

INEDIT

open INnovation Ecosystems
for Do It Together process

D2.1 SPECIFICATION OF THE DIT STAKEHOLDERS' NEEDS AND EXPECTATIONS

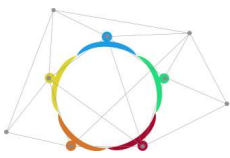
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1. Executive summary

This report addresses the stakeholder analysis of the INEDIT (open INnovation Ecosystems for Do It Together process) platform performed within Task 2.1 activities, including the identification of the type and interests of the stakeholders, as well as their requirements to adopt the platform. The outcome of the analysis is meant to provide a fundamental background for the other project WPs. The study has been performed considering existing co-creation environments: platforms for co-creation, their stakeholders and the relationships among them, leading to the identification of:

- Primary stakeholders: the direct actors of business activity that will be triggered and/or supported by the platform or have a direct impact on the development of the platform;
- Secondary stakeholders: they influence business activities generated between the internal stakeholders and the adoption of the platform itself;

In order to perform this study, a set of interviews to potential stakeholders has been set up and carried out by all the partners, allowing to better understand their needs and expectations, and which are the weaknesses and strengths of INEDIT platform in their view. This has also been a first step in the involvement of stakeholders community in the project activities.

The report consists of the following chapters:

- § 2 introduces the INEDIT project, the aim of the stakeholder analysis, and the task relations with other tasks in the project;
- § 3 describes the applied methodology, whose choices are supported by the theoretical background that has been benefited to identify and classify the stakeholder types and requirements, described in § 4;
- § 5 presents the activities performed to involve stakeholders in the analysis;
- § 6 describes the identified stakeholders of the INEDIT platform, including the internal and external stakeholders and their exchange of values;
- § 7 and § 8 address the identified needs and interests of the stakeholders, as well as the limitation of the furniture sector and the key factors to adopt the INEDIT platform;
- § 9 focuses on stakeholders management strategies based on their power-interest on the platform;
- Eventually, § 11 summaries the work done.

2. Introduction

INEDIT aims to create an open innovation European Do-It-Together (DIT)¹ ecosystem for sustainable furniture co-creation. It channels the creativity of consumers, shapes it through designers' professional skills, and makes it viable by leveraging on the expertise of production specialists in order to deliver sustainable, smart and personalised new products in a shorter time to market. It is able to capitalise on the knowledge, creativity and ideas of designers and engineers, conceptualised by interdisciplinary stakeholders and, sometimes, even new actors.

INEDIT customer-centred process aims to, on the one hand, reconsider the capabilities of consumers to empower them to produce their own furniture, on the other hand, to enable industrial companies to integrate innovative approaches for machines, processes and customer-driven production into their portfolio. In order to achieve this new paradigm, INEDIT integrates new methods and technologies to support creativity and design in open innovation ecosystems, pushes further the access to production means through the development of new sustainable manufacturing processes integrated in manufacturing networks and simplifies personalisation of furniture. Despite focusing on consumers, INEDIT will create respective sustainable business models profitable to all stakeholders in an environmentally responsible manner.

The key elements of this project are presented in Figure 1 below.

