European Consortium of Anchors Produces – ECAP
Contact: Secretary General Barbara Sorgato

European Multifoil Manufacturers – EMM
Contact: Secretary General Maxime Duran

Foodstuffs sector

Confédération Européenne des organisations nationales de la Boulangerie et de la Pâtisserie – CEBP
Contact : President: Henri WAGNER

Healthcare sector

Confédération Européenne des Professionelles de l'Esthetique Cosmetique – CEPEC
Contact : Secretary General Magda MAGRI NAUDI

Coiffure EU
Contact :Secretary General: Mr. Robert VOS

International and European Federation of European Dental Laboratory Owners - FEPPD/BAFF
Contact: President: Jürgen SCHWICHTENBERG

International Association of Orthotists and Prosthetists – INTERBOR
Contact: Secretary General: Bernd WÜNSCHMANN

Services sector

European Federation of Accountants and Auditors for SMEs – EFAA
Contact: President: Geoffrey BRITTON

European Federation of Funeral Services – EFFS
Contact: Executive Director: Mr. Dr. Rolf LICHTNER

PIN-SME
Contact: Secretary General: Mr. Sebastiano TOFFALETTI

Comité International de l'Entretien du Textile
Contact : Christopher Tebbs

European Waterparks Association – EWA
Contact : President Dr. Michael Quell

Transport sector

Assocation Internationale des Reparateurs en Carrosserie - A.I.R.C.
Contact : General Secretary: Jan KOOLEN

European Caravan Federation
c/o Caravaning Industrie Verband
Contact: Secretary General: Hans-Karl STERNBERG

European Twowheel Retailers' Association (ETRA)
Contact: Secretary General: Mrs. Annick ROETYNCK

Union Européenne des Transporteurs Routiers (UETR)
Contact : President: Francesco DEL BOCA

International Association of tyre retreaders and retailers – BIPAVER
Contact: Secretary General

First results:

As a result up to now, the Consortium partners have held nine workshops in Belgium, France and Hungary (further details in Section 5 and Section 6) addressing SMEs from all over Europe. Six further ones are planned and will be organized in 2010 in Germany, Hungary, Poland, Turkey, Serbia, Slovakia.

These workshops are now in the planning phase. The contact persons will check if they will link the workshops to a national or regional event or do a single event dedicated to RFID and ASPIRE. The list with meeting places and dates will be finalized as soon as possible and at the latest during the first quarter of 2010.

More workshops might be added to the list as the Consortium will continue to promote RFID, ASPIRE and the workshops.

2.4   The tools: ASPIRE Workshops for SME solution providers

The Workshops for SME solution providers will slightly differ from the ones the partners generally present to the SME Community as we address people that should have prior knowledge of the RFID technology. One possible presentation is included in Appendix A3.

Workshops (2 or 3) for RFID solution providers will be held in Valence (France) after the end of the implementation of ASPIRE into PV Lab Demo Center (2nd semester of 2010). These sessions will be based on the description of ASPIRE development environment and the steps to follow to build an RFID application from scratch via this platform.

At the end of 2009, the integration process of ASPIRE in PV Lab Demo Center is ongoing, and an explained translation of three ties demo (http://wiki.aspire.ow2.org/xwiki/bin/view/Main/Demos#HWarehousePacketDelivery28AITdev AspireRfid3TierUse29) has been realized by PV. This information will be published at the beginning of 2010.

2.5   The tools: SME Requirements Information Days

The SME Requirement Information Days were organized to collect the needs of SMEs regarding the RFID technology. In our mind they also fall under "awareness raising" as we first had to present the RFID technology with its possible applications and to give a description of the future ASPIRE technology. We shall only give a short overview on these Information Days under Section 4 as we already extensively described these in deliverable 2.2.

2.6   The tools: A demo Center to provide information on RFID Technology

PV (French Traceability Center) has a demo lab focused on traceability technologies, in which RFID takes the major part.

By joining the ASPIRE FP7 consortium, the PV programmed to integrate ASPIRE in its demo lab. The integration should be full operational in the middle of year 2010.

However, ASPIRE's middleware has not been fully integrated in this environment yet. PV regularly organizes visits in this Demo Center, using it as a mean to raise awareness of potential end-users of RFID technologies.

Since the beginning of 2008, during each visit the following actions take place :
- Technological principles are explained,
- Technologies are described (performance, limitations, etc.),
- Applications are illustrated (pallet control, box control, item control, stock and pick & pack process, point of sale)

- The key role of a middleware in an RFID (or traceability) application is explained and detailed,
- The ASPIRE project (aim, consortium, objectives, state of the art) is presented.

Since the beginning of ASPIRE FP7's project, in October 2009, 392 potential end users have been received in this demo center and were impacted by this information.

Some photos of each process illustrated in PV Demo Lab

Pallet Control

Box & Item Control

Stock and Pick & Pack

Point of Sale

To have a full overview of PV Demo center, see Deliverable 6.1, Section 2.3

2.7 Quantitative Results through Questionnaire and Feedback Form

Purpose: (Assessing the Awareness, Assessing the Workshops)

The analysis of the online survey (questionnaire – attachment A4) developed by the Consortium team for the purpose of collecting the needs of SMEs has given quite an interesting overview of the general knowledge of SMEs on the RFID technology.

For the Awareness Raising Workshops, the Consortium partners drafted a feedback form to better assess the impact of the awareness raising and the utility of the workshops (see attachment). The feedback forms are distributed to the workshop participants and analysed. The results will be published in the final report on Awareness Workshops (deliverable 7.3b) in December 2010.

Section 3   Overview of Dissemination Material (UEAPME, PV, SENSAP,?)

3.1   Presentations

PV and UEAPME drafted a general presentation on the RFID technology and its applications and also worked out sector-specific presentations in the field of

Construction (see attachment A1)
Transport/logistics (see attachment A2)
Food

After a brief introduction in a very simplified manner of the RFID technology, explaining what is a tag, how it can be tracked, which information it can deliver (through sensors) and which equipment is necessary, the presentation focuses on the applications in the sector concerned giving concrete examples on how this technology could be used in this specific sector.

For the purpose of informing SMEs that have already some knowledge of the RFID technology, the partners use a more technical presentation (in attachment).

3.2   Leaflet for SMEs

3.2.a   Concept

I. Aim of the leaflet
Inform SMEs about the RFID technology and the possibilities it offers them;
Explain that the RFID technology will be affordable to SMEs through the ASPIRE technology;
Offer Information sessions, workshops, demos.

