



15 March 2012

Workshop on Impact of the  
Factories of the Future PPP

## Session 6: Effectiveness of Results Take-up

***Project Acronym: e-CUSTOM (260067)***

***Project Title: A Web-based Collaboration System for Mass Customization***

***Project Coordinator: Laboratory for Manufacturing Systems and Automation (LMS) Director: Prof. George Chryssolouris, University of Patras, Greece***

***Presenter: Prof. Dimitris Mourtzis***

## How to achieve significant uptake of expected project results beyond the immediate stakeholders?

### Activities

#### Description

1. Web information portal & Flyers
2. Exploitation Seminar, Public Day, Success Stories, Liaisons with related projects
3. Workshops, Conferences, Journals, Book Chapters
4. Industrial Pilot Cases

#### Effectiveness

1. Online communities for the dissemination of the project
2. Identification of exploitable results by a team of experts, Sharing of knowledge
3. Promotion of the project through research work on prestigious Journals and Conferences
4. Real-life testing of the project methods and tools (CRF, PRIMA, DELCAM, MICRO, MECAN)

## Factors that are making it more difficult for a project to achieve uptake of expected results beyond immediate stakeholders

### Barriers/Obstacles

#### Description

1. Inhibition of End Users to allow their competitors to exploit the results of the project
2. Conservative environment of the industrial domain towards the adoption of innovative solutions
3. Barriers to sharing knowledge

#### Importance

1. **High** – The project outcome (method, software, etc.) has a limited “audience”
2. **High** – The possible potential of the project’s developments is difficult to be put into practice
3. **Medium** – Difficulties towards the generalisation of the project’s concept

## Who can do what?

### Actions

#### Who

1. Promotion of e-CUSTOM software tools and methods by the End Users (CRF, MICRO, MECAN, PRIMA)
2. Promotion through the Internet (LMS, IMI, BTU)
3. Follow-up project (LMS)
4. Dissemination of the research results (LMS, IMI, BTU)

#### What

1. Installation of e-CUSTOM system and integration with existing legacy tools
2. Dissemination channels through YouTube, Twitter, Facebook
3. Based on the success of the e-CUSTOM, a follow-up project is to be proposed and launched
4. Identify favourable market conditions concerning the use of research results



**For more information  
please visit the e-CUSTOM project portal at the following  
link:  
<http://www.ecustom-project.eu/>**

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