WP2: Business Challenge Definition for
Social Manufacturing in Consumer Goods Sectors

T2.1: Users and Stakeholders Requirements, Perspectives and Motivation

Key findings *from* **Stakeholder Requirements for UDI in the Consumer Goods Products**

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Task Description: Users and Stakeholders Requirements, Perspectives and Motivation

Leader: White Research

Support: AIDIMME, LAG, VLC, ZENIT, MSB, MAT, Vosges, Excelcar, TS, betaFACTORY, AidPlex

Scope

- A large-scale survey, targeting all 6 pilot sites and the broader EU area
- Target Groups: Manufacturing SMEs, Makers, Consumers (general public)

Approach

1st round: Local focus (6 pilot areas)

- **150 responses** from each pilot área
- (900 responses in total)
- Report on September - M9 (**D2.1**)

2nd round: EU-level focus

- **3,000 responses** in total
- Report on M18 (**D2.2**)

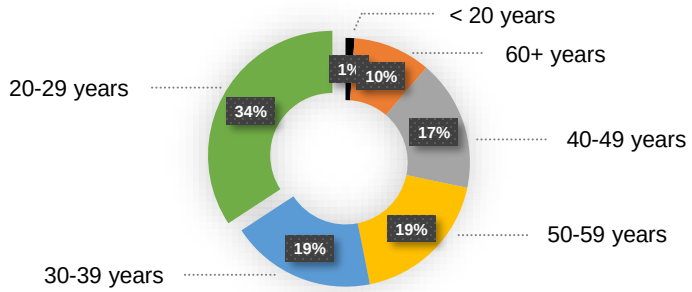
https://ec.europa.eu/eusurvey/runner/iPRODUCESurvey2020

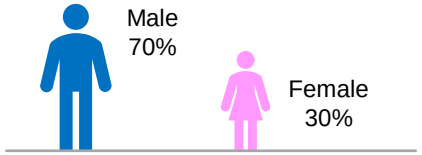
Data collection period: March - August 2020

Insights from **literature** review

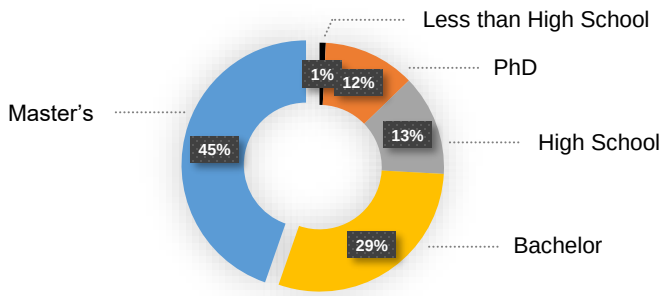
- makerspaces appear to be **a male-dominated** landscape.
- makers are usually **relatively young** and consist a **well-educated** group.
- whether the movement is **inclusive** for everyone, still remains in question.
- there is a considerable share of makers with an **aspiration to remain small-scale.**
- there is limited knowledge on **how developed maker projects can create meaningful impact.**

