

HGKtech

RAZVOJ PROIZVODA U INDUSTRiji - (NE)ZABORAVLJENE PRAKSE

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HRVATSKA GOSPODARSKA KOMORA
CROATIAN CHAMBER OF ECONOMY



CAMBRIDGE INNOVATIVE SYSTEM SOLUTIONS LIMITED

■ www.culture4innovation.com

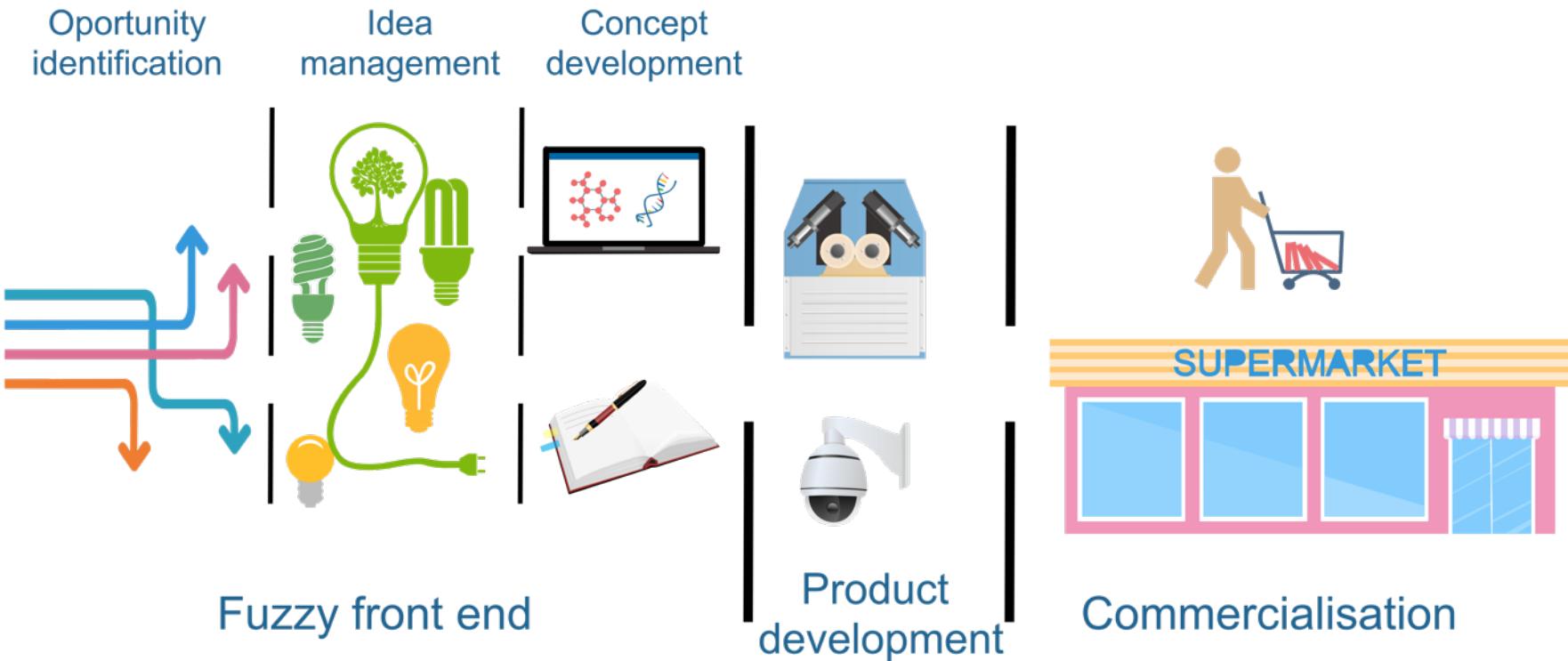
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CULTURE
4 INNOVATION

1. New Product Development
2. Gdje usmjeriti pažnju?
3. Što utječe na NPD?:
 - Organizacija
 - Nacionalna i organizacijska kultura
 - Principi Industrije 4.0, strateška važnost proizvodnje
4. Kada je razvoj novog proizvoda holistički proces?
 - Cirkularna ekonomija i Cradle to Cradle

