

# European EPC Activities



# GS1 in Europe: Harmonised standards and solutions for European Business

## GS1 and EPCglobal

As an organisation dedicated to improving the efficiency and visibility of supply and demand chains, globally and across sectors, GS1 has been helping businesses do business with each other for more than 30 years.

GS1 offers a diversified portfolio of products, solutions and technologies, including the GS1 System of standards – the most widely used standards system in the world. GS1's offer ranges from GS1 BarCodes to GS1 eCom (electronic commerce tools) to next generation technologies and solutions such as GS1 GDSN (data synchronization), EPCglobal (using RFID technologies).

EPCglobal as a non-for-profit joint venture between GS1 and GS1 US, is leading the development of industry-driven standards for the EPCglobal Network to support the use of Radio Frequency Identification (RFID) in today's fast-moving, information rich, trading networks. The EPCglobal Network is a set of technologies that enables immediate, automatic identification of items in the supply chain, anywhere in the world.

For more information visit: [www.gs1.org](http://www.gs1.org) and [www.epcglobalinc.org](http://www.epcglobalinc.org)

## GS1 in Europe: Leadership in implementation

GS1 in Europe is a collaboration of 41 GS1 member organisations. We lead the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies.

GS1 in Europe really believes that European user companies will benefit from using global GS1 standards. GS1 in Europe plays a key role in enabling the implementation of GS1 standards in Europe. Companies using the GS1 standards will benefit from a harmonised approach by European GS1 organisations for creating and implementing standards for supply and demand chain management.

### GS1 in Europe offers:

- Fulfilment of real business needs.
- Working together with European users, the European GS1 organisations develop solutions that are tailored to European needs – while still being globally compatible.
- Efficiency.
- Access to exhaustive information through our European platform.
- Smooth processes because of targeted resource allocation

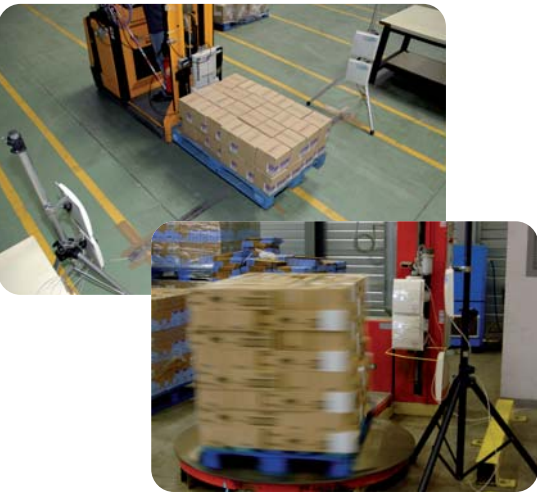
Among her several activities GS1 in Europe is fully devoted to support and facilitate the implementations and adoption of EPCglobal's standards and solutions.

For more information visit: [www.gs1.eu](http://www.gs1.eu)





# The European Adoption Programme



The GS1/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 fully support the GS1/EPCglobal standards since they recognise that without these standards the potential benefits of RFID in the retail supply chain.

## Benefits of the European Adoption Programme

- Enabling EAP members to exchange information and create synergies in implement EPC pilots and roll-outs.
- Harmonize critical technical and business issues to avoid any market fragmentation within Europe.
- Agreeing and publicising common expectations of how GS1/EPCglobal technology will be rolled out in Europe in order to avoid incompatible approaches.
- Lobbying and communicating with relevant organizations, including industry and consumer groups.



GS1/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 GS1/EPCglobal standards 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.

The EAP meets three times a year at different locations around Europe. More than 80 people benefit at each event. 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 organisation in your country. A full list of the local GS1 organisations can be found at [www.gs1.org](http://www.gs1.org).



# The European EPC Lab Network



Six European EPC Labs agreed to work closely together and formed the European EPC Lab Network supporting the adoption of RFID technology and EPC technology in Europe. The EPC or Electronic Product Code is a technology based upon GS1/EPCglobal standards enabling the identification of objects, data capture and sharing of information among trading partners throughout the supply chain.

