

Benefits of Use-It-Wisely

Through improving the upgrade process, the project will have far reaching benefits for European industry and consumers including:

- Business: Creating new business opportunities for manufacturers, their suppliers and subcontractors
- Customers: Creating new opportunities for customers by improving existing products and services
- Environment: Reducing waste through circular economy practices and extended product-service lifecycles
- Competition: Increasing competitive advantage through product/service agility, lower costs and shorter lead times
- Employment: Boosting employment by helping to transform people's knowledge and skills into product-service value

Use-It-Wisely Researchers

The project consortium is made up of twenty European industrial and academic partners with expertise across the six clusters.

Community of Practice

The Use-It-Wisely consortium has created an online Community of Practice (CoP) in order to share Use-It-Wisely's research insights with European industry. Membership of the CoP allows users access to an exclusive portal where innovative models will be demonstrated and users may share their own experiences and expertise.

For further information on the Use-It-Wisely Community of Practice, visit www.use-it-wisely.eu/communityofpractice.

For further information:

Visit the project website: www.use-it-wisely.eu

Follow Use-It-Wisely on Twitter: @UIWFP7

Email the Project Coordinator:

Göran Granholm, VTT Technical Research
Centre of Finland Ltd: Goran.Granholm@vtt.fi

The research leading to these results has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under grant agreement no. 609027



Responding to rapidly changing markets, business environments and customer needs.

About Use-It-Wisely

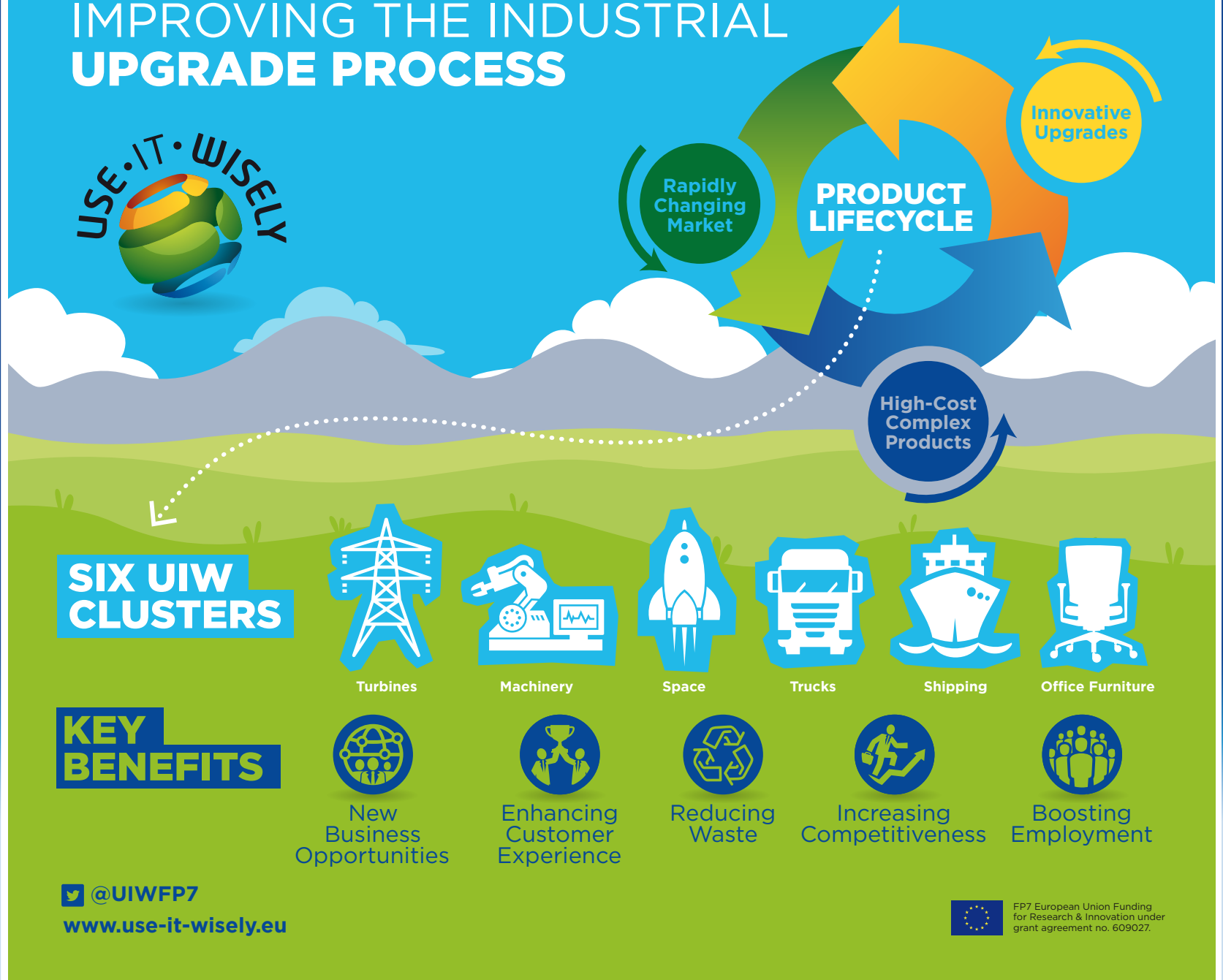
Use-It-Wisely (UIW) is an EU FP7 funded research project with the aim of enabling rapid response to changing markets, business environments and customer needs.

The project is investigating new business models and collaborative innovation processes to enable effective product-service adaptation. UIW will apply these models across six industrial sectors: Turbines, Machinery, Space, Trucks, Shipping and Office Furniture.

The adaptations will be accomplished by a demand-led sequence of innovative upgrades which will dramatically extend the lifecycles of industrial products-services.



IMPROVING THE INDUSTRIAL UPGRADE PROCESS



@UIWFP7

www.use-it-wisely.eu

FP7 European Union Funding for Research & Innovation under grant agreement no. 609027.