



Building Radio frequency IDentification solutions for the Global Environment

BRIDGE Webinar
5 March 2008
WP 12 Training





Presentation Contents

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Building Radio frequency IDentification solutions for the Global Environment

GENERAL INFO WP12



WP goals

- Provide a blended learning solution on the EPC standards & RFID technology and their usage.
- The solution will combine web-based and classroom training material for minimum 5 courses
 - Basics of EPC/RFID
 - Technical aspects of EPC/RFID
 - Business aspects of EPC/RFID
 - Implementation aspects of EPC/RFID
 - Outcomes of the BRIDGE Project (Title TBC)





WP Partners



Leader: GS1 (33 Man / Months)

**Partner: CAM (Auto-Id Lab. Cambridge)
(3 Man / Months for task 12.2
Development of Course Material)**



Task 12.1 Training Requirements Analysis

- **Schedule:** *M1 to M6*
- **Status:** *Completed (D12.1)*
- **Objective:**
 - *Identify the potential target audience, the potential content, and the different delivery methods and mechanisms to answer the future training needs of a global community of EPC technologies users with a diversity of learning styles.*

Project no. 033546

BRIDGE
Building Radio frequency IDentification solutions for the Global Environment

Instrument: *Integrated Project*
Thematic Priority: *Information Society Technologies*

Work Project 12.1:
Training Requirements Analysis

Due date of deliverable: 31 December 2008
Actual submission date:

Start date of project: 1 July 2008 Duration: *Three years*

Organisation name of lead contractor for this deliverable:
GSI

Revision:
Finalised version for committee review

Project co-funded by the European Commission within the 6th Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	
RP	Restricted to other programme participants (including the Commission Services)	X
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



Task 12.2 Development of Course Material

- **Schedule:** *M4 to M30*
- **Status:** *In progress (1 course already delivered)*
- **Objective:**
 - *Based on the Training Needs Analysis, develop the first version for 5 courses*
 - *For the first 3 courses in English by March 2008*
 - *For 2 additional courses by December 2008 (possibly June 2008 as per EPCglobal Inc request)*





Task 12.3 Evaluation and further development of Course Material

- **Schedule:** *Within 3 months after each delivery of courses*
- **Status:** *Not Started Yet*
- **Objective:**
 - *Build a pilot group consisting of volunteers from different cultures, regions, sectors, academic and corporate environment*
 - *Pilot the courses as to evaluate and improve the first version of the blended pedagogic content.*
 - *Deliver the final version of the blended pedagogic content*
 - *Ensure translation in additional European languages (French, Dutch, Spanish, German and Italian as a minimum).*



Task 12.4 Set-up and testing of e-Learning platform

- **Schedule:** M6 to M35
- **Status:** *In Progress*
(Preliminary work has been reported in D12.2)
- **Objective:**
 - *Parameterisation of the existing GS1 e-Learning platform (e.g. LEARN) as to allow full student administration, tracking and certification*
 - *Parameterisation of LEARN as to ensure it supports the development and the storage of the BRIDGE training material*

Project no. 033546

BRIDGE

Building Radio Frequency Identification solutions for the Global Environment

Instrument: Integrated Project
Thematic Priority: Information Society Technologies

Deliverable 12.2
Preliminary eLearning Platform

Due date of deliverable: 31 January 2007
Actual submission date: 08/06

Start date of project: 1 July 2006 Duration: 1 three years

Organisation name of lead contractor for this deliverable: GS1 Revision: (Draft, 1, 0000)

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)
Dissemination Level:

PU	Public	
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EPCGLOBAL LINK





EPCglobal Master Class - CETM

- EPCglobal Inc started in 2007 developing Master Class on EPC
- EPCglobal agreed to provide the Master Class Content for integration within the BRIDGE training Activities
- The joint BRIDGE / EPCglobal Training activities are also known as the CETM (Core EPCglobal Training Materials)





