

The cover page features a dark blue background with a stylized city skyline at the bottom. The skyline is composed of various skyscrapers in shades of blue and purple. Overlaid on the skyline is a network of white lines and nodes, with several icons in hexagonal frames: a gear, a truck, a cloud with nodes, a person, and a Wi-Fi symbol. The main title is written in large, bold, white sans-serif font. The subtitle is in a smaller, bold, white sans-serif font. The RAIN Alliance logo is in the top right corner, consisting of a blue cloud with a white 'R' inside, and the text 'RAIN ALLIANCE' below it.

RAIN Alliance Sustainability Community Survey

Executive Summary

November 2025



About the survey

This survey is designed to identify and prioritize the most critical sustainability needs—both short- and long-term—across our RAIN Alliance Sustainability Community.

It supports our strategic goals by ensuring our efforts to align with member priorities while also leveraging the collective knowledge and expertise within the RAIN Alliance Community to foster stronger collaboration and connections.

The Headline Statistics

Who is most represented in the survey? What is their focus?

Supply Chain	Primary Function	Sustainability Focus
38% Manufacturers	27% Engineering	70% Apparel/textiles <i>(Incl. Mattresses)</i>
44% Europe	20% Packaging	50% Food
38% North America		25% Tires
19% Global		25% FMGC

Sustainability Topics of Interest

56.3% for Compliance and Regulation

RAIN Related Sustainability Challenges

Regulatory and policy changes around e-waste, DPP and lobbying in EU to ensure RAIN is appropriately positioned

Tools to Drive Sustainability Conversations

75% Use Case Catalogue

Current : Member & Customer Challenges to Address



- Regulatory & policy changes, concerns around e-waste classification,
- DPP compliance
- Recycling regulations
- The need for an effective EU lobbying to ensure RAIN is appropriately positioned.



- Awareness:
- Need for public trust
- Independent research to quantify environmental benefits like scope 3 carbon reduction.



- Technology gaps
- Performance during Lifecycle of product
- Challenges in creating durable tags that support circularity

Forward : Member Priority Challenges to Address



End of Life & Recyclability standards

- Concern around RAIN recyclability.
- There is a need for scalable and regulation-aligned disposal methods
- Reuse strategies for RAIN tags



Circularity

- Design RAIN for entire life or product
- Design RAIN for Reuse of product
- Design RAIN to enable circular Use cases and being DPP compliant.



Government Affairs

- Develop strong lobby in the EU and globally
- Cont'd Emphasis on RAIN standardization efforts

The Key Take-aways.

- 1. Survey Demographics**
 - Overall, missing representation from Asia.
 - Opportunity to increase participation of the RAIN Sustainability community.

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- 2. Highlights and key actions**
 - Technology gaps and regulatory concerns, like DPP compliance, are the primary challenges.
 - High priority is placed on designing RAIN for full life-cycle and developing reuse strategies.
 - Future actions must focus on creating scalable, regulation-aligned tag disposal methods.
 - Strategic efforts include building a strong EU lobby and emphasizing ongoing standardization.

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- 3. Alignment with RAIN Board: Road to the future**
 - Reduction of RAIN RFID carbon footprint is not highlighted as a topic of priority for the respondents.
 - Education and advocacy for decarbonization requires focus and action.

About us: The RAIN Alliance Sustainability Community

RAIN Alliance Sustainability Community:

United by an interest in all matters related to sustainability.



Amplify Awareness -

through storytelling, education.



Advancing Sustainability -

leveraging RAIN to reduce waste, improve efficiency and enable a circular economy.



Accelerate Adoption -

expanding business opportunities and driving multi-industry integration.

[Click here](#)

to download the full report incl.
**Findings for Recommendations and
Actions**

What the Community does:

- Suggest new WG activities, help recruit committed participants.
- Can be requested by the WG leaders to review work of WGs periodically.
- Share news, content and other items of community interest related to Sustainability with each other and within their own company.
- Initiate and participate in Webinars and other communications related to Sustainability.