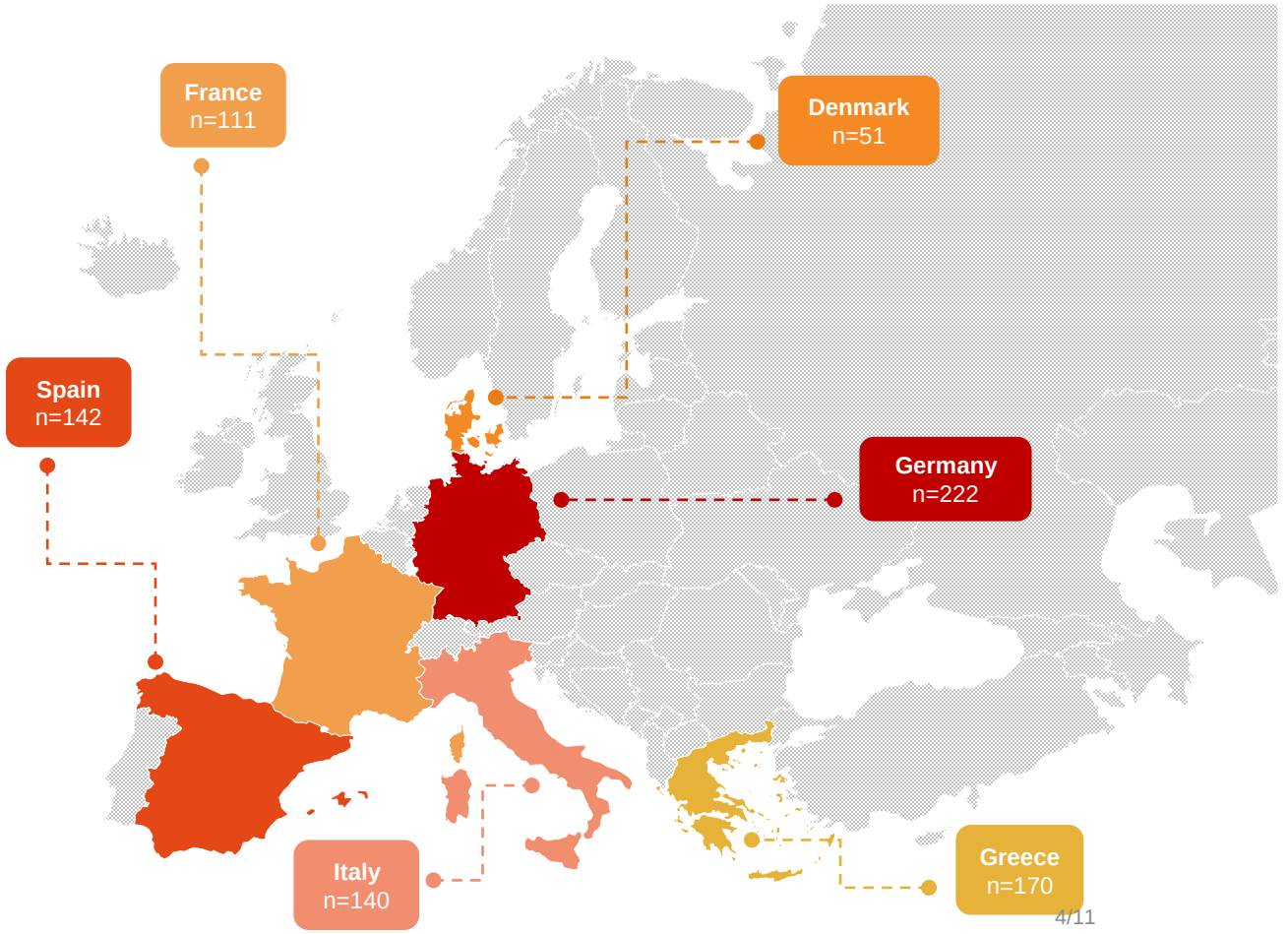
Survey sample: **demographics**

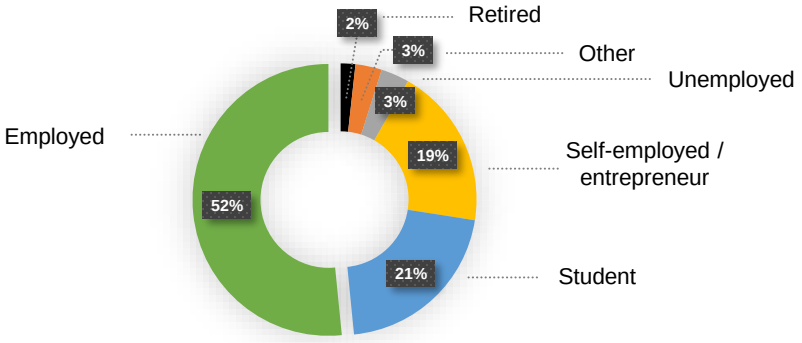




862 responses





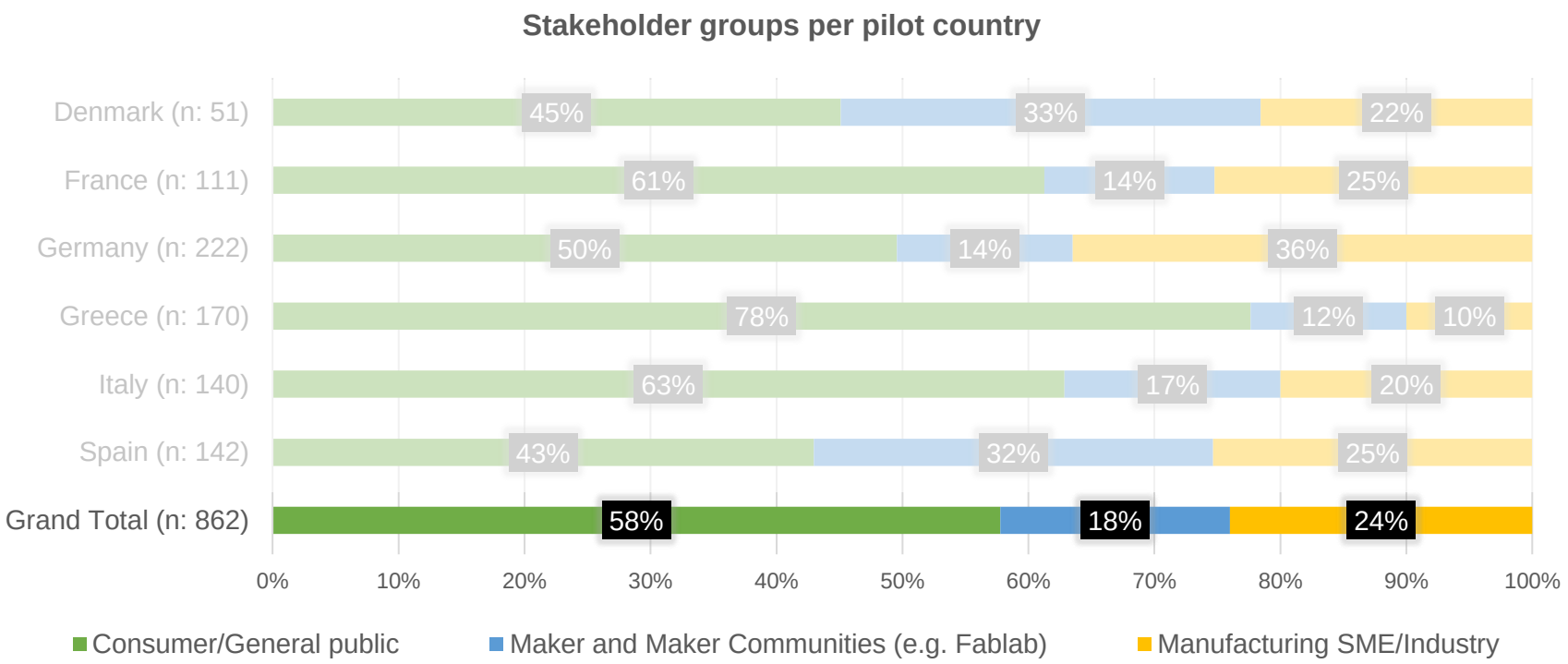


Survey sample: **stakeholder groups share**

Consumers

Maker communities

Manufacturing enterprises

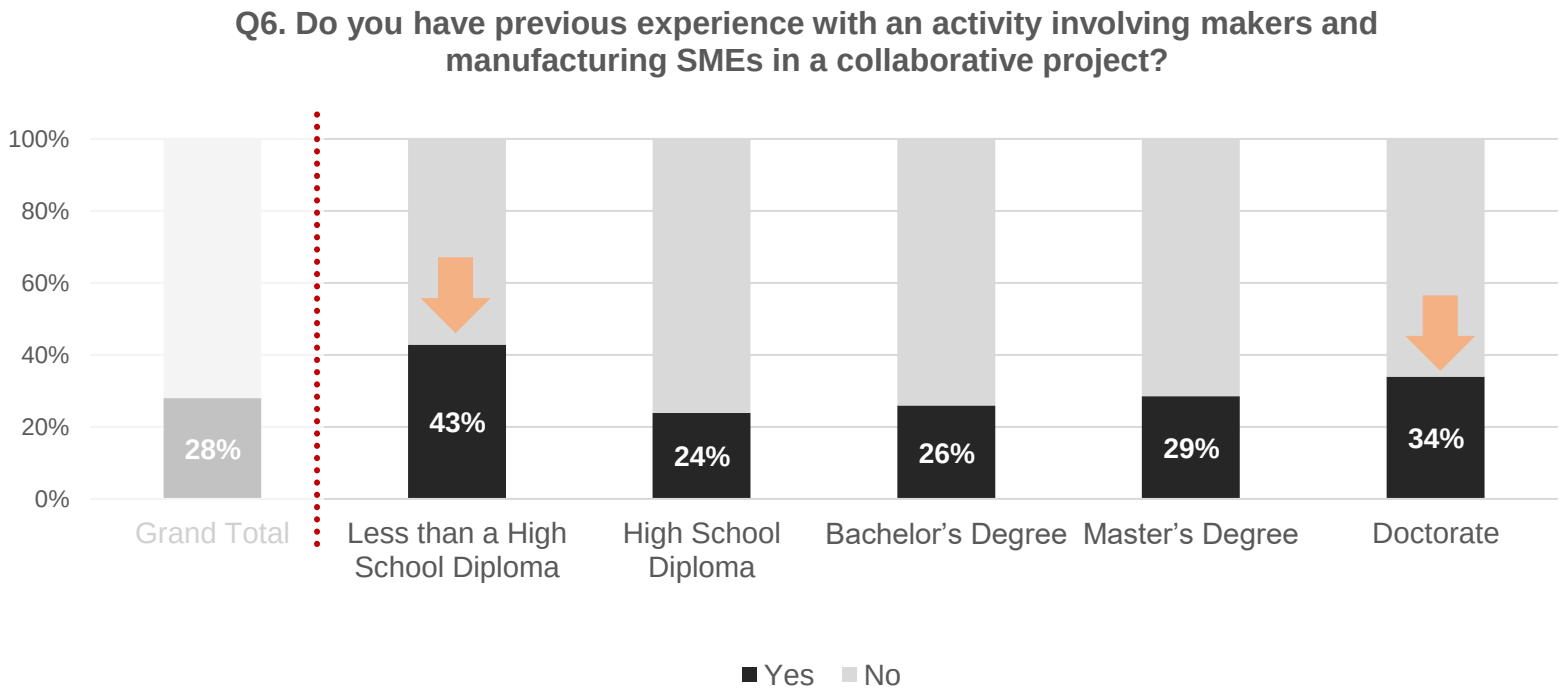


Previous experience in a collaborative project

- Only a small share (28%) of the respondents has had previous experience with the maker movement.

- Persons reporting **previous experience** around collaborative projects indicate either **primary or higher education.**

activities related to the collaborative production cover a wide range of technical expertise



Perceptions and willingness to join a makespace

- **80%** of survey participants express a **positive attitude.**

- **70%** believes that makerspaces bring a positive impact at the local level.

