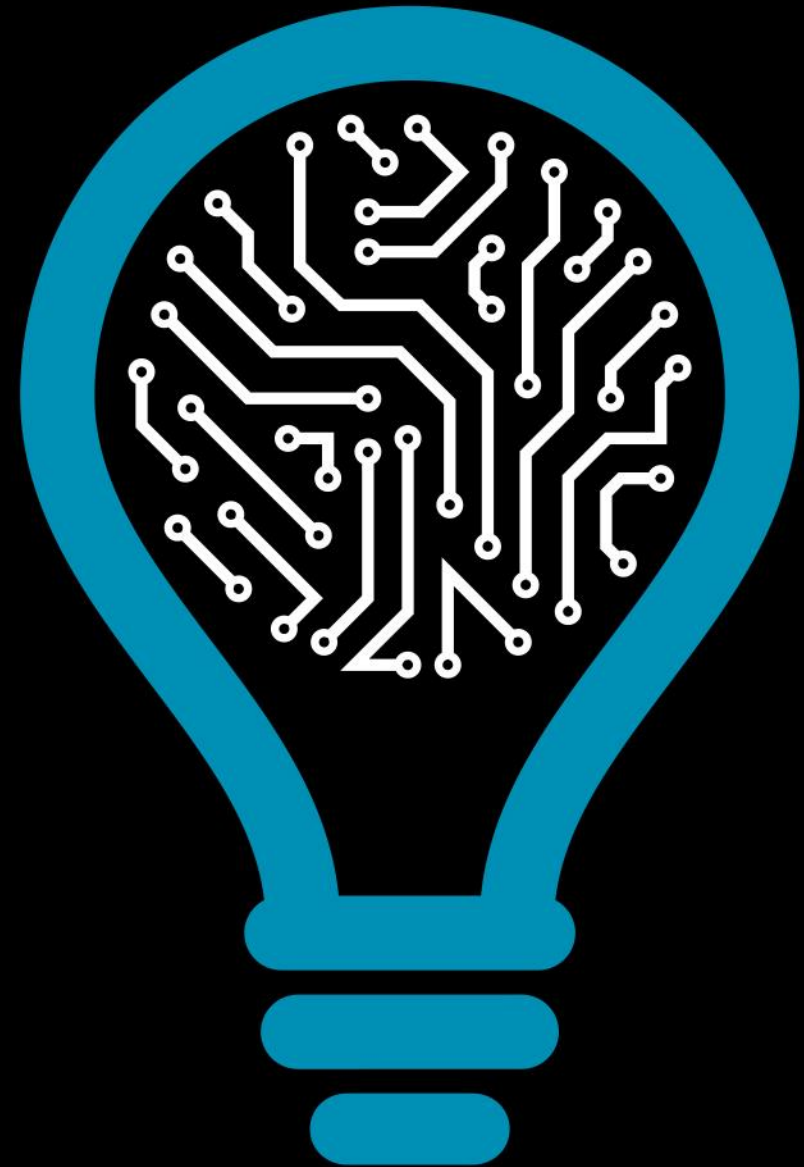


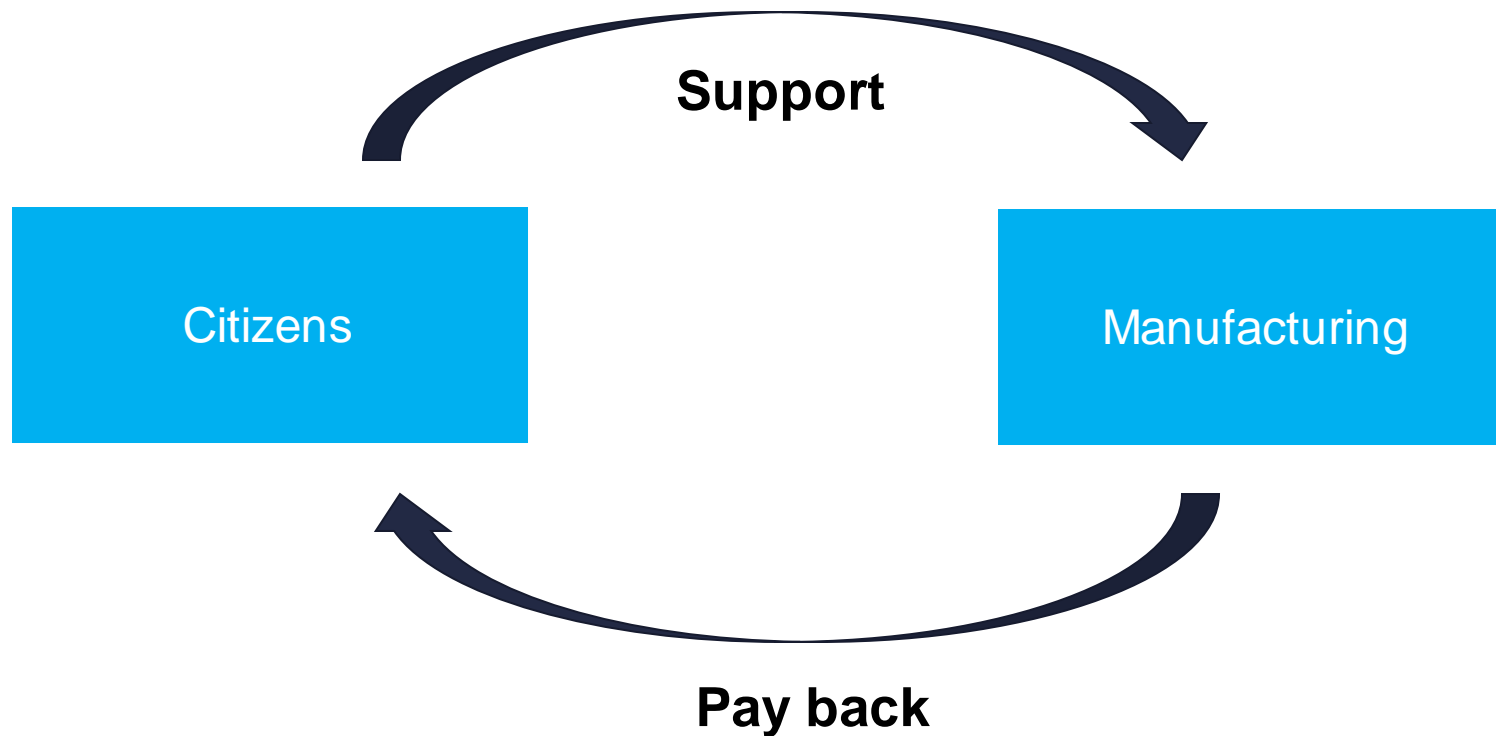
Citizens as Active Members of the new Manufacturing Paradigms