II. Concept
The leaflet should be easily understandable for SMEs;
Keep it simple, attractive, positive;
Languages: for the electronic version: as much European languages as possible; for the paper version: the main European languages or languages of the partners (English, French, German, Italian, Spanish, Polish, Greek, Danish, Portuguese, other?)

III. Content

1st page, 1st part: **key sentences** to attract / challenge SMEs

Like: have you seen my working tools, I can't find them?
Have my strawberries been delivered in time and in good condition?
Do we have these red jeans on stock in size 40?
Has my bread / pastry been exposed to humidity or heat during the supply chain?
How can I localise underground materials (like drains, cables, sewer plates)?
Which user has borrowed which books in my library?
…
For the layout, the text could be surrounded by question marks all over the page.

2nd part: **The answer to those questions: the RFID technology**!

Follows a brief description of RFID

RFID, Radio Frequency Identification, replacing or being complementary to the barcode-technology, allows the products, goods, services **to be traced** from the producer to the end-consumer. This **increases consumer safety, offers more efficiency, security and competitiveness** in the fields of trade, logistics and supply chain. RFID also offers a huge potential for **improved consumer services** and the **development of new markets**.

3rd part: **RFID made accessible to SMEs through the ASPIRE technology**

Follows a brief introduction of ASPIRE

ASPIRE is a project funded by the European Commission under the 7th Research Framework Programme. It was launched on 1st January 2008 and aims at developing an RFID technology particularly designed for SMEs by significantly reducing the costs. ASPIRE will provide a lightweight, royalty-free, open source, innovative, programmable and privacy friendly technology. Our ASPIRE Partners come from Universities, Research Institutes, Associations, Industry from several European countries (Belgium, Denmark, France, Greece, Portugal, United Kingdom).

4th part: Offering **Information session, Awareness Raising Workshops, Demos**

(N.B. In my mind, it seems to be very important to define several information possibilities: should we be drowned by requests for workshops (you never know ☺) it will be difficult for one partner to do this. It will also depend on the needs and the level of information SMEs have. Therefore, it might be wise to plan several awareness raising scenarios).

May I ask the partners to contribute very briefly on the workshop content?

5th part: Contact

Contact and further details on ASPIRE RFID

Mariette Wennmacher or any ASPIRE partner on www.fp7-aspire.eu

IV. Realisation

These texts should now be put in a nice layout with our logos, with photographs (why not f.ex. a photo or film of the playmobil demo?).

After the finalization of the electronic version, UEAPME will take care of the translations at least in German and French. The leaflet is then ready for electronic dissemination. A paper version will be realized for distribution and dissemination as described hereafter.

A draft of the leaflet (in attachment A5) has been made available to all partners for completion.

V. Dissemination

Electronic leaflet:

Published on

- the ASPIRE website
- the ASPIRE partners' website
- the UEAPME/NORMAPME members website (national, regional, sectoral)
- the EU Commission websites (ICT, RFID, SME Portal,… input requested from the Commission)
- the websites of networking partners of the ASPIRE partners (Research Institutes, Universities,…)
- you tube
- other???

Sent to

- the UEAPME/NORMAPME members by e-mail with the request to diffuse the leaflet as widely as possible
- the network of the ASPIRE partners
- the specialised media
- other???

Paper version of the leaflet

Hand out wherever possible
at conferences, seminars, in the waiting room of your dentist, who, by the way, is also a target user ☺ ,…
On the display units of our offices, receptions, …

Timetable: the leaflet should be ready at the end of December 2009 / beginning of January 2010 to be efficiently disseminated.

3.3   Questionnaire and Feedback Form

The questionnaire (on-line survey – see attachment A4) and the feedback form (cf. attachment A6) are tools designed to assess the awareness and the needs of SMES. You will find them in attachment.

3.4   YouTube

Following a relevant reviewers recommendation, ASPIRE will use also YouTube as a means of disseminating project results. Specifically, ASPIRE creates and uploads YouTube video with respect to:
- A presentation of the ASPIRE Project as a whole.
- A presentation of the Open Source AspireRfid project, which has been established in the scope of ASPIRE.

- Demonstrations of the AspireRfid Developments. Note that the AspireRfid Packet Delivery Demo is currently available on YouTube at: http://www.youtube.com/watch?v=9f63eoFwEN4. The video consists of three parts, which demonstrate the AspireRfid warehouse management solution, using AspireRfid tools.
- Presentation of the project's trials, in the form of systems in action. These videos will be developed as soon as the ASPIRE pilot systems become operation at the various pilot sites (such as SENSAP Warehouse, STAFF Warehouse and PV Lab).
- Demonstration of ASPIRE in public events, such as the Athens Digital Week (ADW) exhibition. A video of the ASPIRE demonstrations at ADW 2009 is available at the following URL:
http://www.youtube.com/results?search_query=AspireRFID+ADW&search_type=&aq=f

As already outlined several videos concerning the ASPIRE project as a whole, as well as its trials are under development and will be illustrated in the second version of this deliverable.

Section 4   Report on Information Days

The Information Days not only helped the Consortium partners to collect the needs of SMEs, but can also clearly be considered as raising awareness among SMEs. We have therefore chosen to give here an overview of these Info Days, extensively described in deliverable D2.2.

4.1   Belgium (UEAPME)

Information Day Characteristic	Information Day for the Food Sector
Workshop Scope	Awareness Raising and Collecting SME Requirements
Audience	Crafts and SMEs from the Food Sector
Date	26.06.08
Number of Participants	14
Main Conclusions	The SMEs represented at this workshop were mainly very small companies (1-5 employees). On the whole they had a very poor understanding of the RFID technology and they didn't see how to implement it into their current processes. Most of them pointed out that even the barcode technology is only used by few companies and this implementation takes time. Examples of RFID applications like slaughterhouse hook identification, butcher knives identification or even plastic boxes identification have been considered reserved for bigger SMEs (more that 30/50 people) and not the SMEs present at this meeting

Table 7: Details of Information Day in Belgium

4.2   Denmark (AAU)

Information Day Characteristic	Information Day on Security, Privacy and Legal issues for Personal Networks (PN)
Workshop Scope	Bring the ASPIRE efforts and work closer to SMEs
Audience	Two Danish organizations, the Danish Technological Institute (DTI) and the Center for Software Innovation (CSI)
Date	May 2008
Number of Participants	10
Main Conclusions	The participants' process was carefully performed as the scenarios were already identified early in the discussion with CSI. RFID networking issues, Internet of things (IoT), PN Architecture – IoT enabling technologies, Security and Privacy issues and Models were presented together with the legal issues. These were identified by the participants as the key issues they were interested in. ASPIRE project was presented too with updates on what is going around the world in this field.

