

## INTRODUCING PROsumeNET

PROsumer.NET is a coordination, networking and roadmapping project to bring together industry, academic and policy experts with specific interest in the design-based consumer goods industries.

### CONTACT



### PROJECT LEADER

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### PARTNERS

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## EDITORIAL



### The PROsumer.NET Challenge

Every EU or indeed global citizen is ultimately a consumer and final consumption is the largest component of the European economy, representing 56.4% of EU GDP. While consumer spending can fluctuate both in absolute and relative (as percentage of GDP) terms, its long term trend is positive, growing broadly in parallel with GDP. However, hidden below this general growth trajectory are a multitude of consumption and consumer trends driven by economic, political, societal, cultural, environmental and other factors. Some of these trends can be very erratic and often short-lived whereas others can be understood as truly secular long term trends fed by powerful durable drivers based on global political, economic or demographic developments.

Three such broad long-term societal trends which clearly have a wide impact on consumer behavior and consumption patterns world-wide and which create enormous opportunities and challenges for the consumer goods industry have been singled out.

These are:

- ▶ Safety and sustainability in production and consumption
- ▶ Health, well-being and activity of an aging and individualizing population
- ▶ Satisfying needs and desires of a growing global consumer class.

The PROsumer.NET project will investigate these societal trends in great detail to better understand what impact they will have on the European consumer goods industries in the coming years and decades.

Based on this socio-economic study as well as a comprehensive research and technology state-of-the-art analysis various scenarios for future industry development and innovation trends will be developed. Finally a strategic research roadmap and related innovation policy action plan will be delivered.

All this work will be accomplished by a consortium of 10 internationally recognized and excellently connected research, technology and industry organizations which can leverage the combined intelligence of hundreds of experts from across Europe.



Lutz Walter,  
 Euratex, PROsumerNET Project Leader



## 1. THE CONSUMER GOODS SECTOR

### European Consumer Goods Research initiative – the sectors targeted

The European designed-based Consumer Goods sector (incl. design, product development, manufacturing & distribution operations) represent a substantial and vibrant part of the European economy. It comprises Textiles, clothing, leather and footwear products, sports goods, games and toys, interior products made of different materials such as furniture, sanitary products, floor, wall and window coverings, table and kitchen ware, glassware and spectacles, watches, jewellery, bags & accessories and various cosmetic and beauty products as well as the design-oriented packaging of these and other products.

These sectors represent a total annual turnover of approx. € 500 billion and economic value added of € 150 billion while employing some 5 million people in more than 500,000 companies across the EU-27.



## 2. RELEVANCE OF THE PROsumerNET PROJECT

### Strategic Research Themes

The PROsumer.NET project work is structured into the following 4 Strategic Research Themes:



1. Functionality of products for specific end applications and use scenarios
2. Intelligent manufacturing and the smart value chain
3. New design & product life cycle concepts
4. Customization, personalization and consumer empowerment

For each of these themes a research and technology trends will be investigated by surveying academic and industrial researchers and technology developers and industrial innovation strategies and trends will be collected and analyzed based on an industry survey.

Dedicated workshops with academics and industrial practitioners from all relevant sectors will be organized twice throughout the project for each research theme.

### Innovation issues

Preconditions for the industry to successfully implement research and innovation strategies are:

- ▶ The preservation and enhancement of specialized knowledge and skills of company staff and external service providers
- ▶ The access to sufficient financial resources to make the necessary research and innovation investments
- ▶ A generally business-friendly and innovation-conducive economic, regulatory and legal framework to rapidly market and effectively protect innovative products and services

These 3 issues – education, finance & regulation – will be subject to two dedicated workshops with policy makers, finance and education providers.



### 3. PROJECT SUMMARY

On June the 1st the PROsumer.NET project started with the purpose of developing and communicating a comprehensive research roadmap and industrial innovation action plan for Europe's design-based consumer goods industries.

The Project project initially covers the textile and clothing, the footwear, the sport goods and the forest-based sectors as well as the manufacturing technologies related to these industries and it is an EU-funded Coordination Action and brings together 5 European Technology Platforms all related to the design-based consumer goods industry. The project duration is 2 years and the project is coordinated by Euratex, the European Apparel and Textile Confederation.



Project partners and EC representatives at the July public seminar in Brussels

To such an aim, for the development of our strategic cross-sectoral research and innovation roadmap we need request input from industrial and academic experts. We have designed 2 questionnaires to identify relevant socio-economic trends in consumer good sector, one for each kind of experts that can be completed online using the following link:

- ▶ [Questionnaire for industry experts](#)
- ▶ [Questionnaire for academic experts](#)

If you want to be involved as an expert within the PROsumer.NET European initiative, send us your input!

### 4. European Research Projects related to PROsumer.NET



SERVIVE "Service oriented intelligent value adding network for clothing-SMEs embarking in mass-customisation" (Project N°: TP-214455) [www.servive.eu](http://www.servive.eu)



OPEN GARMENTS "Consumer Open Innovation and Open Manufacturing Interaction for Individual Garments" (Project N°: TP-213461) [www.open-garments.eu](http://www.open-garments.eu)



FIT4U " Framework of Integrated Technologies for User Centred Products" (Project N° CP-TP 229336-2) S SHOES "Special Shoe Movement" (Project N° CP-TP 229261-2) [www.fit4u.eu](http://www.fit4u.eu)



ENVIRO-TEX-DESIGN (Project N° TP 213903) [www.envirotexdesign.eu](http://www.envirotexdesign.eu)



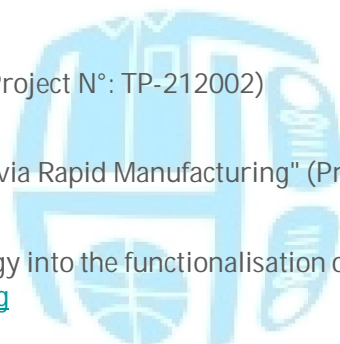
MADE4U "Business Models for User Centred Products" (Project N°: TP-212002) [www.made4u.info](http://www.made4u.info)




A-FOOTPRINT "Ankle and Foot Orthotic Personalisation via Rapid Manufacturing" (Project N° CP-TP 228893-2) [www.afootprint.eu](http://www.afootprint.eu)



NANOBOND " Integration of emerging soft nanotechnology into the functionalisation of textiles" (Project N° CP-TP 228490-2) [www.nanobond.org](http://www.nanobond.org)



## 5. NEWS & EVENTS

 We invite YOU to visit our website [www.prosumernet.eu](http://www.prosumernet.eu). If you check the site periodically, you will find the site continually updated.  
We look forward to developing close relationship with you in the near future.

 If you want to join to the PROsumerNET technology expert community please fill the [Research and Technology State Of Art Form](#)  
If you want to join to the PROsumerNET innovation expert community please fill the [Expert reply form & quick identification of Top innovation needs](#)

### Recent and upcoming project Workshops

- ▶ 19th October 2011 :First Workshop SRT4, IBV, Valencia (Spain)
- ▶ 21st October 2011 :First Workshop SRT3 ,Inescop, Alicante (Spain)
- ▶ 26st October 2011 :First Workshop SRT1 ,Treviso Tecnologia, Treviso (Italy)
- ▶ 27st October 2011 :First Workshop SRT2 ,DITF, Stuttgart (Germany)
- ▶ 16-17th February 2012 :Brainstorming Workshop with project coordinators Milan, Italy
- ▶ 28th February 2012 :First Innovation Policy Workshop, Brussels (Belgium)

## 6. Involved European Technology Platforms and Project Partners