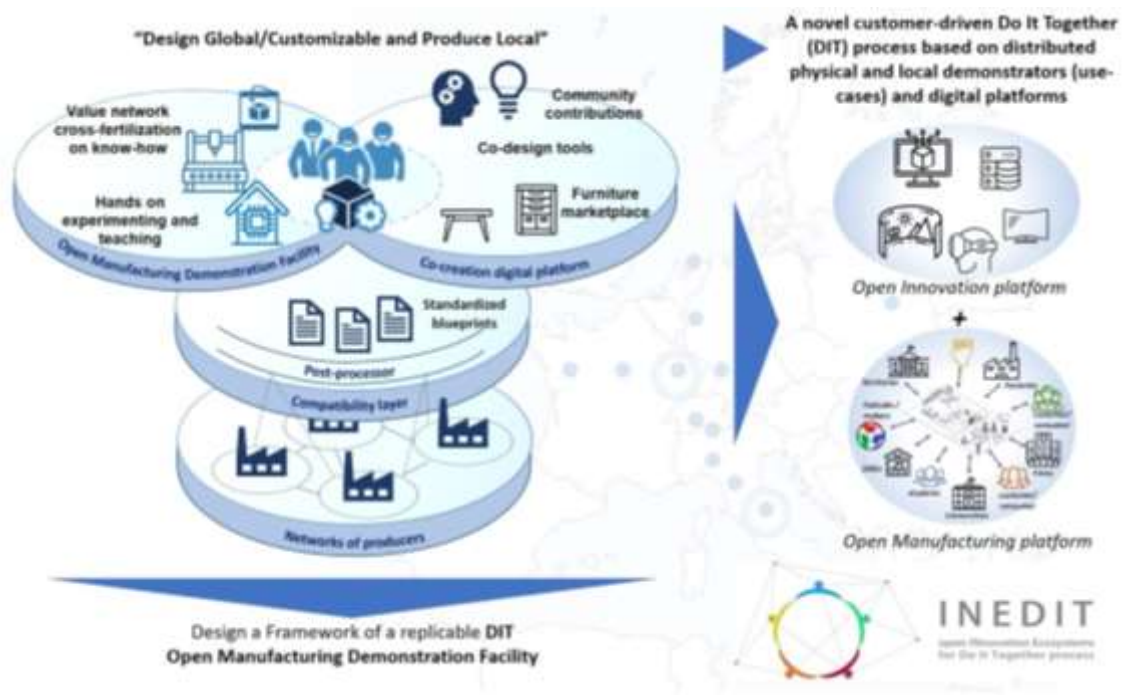
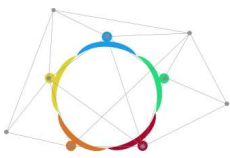


Figure 1 Conceptualisation of the INEDIT objectives

The main objectives of the project are:

1. To unleash creativity of consumers and designers towards co-creation of new pieces of furniture addressing the needs of the single user in an industrial context.
2. To democratise the access to production resources in the furniture sector.

¹ According to the study performed within task 2.2 and documented in D2.2, the "Do-It-Together" can be defined as a social manufacturing process based on a democratic co-design and co-manufacturing of customized products assisted by a community of professionals and experts. The DIT is carried out more closely with the user and the final consumer of the products created in a dynamic of collective intelligence bringing new value and fully integrated into the processes of open innovation and innovation by use.



3. To support SME operating in the furniture sector in finding new business opportunities.
4. To create a framework of solutions for creation, engineering and distributed production of customer-driven pieces of furniture.
5. To define design and manufacturing strategies focusing on lowering ecological impact and addressing societal challenges.
6. To create an ecosystem of all stakeholders within European.

2.1. Aim and scope of the stakeholder's analysis

The stakeholder analysis aims to promote wide adoption of the INEDIT project results by addressing stakeholders' interests, expectations and requirements from the very beginning of the project. To create significant value to the stakeholders of the project, stakeholder analysis has the following objectives and scope:

- to identify and classify the potential stakeholders of the INEDIT platform;
- to map the needs and expectations of the potential stakeholders that can be addressed by the INEDIT platform;
- to identify the interests and requirements of the potential stakeholders for wider adoption of the INEDIT platform;
- to develop strategies for stakeholders management during or after the project duration;
- to review and revise, if needed, the status and requirements of the stakeholders yearly during the project.

2.2. Relationship of T2.1 with other tasks and WPs

Task 2.1 plays a central role in understanding the interests and requirements of the potential stakeholders of the INEDIT platform. The outcome of this task will contribute to other tasks in WP2 towards the development of the reference model and the architecture of the platform, which will provide the foundational background for the following WPs. These relationships are depicted in Figure 2 and explained below.

