

The Product Development Academy is now established!

On 17 October 2016, the Product Development Academy (PDA) in Sweden was officially established. It builds upon initiatives during more than two decades within the product development area, such as ENDREA, ProViking and several other adjacent research initiatives, financed by Swedish research agencies (e.g. the Foundation for Strategic Research and VINNOVA).

PDA was initiated by a founding group consisting of professors in the product development area at several Swedish universities. PDA is open to academics as well as individuals in industry, but also others having an interest in product development.

The overall mission of PDA is to enhance product development capabilities for manufacturing industries. It is driven by the dynamics of global marketplaces, shorter product lifecycles, multifunctional complex systems, radical advancements in technologies, and concern for sustainable development. These conditions fundamentally challenge established theories and practice in product development, as well as their successful deployment.

What has been done so far?

PDA has been active from the outset. Key dimensions that are pivotal for product development capabilities have been identified, where competence through excellence in research, research education, and internationalization are needed. The dimensions are:

- Engineering design of concepts, systems and product architecture
- Design automation and digital engineering
- Design for safe and sustainable life cycle behaviour
- Engineering innovation and management

On November 14th 2016, the first PDA day was held at Chalmers Virtual Development Laboratory. During the day, several talks were given followed by a workshop session where key areas were discussed regarding next generation product development needed to ensure Swedish competitiveness.

On March 16-17th 2017, a workshop was held at Linköping university with the aim to identify future challenges and opportunities of product development until the year 2040.



Intense and productive discussions at the workshop 16-17th March 2017.

PDA has also initiated a set of PhD courses, including four courses of 5 higher education credits each:

1. A Critical Review of the Product Development Process (PDP)
2. Sustainability in Engineering Product Development (SEPD)
3. Modeling, Simulation and Optimization (MSO)
4. Engineering Innovation and Management (EIM)

The first and second courses are completed. PhD students from several Swedish universities have participated in the courses. The feedback provided from the PhD students have been positive as exemplified with the following quote: *"I personally enjoyed the discussions with both peer PhD students and professors"*.

The courses are open for PhD students at Swedish universities within the product development field and are announced in Produktion 2030. PhD students from other Nordic countries are also welcome.

What happens next?

Based on the valuable input from the two workshops that have been held, the founding group is now working on a strategic plan for PDA and the product development area in Sweden.

The PhD course Modeling, Simulation and Optimization (MSO) is planned to start in early October 2017.

Interested in PDA?

Go to the PDA web and sign up as a member:

<http://www.productdevelopmentacademy.se/>

Membership is free of charge.

The PDA founding group

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The PDA founding group. From left: Fredrik Elgh, Johan Ölvander, Ola Isaksson, Anna Öhrwall Rönnbäck. Tobias Larsson, Sofia Ritzén, Glenn Johansson. Missing: Björn Fagerström, Anders Warell