Table 8: Details of Information Day in Denmark

4.3   France (PV)

Information Day Characteristic	Information day for Healthcare Sector
Workshop Scope	Awareness Raising and Collecting SME Requirements
Audience	SMEs of Health Sector
Date	29/04/2008
Number of Participants	13
Main Conclusions	SMEs do not implement RFID, but have already organized a traceability solution mainly based upon barcode automatic acquisition (see conclusions of survey in D2.2)

Table 9: Details of Information Day in France

Information Day Characteristic	Information day for Logistics Sector
Workshop Scope	Awareness Raising and Collecting SME Requirements
Audience	SMEs in the Logistics sector
Date	20/05/2008
Number of Participants	13
Main Conclusions	SMEs do not implement RFID, but have already organized a traceability solution mainly based upon barcode automatic acquisition (see conclusions of survey in D2.2)

Table 10: Details of Information Day in France

4.4   Greece (AIT, SENSAP)

ASPIRE partners AIT and SENSAP organized an RFID Information Day in Greece. The event took place on May, 21st, 2008 in Athens, Greece and attracted the interest of several SMEs including potential RFID end-users and potential RFID integrators. Hence, the information day served also as a workshop raising SME awareness. The following table lists the main details of this SME workshop, including the objectives of the workshop and main conclusions.

Information Day Objectives and Scope	The main objectives of the RFID information day were: • To introduce participants to RFID technology, its business benefits, as well as its applications. • To focus on the RFID technology benefits for SMEs. • To present indicative RFID case studies and success stories in different industries. • To demonstrate RFID technology in practice. • To introduce participants in the ASPIRE project, while also illustrating the potential benefits of their involvement (as users or contributors) in the AspireRfid project.
Workshop Place	Corallia Clusters Premises (http://www.corallia.org/), Marousi, Athens, Greece
Audience	SMEs potential end-users of RFID technology, SME integrators of RFID technology, researchers and engineers from the IT industry
Date	May, 21st , 2008
Number of Participants	150 participants (individuals), 50 SME companies were approximately represented
Main Conclusions	• The acquaintance of the participants with RFID technology is still low. • Most SMEs thought that the business case of replacing bar code with RFID was not clear. It was stated that joint use of RFID and barcode would be still required for various applications. • The RFID applications on food and apparel sectors, seem to be very appealing to several of the participating companies. In the food sector the interest of the SMEs was centred round traceability applications, while the most interesting apparel sector applications was logistics (e.g., receiving, shipping, pick & pack, inventory).

Table 11: Details of the RFID Information Day in Greece

Overall the workshop provided a good opportunity for introducing SMEs to RFID technology and applications. The workshop collected SME end-user requirements, and instigated discussion among potential RFID integrators. Furthermore, it provided opportunities to SMEs for further exploring RFID technology. Last, the RFID demonstrations provided a significant boost to the awareness goals of the workshop. More details on the event, as well as on the collected user requirements are reported in ASPIRE Deliverable D2.2.

4.5   Portugal (IT)

Information Day Characteristic	Information Day for SMEs
Workshop Scope	Awareness Raising and Collecting SME Requirements
Audience	6 SMEs: two from the pharmaceutical sector and four retailers
Date	5.09.08
Number of Participants	6
Main Conclusions	o Based on the information of the two internal meetings and the collection of SME requirements from the national association of SMEs, IT organized an RFID Information Day for SMEs on September 5th 2008 with the participation of 6 SMEs: two from the pharmaceutical sector and four retailers. A short summary of the results follows: ▪ In general, SMEs have a little understanding of the RFID technology, and, except for one of the retailers, they showed little interest in the possible benefits it could bring to their organizations in the near future. ▪The participants SMEs possess, in general, a poor IT infrastructure which is limited in many cases to one or two old PCs, or in cases such as two medium retailers to a database with a basic description of their products. ▪ Also, the majority of the SMEs do not have a clear idea of how to improve their business processes ▪ The four retailers showed an open position to the potential implementation of new technologies to improve their business processes, although not necessarily related to RFID. ▪ Finally, some SMEs had some interest on how the information carried by tags can be protected from possible intrusive attacks

Table 12: Details of the RFID Information Day in Portugal

4.6   UK (OSI)

Information Day Characteristic	RFID Information Day – Bracknell
Workshop Scope	Introducing RFID and its various uses
Audience	Business people and IT professionals
Date	02.05.2008
Number of Participants	40
Main Conclusions	Overview of the RFID technology was presented to introduce companies to the benefits of using RFID to improve their products or processes and in support of the EU Aspire project. The conference looked at issues surrounding RFID solutions and were aimed at SMEs interested in participating in the OSS project ASPIRE and improving their competitiveness by adopting RFID.

Table 13: Details of the RFID Information Day in the United Kingdom

Information Day Characteristic	RFID Information Day – Halifax
Workshop Scope	Introducing RFID and ASPIRE open source middleware
Audience	Business people and IT professionals
Date	15.05.2008
Number of Participants	50
Main Conclusions	Introduced companies to the benefits of using RFID to improve their products or processes in support of the EU Aspire project. This event was held at the European AIDC Centre of Excellence, Halifax The conference looked at issues surrounding RFID solutions and were aimed at SMEs interested in participating in the OSS project ASPIRE and improving their competitiveness by adopting RFID. The audience saw potential in the product but wanted to see something concrete. Since ASPIRE was in its initial phase a demo of the middleware was not available for display.

Table 14: Details of the RFID Information Day in the United Kingdom

Section 5   Workshops for Raising RFID Awareness / Report

5.1   Workshop 1 : Les Assises de la Traçabilité 2008, Valence

PV organized on the 1st and 2nd of April 2008 its major dissemination annual event called «Les Assises de la Traçabilité 2008», about traceability technologies and concerns.

A conference session on the electronic traceability domain (mainly concerned by RFID technologies) has been organized at the event. A dedicated presentation of ASPIRE's project has been introduced in this session, in a middleware dedicated sub session of the event.

This event hosted 297 cumulated participants on the 2 days session.

