



SToP Project eNewsletter

March, 2009

European Commission relating to counterfeit and piracy show a significant increase in customs activity in previous year.

(European Commission, 2008)

SToP eNewsletter is issued quarterly. Each edition contains a short overview of the project achievements and information on related topics.

NEW SToP PROJECT DELIVERABLES AVAILABLE

D1.4. Analysis of the 'weakest points' within licit supply chains and the properties of products most susceptible to tampering and counterfeiting

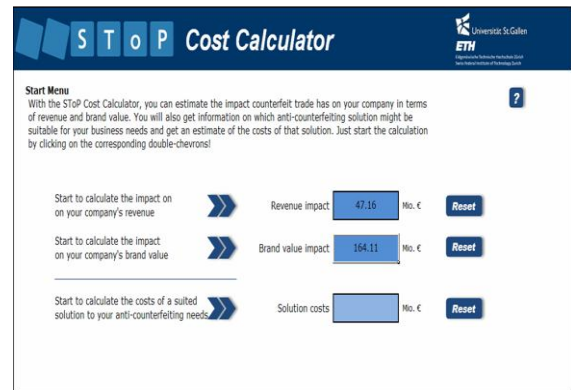
The report supports:

- Operative anti-counterfeiting practices within brand-owner companies by studying the weakest links within licit supply chains
- The properties of products most susceptible to counterfeiting
- The established best practices of brand protection
- The implementation of different anti-counterfeiting measures
- Presentation of empirical benchmarking study of the established best practices in anti-counterfeiting

Also, the implementation of company-wide monitoring, reaction, and mitigation processes is discussed, and an organizational structure of anti-counterfeiting task force is presented to support companies in operationalizing the countermeasures.

D2.3. An easy to use tool helping to calculate the financial impact of counterfeiting and product piracy on revenue and brand value

The report provides an easy to use tool helping to calculate the financial impact of counterfeiting and product piracy on revenue and brand value. Available literature on the extent of counterfeit trade, the substitution effects between licit and illicit products and the functions of a brand are reviewed and used as a basis to develop the calculation models. The models for the revenue and the brand value impact calculation are described conceptually and the way of implementing these models in an easy-to-use tool are shown. The tool's current status of development, its design, and features are documented and screenshots of the tool's user interface are provided.



Picture 1: SToP Cost Calculator, presented in D2.3.

4.3 Report on Integration of Smart/Intelligent Tags in Products

The report provides background information on integration of RFID tags, and then goes into detail regarding the analysis, testing, integration, and go-live stages of RFID solutions for real world applications in real companies. The outcome is a template driven process detailing and suggesting each step followed, and to be followed, by companies when deploying RFID for anti-counterfeiting solutions. The process has been validated in real live pilot settings with successful outcomes, thus proving the approach and its applicability to other companies and industries.

D5.3. Integrated Real-World Operational Trials (Prototype)

The report presents the integrated real-world operational trials of the SToP project. It provides information about the proceedings of the trials' execution, but not their results, findings, or implications. The trials as planned are not yet completely over and, consequently, the planned combined field trial of the aviation and secure printing is not yet documented in this report. However, a brief update on the underlying software technology to be used in the trial is already given. Also, in addition to the planned pharmaceutical, luxury goods, and

aviation/secure printing trials, a new field trial with an industry partner company in Slovenia is reported.

D6.3. Intermediate Dissemination and Exploitation report

The report presents the dissemination activities, performed by consortium partners, mainly aiming at raising awareness of the identified target groups. Already in the beginning of the SToP project, the consortium defined SToP Dissemination and Exploitation Strategy (D6.1. -

Dissemination and Exploitation Strategy).

The document also presents exploitation achievements of individual partners and their updated future exploitation plans.

SToP PAST DISSEMINATION ACTIVITIES

Events

- *SToP Demo at the ICT 2008 Conference*

November 25 – November 27, 2008, Lyon, France

http://ec.europa.eu/information_society/events/cf/item-display.cfm?id=265

The demonstration illustrated variations of remote product authentication using the Product Verification Infrastructure developed in the SToP project. It demonstrated the interplay between in-the-field authentication using an NFC enabled mobile phone and the handling of failed authentication attempts in a back-office environment. For product authentication, RFID tag validity and visual packaging details of products in a store are checked, with the equipment allowing unobtrusive operation.

Corresponding events are indicated and handled using back-office tools that integrate seamlessly in common work environments.

- *"Applying Auto-ID to Anti-Counterfeiting - Lessons Learned from SToP and BRIDGE Projects"*

EPCglobal European Adoption Program (EAP) Meeting

February 26, 2009, Paris, France (invited talk)

Mikko Lehtonen, ETH

http://www.im.ethz.ch/people/mlehtonen/090226_EAP_Lehtonen.pdf

Book

Features, Identity, Tracing, and Cryptography for Product Authentication. To appear in *Cryptography: An Introduction*, Icfai University Press, 2009

Lehtonen, M., Oertel, N., Vogt, H.

UPCOMING EVENT

Securing Supply Chains with Auto-ID - LESSONS LEARNED FROM THE STOP PROJECT

Conference Outline

This conference disseminates the lessons learned from the EU-funded SToP project. SToP (Stop Tampering of Products) is a European research project that applies Auto-ID technologies – such as RFID and 2D barcodes – to secure pharmaceutical, luxury goods, and aerospace supply chains from counterfeit articles.

What are the Goals of this Conference?

The goals of this conference are:

- Dissemination of the project results about use Auto-ID in anti-counterfeiting, and
- Networking, bringing together experts from different areas.

What are the Benefits for Participating Companies?

The participating companies will hear our insights and lessons learned regarding:

- Requirements for technical product authentication solutions,
- Integration of tags to smart products,
- Different product authentication approaches that Auto-ID enables,
- Real world trial results from pharma, luxury goods, and aerospace industry,
- Practical guidelines for application of Auto-ID in anti-counterfeiting, as well as
- Keynotes about anti-counterfeiting activities by experienced external speakers.

What is the Target Group?

The conference target group is people whose work deals with supply chain security, corporate security or anti-counterfeiting, both from industry and academia. The conference is targeted to both brand-owners who consider using technical anti-counterfeiting measures as well as to solution providers who offer them.

What will it Cost?

Since the SToP project is supported by the EU, the conference is free for all participants. Only a registration in the conference website is required: <http://www.stop-project.eu/Register>

Date & Venue

May 27, 2009
SAP Berlin, Rosenthaler Str. 30
10178 Berlin, Germany

Contact

Dr. Harald Vogt, SAP Research
harald.vogt@sap.com
Telephone: +49 62277 52551

[HTTP://WWW.PROJECT-STOP.EU/CONFERENCE](http://www.project-stop.eu/conference)