

(日本語のご案内も下に記載しています。)

(CIEDS International Workshop)

“Product Service System for Environmental Innovation”

CEIDS (Center for Environmental Innovation Design for Sustainability) of Osaka University aims at stimulating environmental innovations toward achieving a sustainable society, by carrying out studies in various fields such as social institutions and legislation, consumers behaviors, urban planning and social infrastructure, manufacturing, and energy systems. “Product Service System” or PSS is an emerging concept that helps expand manufacturing business activities by providing customers with added values and supplying a marketable set of products and services. The significance of PSS for achieving the sustainable production and consumption comes from the fact that the relation between manufacturer and consumer is maintained through a provision of services, and PSSs are now being implemented in the real world.

In this workshop, two distinguished researchers working in the fields of PSS and life cycle engineering will discuss the basic concepts of PSS, practical cases and examples of PSS, and their significance in achieving a sustainable society.

Date : November 10 (Sat.), 2012 (13:00 - 16:30)

Venue: Osaka University, Suita Campus, Office for University-Industry Collaboration, Building D, 2F Room

<http://www.eng.osaka-u.ac.jp/ja/campusmap.html> (Map is attached below.)

(大阪大学 吹田キャンパス 産学連携本部 D棟 2階会議室)

Organizer: Center for Environmental Innovation Design for Sustainability (CEIDS), Osaka University

(* English will be used as the language for presentations.)

[Program]

- ✧ Opening Remarks (13:00 - 13:10): Dr. Yasushi Umeda, Professor, Graduate School of Engineering, Osaka University.
- ✧ Introduction to research activities at CEIDS (13:10 - 13:30): Dr. Keishiro Hara, Associate Professor, CEIDS, Osaka University

- ✧ **[Lectures]**
 - * Each lecture consists of 60 minutes of presentation and about 20 minutes of Q&A

Lecture I (13:30-14:50): Dr. Tim McAloone, Associate Professor, Department of Mechanical Engineering, Technical University of Denmark (DTU)

Title: “Meeting the challenges and opportunities of sustainability through Product/Service-System Design”

(Abstract)

In this lecture Tim McAloone will review the efforts towards ecodesign that have been made over the past two decades, and propose that new modes of design, delivery and consumption of products, services and integrated systems are required, if we are to reach sustainability. Tim will present the industrial phenomenon and the connected academic research field of Product/Service-System (PSS) design and development, through a series of cases, which will illustrate a systematic approach to sustainable stewardship.

(10 min break)

Lecture II (15:00-16:20): Dr. Christoph Herrmann, Associate Professor, Technische Universität Braunschweig, Germany

Title: “Life Cycle Management of Product Service Systems – Analogies, Framework, Methods and Case Studies”

(Abstract)

Understanding PSS is crucial for improvement and optimization. Broadening one’s view by exploring

non-related disciplines can help understanding one's own systems better. In this case, ecotones are used to explain and comprehend PSS in depth. An ecotone is the transition area between two ecosystems. Likewise a PSS is the blending of a product and a service. Lining out similarities can help to derive analogies and comprehend why a PSS is more than a sum of product and service but proposes an own system by itself. With the diverse influences on PSS, like changing customer requirements to higher importance of sustainability, the technology push or the handling of the immaterial service parts, the exposure and the management of sustainable PSS across all life cycle phases becomes a serious challenge. To handle this complexity, a holistic approach for PSS is needed. In this lecture a framework will be presented and discussed and applied to the case of PSS for mobility concepts.

◇ Closing Remarks (16:30) : Dr. Shinsuke Yamanaka, Professor, Graduate School of Engineering, Deputy Director of CEIDS, Osaka University

Moderator: Dr. Yusuke Kishita, Assistant Professor, CEIDS, Osaka University

Registration :

Osaka University, Center for Environmental Innovation Design for Sustainability (CEIDS)

Email: event_register@ceids.osaka-u.ac.jp

** Please register by sending an email, with your name(s), affiliate(s) included.

大阪大学 CEIDS 国際ワークショップ

“Product Service System for Environmental Innovation”

(環境イノベーションへ向けた“製品サービスシステム”)

製品サービスシステム (Product Service System: PSS) は、市場取引される製品・サービスの供給を通じた付加価値を消費者に提供することによって、製造業におけるビジネスの可能性を大きく広げる概念として注目を集めています。本国際ワークショップでは「環境イノベーションへ向けた製品サービスシステム」と題して、デンマークおよびドイツで研究をされているこの分野の第一人者にお越しいただき、PSS の概念と、具体的な事例や実践、そして持続可能社会を構築する上で、PSS の果たす役割や意義についてお話をさせていただきます。ぜひご参加ください。

日時：2012年11月10日(土)：13:00-16:30

場所：大阪大学 吹田キャンパス 産学連携本部 D棟 2F 会議室 (地図を参照ください)

主催：大阪大学環境イノベーションデザインセンター

* 参加費無料です。発表等の使用言語は英語となります。

【プログラム】

- ・ 開会挨拶 (13:00 - 13:10)：梅田 靖 大阪大学工学研究科 教授
- ・ CEIDS の研究活動紹介 (13:00-13:30)：原 圭史郎 大阪大学環境イノベーションデザインセンター 特任准教授

・ 《講演》

講演 I (13:30-14:50)：Dr. Tim McAloone, Associate Professor, Department of Mechanical Engineering, Technical University of Denmark (DTU)

『Meeting the challenges and opportunities of sustainability through Product/Service-System Design』

講演 II (15:00-16:20)：Dr. Christoph Herrmann, Associate Professor, Technische Universität Braunschweig, Germany

『Meeting the challenges and opportunities of sustainability through Product/Service-System Design』

- ・ 閉会挨拶：山中 伸介 大阪大学環境イノベーションデザインセンター 副センター長／工学研究科教授

司会進行：木下 裕介 大阪大学環境イノベーションデザインセンター 特任助教

【参加登録方法】

下記アドレス、ご所属・お名前をご記入の上メールにてお申込みください。

大阪大学環境イノベーションデザインセンター事務局

Email: event_register@ceids.osaka-u.ac.jp