5.2   Workshop 2: Presentation at Fondation Euractiv, 17 September 2008, Brussels

John Soldatos' Presentation at Fondation Euractiv on 17 September 2008 on SMEs' stance on RFID

Intro: John Soldatos speaking on behalf of UEAPME, the European Association of SMEs. Partnership developed within ASPIRE (FP7 project on RFID)

RFID and SMEs:
- Low market penetration
    - Awareness: Need to raise awareness; mention UEAPME efforts in ASPIRE as an example
    - Cost: Minimize Total Cost of Ownership (hardware, software, consulting) – ASPIRE targets sw and consulting through OSS (royalty free) software and tools
    - Technology: some improvements could lead to business cases with better ROI

Privacy Issues and SMEs
- We acknowledge the importance of privacy concerns for consumers. Nevertheless, privacy regulations should take into account that too strict rules may be an obstacle for SMEs to innovate

Certification Issue
- Not relevant to SMEs

Vision for Future
- Bring RFID benefits to SMEs while decoupling them from technology issues : SaaS+rfid
- Emergence of robust, mature and user friendly Royalty Free solutions. SMEs should not depend on vendors' licences to deploy RFID

5.3   Workshop 3: RFID Show 2008, Paris 9 & 10/10/2008

The RFID Show is a French annual exhibition in Paris, based on the same model than the "Traceability Show" presented before.

PV had a stand of around 20 m2 during this event, in which it co-organized with CNRFID (French National Center of RFID, created PV and SCS Competitiveness Cluster in 2008) a public conference session on RFID technologies.

The ASPIRE project has been mentioned during this session as a progress tool to facilitate RFID integration and adoption by SMEs.

5.4   Workshop 4: UEAPME Construction Forum 16 October 2008 Brussels

ASPIRE presentation (prepared by Julien Vinay (PV), presented by Mariette Wennmacher (UEAPME))

Attendance list :

David Croft	EBC - European Builders Confederation
Ladislav Krocek	SPTZ – associations representing employers in construction and technical contractors – Czech Republic)
Ludger Fischer	UNIEP - International Association of Painting Contractors
Karine Iffour	NORMAPME
Lorenzo Accardo	NORMAPME
Christian Haeser	ZDH – Zentralverband des Deutschen Handwerks
Myriam Diallo	FFB – Fédération Française du Bâtiment
Dominique Proux	CAPEB - Confédération de l'Artisanat et des Petites Entreprises du Bâtiment
Valentina Mauri	NORMAPME
Franck Baumeister	CEETB - Comité européen des équipements techniques du bâtiment CGI-UICP - Génie Climatique International - Union Internationale de la Plomberie et de la Couverture
Vanessa Pereira	NORMAPME
M. Wennmacher	EMU – European Metal Union / UEAPME
Agnès Thibault	EBC – European Builders Confederation
Riccardo Viaggi	EBC – European Builders Confederation
Sebastiano Toffaletti	NORMAPME

Before presenting the project ASPIRE to the participants, Mariette Wennmacher first of all briefly introduced in a very simplified manner the RFID technology, explaining what is a tag, how it can be tracked and which equipment is necessary. She explained that the objectives of the ASPIRE project are to develop a user/SME friendly, easy to use, as low cost as possible, open source and royalty free technology. She insisted on the need to collect input from SMEs and on the requirement of direct participation of SMEs through pilots. Emphasis was made on the link to the ASPIRE Homepage and on the online survey. Mariette Wennmacher then gave an overview of the possibilities offered by the RFID technology in the construction sector. Most of the participants knew about the RFID technology but were not aware of the wide range of applications offered by it (see Appendix for presentation).

The floor was then open for discussion and focused on the following three points:

- Tracking possibilities offered by RFID
- Costs
- Privacy issue

The audience had a positive and enlightening experience about the possibilities offered in **tracking** of the working tools, engines, and other machinery.
A particular interest was expressed in tracking a product in the supply chain. The question arose whether it was possible for both, the supplier and the contractor, to track the ordered good/product. Another question tackled the issue of the distance range for the tracking and the equipment that has to be installed.

This naturally led to the question of **costs** that have to be invested in the material. Mariette Wennmacher replied that the costs will focus on the hardware as the software will be open source and royalty free and that the investment depended on the intended use.

The SME representatives expressed their concern on the **privacy issue** as they want their data and their products to be safe and shield, amongst others, from theft and counterfeiting. A participant also stipulated that the technology should offer the possibility to dis-activate the tag whenever the need is felt.

Although, due to time limitations, the time for in-depth questioning was not available,. the participants became aware of the wide possibilities offered by the ASPIRE technology in the construction sector. UEAPME, as a follow up on this event, suggested to the ASPIRE consortium to further pursue the relations established and to consider concrete actions with EBC – the European Builders Confederation. A first step would be a discussion with the Secretary General of EBC, Mrs Agnès Thibault, in order to figure out the possibility to organise "dissemination" days with concrete demos which also might help to identify SMEs willing to install a pilot.

5.5   Workshop 5: UEAPME Transport Forum 23 October 2008 Brussels

Attendance list:

Jost Krüger	ECF – European Cyclist Federation
Stefan Schulze-Sturm	ZDH-Zentralverband des Deutschen Handwerks
Katrin Sturm	ZDH-Zentralverband des Deutschen Handwerks
Nora Kutzbacher-Berger	Permanent Representation of Austria
László Ágai	UETR – Union Européenne des Transporteurs Routiers
Francesco del Boca	UETR – Confartigianato Trasporti
Marco Di Gioia	UETR – Confartigianato Trasporti
Lode Verkinderen	SAV - Koninklijke Beroepsorganisatie van de Vlaamse Goederenvervoerders en Logistieke Dienstverleners
Isabelle Maître	FNTR – Fédération Nationale des Transports Routiers
Iris Marlovits	UEAPME
Frank Baumeister	UEAPME

UEAPME presented the ASPIRE project in which it is taking part. RFID should replace the BAR-CODE in the future. Regarding transport systems this requires a TAG and a SENSOR that measures physical parameters, e.g. the temperature a good is exposed to during the transport period. However, this technology is still very costly, in particular the licensing of it.

Therefore, the aim of the project is to make RFID-technology available for SMEs by developing software for specific sectors with the idea to find SMEs who are willing to apply the software as a pilot and once tested pass the software on to other SMEs without charging any further costs. At the same time UEAPME is looking for SMEs who are willing to participate as pilots in this project. This search is done through…….

5.6 Workshop 6: Traçabilité Exhibition 2008, Paris 23 & 24/10/2008

"Le Salon Traçabilité" is a French annual exhibition on traceability products, technologies and services.

PV organized an exhibition space of 70 m2 with the local government (Drôme Department) with the participation of 8 companies around PV during 2 days.