EPCglobal Strategic Plan 2008

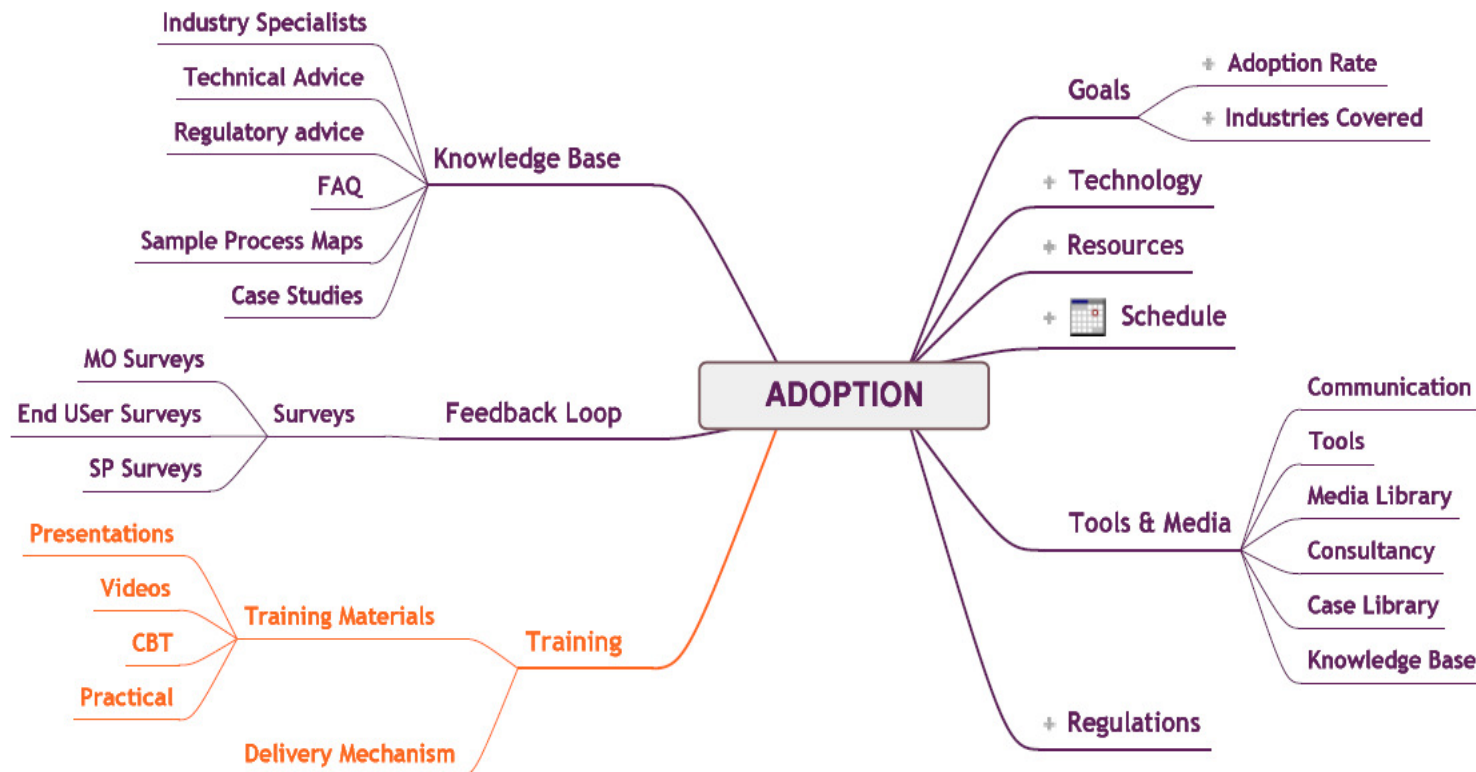
- Enhanced support for **Member Organisation's ability to train their own staff and that of their customers** is the 3rd key strategic initiative within the EPCglobal 2008/9 plan
- That support takes many forms but an essential element is to provide Member Organisation's with a standard set of base training materials and delivery mechanisms
- They can then choose which components of the standard set to take, adapt, translate and deliver to their customers
- The **CETM program is intended to create and then make this set of base training materials available to the Member Organisation community.**





EPCglobal Strategic Plan 2008

- Please note that the EPCglobal plan to provide support to GS1 organisations is very extensive so not all branches have been expanded in this image





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TARGET AUDIENCES



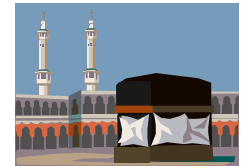
CETM Target Audiences



- Studies have shown that training is most effectively received if given in the audience's native language



- Our target audiences use many languages other than English



- Training material will, therefore, be translated into the main global languages to increase effectiveness of delivery