## The European EPC Lab Network consists of:

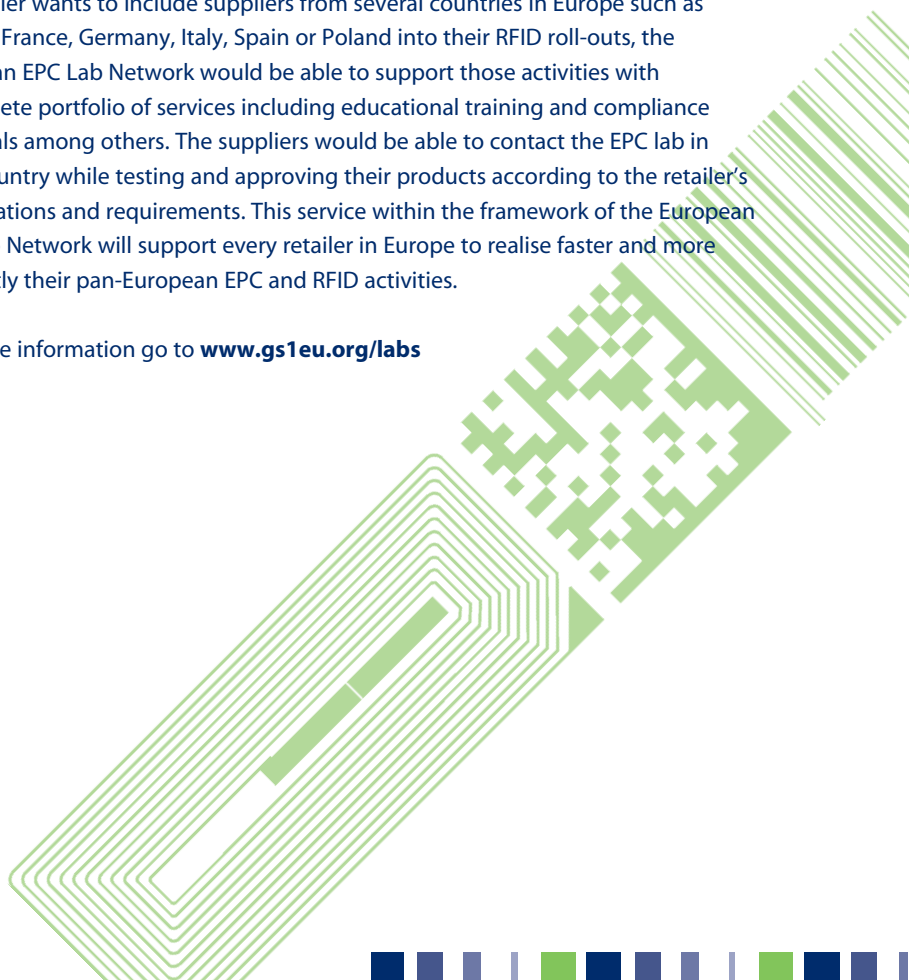
- RFID/EPCglobal Test CENTER in Austria
- Laboratoire RFID EPCglobal in France
- European EPC Competence Center (EECC) in Germany
- EPC Lab of Indicod-ECR in Italy
- EPC Lab of National EPC/RFID Laboratory in Poland
- EPC Competence Centre in Spain



In addition of exchanging information, software and test tools, the European EPC Labs will closely collaborate on the development of common educational training programs, showcases as well as new services specifically adapted for the European market. The idea behind this initiative is to combine the local strength of those labs in their respective countries with their complementary industry and process knowledge. Pan-European companies are especially interested in the European EPC Lab Network as it supports them in the adoption of the RFID technology and EPC technology with their trading partners.

