

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

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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



SIX UIW CLUSTERS



Turbines



Machinery



Space



Trucks



Shipping



Office Furniture

KEY BENEFITS



New Business Opportunities



Enhancing Customer Experience



Reducing Waste



Increasing Competitiveness



Boosting Employment

Rapidly Changing Market

PRODUCT LIFECYCLE

Innovative Upgrades

High-Cost Complex Products

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