



European Consumer Goods Research Initiative

An example for cross-ETP Collaboration

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Content

- Why a European Consumer Goods Research Initiative?
- The key actors
- The objectives & the outcomes so far
- The plans
- Best practice



The challenge and opportunity for the European Consumer Goods Industry



Design-based Consumer Goods Industry

Included:

- **Textiles and 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, kitchen and glassware**
- **Spectacles, watches, jewellery**
- **Bags and accessories**
- **Various wellness, cosmetic and beauty products**
- **Design-oriented packaging of these and other products.**

No included:

- Motor vehicles
- Consumer electronics
- White goods



CG - Economic Figures

EU-27, based on EUROSTAT data 2006

% of total manufacturing industry

Industry Turnover	~500 bn €	7.5%
Economic Value Added	150+ bn €	8.5%
Employment	~5 million	15.5%
Number of Companies	> 500,000	22.0%
Capital Investment	~18 bn €	7.5%



Common socio-economic drivers & challenges

Safety & sustainability in production and consumption



Health, well-being & activity of an aging & individualising population



Satisfying needs & desires of a growing global consumer class





Common Strategic Research Themes

- SRT1 (Multi)functional products for specific applications and uses** 
- SRT2 Intelligent manufacturing & the smart value chain** 
- SRT3 New design and product life-cycle concepts** 
- SRT4 Customisation, Personalisation & Consumer Empowerment** 







Common innovation-related issues

- EDUCATION**
Preserving & enhancing knowledge & skills 
- OPERATIONAL FRAMEWORK**
Regulation, standardisation & best practises 
- FINANCE**
Access to research and innovation funding 







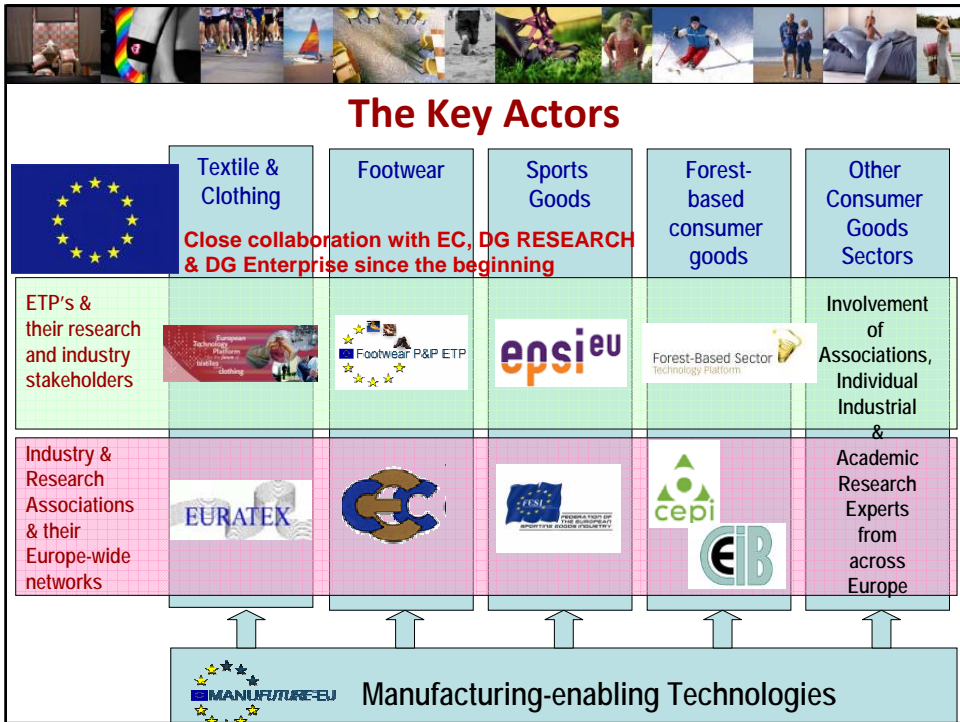
Rationale for the CGR Initiative


Design-based consumer goods industry:

- is a vital and vibrant part of the EU economy
- is highly creative & innovative
- is a strong user of advanced technologies
- has common research and technological development needs
- innovation challenges need appropriate political action
- Fragmentation has prevented effective communication of these needs in the past









The outcomes so far

- First explorative meeting (Jan. 2009)
- Set up of coordination committee (May 2009)
- Development of first scoping paper (Sept. 2009)
- Preparation of CSA project PROsumer.NET (Nov. 2009 – Jan. 2010)
- Public Conference (Feb. 2010)
- Draft Research Roadmap (March 2010)



Sponsoring Projects: INNOVATION, OPEN, Green-Tex-Design, SERVIVE, FIT4M, a-footprint, epsiEU


European Conference on Consumer Goods Research 27 February 2010, Hotel Bloom, Brussels


Designed to surprise: How Strategic Research and Innovation can Extend Europe's Leadership in Design-based Consumer Goods on the Global Market



Organized by the European Textile, Footwear and Sport Technology Platforms

DRAFT February 2010

A Strategic Roadmap for Research and Innovation in the European Design-based Consumer Goods Sectors







The Plans

- Set-up of a permanent expert community
- Organisation of a series of thematic and horizontal workshops
- Development of a comprehensive research roadmap
- Development of policy recommendations
- Joint dissemination and policy communication actions

Most of these actions will be implemented through the PROsumer.NET project (start autumn 2010, duration 2 years)