- **consumer empowerment, higher quality services,** functionalities related to **inclusion** and the **training character** of makerspaces effectively increase positive perceptions

- **age and education are the factors most affecting perceptions and willingness to join:**

  - younger persons or time people with a lower education are more positive towards makerspaces and more willing to join in a collaborative project.

- Being a **woman** negatively affects willingness to join makerspaces in the case of consumers (general public).

Drivers for participation in social manufacturing

- The population of **consumers and makers** (n=655) is willing to join a social manufacturing workshop aiming to:
  - acquiring new technical skills,
  - exchange knowledge,
  - extending network and
  - meet people with common interests**.**

earning money *or* ***peer recognition*** *are not popular drivers in this sample.*

- The population of **manufacturing SMEs** (n= 207) is willing to join a social manufacturing workshop aiming to:
  - testing new product designs - evaluating products before reaching the market,
  - developing products that better reflect personal needs,
  - identifying new commercial opportunities and
  - better sharing visions with customers.

reducing the cost of developing products *or* ***becoming more self-aware on sustainability*** *issues did not consist popular drivers in this sample.*

Barriers for participation in social manufacturing

- Barriers related to:
    - **lack of makerspaces**,
    - **availability of information**, and
    - **funding opportunities**

affect all stakeholder groups' perceptions

- 1 out of 3 respondents find that there's **lack of suitable digital technologies**, such as platforms and tools