It is planned to develop and launch a service targeting retailers intending to include trading partners from different European countries in their RFID initiatives. If a retailer wants to include suppliers from several countries in Europe such as Austria, France, Germany, Italy, Spain or Poland into their RFID roll-outs, the European EPC Lab Network would be able to support those activities with a complete portfolio of services including educational training and compliance approvals among others. The suppliers would be able to contact the EPC lab in their country while testing and approving their products according to the retailer's specifications and requirements. This service within the framework of the European EPC Lab Network will support every retailer in Europe to realise faster and more efficiently their pan-European EPC and RFID activities.

For more information go to [www.gs1eu.org/labs](http://www.gs1eu.org/labs)





# Public Policy Steering Committee European Working Group: Focusing on consumers



## Overview

To allow the Electronic Product Code (EPC) to realise its potential for consumer, retailer and supplier benefits, it is important to address public policy issues prompted by the current state of the technology while establishing principles for dealing with its evolution and implementation. EPCglobal and representatives of various industry sectors that are implementing RFID and EPC technology have formed the EPCglobal PPSC European Working Group (PPSC EWG) as a result of the desire of Member companies to represent European Interests and address policy considerations specific to the European context. The PPSC EWG brings European views and perspectives to the wider global community and is part of the global Public Policy Steering Committee (PPSC). The PPSC reports to the Board of Governors at EPCglobal, and shows the high level of commitment that EPCglobal and its community devote to public policy issues.

## Guiding Public Policy in Europe

The PPSC European Working Group (PPSC EWG) consists of representatives of industries and trade associations with critical presence in Europe, including health-care, technology, food, consumer products, retail, and others. The PPSC EWG works closely with its members and the GS1 in Europe organizations to address public policy matters and inform industry leaders, consumers, and legislators about the benefits of EPC technology. Among its activities, the PPSC European Working Group addresses issues such as The Lisbon Agenda/competitiveness, Privacy and Security, Waste and Environment and Health and Safety. This work is organized through specific Task Forces. In addition, the PPSC EWG is an active member of the EU Commission's RFID Expert Group, which advises the European Commission on matters related to RFID policies for the EU.



## Responsible use of the technology: EPCglobal Guidelines on EPC for Consumer Products

The sponsors of EPC have recommended self regulatory guidelines for use by all companies engaged in the large-scale deployment of EPC; these are the EPCglobal Guidelines on EPC for Consumer Products. The purpose of these Guidelines is to provide a responsible basis for the use of Electronic Product Code technology for consumer items. Because EPC is an emerging technology in an early development stage, usage guidelines supplementing or modifying those below will evolve while continuing to represent the fundamental commitments of industry to consumers. The PPSC will monitor the proper use of these Guidelines and be responsible for updating them as further developments occur in technology, new applications and enhanced benefits. These developments will provide even more choices to both consumers and companies on the use of EPC tags. EPCglobal works closely with its Board of Governors and the Public Policy Steering Committee and its Working Groups (including the PPSC EWG), which provide expert guidance on many issues including the development of safeguards around the EPCglobal Network and the development of guiding principles around technology usage, such as the EPCglobal Guidelines on EPC for Consumer Products. EPCglobal subscribers have an opportunity to get involved and benefit from interaction with both of these bodies.