New product development

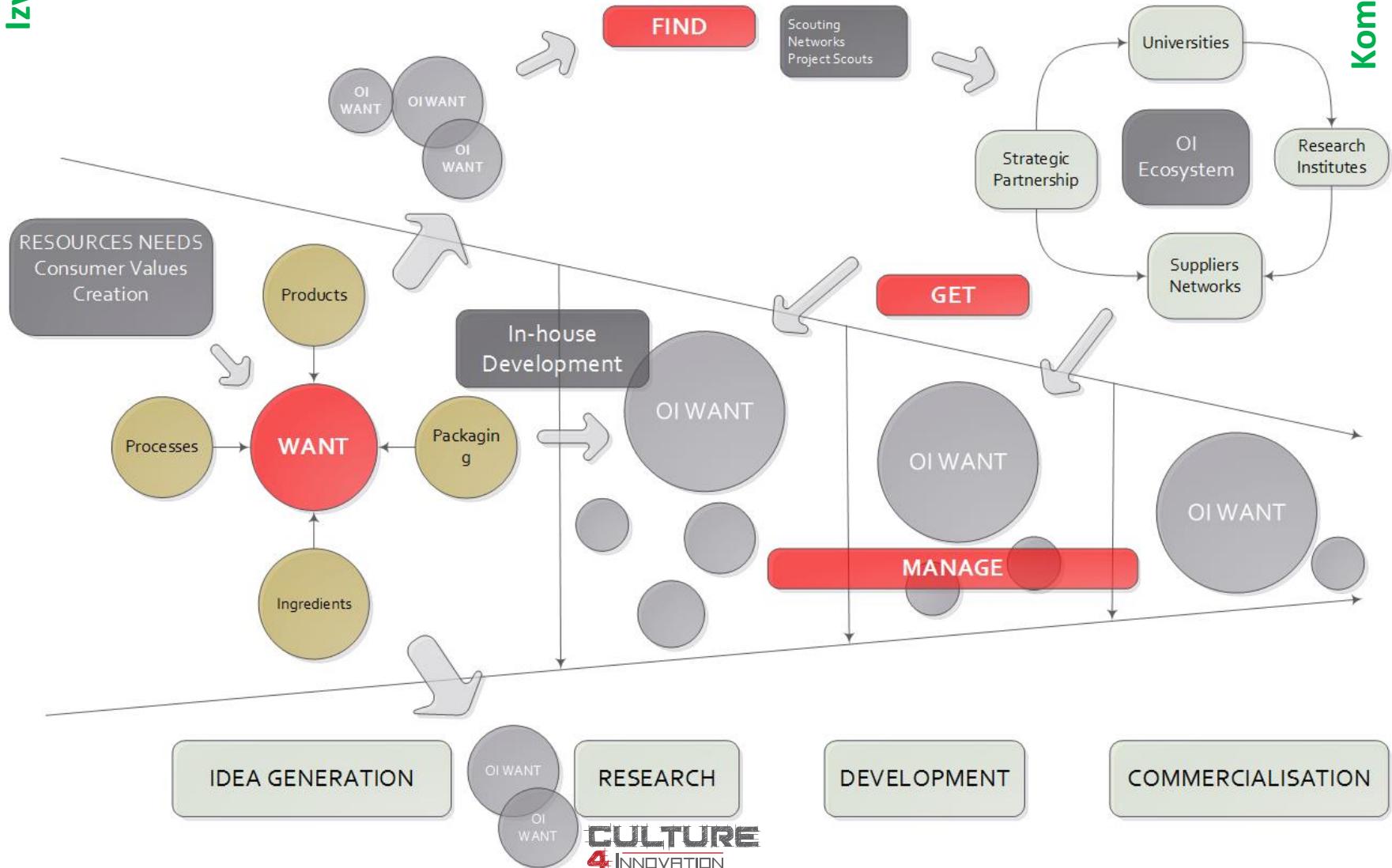


Skraćeni životni ciklus proizvoda

	Construction	Automotive	Machinery	Electronics	IT	Chemical
90s	9,3	7,3	7,1	6,3	5,3	5,5
70s	13,0	10,9	12,0	11,6	11,1	9,8

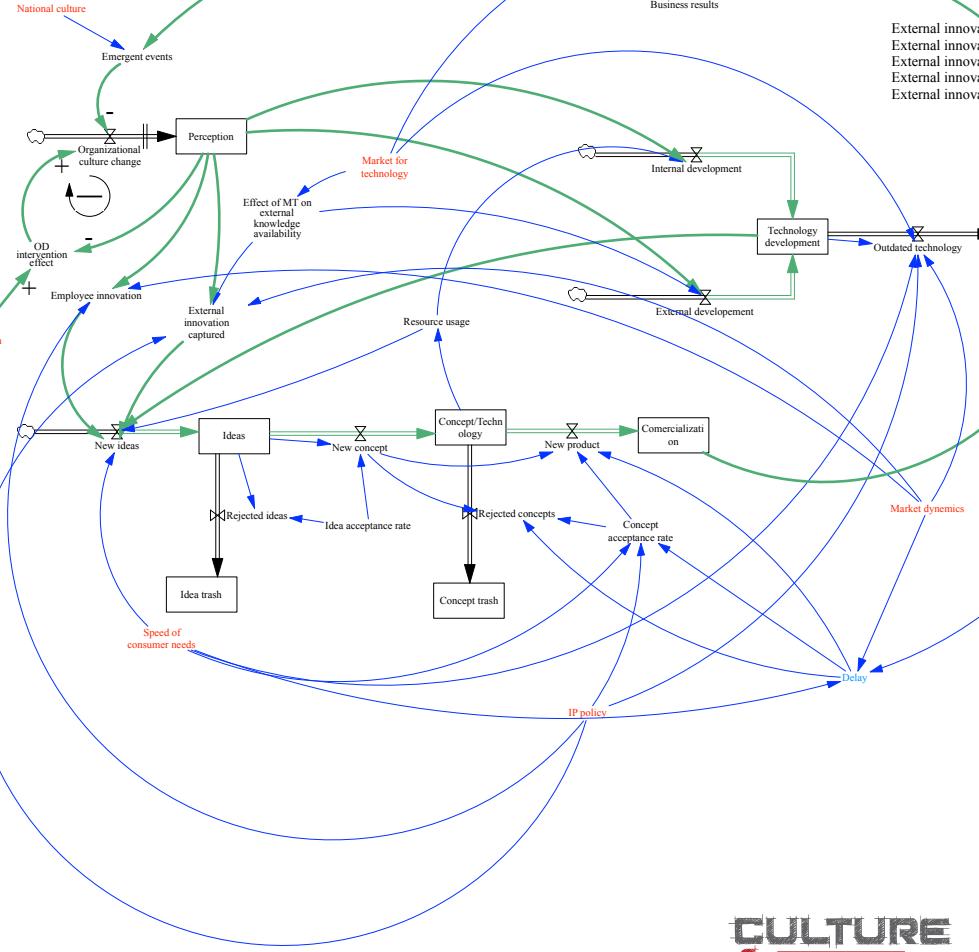
Otvorene inovacije

Razvoj novog proizvoda

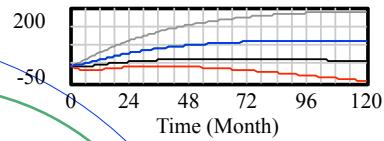


System Dynamics

New product development

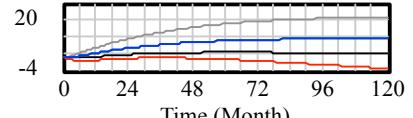


External innovation captured



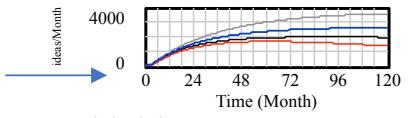
External innovation captured : test
External innovation captured : Radi4
External innovation captured : Radi3
External innovation captured : Radi2
External innovation captured : Radi1

