

# 8th CIRP IPSS CONFERENCE

## Product-Service Systems across Life Cycle

# 2016



## 20-21 June, Bergamo (Italy)

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### **Disruptive and democratizing technologies powering the transition towards circular economy and PSS**

Disruptive technologies are driving the ongoing global digitalization that spans across all sectors and ultimately changing business models and our world as we see it. 4D; digitalization, dematerialization, demonetization, and democratization are rapidly impacting our society. Digitalization and dematerialization enables the streaming of music without the hassle of shipping physical disks around. Likewise with additive manufacturing that enables localized production, and individualization at no extra cost, and with potential of sustainability effects. A 2016 smartphone rids 25 tasks that specialized tools did 1996 (phone, watch, tv, camera, calculator, etc.) at continuous lower cost enabling a demonetization game. Ultimately this allows for a democratization scheme where anyone, anywhere with an idea and drive can create connected solutions directly available for millions at the fraction of the previous cost.

Disruptive technologies allow us to redefine solution development, business models and distribution patterns, leveraging Product-Service System thinking into solutions for the circular economy.

The keynote elaborates on the role of disruptive technologies and their impact on circular economy and PSS with industrial examples from today, and the near future.