

## From the Chair of the PDA board

Dear members of the PDA community, we are rapidly approaching summer and a well-deserved break. It has been a busy start of the year.

In March we received the positive news that the programme office for Net Zero Industry had been funded as one of five proposals of the Vinnova Impact Innovation call. PDA has been actively pushing for a sustainable innovation agenda for societal and industrial transformation as a prioritised goal for the programme. Please save the morning of October 18 for an online, distributed national event, where we connect local actors and ecosystems to create an impact-oriented agenda focusing on strategic and sustainable design innovation.

In April, we enjoyed a nicely arranged SPS2024 event in Trollhättan, where the Product Development Academy held a workshop on the future of education and training of product development, design and innovation. Thanks everyone for joining! Whether you joined the Design conference in Dubrovnik in May, or are planning to attend NordDesign in Reykjavik in August, these events continue to provide great opportunities for inspiration and networking.

We would like to wish you a relaxing and regenerative summer holiday and are looking forward to seeing you again in the fall!

*PDA chair Anders Warell, LTH*



*Committed participants attending the PDA workshop at the SPS2024 conference, Högskolan Väst, Trollhättan.*

## Impact Mission

“Net Zero Industry by 2040” has started to form the program and first calls have already been published, see [web-page](#).

The Product Development Academy, together with the Production Academy, are represented in the programme office by Björn Johansson (Chalmers) and Magnus Wiktorson (KTH). From PDA, Anna Öhrwall Rönnbäck (LTU) is the academic representative in the Steering Group of Net Zero Industry. Academy is leading the competence development initiative of the program office, expected to host, e.g., a national PhD school.

on the urgency and impact of product development, that connects disciplines and eco-systems in design, innovation and engineering. A shared online introduction and keynote will kick off local workshops at all “PDA universities”. Our goal is to generate an agenda for raising the strategic importance of product development in industry, academia, innovation systems and policy making.

Welcome to join us in our work to develop the agenda for product development towards a sustainable future!

## Save-the-date: October 18!

PDA is working with sister organisation SIG-PM for an event scheduled for **18 October**. We will invite you to participate in a distributed, hybrid workshop focusing

## Nordic Chapter

The Nordic Chapter of the Design Society meets three times per year (last physical meeting was at ICED 2023). The purpose is to enhance a Nordic approach to product development in industry, education and research.

A meeting is planned for Nordic members attending the NordDesign conference in Reykjavik, Iceland, August 12-14 2024:

[https://www.designsociety.org/ds\\_group/8/Nordic+Chapter](https://www.designsociety.org/ds_group/8/Nordic+Chapter)

All activities and reports from the **Design Society** can be found at <https://designsociety.org/>

## PhD activities

Details and dates for PhD courses at [Kunskapsförmedlingen](#), a few listed here:

**PDA product development courses (20 HEC course suite with 4 courses)** are part of the curricula Graduate School Produktion2030: P06, P09, P13, P61.

1. **PDA Module 1 (P06) Critical Review of the PD Process #04**  
Planned Fall 2025.
2. **PDA Module 2 (P13) Sustainability in Engineering Product Development** starts 2 September 2024.
3. **PDA Module 3 (P61) Modeling/Simulation/Optimization** starts 2 September 2024.
4. **PDA Module 4 (P09) EPD-Engineering Management** planned Spring 2025.

**Other courses, e.g.:**

**Innovation and Value Creation in Research** starts 16 October 2024, LTH.

**P63: Metrology and Properties of Engineering Surfaces #4** starts 5 November 2024.

**P64: Product platforms #4**, starts 16 January 2025.

## Conferences and Calls

**IDETC-CIE 2024:** International Design Engineering Technical Conferences & Computers and Information in Engineering Conference will be held August 25<sup>th</sup> – 28<sup>th</sup> Washington DC, USA.

<https://event.asme.org/IDETC-CIE>

The **2024 NordDesign Conference** will take place in Reykjavik, Iceland, August 12<sup>th</sup> -14<sup>th</sup>.

<https://www.rucrie.com/norddesign2024>

**31th ISTE International Conference on Transdisciplinary Engineering (TE2024)**

will take place 9<sup>th</sup> -11<sup>th</sup> July, UCL East, London, UK, [www.te2024.org.uk](http://www.te2024.org.uk).

It's time to plan for your contributions to **ICED 2025 in Dallas, Texas, USA August 11-14, 2025**. ICED 2025 will also be the 25<sup>th</sup> anniversary of the Design Society! Call for papers opens already July 1<sup>st</sup> 2024, closing December 4<sup>th</sup>. Follow the [LinkedIn](#) for ICED 2025.

## Membership

Support our work by becoming a member of our networks:

[PDA](#): Join us! Please fill in this short [form](#). Please, also join the [PDA LinkedIn group](#).

[SIG-PM](#), the special interest group for product modelling: Join SIG-PM [here](#) (fee 200 SEK).

If you are a PhD student within product development and production, join the [PhD student network PADOK](#).

## Finally

The PDA Board wishes you a nice and relaxing summer!