Employee innovation



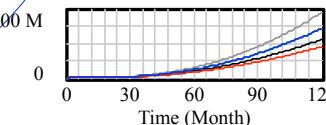
Employee innovation : test
Employee innovation : Radi5
Employee innovation : Radi4
Employee innovation : Radi3
Employee innovation : Radi2
Employee innovation : Radi1

Technology development



Technology development : test
Technology development : Radi5
Technology development : Radi4
Technology development : Radi3
Technology development : Radi2
Technology development : Radi1

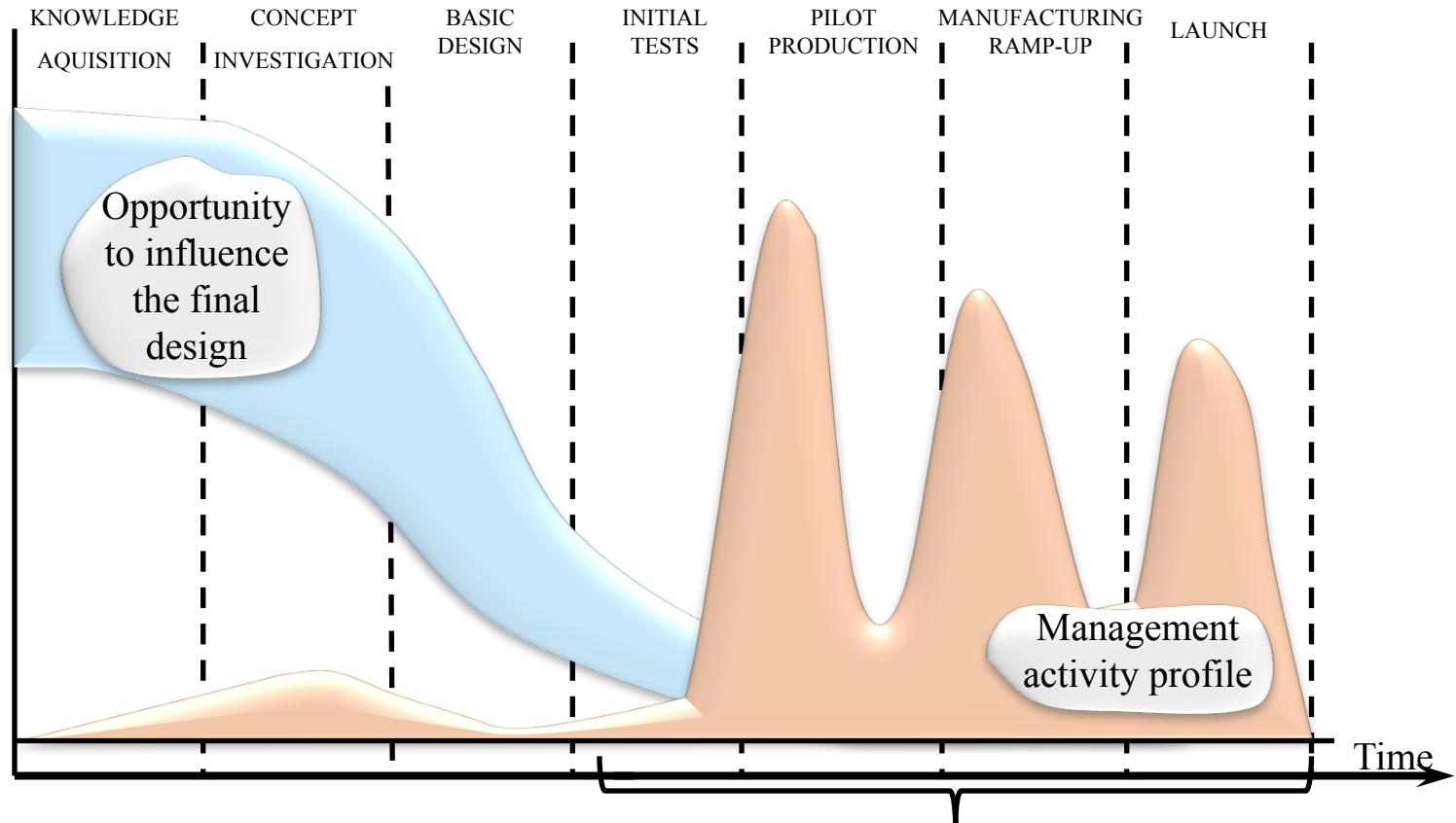
Commercialization



Commercialization : test
Commercialization : Radi5
Commercialization : Radi4
Commercialization : Radi3
Commercialization : Radi2
Commercialization : Radi1

Outdated technology

Gdje usmjeriti pažnju prilikom dizajna proizvoda?

