Citizens as Active Members of the new Manufacturing Paradigms

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Citizens

Support

Manufacturing

Pay back
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

Source: Social Progress Imperative  
www.socialprogress.org
The Social Progress Index asks universally important questions about the future of our societies:

**Basic Human Needs**
- Nutrition & Basic Medical Care: Do people have enough food to eat and are they receiving basic medical care?
- Water & Sanitation: Can people drink water and keep themselves clean without getting sick?
- Shelter: Do people have adequate housing with basic utilities?
- Personal Safety: Do people feel safe?

**Foundations of Wellbeing**
- Access to Basic Knowledge: Do people have access to an educational foundation?
- Access to Information and Communications: Can people freely access ideas and information from anywhere in the world?
- Health & Wellness: Do people live long and healthy lives?
- Environmental Quality: Is this society using its resources so they will be available for future generations?

**Opportunity**
- Personal Rights: Are people’s rights as individuals protected?
- Personal Freedom & Choice: Are people free to make their own life choices?
- Inclusiveness: Is no one excluded from the opportunity to be a contributing member of society?
- Access to Advanced Education: Do people have access to the world’s most advanced knowledge?

Source: Social Progress Imperative
www.socialprogress.org
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

Source: ManuFUTURE Vision 2030
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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