

Tires WG OKRs

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	Grow Adoption [Business Focus]	<p>Engagement of end-users and solution providers to get a better understanding of the challenges for their specific markets, and resolve these collaboratively</p> <p>Ensure RF channels allocated to RAIN RFID globally are robustly defended. Closely monitor and influence global legislative and regulatory developments (incl eWaste, DPP, NHTSA, Plastics Packaging) and position RAIN RFID as a solution</p>		Develop positions and key messages to mitigate barriers to adoption (NHTSA Electronic Tire ID) or risk to market access (VDA 5540 Part 3)
	Elevate Brand Awareness [Communications Focus]	<p>Continue to grow RAIN Alliance and RAIN RFID brand presence - blogs, ensuring the use of the term in member materials (white papers, case studies, etc.) and cross-sharing on website and in social media, Work to have end-users and solution providers use RAIN RFID branding rather than generic UHF or RFID terminology</p> <p>Maintain good industry relationships with other relevant organisations.</p>		Reference RAIN by 1-3 SDOs (TMC RP247, AIM REG 396) Improve engagement (WG activity, external conferences & expositions, ...) GDSO adoption (members + services)
	Optimize Ease of Deployment & Use [Technical Focus]	<p>Continue to drive WG activities addressing technical challenges, both systemic and market-specific, including a focus on Security</p> <p>Drive adoption of current specifications and guidelines including CIN and RCI - lowering integration costs, minimising tag clutter</p> <p>Create easily accessible training and educational material to optimize solution design and deployment</p>		Finish Read Points paper; launch 1-2 additional projects Tires Masterclasses & Knowledge Pavilions (e.g., TTX24)
	Drive Sustainability [Impact Focus]	<p>New web area consolidating a body of evidence of RAIN RFID around sustainability topics - links to member-sourced content, WG outputs etc.</p> <p>Eliminate concerns about RAIN RFID being detrimental to recycling or other sustainability processes with key industry organisations</p> <p>Position RAIN RFID strongly as a key lever to unlock sustainability benefits in areas such as DPP</p>		Cross-WG collaboration for tyre recycling + ELT use cases Identify opportunities to support DPP (ESPR) for tyres (2025-2028?)