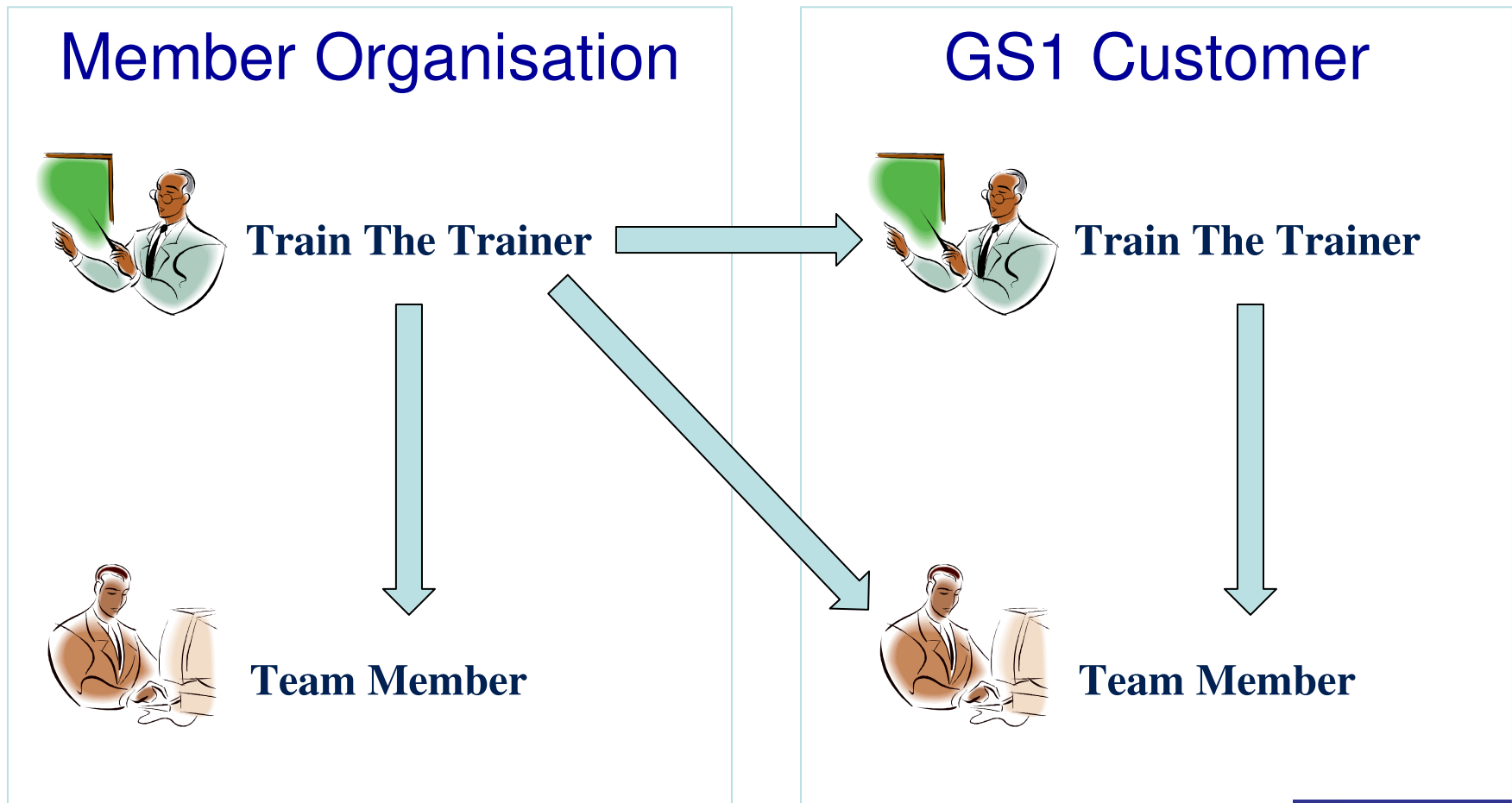


CETM Target Audiences

- Training needs can and do vary across audiences
- Our customers have some requirements which are specific to them, their industry and even sometimes their country
- Our Member Organisation's have some requirements which are specific to them, their customers and even sometimes their country too
- Those training others will also need additional material (e.g. Train the Trainer Skills, Local regulations, EPC context in GS1, etc.)



CETM Target Audiences





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DELIVERY MECHANISMS



Training Material Delivery

- Training material can be created and the delivered in many forms:
 - Presentation
 - Computer Based Training
 - Video
 - Written material
 - Audio
- We will eventually provide material in whichever form is most appropriate for the target audience
- But initially we will focus on two forms:

Presentation
Computer Based Training





Training Material Delivery

- Classroom Material will not only include a presentation (powerpoint) but also:
 - Student's syllabus
 - Teacher's syllabus
 - Set of exercises
 - Pre- and Post-readings
- Computer Based Training will be delivered by GS1 through its Learning portal namely LEARN
- All the source files (powerpoint, syllabi, flash animations, illustrations, etc.) will be available on the BRIDGE website for BRIDGE partners.