Pilot analysis: Highlights

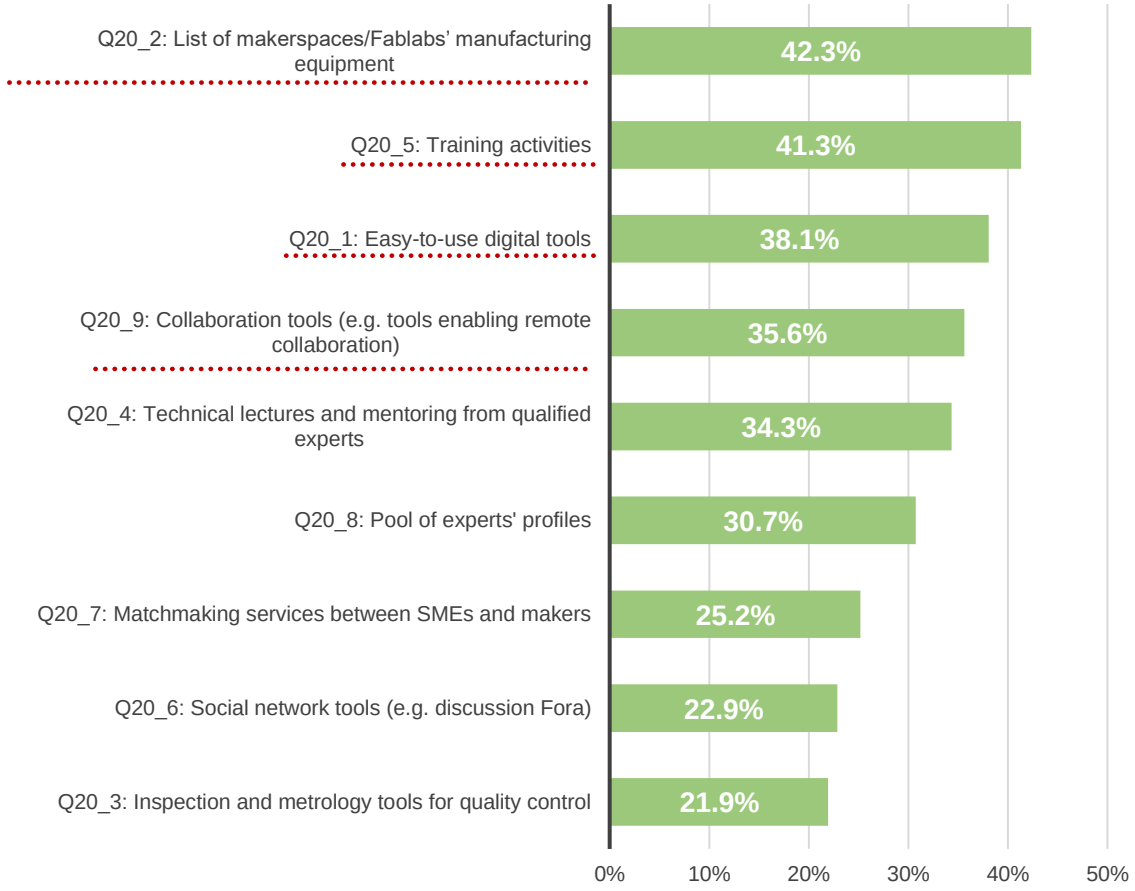
- **no major variations and heterogeneities have been observed**, with regard to pilots' perceptions

- Activities related to **more professionally oriented** perspectives are on the top of the preferences list. The **most popular activities** include:
    - digital fabrication tools (laser cutting, CNC milling and 3D printing),
    - agile methods (ideation, paper prototyping, design thinking),
    - woodworking and metalworking.

- The sectors better aligned to the **respondents' background** include the fields of:
    - electronics, mechanics, arts and furniture making

Digital Platform and IPR management

Digital features considered to be extremely crucial in a Digital Platform for Social Manufacturing



Management of Intellectual Property Rights (IPR)

- **manufacturing SMEs** are the ones who most eagerly support the option of including an **IPR management** service in a social manufacturing platform.

- **patent and copyright** options are considered to be **equally popular.**

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Thank you for your attention!

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