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NEWSLETTER #1

December 27th 2017

THINGS+

Project Newsletter supporting awareness raising about project results



What THINGS+ is about?

THINGS+ is a project focused on the development of the methodology needed for the introduction of service innovations into product manufacturing companies whose business was so far based on selling a final product. The development of the business support and the stimulation of the creation of new services in manufacturing firms shall improve the competitiveness of the enterprise, create a more attractive offer for the clients and overall a better business performance.

Thus, in THINGS+ we are looking for novel solutions and tools to support “servitization” - the creation of new services based on existing products that are already a part of the company’s offer. Through “servitization”, the enterprises improve their portfolio and instead of offering just the product they offer products and services or just services based on products.

During the first phase of project implementation, the methodology of the development and commercialization of services will be developed. Beginning of 2019 partnership will start with the pilot actions. 100 pilot projects within manufacturing enterprises are foreseen! The objective of the pilot projects is not only to develop services, but also to provide a business support for: entering the market, making new profit, attracting new clients or entering new markets. We are positive that that 60% of the entrepreneurs will introduce new service into their portfolio, 40% will manage to make new incomes and 10% of the entrepreneurs are going to commercialize new services on foreign markets.

The THINGS+ project is co-funded by the INTERREG Central Europe programme from June 2017 till May 2020 with 1.562.517,50 EUR.

[Further details](#)

Opportunities for servitization - Interactive Group Sessions

Project partners held two Interactive Working Group Sessions already.

The first was organised and hosted on October 25th and 26th by THINGS+ project partner STEP RI - Science and Technology Park of the University of Rijeka. The consortium discussed existing methodologies and agreed on the need for specialist and holistic knowledge approach due to the complexity of identified methodologies and tools. Thus, upcoming tasks will be focused on creating a simpler and more straightforward method that will enable servitization and creation of Product-Service System within the SMEs without large resources and access to expert and specialized workforce.

The second Interactive Group Session was organised on December 14th and 15th by THINGS+ partner Slovak Business Agency in Brastislava. Partners discussed key documents, including catalogue of relevant assessment and servitisation tools. Moreover, they brainstormed and worked in small groups; focus area was the challenges of product, business and customer assessment, followed by “Marshmallow challenge” to experience the learning by doing concept.

[Further details](#)



THINGS+ Events

Friuli Innovazione took the chance and present the THINGS+ project and potential of servitization to more than 100 representatives of companies from the North East of Italy.

On Friday, October 27th more than 100 representatives of companies from the North East of Italy attended the conference “Servitization and new business models”, organized by Friuli Innovazione.

The event was held in the context of THINGS +, a European project financed with 1.8 million euros, of which Friuli Innovazione is author and leader.

The meeting explained to the entrepreneurs the potentiality of servitization and it analysed the advantages of introducing typical service components also in more traditional production sectors, such as manufacturing.

During the conference leading names of entrepreneurship and research talked about the themes of Industry 4.0.

[Further details](#)





Things+ partners



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