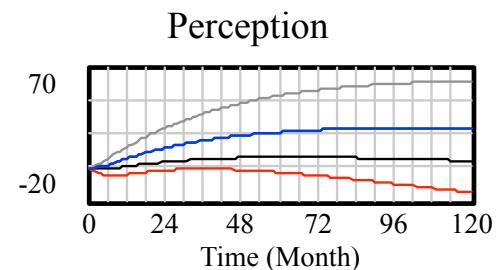
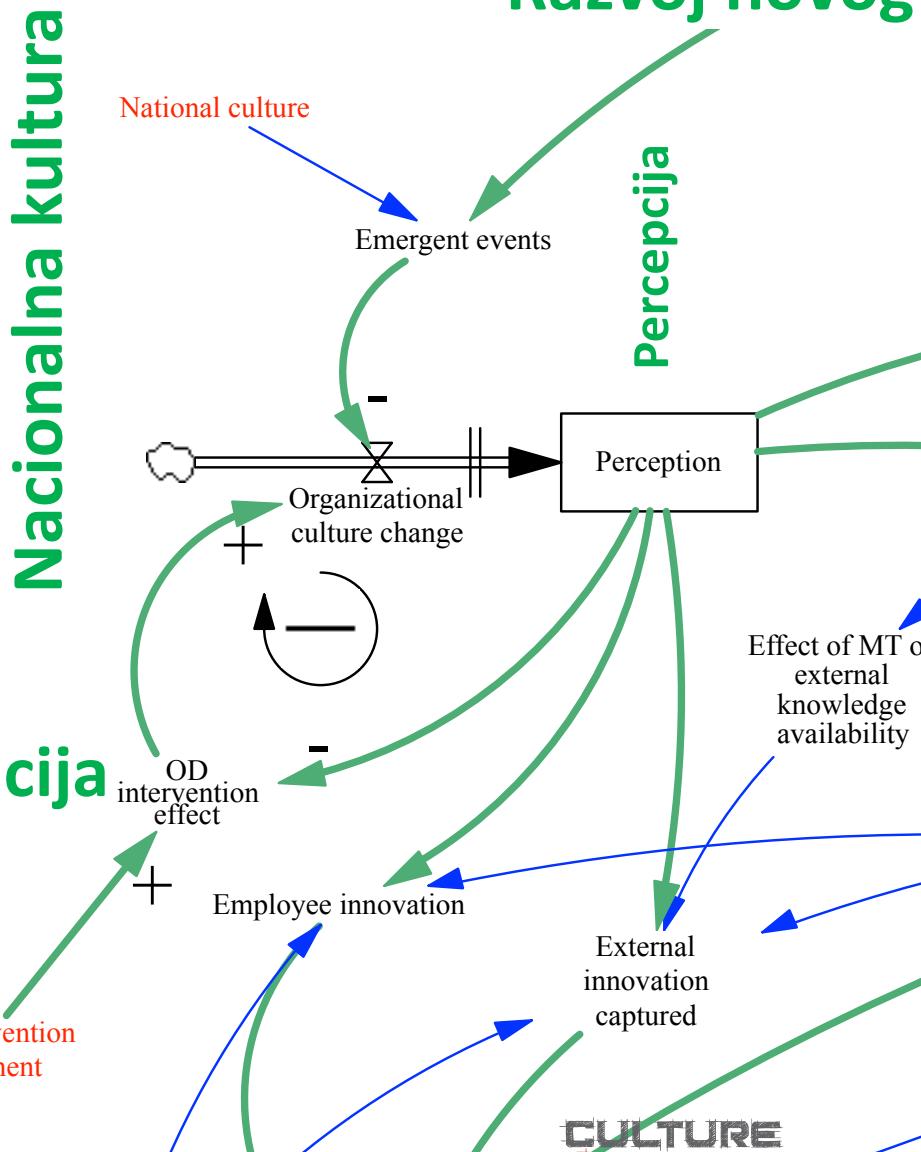


Source: Slack et al., (2016)

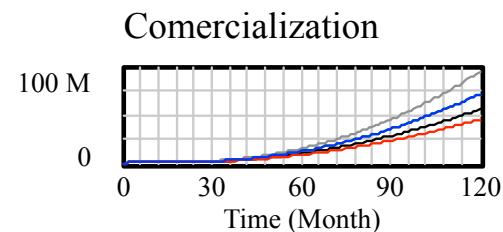
Supply chain optimisation within fixed boundaries imposed by other departments

Organizacijska kultura

Razvoj novog proizvoda



Perception : test —
Perception : Radi4 - -
Perception : Radi3 - -
Perception : Radi2 - -
Perception : Radi1 - -



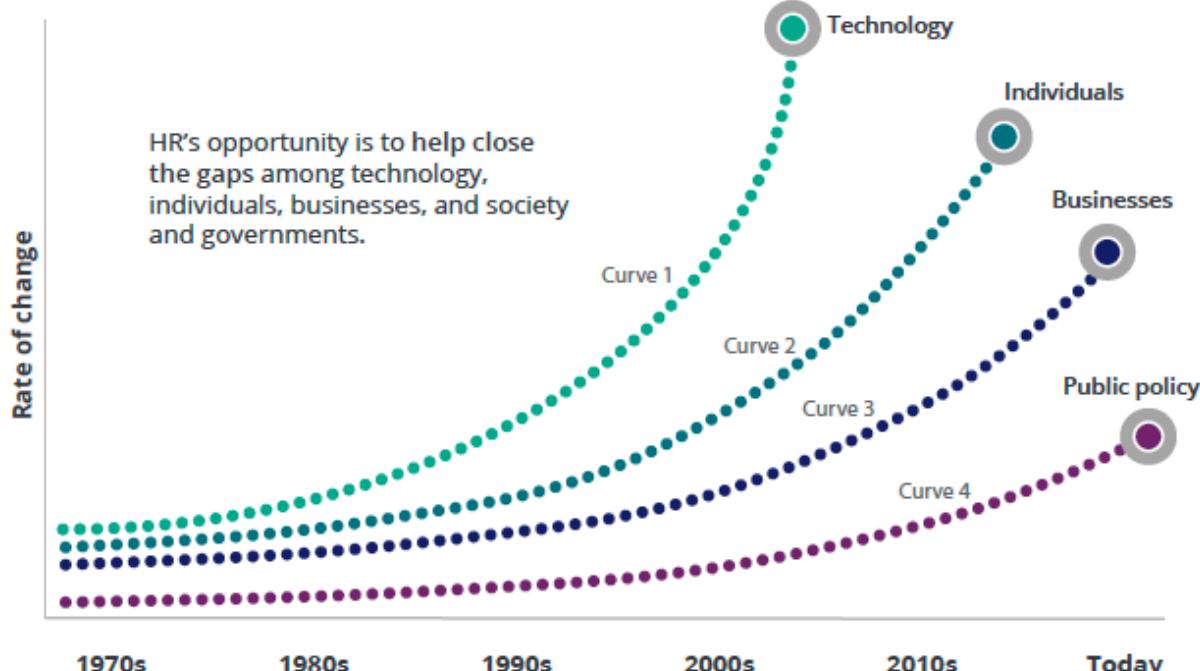
Commercialization : test —
Commercialization : Radi4 - -
Commercialization : Radi3 - -
Commercialization : Radi2 - -
Commercialization : Radi1 - -