# Contact with GS1 in Europe locally:

**GS1 Armenia**

+374 10 272 622  
gs1arm@arminco.com  
www.gs1am.org

**GS1 Austria**

+43 1 505 86 01  
office@gs1austria.at  
www.gs1austria.at

**GS1 Azerbaijan**

+99412 4987405  
ean@gs1az.org  
www.gs1az.org

**GS1 Belarus**

+375 17 2290913  
ean@ean.by  
www.ean.by

**GS1 Belgium & Luxembourg**

+32 2 229 18 80  
info@gs1belu.org  
www.gs1belu.org

**GS1 Bosnia-Herzegovina**

+387 33 663 634  
info@gs1.ba  
www.gs1.ba

**GS1 Bulgaria**

+359 2 988 3139  
gs1bulgaria@gs1bg.org  
www.gs1bg.org

**GS1 Croatia**

+385 1 48 95 000  
info@gs1hr.org  
www.gs1hr.org

**GS1 Cyprus**

+357 2 889800  
ean@ccci.org.cy  
www.ccci.org.cy

**GS1 Czech Republic**

+420 234 633145  
info@gs1cz.org  
www.gs1cz.org

**GS1 Denmark**

+45 39 27 85 27  
info@gs1.dk  
www.gs1.dk

**GS1 Estonia**

+372 6 505 063  
info@gs1.ee  
www.gs1.ee

**GS1 Finland**

+358 9 696 969  
sven-gustaf.lindroos@gs1.fi  
www.gs1.fi

**GS1 France**

+33 1 409 554 10  
infos@gs1fr.org  
www.gs1fr.org

**GS1 Georgia**

+995 32 29 4724  
info@gs1ge.org  
www.gs1ge.org

**GS1 Germany**

+49 221 947 14 - 0  
info@gs1-germany.de  
www.gs1-germany.de

**GS1 Greece**

+30 210 8083931  
info@gs1gr.org  
www.gs1gr.org

**GS1 Hungary**

+36 1 412 3954  
info@gs1hu.org  
www.gs1hu.org

**GS1 Iceland**

+354 511 3011  
info@ean.is  
www.ean.is

**GS1 Ireland**

+353 1 208 0660  
info@gs1ie.org  
www.gs1.ie

**GS1 Italy**

+39 02 777 2121  
info@indicod-ecr.it  
www.indicod-ecr.it

**GS1 Kazakhstan**

+7 3272 756578  
info@ean.almaty.kz  
www.ean.kz

**GS1 Kyrgyzstan**

+996 312 663 136  
info@gs1kg.org  
www.gs1kg.org

**GS1 Latvia**

+371 7830 822  
gs1@gs1lv.org  
www.gs1lv.org

**GS1 Lithuania**

+370 5 2614532  
ean@chambers.lt  
www.chambers.lt

**GS1 Macedonia**

+389 2 32 44 051  
slagana@ic.mchamber.org.mk  
www.mchamber.org.mk

**GS1 Moldova**

+373 22 24 1669  
info@gs1md.org  
www.gs1md.org

**GS1 Netherlands**

+31 20 511 3820  
info@gs1.nl  
www.gs1.nl

**GS1 Norway**

+47 22 97 13 20  
firmapost@ean.no  
www.ean.no

**GS1 Poland**

+48 61 8504977  
gs1pl@gs1pl.org  
www.gs1pl.org

**GS1 Portugal**

+35 1 21 752 07 40  
info@gs1pt.org  
www.gs1pt.org

**GS1 Romania**

+40 21 3178031  
office@gs1.ro  
www.gs1.ro

**GS1 Russia**

+7 495 730 7103  
info@gs1ru.org  
www.gs1ru.org

**GS1 Serbia and Montenegro**

+381 11 3132 312  
office@gs1yu.org  
www.gs1yu.org

**GS1 Slovakia**

+421 41 565 11 85  
info@gs1sk.org  
www.gs1sk.org

**GS1 Slovenia**

+386 1 5898321  
gs1slovenija@gs1si.org  
www.gs1si.org

**GS1 Spain**

+34 93 252 39 00  
info@aecoc.es  
www.aecoc.es

**GS1 Sweden**

+46 8 50 10 10 00  
info@gs1.se  
www.gs1.se

**GS1 Switzerland**

+41(0)58 800 70 00  
mail@gs1.ch  
www.gs1.ch

**GS1 UK**

+44 (0) 20 7655 900-0,  
info@gs1uk.org  
www.gs1uk.org

**GS1 Ukraine**

+380 44 486 0734  
ean@ean.ua  
www.ean.ua



One world. One system. One global language of business.



in Europe

Stephane Pique  
European EPC Director  
E stephane.pique@gs1eu.org  
www.gs1.eu

Dávid Kétszeri  
GS1 in Europe co-ordinator  
E david.ketszeri@gs1eu.org  
www.gs1.eu