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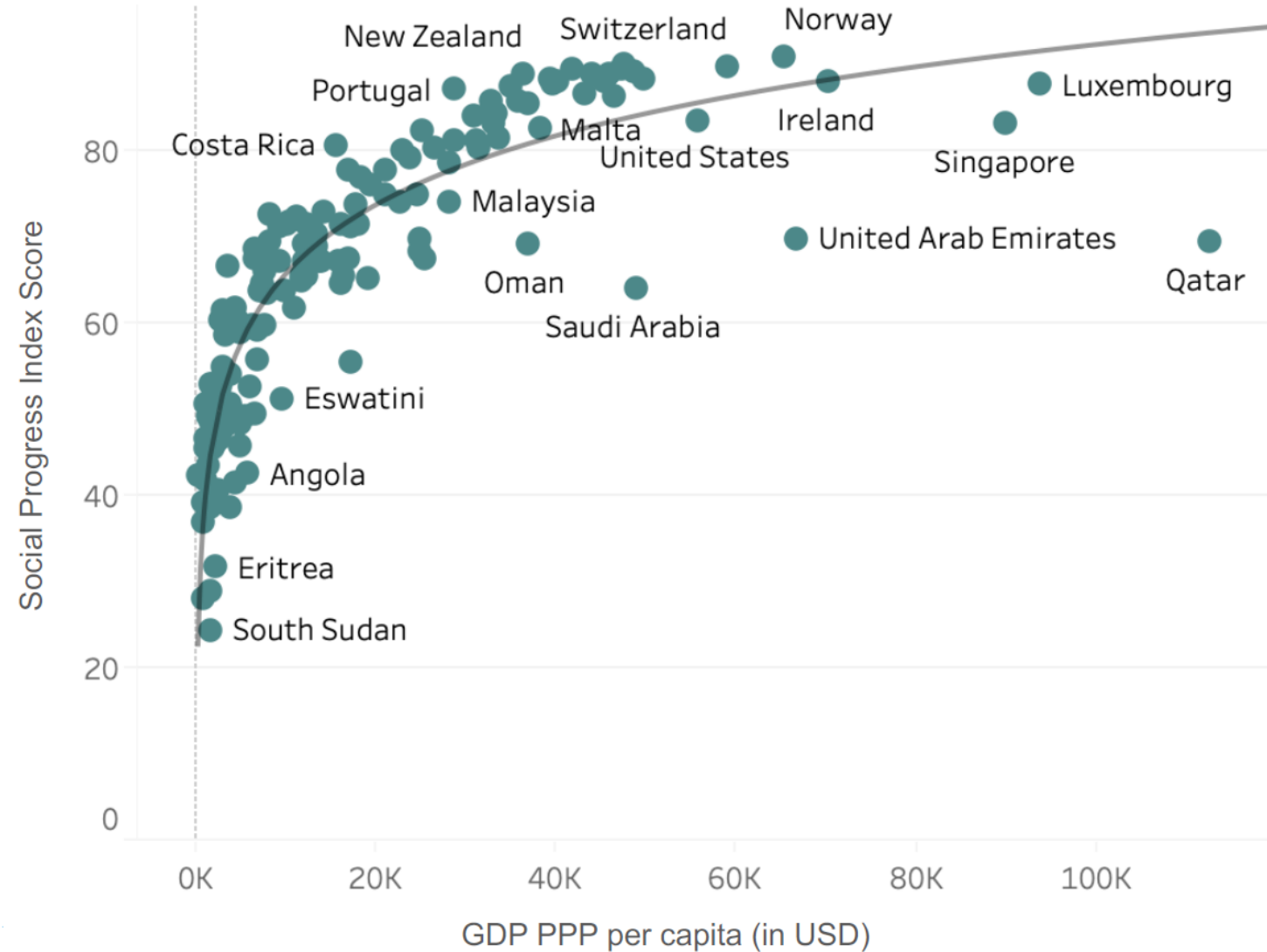