Organizacija budućnosti Uloga HR

Tehnološki jaz

Nove tehnologije



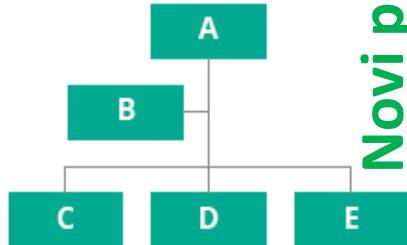
Organizacija budućnosti

Inovacija

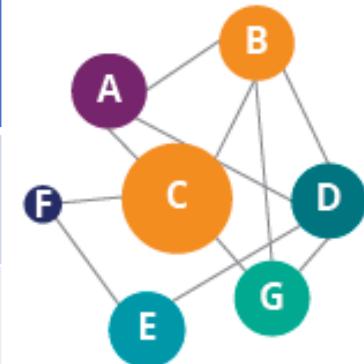
Novi proizvodi

Organizacija mreže

Novi poslovni modeli



Old organisation	Organisation of the future
Organised for efficiency and effectiveness	Organised for learning and innovation
Culture ruled by fear of failure and perception of others	Culture of innovation , importance of risk-taking
Process based	Project based



SUMAMED

<http://www.osteogrow.eu/>

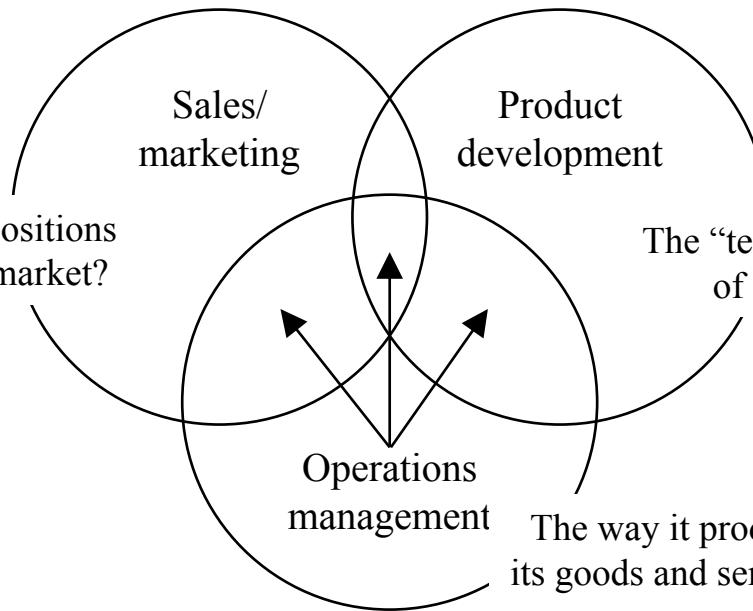
Strategija

Proizvodnja

Konkurentska prednost Marketing



The way it positions itself in its market?



