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Welcome to the Product Development Symposium 2018

Technical University of Denmark - 6th-9th November
And now, welcome to...

SUSTAINABLE PRODUCT/SERVICE-SYSTEMS DAY 18
Today’s audience

You in the room!

...and you online!
Today’s sponsor

leading-edge and applied knowledge
consolidated methodologies and approaches

investment in research
feedback and insights from industry
OUR MOTIVATION FOR THE SYMPOSIUM

• What is our goal for the day?
Our motivation for today’s programme

The current industrial shift from selling products to providing Product/Service-Systems (PSS) drives new business opportunities and sustainability improvement.

Sharing amongst colleagues

The Sustainable PSS Day aims to bring researchers and practitioners together and establish a platform for discussions and a fruitful knowledge exchange on experiences, challenges and opportunities.
SUSTAINABILITY TRENDS

• THAT ARE RESHAPING THE WORLD
Three key sustainability trends are shaping the world through business

- Decouple value creation from resource consumption
- Potential: 1.8 trillion Euro per year in Europe

- 17 goals driving sustainable development, worldwide
- Uptake by businesses, NGOs, governments, etc.

- Huge potential in the installed base
- Savings of money, environment and risks
Hierarchy of sustainability terms
Daniela Pigossi & Tim C. McAlpine, 2016

Sustainability
Meeting the needs of the present without compromising the ability of future generations to meet their own needs
The proposed Danish Circular Economy Strategy

1. Promote circular business development in SMEs
2. Establish one entry-point to the public sector for businesses with circular business models
3. Expand access to the financing of circular business models
4. Support digital circular potential through commercial use of data and idea-initiatives
5. Incorporate circular economy thinking into product policy
6. Increase Danish participation in European effort to create circularity standards
7. Promote circular purchasing in public procurement
8. Incorporate circular economy thinking in procurement
decisions
9. Promote more uniform collection of household waste
10. Create equal terms on the market for waste and recycled raw materials
11. Liberalise the handling of the electronic waste
12. Create a financial pool to help deal with regulatory barriers for circular economy
13. Develop a voluntary sustainability classification
14. Promote broadly the practice of selective demolition
15. Get more value from biomass

[Danish Government, September 2018]
SERVICE-BASED APPROACHES TOWARDS SUSTAINABLE BUSINESS

• What are the leaders working on?
SELLING TYRES OR KM OF TREAD & SAFETY?
UNDERSTANDING SERVITISATION THROUGH DIGITAL COMPETENCY
INCREASING BUSINESS GAINS FOR CUSTOMER AND SUPPLIER, THROUGH PSS SOLUTIONS
ADAPTABILITY THROUGH SERVICE, SUSTAINABILITY THROUGH CIRCULARITY
EFFECTIVISING REMOTE SERVICE THROUGH DIGITALISATION
servitisation as a driver of...
LEARNING FROM NATURE TO INCREASE OUR RESILIENCE
Our motivation for today’s programme

The current industrial shift from selling products to providing Product/Service-Systems (PSS) drives new business opportunities and sustainability improvement.

Common themes to observe

- service-based business
- achieving circularity
- digital capability
- understanding the customer
- servitisation readiness
- organisational agility
- remote service delivery
PROGRAMME FOR TODAY

• INSPIRING US THROUGH DIALOGUE
# Today’s agenda (1/2)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration &amp; coffee</td>
<td></td>
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<tr>
<td>09:00</td>
<td>Opening introduction</td>
<td><strong>Prof. Tim McAloone</strong>, Technical University of Denmark</td>
</tr>
<tr>
<td>09:15</td>
<td>Delivering enhanced value proposition at Michelin through service solutions</td>
<td><strong>Erik Grab</strong>, Vice President Strategic Anticipation, Innovation &amp; Sustainable Development at Michelin</td>
</tr>
<tr>
<td>09:55</td>
<td>Implementing Servitization in the digital era</td>
<td><strong>Henrik Helsinghof</strong>, Director at Owner Agreements &amp; Sales Excellence at VIKING Life-Saving Equipment</td>
</tr>
<tr>
<td>10:35</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:50</td>
<td>Servitizing ABB Turbocharging – understanding the customer journey to improve service experience</td>
<td><strong>Felix Keiderling</strong>, General Manager Global Service Bus. Dev. and Product Manag. at ABB</td>
</tr>
<tr>
<td>11:40</td>
<td>Innovation pitches</td>
<td><strong>DTU Sustainable PSS Group</strong></td>
</tr>
<tr>
<td>12:20</td>
<td>Lunch</td>
<td></td>
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</tbody>
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## Today’s agenda (2/2)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td><strong>Light on the Dark Side of the Moon</strong></td>
<td>Angela Nakihian, Director for Sustainability at Steelcase</td>
</tr>
<tr>
<td>14:10</td>
<td><strong>How can servitization drive Circular Product Design?</strong></td>
<td>Conny Bakker, Professor at Delft University of Technology</td>
</tr>
<tr>
<td>15:00</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>15:20</td>
<td><strong>Remote Services and Digitalization in Konecranes Service</strong></td>
<td>Jukka Paasonen, Director, Technology and Quality in Service - Konecranes</td>
</tr>
<tr>
<td>16:00</td>
<td><strong>Sustainability through inspiration from nature in the Nordic Countries</strong></td>
<td>Torben Anker Lenau, Associate Professor at the Technical University of Denmark</td>
</tr>
<tr>
<td>16:40</td>
<td><strong>Roundtable discussion and debate</strong></td>
<td>All speakers - facilitated by Daniela Pigoso, Associate Professor at DTU</td>
</tr>
<tr>
<td>17:20</td>
<td>Closing discussion</td>
<td></td>
</tr>
<tr>
<td>17:30</td>
<td><strong>Drinks reception</strong></td>
<td></td>
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DTU Sustainable PSS Group

DTU
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CLOSING DISCUSSION
DRINKS RECEPTION