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EXPERTISE LEVELS



Expertise Levels

- The level of knowledge and expertise will vary, sometimes greatly, across the various audiences targeted by this training material
- We aims to provide three levels of expertise
 - Basic - assumes little or no prior knowledge of radio principles, RFID or it's application in industry
 - Advanced – assumes at least Basic level of knowledge plus some practical experience in using RFID
 - Expert – assumes at least Advanced level of knowledge plus considerable experience in using RFID

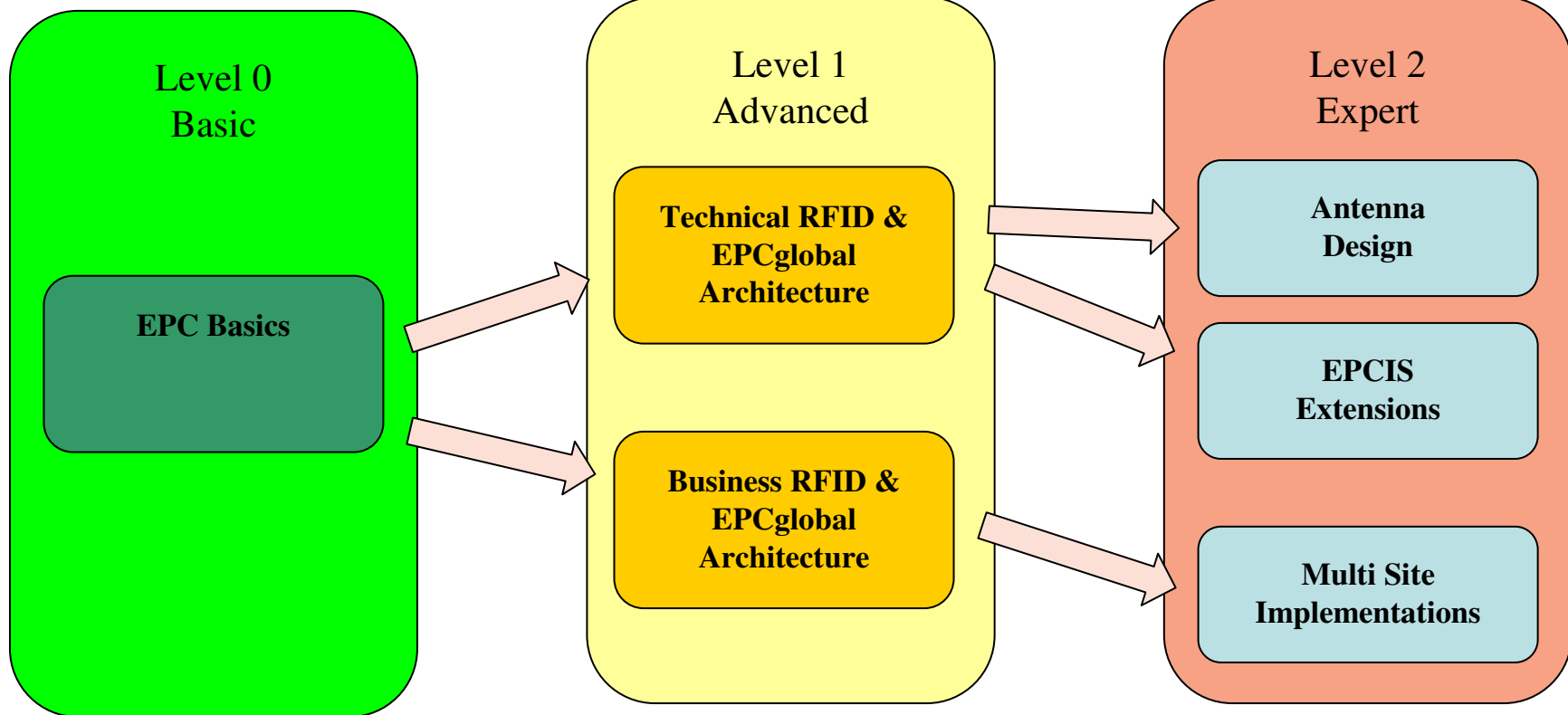


Which training for which expertise

Available NOW

31 March

30 June



Web-Based & Classroom formats





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DETAIL OF THE COURSES



The Basic Level

- The Training “Basics of EPC” introduces the audience to the following topics:

§ INTRO

§ WHAT IS EPC?