PV organized also a press conference at the exhibition, in which middleware technologies and the ASPIRE project have been presented to the audience.

This event hosted 5000 visitors. Approximately 100 persons joined the PV conference during the meeting. Visitors of PV stand have been informed on the ASPIRE project during the 2 days.

5.7 Workshop 7: RFID and ASPIRE in the Construction Sector – 27 August 2009 in Székesfehérvár (Hungary)

Attendance list:

Gyula Borka	Hungary / IPOSZ/OFI
Katalin Bors	Hungary / IPOSZ/OFI
Mónika Pál	Hungary
György Szücs	Hungary / IPOSZ
Gábor Solti	Hungary / IPOSZ
Klaus Dann	Germany / Bundesverband Metall
Thomas Fleischmann	Germany / Bundesverband Metall
Erwin Kostyra	Germany / Alustahl Metallbau
Werner Kownatzki	Germany / Kownatzki GmbH & Co
Peter Mader	Germany / President Bundesverband Metall/Paul Mader GmbH & Co KGStahl - und Leichtmetallbau
Wilfried Rohlje	Germany / Wilfried Rohlje GmbH & Co
Francis Bichel	Luxemburg / Metal Services sàrl
Antonio D'Onofrio	Luxemburg / Metal Design sàrl
Chris Beelen	Netherlands / Koninklijke Metaalunie
Herr Dijkstra	Netherlands / Koninklijke Metaalunie
Harm Jan Keijer	Netherlands / Koninklijke Metaalunie
André van der Leest	Netherlands / Koninklijke Metaalunie
Michael Van Straalen	Niederlande / President Koninklijke Metaalunie / De Boer BV / Industrieel Ontwerpbureau Nederland BV)
Peter Hess	Switzerland / Schweizerische Metall-Union
Gregor Saladin	Switzerland / Schweizerische Metall-Union
Emil Weiss	Switzerland / President Schweizerische Metall-Union / Weiss Metallbau AG
Felix Stutz	Switzerland / President Swissmechanic

Oliver Müller	Switzerland / Swissmechanic
Robert Welna	Switzerland / Swissmechanic
Jean-Etienne Holzeisen	Switzerland / Swissmechanic / BREMOR Services sàrl
Mariette Wennmacher	UEAPME

The presentation used for this workshop was the one for the Construction Sector.

Before presenting the project ASPIRE to the participants, Mariette Wennmacher first of all briefly introduced in a very simplified manner the RFID technology, explaining what is a tag, how it can be tracked and which equipment is necessary. She explained that the objectives of the ASPIRE project are to develop a user/SME friendly, easy to use, as low cost as possible, open source and royalty free technology. She insisted on the need to collect input from SMEs and on the requirement of direct participation of SMEs through pilots. Emphasis was made on the link to the ASPIRE Homepage and on the online survey. Mariette Wennmacher then gave an overview of the possibilities offered by the RFID technology in the construction sector. Most of the participants knew about the RFID technology, but were not aware of the wide range of applications offered by it (see Construction sector presentation). Few of them use it in their company.

One participant observed that this kind of technology is rarely used in the metal construction sector and that RFID is much more adopted in the industrial series production (mechanic parts for industry) and in trade.

The participants expressed their concerns by the rise of theft and pilferage of metal, construction machines and working machinery. They, therefore, showed a huge interest in the tracking possibilities offered by the RFID technology and welcomed the development of ASPIRE that will help SMEs implement these new technologies.

5.8   Workshop 8: Les Assisses de la Traçabilité 2009, Valence

PV organized on the 31st of March and the 1st of April 2009 its major dissemination event called « Les Assises de la Traçabilité 2009 ».

During this event, 2 thematic sessions of conferences were organized on ASPIRE concerning related subjects:
- Half a day has been dedicated to RFID, with the exclusive invitation of the CNRFID (French National Centre of RFID, newly created by the French Government at the end of 2008). Conferences on technical standardization, user standardization and new applications of RFID technologies were held during this session,
- A full day session, on the 1st of April, was organized on electronic traceability technologies. One part of this session has been dedicated to Middleware concerns (state of the art followed by a full presentation of the ASPIRE project). Our project partner INRIA made a presentation on ASPIRE, its objectives and the SME purposes.

As the year 2008 has been really rich in new actions concerning traceability technologies structuration for PV (see below), a very particular attention has been given to this event and PV spent a lot of energy for organizing this event.

Several new actions concerning traceability technologies in France during the year 2008, in which PV was involved :
- Anti counterfeiting technologies emergence and initiation (by PV) of an ISO working group concerning these technologies,

- Creation and beginning of activities of the CNRFID (French National Centre of RFID) in which PV takes part as one of the two funding members,
- Implication of PV in several collaborative projects on traceability technologies, like the ASPIRE project.

257 participants attended this event.

5.9   Workshop 9: / Traçabilité / Solutions RFID / Progilog, Paris 25&26/11/2009

"Le Salon Traçabilité" is a French annual exhibition on traceability products, technologies and services.

PV organized an exhibition space of 70 m2 with the local government (Drôme Department) with the participation of 8 companies around PV during 2 days.

PV organized also a press conference at the exhibition, in which middleware technologies and the ASPIRE project have been presented to the audience.

This event hosted 5000 visitors. Approximately 100 persons joined PV conference during the meeting. Around 100 hundred visitors of PV stand have been informed on the ASPIRE project during the 2 days of the edition 2009.

5.10 Other events in France: List and Dates of short presentations done by PV on RFID and Middleware technologies

- La Mélée Numérique, Toulouse, April 2008, the 10th,
- HIT (Hospital Information Technology) Show, Paris, May 2008, the 29th,
- ICTF (International Contactless Technology Forum), Lille, June 2008, the 11th,
- RFID Connexion, Archamps, June 2009, the 10th and the 11th,
- ICTF (International Contactless Technology Forum), Marseille, June 2009, the 16th & the 17th.

Section 6   ASPIRE Workshops for Solution Providers

6.1   Workshop 1: RFID-SME Information Session 24 November 2009 Brussels

6.1.1   Overview

UEAPME organized an RFID workshop for SMEs at its premises in Brussels in November 2009, In the scope of this workshop, UEAPME invited SME RFID Integrator and RFID Solution Provider companies, as well as SME Associations (mainly Associations of IT SME companies). Participants were members of a new project (titled RFID-ROI-SME standing for "Pilot RFID Deployments and ROI Studies for SME using Open Source Middleware and Tools"). The RFID-ROI-SME is an EC project of the FP7 framework, and in particular of the FP7 CIP (Competitive Innovation Programme), which aims at organizing, piloting and evaluating eight RFID pilots for SMEs across six European countries (Bulgaria, Denmark, Greece, Italy, Spain and the UK). RFID-ROI-SME adopts a model where SME (integrators) develop solutions for the SMEs (end-users of RFID technology). Note that RFID-ROI-SME is currently in the phase of negotiation with the European Commission, and is therefore likely to start early in 2010.

