



# EUROPEAN CONCEPT

## MANIFESTO



„Mastering innovative product/service value proposition“

# EUROPEAN CONCEPT MANIFESTO

## „Mastering innovative product/service value proposition“

European Concept is a community of companies, people and research organizations interested in taking proactive actions, aimed to identify and deal with new needs for products and services continuous innovation in today globalized markets.

In particular the European Concept community wants to:

- develop new methodologies for the identification of the new, unexpected customer needs;
  - make the classical product offering approach evolve into a modern product/service vision that could take account of themes of increasing relevance, like product/service integrated design, sustainability, product/service lifecycle management.
- Product innovation is a mandatory task for the European system since it is the only way to face competition from emerging countries.
  - Product innovation is the sole answer to the market polarization.
  - The users' needs approach is the only proper and indicated one to guarantee:
    - The total satisfaction of the final customer/consumer.
    - The creation of innovative and articulated value propositions that integrate advanced services and tangible goods.
  - Real product innovation, and consequently sustainable competitive advantage, is achievable only by integrating suppliers and customers, in the design decision process.

## European Concept Context

Nowadays, the manufacturer is no longer the exclusive interpreter of the market's needs: all the other players (customers, suppliers, developers, users) are assuming an always more important role. This scenario requires innovation, integration and collaboration as fundamental elements to keep production networks on the market and emphasize their competitive value proposition. In such scenario, European Concept relies upon the following premises and assumptions:

- Product innovation is intended to be a different way of providing answers to identified users' needs. Such different way includes:
  - Different solutions;
  - Different delivering modalities: no longer a physical good only but a service, where the product is just an instrumental part;
  - Different integration: no longer a physical good only but a set of integrated services.

## European Concept Objectives

European Concept aims to pro-actively contribute to collectively define an emerging R&D area dedicated to modify the present product innovation approach in products/services and to promote an industrial driven action and international cooperation.

The essence of European Concept is to strengthen the culture of detecting and analyzing the users' needs along the entire life-cycle of products, so that European industry can take advantage from the new opportunities in the global market.

Therefore European Concept wants to advance from the present Product/service Innovation approach (focused on (i) changing and modifying some product features by using creativity, (ii) competitors actions, (iii) market collective behaviors observation) to a new Product/service Innovation approach.



The new Product Innovation approach focus on Value propositions:

- Identification of real user needs (explicit, non explicit, indirectly connected);
- Identification of new technologies and innovative services for identifying new modalities to satisfy users expectations;
- individual behavior observation.

The New Value propositions, targeting users' needs through perceived value, need to be innovative, highly technological, integrated (foster innovative services, tangible goods and intangible features) and multipurpose.

## European Concept Expected Outputs and Results

Results and outputs that European Concept community members aim to achieve are:

- 1) **identification of models and a methodologies for innovation**, based on users' needs, value propositions, infrastructures to provide new value propositions, and the relationships among such entities;
- 2) **identification of sustainable models** with the aim of defining concrete innovative elements and actions that influence the novel circuit for global production and manufacturing that respond to the broad drivers of change;
- 3) **development of intelligent knowledge-based systems**, relying on the model of innovation and supporting the innovation processes;
- 4) **identification and definition of specific sources of qualitative and quantitative information** for the creation of specific data bases to be used by collaborative networks of enterprises in the creation of innovative value propositions;
- 5) **development of models for the integration of existing sources of information** about innovation projects, technologies, techniques, materials, and create ad-hoc dynamic virtual communities focused around delivering specific high-value propositions;
- 6) **identification of management systems of collaborative networks** to share useful information, to be classified and stored in dedicated data bases, to be used to produce new innovative value propositions;
- 7) **development of systems of dissemination** of the new European Concept outputs and results within the European business community to stimulate their adoption.

## European Concept Supporters

Companies, Research Centers and Associations that have showed interest in the European Concept initiatives:

- ADIRA, Portugal
- ANGELANTONI INDUSTRIE SPA, Italy
- ASSOKNOWLEDGE, Italy
- BARILLA G. E R. FRATELLI S.P.A., Italy
- BREMBO SPA, Italy
- BTICINO SPA, Italy
- CARTIF, Spain
- CEI Lda, Portugal
- CENTRO RICERCHE FIAT, Italy
- CONFINDUSTRIA BERGAMO, Italy
- CONFINDUSTRIA SIT, Italy
- CONTINENTAL, Germany
- COSBERG SPA, Italy
- DALLARA AUTOMOBILI, Italy
- DATALOGIC AUTOMATION SRL, Italy
- ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE, Switzerland
- ENI CORPORATE UNIVERSITY, Italy
- ERPC GmbH, Germany
- FIR, RWTH AACHEN UNIVERSITY, Germany
- GESCO GRUPPO AMADORI, Italy
- IBM ITALIA SPA, Italy
- ILLY CAFFE' SPA, Italy
- INDESIT COMPANY SPA, Italy
- INDO, Spain
- INESC PORTO, Portugal
- INESC PORTO - IBEROMOLDES, Portugal
- ITIA - CNR, Italy
- KPS ADVISING SRL, Italy
- MARTINI & ROSSI SPA, Italy
- MVAGUSTA MOTOR SPA, Italy
- PERSICO SPA, Italy
- POLITECNICO DI MILANO, Italy
- POMECA SCARL, Italy
- SAME DEUTZ-FAHR GROUP SPA, Italy
- SCAGLIA INDEVA SPA, Italy
- SKYLOGIC SPA, Italy
- TAMPERE UNIVERSITY, Finland
- TMG, Portugal
- TNO, Netherlands
- UNIVERSITA' DI BERGAMO, Italy
- VOLKSWAGEN AG, Germany
- VTT, Finland

## Platform contact

Alessandro Sciolari  
Assoknowledge  
Via Raffaele Cadorna, 22 – 00187 Roma  
Phone: +39 06 4202 0985 / 9  
E-mail: a.sciolari@assoknowledge.org

## Scientific contact

Marco Taisch  
Politecnico di Milano  
Department of Management, Economics and Industrial Engineering  
P.za L. da Vinci, 32 - 20133, Milano, Italy  
Phone: +39 02 2399 4815  
E-mail: marco.taisch@polimi.it

## National Platform Coordinators

### Finland

Stephen Fox  
VTT Technical Research Centre of Finland  
Phone: +358 20 722 4948  
E-mail: stephen.fox@vtt.fi

### Switzerland

Dimitris Kiritsis  
EPFL  
Phone: +41 21 693 5163  
E-mail: dimitris.kiritsis@epfl.ch

### Germany

Gerhard Gudergan  
FIR, RWTH Aachen  
Phone: +49 241 47705 202  
E-mail: gerhard.gudergan@fir.rwth-aachen.de

### France

Benoit Eynard  
University of Technology of Compiègne  
Phone: +33 (3) 44 23 79 67  
E-mail: benoit.eynard@utc.fr

### Portugal

João Paulo Pereira  
INEGI – Institute of Mechanical Engineering and Industrial Management  
Phone: + 351 229 578 710  
E-mail: jptp@inegi.up.pt