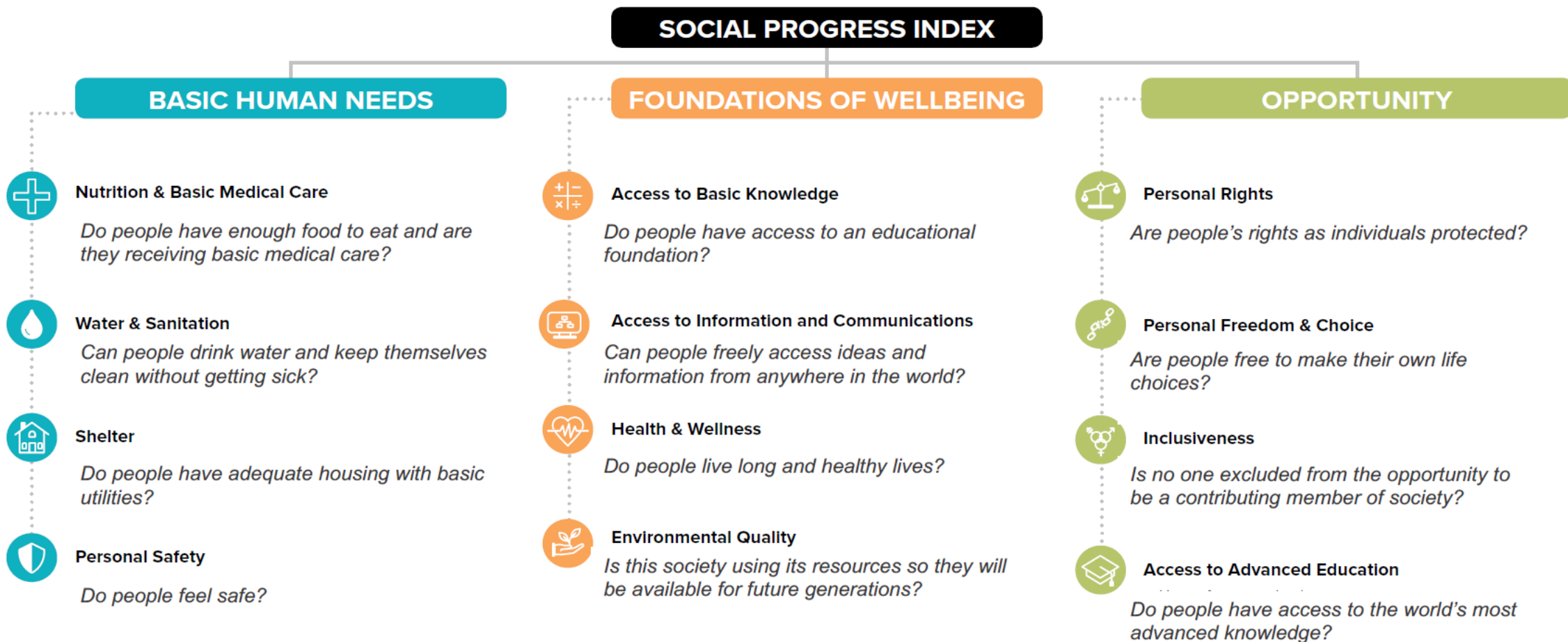
Support Inclusive Economic Growth

GDP distribution facts:

- Some countries are much better than others in **Turning Economic Growth into Social Progress**
- **Distribution of wealth between citizens varies in different countries**



The Social Progress Index asks universally important questions about the future of our societies:



Barriers for Inclusive Economic Growth:

- There are markets with Zero Marginal Costs, such as:
 - In the virtual world: Web, Software
 - In the physical world: 3D printing has this potential
- In these markets one or two winners that take it all. Examples:
 - Search engines: (Google 88% market share)
 - Human genome: (Illumina 85% market share)
 - Leads to concentration of wealth in a reduced number of persons and countries
 - + This effect is less visible in Manufacturing



What Future for European Manufacturing?

- Europe has the potential to become **the most attractive Manufacturing innovation Hub** at global level:
 - + It has **demanding consumers, with strong purchasing power**
 - + **High standards of design, quality and environmental protection**
 - + **Unique culture and tradition**
 - + **Strong scientific and technological landscape & high levels of education**
 - + **Leadership in complex systems** (cyberphysical) and a **strong engineering and industrial background**
 - Europe is not a single market (language, regulations, standards, etc.)
 - Investment limitations (comparable), namely for high-tech entrepreneurship
 - Lower performance in converting research in innovation

The Role of European Citizens in making Europe the most attractive Manufacturing innovation Hub:

To support Future Manufacturing European citizens need to:

- Be coherent with the European standards: **Demand quality, sophisticated products, environmental protection and human rights**
- Be open minded towards the **adoption of new technologies, products and services**
- **Understand the crucial role of manufacturing for jobs and growth and the need to invest** in R&D, innovation and education and training for sustainable competitiveness
- Offer **new talent for Manufacturing**



The Role of European Citizens in Manufacturing:

- Citizens **can support Innovation and Co-creation** of products and services:
 - Collaborate with designers and manufactures in the creation of new products and services
 - Selecting personalised and customised products:
 - Support the development of advanced manufactures, both in technical and organisational aspects
 - Support the development of regional or local Manufacturing ecosystems for final personalisation



The Role of Society and European Citizens:

Manufacturing industry will “payback” to Citizens and society by:

- Delivering products and services **meeting their needs and expectations**
- **Generating well paid jobs** for citizens, in manufacturing and related services
- Generating wealth capable of **supporting European future investments and standard of living**
- Ensuring **technological and economic independence**, regarding other nations, providing Europe a strong and sustainable position at global level

Thank you!

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