



Special Session

PSS and proximities: how to support the emergence of collaborative networks for servitization?

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Scope

System innovation for sustainability requires innovations in multiple dimensions within the company and its value constellation (i.e. service providers) [Gaziulusoy, 2013], [Loorbach, 2013], and at the territorial level [Allais, 2015]. PSS projects can foster this change to sustainability. The emergence of such projects requires both the activation of territorial resources (territorial capital) and stakeholder networks in a favorable institutional context [Gobert, 2015].

Territories are considered as a socio-technical systems defined by a geographical space which displays endogenous features, a system of stakeholders who consciously or unconsciously act on this space and influence its organization and planning (through economic activities, public policies, confrontations and interactions, common projects...) and a system of individual perceptions and common representations [Moine, 1996]. Industrial ecosystems are also part of this territorial framework and must be great contributors to the desired system innovation.

Each PSS project should be associated to different territories according to their impact area, provision area... These different perimeters of action and influence necessitate to be well apprehended by the leader of a PSS project to be successful and meet the needs of customers and the interests of its partners. That is why it seems particularly relevant to highlight the territorial constraints and opportunities for PSS development and deployment.

It is supposed that a framework based on **the concept of proximities** [Torre, 2005; Boshma, 2005; Granovetter, 1973] can be relevant to explain how territories and pre-existing stakeholders' organization could influence PSS experimentations [Allais, Gobert, 2015]. Incorporating multiple proximity dimensions offers the opportunity to determine how an innovation network around a project based on the principle of the functional economy can emerge and succeed.

- **Geographical proximity** can be defined as the physical distance between actors in absolute (e.g. kilometers, access to the resource) or relative terms (e.g. travel time between two places). Geographical proximity may be a condition for PSS project success (e.g. maintenance constraints vs costs).
- **Organizational proximity** can be defined as the interdependencies between members of an organization or between organizations. It is a continuum defined by both the intensity of the relations and the autonomy within the organizations. Organizational proximity may foster the emergence of PSS project due to the activation of pre-existing value networks.



- **Cognitive proximity** is the sharing of a common knowledge or know-how between partners of a PSS project, as well between customers and firms. During PSS projects, cognitive proximity may foster coevolution of stakeholders thanks to co-learning.
- **Cultural proximity**, which is the fruit of local historical (economic traditions through agricultural, industrial or handicraft past) and cultural context, illustrated by shared values (strong local identity for example...).
- **Institutional proximity** may provide favorable norms and rules at the macro-level to foster PSS development and give them legitimacy. At the contrary, it may create inertia and innovation obstruction.

This session aims at gathering together researches and reflections exploring the links between PSS experimentations and territories, PSS and stakeholders networks.

- Why does a PSS project take place here and not there?
- What kind of relationships can enable the emergence a servitization project?
- Could social and spatial embeddedness be considered as success factors for PSS projects?
- What are the organizational conditions for the emergence and the success of a PSS?
- How are structured the value chains/constellation for a PSS project?
- Could a PSS project participate to the resilience of the service providers activities?
- How can a PSS project be part of a strategy of space planning?
- How territorial specificities influence the design of a PSS?
- How to integrate these territorial specificities in the PSS design process?

Contributions from social, organizational, geographical, economical, design and engineering sciences with a multidisciplinary perspective are warmly expected.

Session Organizers

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Topics/ Keywords

- *Social and spatial embeddedness*
- *Organizational innovation for PSS*
- *Collaborative networks*
- *PSS design and planning strategies*
- *PSS and sustainability*
- *Application of PSS in the B2B industry or in the B2C industry*



Submission procedure

Acceptance of papers is based on review of the full manuscript (up to 6 pages). Instruction for authors are available on <http://ipss2016.unibg.it/>

To ensure the correct identification of the manuscript for inclusion into the correct Procedia Special Issue, it is important to select "**SI: 8th IPSS 2016**" for the "Article Type".

When submitting please indicate the name of the special session in the "**Comments**" section.

Please follow the submission procedure on: <http://ipss2016.unibg.it/>, with copy of your paper sent by email to the chairs of the special session.

Dead line for submission of full papers of special sessions: 15th January 2016.

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