Hence, the workshop provided an opportunity for introducing participants to the ASPIRE developments, while also investigating potential synergies between the two projects (e.g., RFID-ROI-SME SME integrators to use the AspireRfid tools and/or middleware). The list of participants and the agenda of the event are included below. A specific slot of the workshop was dedicated to the presentation of the ASPIRE project, and its liaison with the RFID-ROI-SME project. The ASPIRE perspective was provided by UEAPME, SENSAP and AIT, which are participating in both projects. ASPIRE specific presentations were given by the ASPIRE Technical Manager (on the technical side of ASPIRE) and by SENSAP (on the ASPIRE pilots). The following table provides an overview of the workshop's details, objectives and conclusions.

Workshop Objectives and Scope	The main objectives of the SME Workshop were:
	• To serve as a short informative meeting for the RFID-ROI-SME project.
	• To introduce participants to the state-of-the-art in RFID systems, as well as prominent applications and case studies in various industries.
	• To present the ASPIRE project and its developments (including the AspireRfid OSS project) to the SMEs and the SME Associations.

	• To discuss potential liaison and synergies between ASPIRE and RFID-ROI-SME, notably in the following areas:
	    o Use of AspireRfid components from some of the SME companies.
	    o Dissemination of ASPIRE and AspireRfid through the SME Associations.

Workshop Place	UEAPME Premises, Brussels, Belgium
Audience	• SME Associations, namely: o European Association of Craft, Small and Medium Sized Businesses (UEAPME), Belgium

	- CNA (National Confederation of Crafts and Small and Medium-Sized Enterprises) – Milan Province (CNA), Italy - ASOCIACIÓN EMPRESARIAL DEL SECTORTIC DE LA CV (ESTIC), Spain - United Kingdom IT Association (UKITA), UK - Bulgarian Association of Software Companies (BASSCOM), Bulgaria - SME Integrators, namely: - SERO Solutions (SERO), UK - SATA srl (SATA), Italy - SENSAP S.A (SENSAP), Greece - Balkan Services (BKS), Bulgaria - RFID-specialisten (RFID-SPE), Denmark - Alu Group S.L (ALU), Spain
Date	November, 24th, 2009
Number of Participants	5 SME Associations 6 SME RFID Solution Providers
Main Conclusions	- ASPIRE and AspireRfid technology attracted the interest of the participants, even RFID Solution Providers that are/were familiar with RFID and RFID middleware. - It was concluded that the AspireRfid solution, can be better reused and integrated in the scope of logistics and warehouse management related pilots. There are however other RFID applications and case studies, where AspireRfid could provide only limited benefits. - Several RFID solution providers expressed interest in deploying ASPIRE based solutions. On the other hand, they outlined that their experience shows that only a limited number of components and libraries are typically reused across diverse RFID projects and business cases. - The ASPIRE licensing schemes (based on the LGPL license) is more or less compatible to the commercialization strategies of the RFID solution providers. This was deemed an important point for the sustainability and long-term use of AspireRfid based solutions.

Table 15: Details on the RFID Workshop for SMEs in Brussels (November, 24th, 2009)

6.1.2 Presentation of RFID Pilot Projects to the SMEs and SME Associations

As already outlined, prior to the ASPIRE session of the workshop, the workshop participants discussed extensively the eight RFID pilots to be deployed in the scope of RFID-ROI-SME. This discussion was of high interest to the potential liaison of RFID-ROI-SME with ASPIRE, since it revealed which projects could directly benefit from the ASPIRE developments. Specifically, the RFID pilot projects that were presented and discussed in the workshop included:

1. **An Automated Document Tracking and Archiving Pilot**: This pilot emphasizes on tagging of documents using RFID labels, in order to facilitate their automatic identification across folders, libraries and business locations of the target SME. The pilot will implement document and tracking and archiving processes based on automatic identification (e.g., check-in, check-out, monitoring, searching) of documents. Furthermore, the pilot will also include the integration of the RFID system with

conventional workflow management systems and processes, with a view to fully digitizing and automating the document lifecycle processes.

2. **Safety on construction working sites Pilot**: The aim of this pilot is to establish and automatically enforce safety rules and protocols using passive and active RFID tags. The pilot involves tagging employees and accordingly tracking them as they pass through gates (i.e. based on passive tags), but also while they are wandering in the construction sites (i.e. based on active tags). The tracking functionality will also include exploitation of visual cues from cameras, with a view to improving tracking accuracy. The pilot will realize the enforcement of security protocols associated with access control and access privileges within the complex construction site.

3. **Electronic tickets pilot for VIP guests**: The scope of the pilot includes storing and managing individualized travel information on electronic tickets. In this pilot RFID tickets serve as Personal Databases for individuals booked on travel and/or excursion programmes. End users will be able to synchronize and validate their programmes against centralized databases, with a view to facilitating travel related transactions (such as purchase of new programmes and options). The objective of the pilot will be to ease the management of individualized travel records, while also enhanced the customer's experience in terms of booking programmes and performing travel transactions.

4. **Construction of an interpreter of RFID pulses Pilot in the plastic film industry**: This pilot is focused on the use of RFID technology for automatic situation detection in the logistics operations of the plastic industry. Target processes include: hand pallet truck transiting empty, items taken from a location of the rack, items taken from location on the floor, materials unloaded in a location, materials unloaded on the floor, as well as changes in the material location.

5. **CABLE Trading Logistics Pilot for CABLECOM**: This pilot is another logistics one, dealing however with the peculiarities of the cabling industry and comprising processes such as better tracking and planning of the cables, better tracking of the orders, optimized usage of the cable rolls (i.e. matching of rolls to demands), tracking of the location of the cable rolls, optimized usage of the leftovers from the cables.

6. **Security Systems Pilot for Sovereign Security**: This is a pilot utilizing passive RFID tags and NFC (Near Field Communications) technology. The project will deal with tracking of people and incidents with a view to enforcing security protocols and regulations. The solution to be developed will facilitate/automate tracking of people and incidents, electronic records management, instant validation of personnel and their location. The pilot will be deployed for a company offering security services.