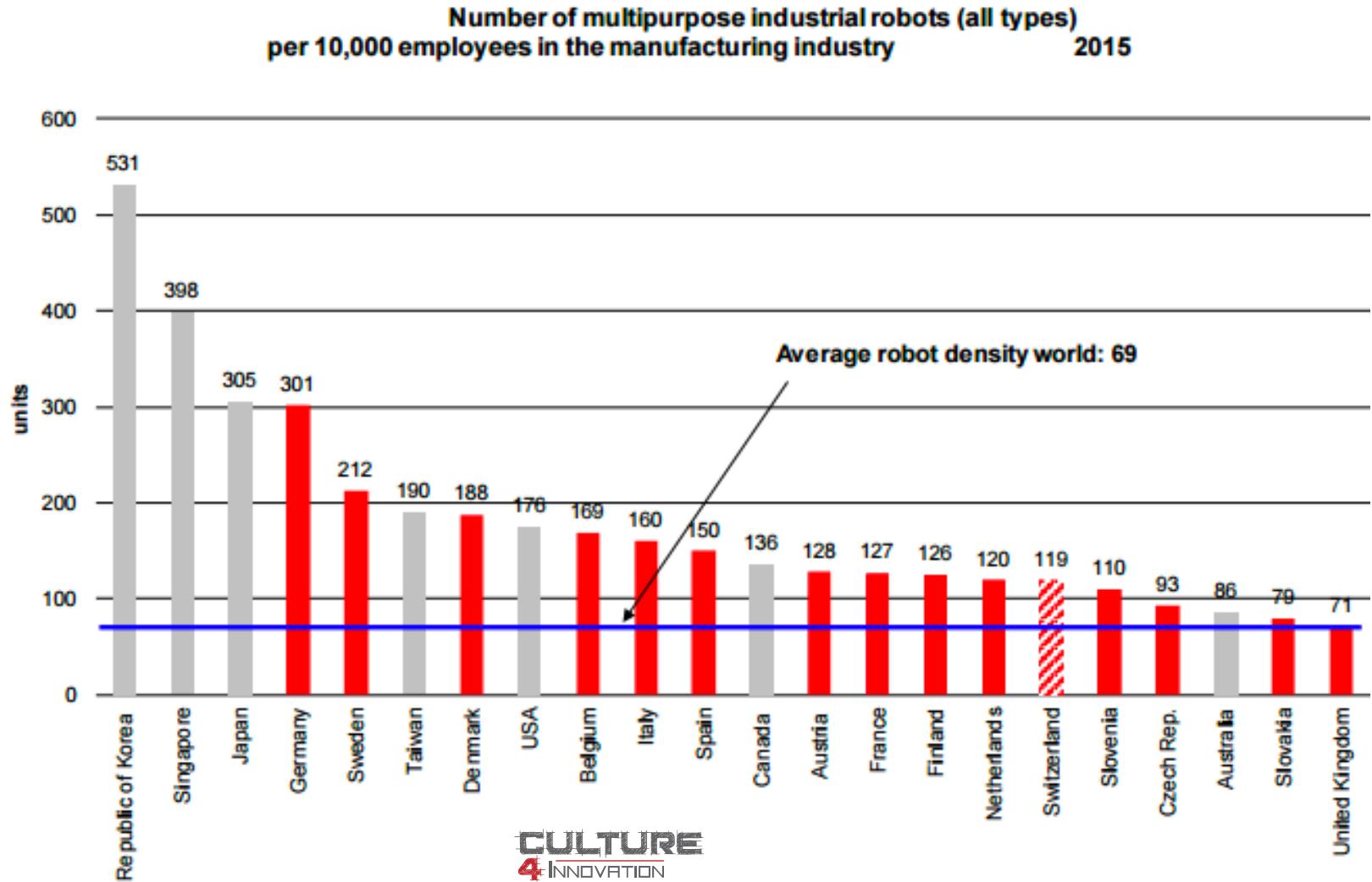
Algorithms

Industry 4.0

Customisation

Robotics

Internet of Things



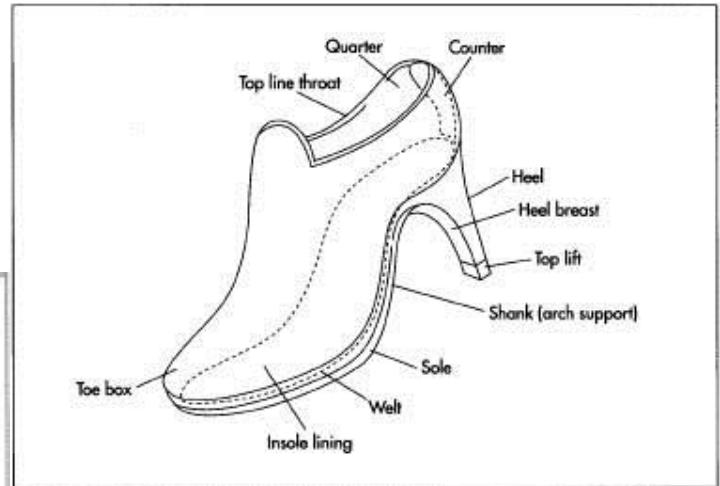
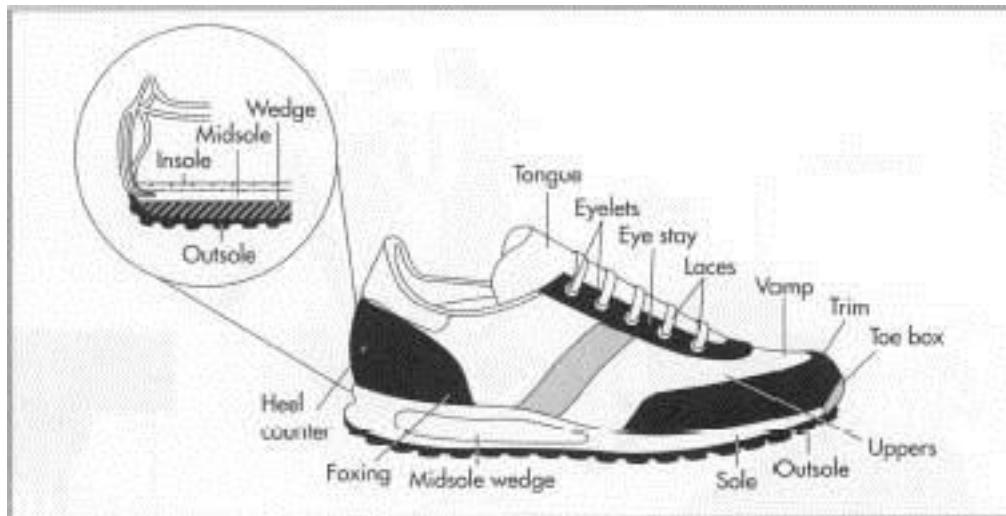


Razvoj novog
proizvoda - holistički
proces?