- EPC helps addressing the needs for identification, data capture and data exchange
- What is the Electronic Product Code?
- The secrets of RFID (How it works, tags, readers)

§ BENEFITS OF EPC APPLICATIONS

§ TECHNICAL INFORMATION

- EPC Number
- RFID Tags (Its elements, different types of tags)
- The Readers and their components
- Frequencies
- EPCglobal Network

§ IMPLEMENTATION

- How to lead an EPC project
- Example of projects

§ TEST





The Advanced Technical Level

- The Training “Advanced Technical Aspects” covers the following topics:

§ INTRO

§ THE EPCGLOBAL ARCHITECTURE NETWORK

- What is it?
- What are its key elements?

§ BENEFITS OF THE EPCGLOBAL ARCHITECTURE NETWORK

- Benefits of Global Standards, Open System, Platform Independence, Scalability, etc.

§ THE TAGS & READERS

- Class 1-4 Tags, what is on the tag?
- The RFID reader

- Reading the Tags (Tag air interface, localisation of the antenna, etc.)

- Situations that cause difficulties in reading tags

- The tags of the future

§ THE COMPANY'S SOFTWARE INFRASTRUCTURE

- ALE
- Example of projects

§ DATA EXCHANGE

- ONS
- Discovery Services

§ TEST





The Advanced Business Level

- The Training “Advanced Technical Aspects” covers the following topics:

§ INTRO

§ THE GLOBAL VISION

- Market Sizing Study
- The Internet of Things
- The Future Value Chain

§ BENEFITS OF EPC/RFID

- EPC/RFID vs. Bar Codes
- Impact on Business Processes
- Impact on Consumer Satisfaction
- Financial Aspects
- Benefits from Future Trends

§ EPC/RFID DEPLOYMENT

- Organisational Design
- Situation Analysis
- ...
- Running a Pilot

§ EXAMPLES OF APPLICATIONS

- E.g. BRIDGE applications

§ THE CONSUMER

- Benefits for the Consumers
- Data Privacy & Consumer Protection

§ TEST



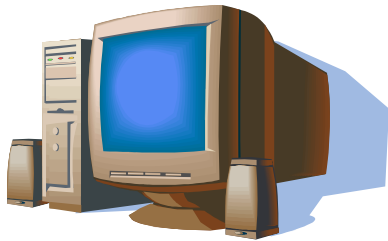


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WHAT IS NEXT?



Video



Videos are well known as very efficient tools for delivering educational aspects.

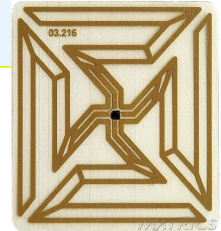
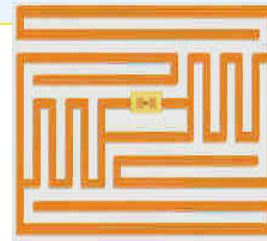
When funds are available, a video will be compiled showing RFID in use in retail and supply chains. The targeted date is October 2008

It will focus on what advantages can be obtained and process differences.





Practical Training



We are already looking at devising practical sessions to support training for all levels

We will also assess the viability of providing standard tag sample packs and data for EPCIS

Collaboration is received from the European EPC Lab Network Initiative (EEP).





Certification

- We want **consistency** in the **content**, **quality** and **delivery** of the training materials provided
- The need for consistency also covers any formal certification that Member Organisation's extend to those whom they train
- At the same time the granting of a formal certificate can be a strong **motivating factor** in attracting training participants
- We are currently considering how such a scheme may be implemented yet ensure that we retain global consistency



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ACKNOWLEDGEMENTS





THANKS TO OUR PARTNERS

- We are leveraging the use of material already developed elsewhere when and wherever possible
- New material will be developed in collaboration with these teams

European Adoption	GS1 GO Training	AutoID Labs ETH
GS1 Germany	EPCglobal LT	GS1 Hong Kong
MasterClass	AutoID Labs Cambridge	GS1 New Zealand
GS1 USA	GS1 Asia Pacific Forum	MO Forum Hong Kong
EEP	GS1 Poland	GS1 Netherlands
GS1 UK	GS1 France	GS1 Brazil

* Thanks to Ian from whom I have stolen many slides while compiling this presentation





THANK YOU FOR LISTENING

QUESTIONS?





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