7. **Intelligent Manufacturing and Manufacturing Quality Control Pilot**: In this pilot RFID and automatic identification will be utilised for quality control and process management in the packaging industry. The pilot project will establish and maintain associations between source materials, production processes and end products (and their quality). Hence, the end-user SME will be provided with tools for auditing how certain processes lead to specific products and/or product qualities. Accordingly the end-user SME will be able to appropriate re-engineer manufacturing processes for improving its results. One of the tools to be provided to the end-user will be a tool for costing based on apriori data (i.e. cost estimation based on past data about production processes).

8. **Transnational interoperability pilot for the apparel sector**: This will be an international pilot demonstrating a fully fledged RFID enabled supply chain. Specifically, this pilot will demonstrate the transnational operation of a company's supply chain, which: (a) Places RFID tags at the manufacturing plant of the company in Bulgaria, (b) Exploits the tags for RFID enabled logistics processes and warehouse management at the central distribution site/warehouse of the company and (c) leverages RFID for added-value services to customers (e.g., smart mirror, automatic check-out) within the company's retail store. Part of this supply chain is already integrated in the scope of the ASPIRE project (STAFF trial)

by SENSAP. Hence, this trial will make extensive use of existing RFID infrastructures established in the scope of the ASPIRE project.
Following the presentation of the above projects, SMEs and SME Association discussed more specific details of each pilot along with the envisaged time planning.

6.1.3   RFID and Privacy Presentations
During the workshop, there were also presentations on the recent EU Recommendation on RFID Privacy and Data Security. It was explained that all RFID pilots will raise privacy issues (e.g., due to collection of personal data of employees, customers etc). Furthermore, it was discussed that all pilots must comply to the mandates of the EU RFID Recommendation on Privacy and Data Security on the basis of Privacy Impact Assessments (PIA), which will be integral elements of all the pilots. Participants tools the opportunity to discuss the ASPIRE privacy directive and mandates for middleware implementation as well, as the later are highlighted in deliverable D2.5.

6.1.4   ASPIRE and AspireRfid Session
A special session of the workshop was allocated to the presentation of the ASPIRE project, as well as its technical developments. The presentation delved into various technical aspects of ASPIRE, with a main focus on the establishment and results of the AspireRfid project. Specifically, the ASPIRE presenters illustrated:
- The objectives of the ASPIRE project, including its technological and scientific objectives.
- The ASPIRE Architecture and its association with several of the previously discussed pilot projects.
- The AspireRfid project, including the means to access documentation and source code i.e. through the Wiki and forge of the project.
- The AspireRfid tools and their use in various contexts.
- The use of the fosstrack libraries and the adoption of EPCglobal concepts (mainly through the EPC-ALE and EPC-IS standards).
- The AspireRfid middleware developments with respect to business event generation and end-to-end RFID networks management.

Special emphasis was given to the presentation of realistic RFID and the ASPIRE case studies by SENSAP. SENSAP explained the setup and deployment of the STAFF pilot and the preparation of the SENSAP pilot. Furthermore, it illustrated some evaluation metrics for the STAFF pilot and the apparel sector in general. Accordingly, there was also active discussion on the licensing of ASPIRE and how SENSAP customized and integrated the ASPIRE source code.

The ASPIRE consortium members provided many pointers to additional reading material including:
- The AspireRfid Wiki and information therein.
- The ASPIRE project deliverables, as well as scientific publications.
- The AspireRfid demonstrations on YouTube.
Such information and pointers were requested from the workshop participants.

6.1.5   Discussion on the use of AspireRfid by RFID Solution providers
Following the ASPIRE presentations there was extensive discussion on the potential (re)use of AspireRfid for the RFID-ROI-SME pilots. As a general remark it was agreed that the AspireRfid could be more easily used for logistics and supply chain management pilots (e.g., the pilots for Cable logistics and Apparel). This is because AspireRfid has a logistics oriented, whereas all the business process management developments of ASPIRE concern logistic processes. However, it was also envisaged that the ASPIRE logistics modelling models (e.g., logical warehouses, containers, hierarchical business processes) as explained

in Deliverable D2.4, could be also applied to the document management pilot, based on an analogy between folder hierarchies and containers/storage spaces hierarchies. On the other hand, participants agreed that the level of reuse of AspireRfid libraries in the scope of the security systems pilots and e-ticketing pilots would naturally be low. Certain aspects (e.g., AspireRfid NFC drivers and interfaces) could however be reused in the NFC security solutions, even though they represent only a limited part of it.

While RFID solution providers acknowledged the AspireRfid work and its merit, they also stated that each of the project has peculiar requirements, which ask for additional integration work, despite the use of ASPIRE middleware and tools. Most of them agreed that implementing an Open Source solution can be resourceful, yet it provides other benefits (e.g., low-cost, control over the source code etc.).

As a follow on to this discussion RFID-ROI-SME integrators promised to further study ASPIRE and examine it against their envisaged solutions. From the ASPIRE consortium side, AIT and SENSAP confirmed their availability for providing guidance in drafting AspireRfid compliant RFID solutions.

6.1.6   Other aspects of the ASPIRE RFID-ROI-SME Liaison

The ASPIRE members capitalized on the presence of SME Associations in this workshop in order to request the dissemination of AspireRfid within the members of the participating associations. This request made sense to the SME Association representatives given that several of the participating associations (e.g., BASSCOM, UKITA) are associations of SME IT companies, whose members can be potential users of the AspireRfid developments.

List of participants:

	A	B	C
	RFID Informative meeting 24/11/09		
	Participants	Company/organization	
	Sebastiano Toffaletti	UEAPME	SME Association
	Rémi Orth	UEAPME	SME Association
	John Soldatos	AIT	SME
	Filip Mutafis	Balkan Services	SME
	Petya Boshkova	Balkan Services	SME
	Paola Daniela Monari	Sata	SME
	Flavio Bonfatti	Sata	SME
	Rita Westergaad	RFID Specialisten	SME
	Stephen Silk	UKITA	SME Association
	Satnam Bains	Sero	SME
	Eugenia Flores	ESTIC	SME Association
	Joaquin Garrido	ESTIC	SME Association
	Jose Ramon Vilar Mir	PICDA	SME
	Panagiotis Dimitropoulos	Sensap	SME

Agenda of the meeting: RFID-SME and ASPIRE Workshop for SMEs
24th of November 2009
Maison de l'Economie Européenne
4, Rue Jacques de Lalaing
B-1040 Brussels