Svijet - 22.000.000.000,00 pari cipela proizvedeno godišnje

USA- 2.330.000.000,00 pari cipela prodano 2014 g (7 pari po osobi)

**UK – svaka ženska ispitanica posjeduje
21 par cipela, uključujući i 9 koje ne
nosi (2000 žena 18-60 godina)**



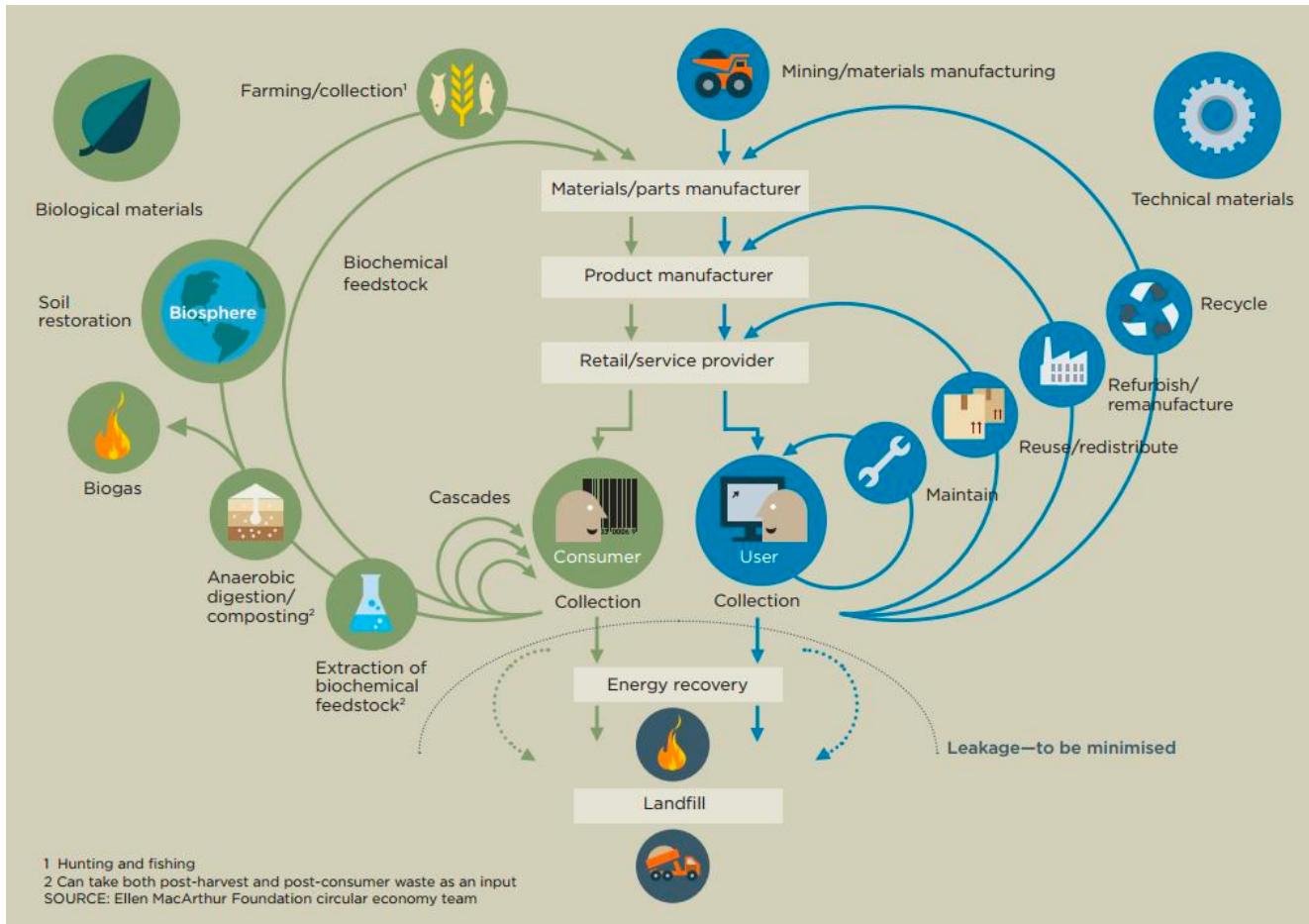
Kožna cipela sastavljena je od 10-12 elemenata i nekoliko različitih materijala

Koriste se adhezivi, koža, sintetska guma, poliuretanska pjena, različiti tekstili, bojila....

Radnici u štavionici kože imaju 20-50% veću incidenciju malignih oboljenja od prosjeka.