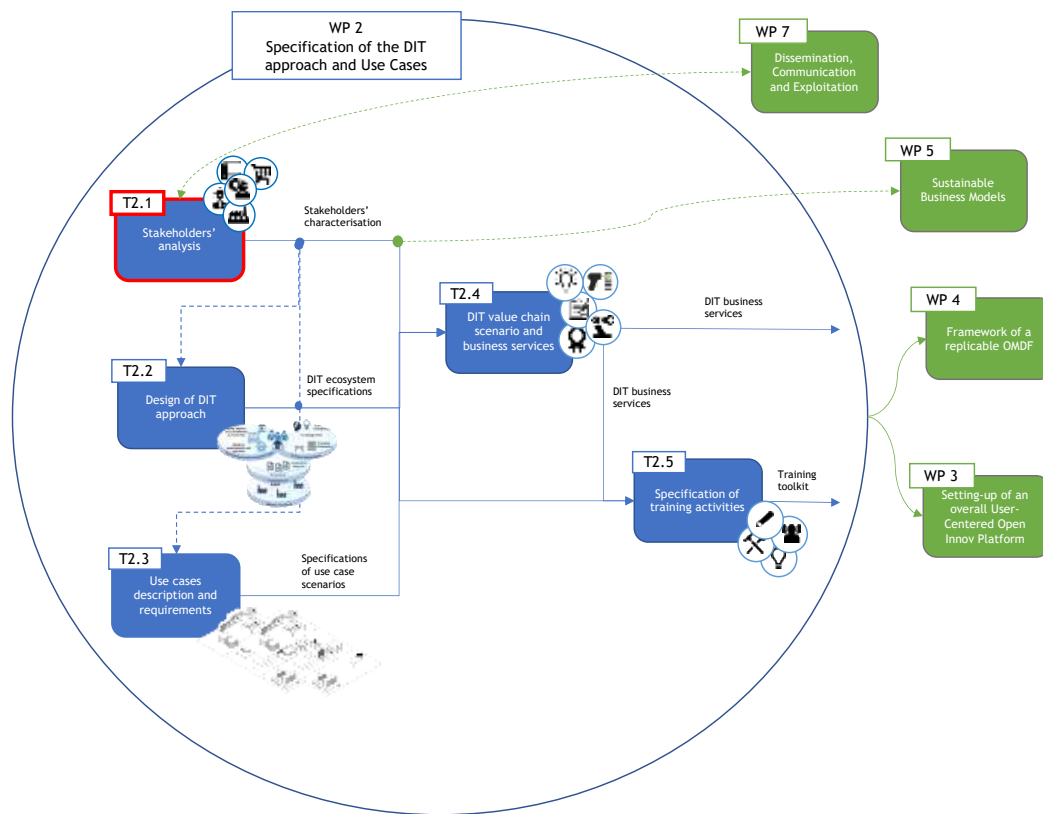


Figure 2 Relationships of Task 2.1 with other tasks and WPs

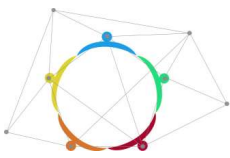
The interdependencies within WP2 are as follows:

- Task 2.2: the purpose of the task is to define the requirements specification of the DIT platform. The analysis from the interviews carried out in Task 2.1 provides important insights into the requirements for each type of stakeholder as well as expectations and existing co-creation platform concepts.
- Task 2.3: the purpose of the task is to specify the overall framework for validation of each use case scenario as well as the definition of the success criteria. The stakeholder analysis provides requirements and needs for the definition of the use cases.
- Task 2.4: the purpose of the task is to outline the customised service packages that can be offered by combining the opportunities brought by the co-creation platform and by the participation to the DIT ecosystem for specific bundles of needs and expectations. Each identified service will be characterised by linking it to the clusters of needs that are able to address according to the classification developed in Task 2.1.

There is a bi-directional relationship between WP7 and Task 2.1: on the one hand, dissemination activities, entailing communication and engagement with relevant stakeholders of the INEDIT ecosystem, provide inputs for the stakeholder characterisation and validate results of Task 2.1; on the other hand, the stakeholder analysis supports WP7 in shaping the dissemination strategy and the approach to community building.

Since WP3 and WP4 address different functional blocks of the INEDIT platform, the contribution of task 2.1 will be on the prioritisation of needs and requirements.

With regards to the sustainable business model (WP5), Task 2.1 contributes with the identification of the stakeholders and their importance, thus contributing to the definition of the market segments to be addressed by the INEDIT platform and the perceived value by customers.



2.3. Outline

This report is organised into several chapters. The first chapters (§ 2, 3, 4) provide an introduction to the report, explain the methodology applied, and outline the theoretical background, respectively. § 5, 6, 7 and 8 present the identified stakeholder types, interests and expectations of the stakeholders, and platform adoption requirements of the stakeholders, respectively. The outcomes of the stakeholder analysis are consolidated in § 9, where is proposed the prioritisation of stakeholders.