Agenda

Session I: Welcome and Introductions

9:00-9:15	Registration, Coffee
9:15-9:30	Welcome and Introduction (Sebastiano Toffaletti, UEAPME, RFID-SME Project Coordinator)
9:30–10:00	Round Table - Presentation of the project partners (including SMEs and SME Associations_

Session II: Introduction to the RFID-ROI-SME project

10:30–11:00	RFID-ROI-SME Project: Objectives, Work-plan and timeline (Sebastiano Toffaletti, UEAPME, RFID-SME Project Coordinator)
11:00–12:00	Introduction to the (8) Pilot RFID Projects (John Soldatos, Athens Information Technology, ASPIRE Project Technical Manager)
12:00–12:30	Report on the contract negotiations, Management structure and Overview of the next steps – (Rémi Orth, UEAPME, RFID-ROI-SME, Project Officer)
12:30–13:30	Lunch Break
13:30 – 14:30	The EC recommendation on the implementation of privacy and data protection principles in applications supported by RFID (Manuel Mateo Goyet, EC DG INFSO, RFID-ROI-SME, Project Officer) (TBC)
14:30 – 15:00	AOB, Concluding Remarks and Closing of Meeting

Session III: ASPIRE Presentations for SMEs

15:30–15:45	Short Introduction to ASPIRE and RFID (John Soldatos, Athens Information Technology, ASPIRE Project Technical Manager)
15:45–16:20	ASPIRE Open Source Tools and Developments – The AspireRfid (http://wiki.aspire.ow2.org/) Project (John Soldatos, Athens Information Technology, ASPIRE Project Technical Manager)
16:20–16:50	ASPIRE RFID Case Studies for SMEs (Panos Dimitropoulos, SENSAP S.A)
16:50-17:30	Discussion

Section 7   Future Plans

7.1   Information sessions and workshops

At the end of 2009, beginning of 2010, UEAPME will broadly disseminate the ASPIRE leaflet for SMEs by means of mailing lists, at events and similar, with the intention to inform on the progress achieved by ASPIRE and to offer the organization of workshops.

Furthermore, UEAPME will continue to inform SMEs on RFID and ASPIRE on every possible occasion. This means UEAPME perpetuates the information sessions at the in Section 2.2 mentioned Working Groups, Committees and Sectoral Fora, Study Unit and Group and at meetings organized by our members in their home countries.

As mentioned in the introduction, we have chosen to organize most of the Awareness Raising Workshops in 2010 in order to benefit as much as possible from the newest developments in the ASPIRE project. For 2010 workshops are planned in the following countries: Germany, Hungary, Poland, Turkey, Serbia, Slovakia.

These workshops are now in the planning phase. The contact persons will check if they will link the workshops to a national or regional event or do a single event dedicated to RFID and ASPIRE. The list with meeting places and dates will be finalized as soon as possible and at the latest during the first quarter of 2010.

In 2010, PV plans to organize :
- A new edition of its annual forum "Les Assises de la Traçabilité",
- Exhibit on a stand in RFID Show, event planned in March 2010,
- 2 or 3 information sessions dedicated to RFID solution providers in the 2nd semester,
- Some information sessions dedicated to logistics, healthcare and agrofood sectors (dates not yet defined).

7.2   Targeted Demonstrations to SMEs

In order to show the results of ASPIRE to possible customers, our Consortium partner PV plans some demonstrations in 2010, after the full integration of the ASPIRE Middleware in the PV Demo Lab.

Each business process illustrated in the PV lab will be driven via ASPIRE, and events will be collected, filtered and stocked into an EPC/IS repository. A WMS software will be used to illustrate the capacity to quasi real time manage stock in industry.

The used demonstrations were described in Section 2.6. Deliverable 6.1, Section 2.3 gives a complete description of the business process based on use of the ASPIRE's middleware.

7.3   Dissemination beyond the UEAPME family

UEAPME plans not to limit dissemination of the ASPIRE results to its network but will widely distribute information material to Industry Associations that represent mainly big players but do also have SME members (like Eurochambres, Eurocommerce, Eurobusiness, etc.)

7.4   Impact Assessment

Distributing a feedback form at the workshops will allow the Consortium to draw conclusions on the importance of RFID for SMEs, on their wish to use the ASPIRE middleware in a near or far future, on the overall awareness raising within European SMEs. The results will be published in the final report on Awareness Workshops (deliverable 7.3) in December 2010.

Section 8   Conclusions

This deliverable has described the efforts undertaken so far by the ASPIRE Consortium to raise awareness among SMEs on the RFID and the ASPIRE middleware technologies. It gives an overview on the tools, the way of proceeding, the events organized and introduces future plans. The ASPIRE Consortium team will pursue its efforts to disseminate the RFID technology and the results of the ASPIRE project as broadly as possible.

The experience gained so far through the dissemination activities organized in the framework of ASPIRE confirms the observation that the general knowledge of the RFID technology is quite low among the SME Community. To have a better understanding of the situation, the feedback form distributed to the participants of the workshops will allow the Consortium partners to make an impact assessment that will be published in the final report on Awareness Workshops (deliverable 7.3b) in December 2010.

The aim of our dissemination activities as described in this deliverable, is thus to reach as many SMEs as possible, to inform on RFID, to present the ASPIRE middleware technology, to explain SMEs that this technology will help them implement and adopt RFID, to show them concrete applications and demonstrations of the RFID technology and, last but not least, to assess whether SMEs are keen on using the technology.

Section 9   List of Tables

Section 10   Acronyms

AAU	Aalborg University
AIT	Athens Information Technology
ASPIRE	Advanced Sensors and lightweight Programmable middleware for Innovative Rfid Enterprise applications
EPC	Electronic Product Code
IoT	Internet of Things
INRIA	National Institute for research in computer science and control
ISO	International Standard Organisation
IT	Information Technology
IT	Instituto de Telecomunicações
NORMAPME	European Office of Crafts, Trades and Small and Medium sized Enterprises for Standardization
OSI	Open Source Innovation Ltd
OSS	Open Source Software
PV	Pole traceability Valence
RFID	Radio Frequency Identification
ROI	Return of Investment
SaaS	Software as a Service
SENSAP	SENSAP S.A.
SME	Small and Medium Enterprise
UEAPME	European Association of Craft, Small and Medium-Sized Enterprises
WP	Work package

Appendices

A1	Presentation Construction sector
A2	Presentation Transport/Logistics sector
A3	Presentation for SME solution providers
A4	Questionnaire (online survey in paper version)
A5	Draft leaflet for SMEs
A6	Feedback Form