Cirkularna ekonomija

Cradle to Cradle



GLOBAL PARTNERS OF THE ELLEN MACARTHUR FOUNDATION



Google

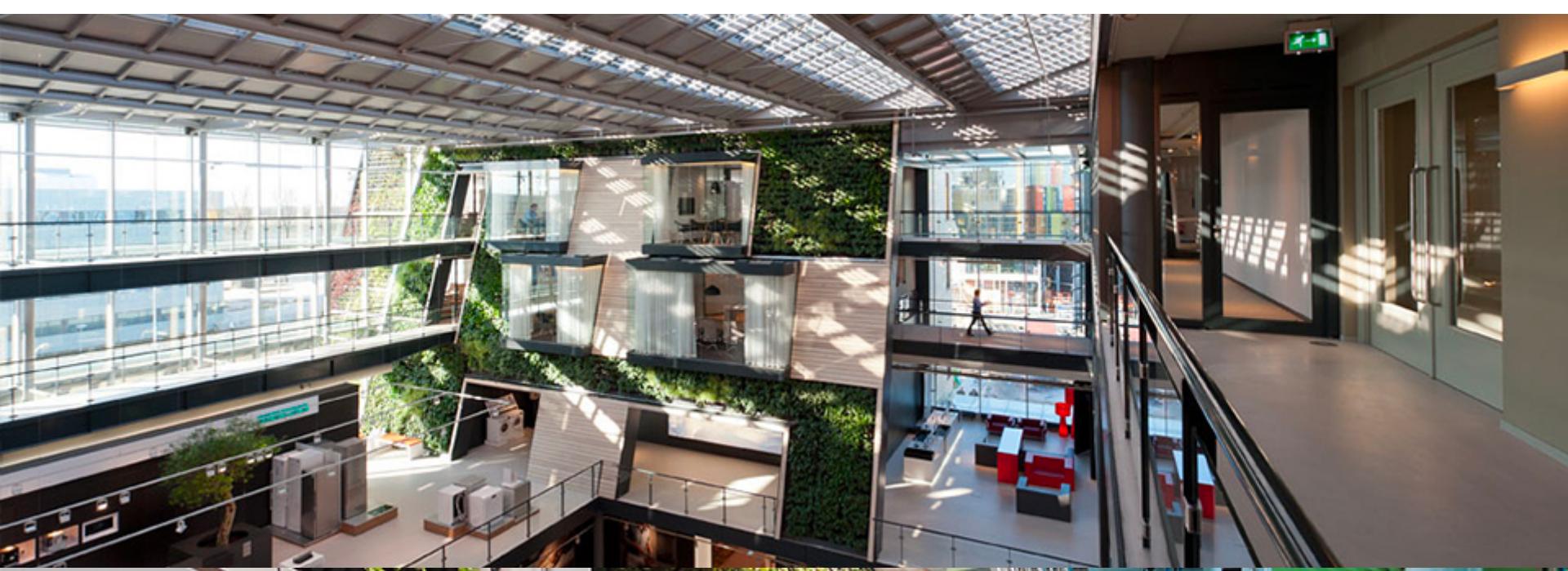
H&M

INTECH SANIPOD



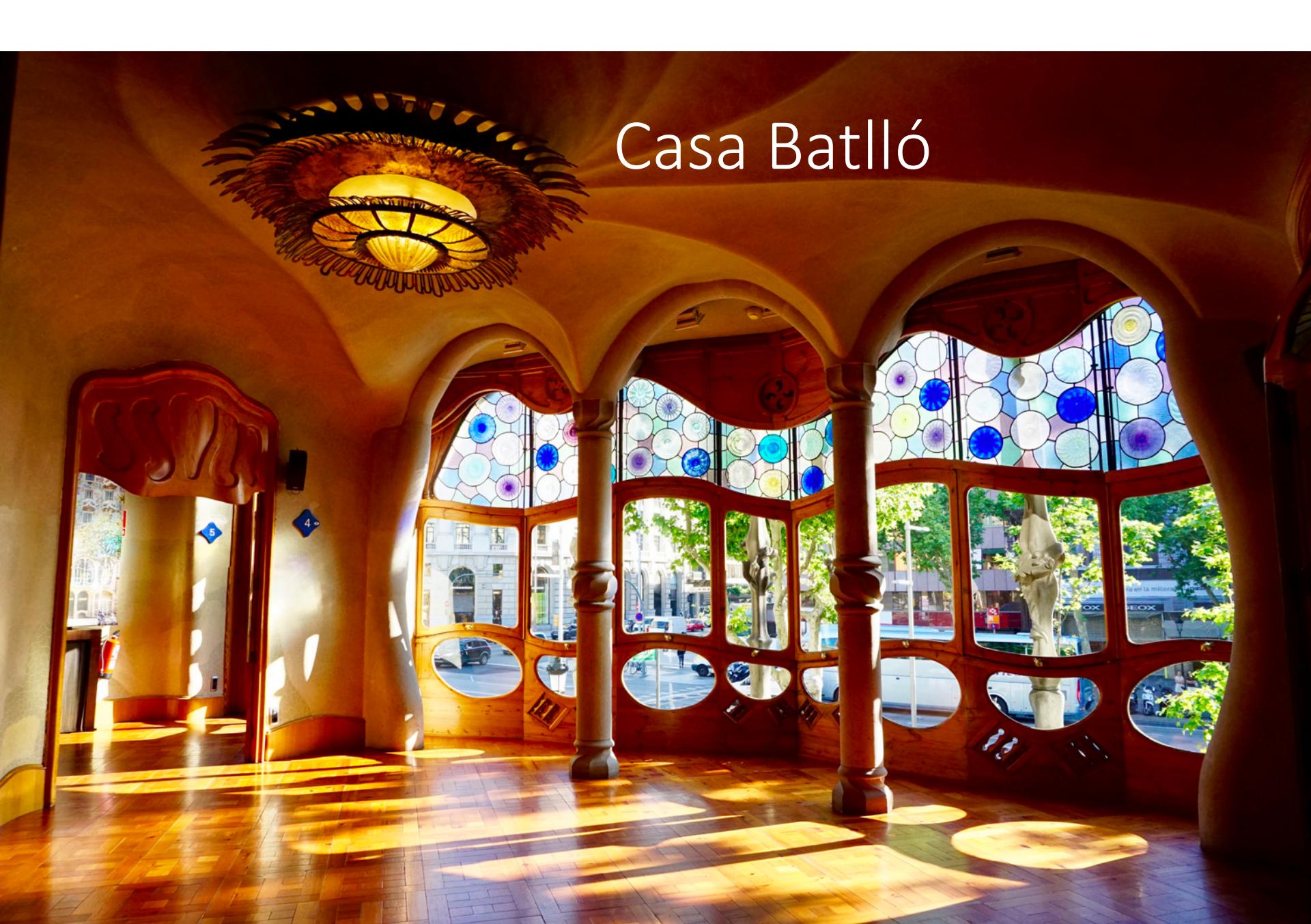
PHILIPS





<http://www.mcdonoughpartners.com/>

Casa Batlló



Cirkularna ekonomija Renault

Renault has partnered the Ellen MacArthur Foundation since September 2010.



Working with industry and the world of education, the Foundation encourages younger generations to rethink a prosperous circular economy partner, I

shares its know-how with experts and other large companies to promote best practices of the circular economy.

The Choisy-le-Roi plant takes 120 unusable engines and rebuilds 100 engines in perfect condition!



The Choisy-le-Roi plant near Paris illustrates the circular economy approach in its production of standard replacement parts.

Since 1949, six families of products have been remanufactured in the plant. In 2013, 25,370 engines,

15,930 gearboxes and 11,760 injection pumps were reconditioned and given a second life.

