



Shaping Global Value Creation

## **Sustainable manufacturing – A German perspective on shaping global value creation**

**11th Global Conference on Sustainable Manufacturing -  
Berlin, Germany on 23rd – 25th September, 2013**

**Prof. Dr.-Ing. Günther Seliger**



CRC 1026 Sustainable Manufacturing – Shaping Global Value Creation  
Funded by German Research Foundation (DFG)

# Global Conference Series on Sustainable Manufacturing



► GCSM 2013: conference contributions from 34 countries (51 German, 72 international)

# Agenda

- 
- ▶ Challenge
  - ▶ Architecture of global value creation
  - ▶ Laboratory of sustainable manufacturing
  - ▶ Dissemination

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- ▶ **Challenge**
  - ▶ Architecture of global value creation
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# Resource challenge

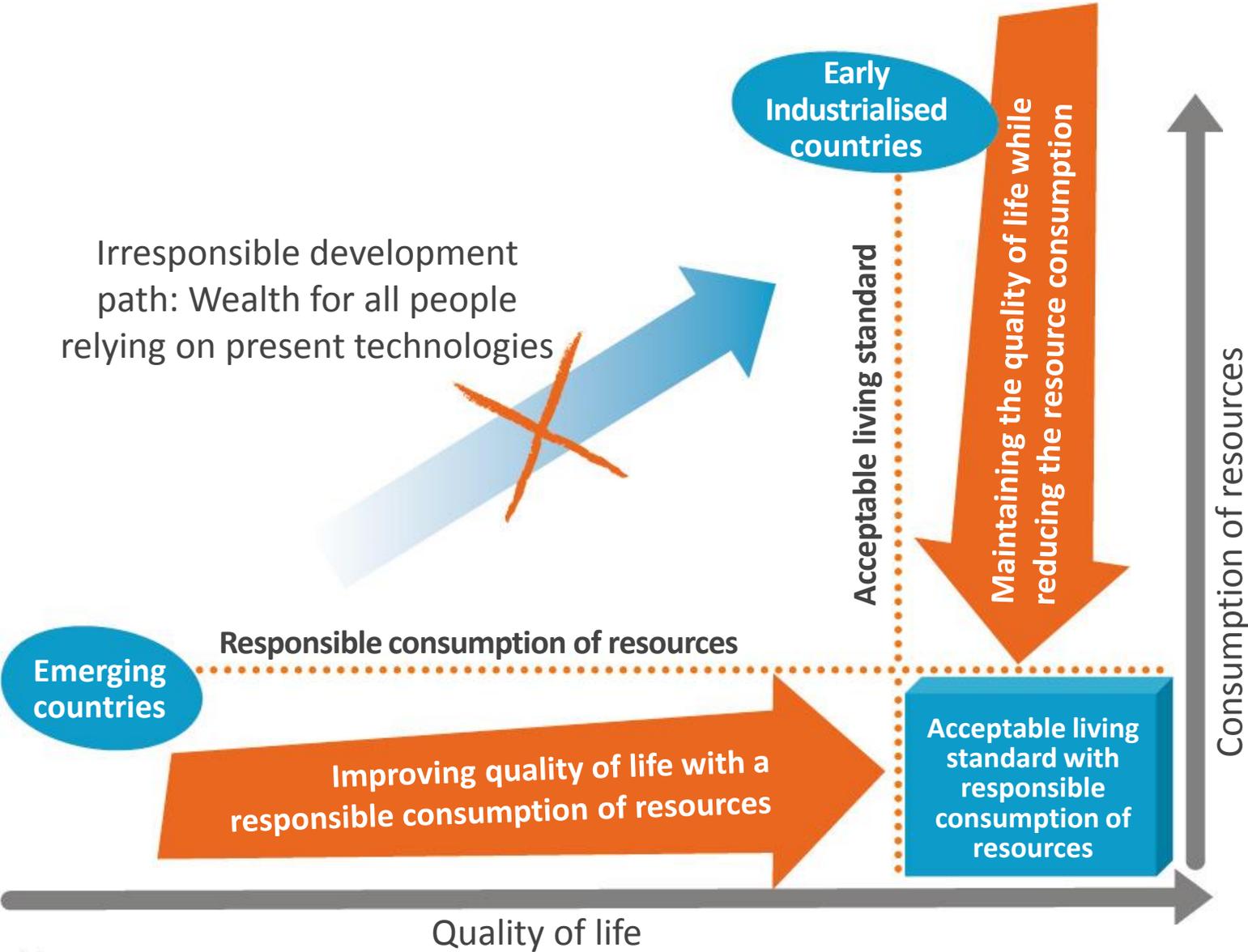


# Prosperity for everybody?

- ▶ How to design and manufacture products and services
  - ▶ opening up hungry markets,
  - ▶ avoiding bad investments in saturated markets,
  - ▶ increasing human wealth on global level within conditions of environmental resource availability
- ▶ Adapt existing process paradigms
  - ▶ between economies of scale and economies of scope,
  - ▶ to create more benefit for more people with less resources.



# Quality of life and consumption of resources



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  - ▶ **Architecture of global value creation**
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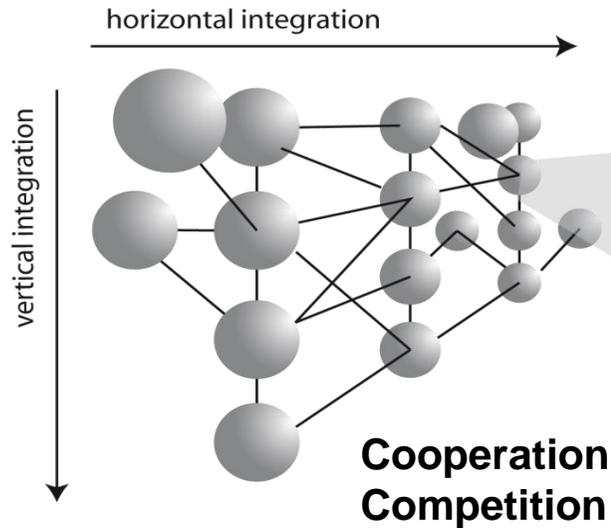
# Utilizing competition and cooperation for sustainable development



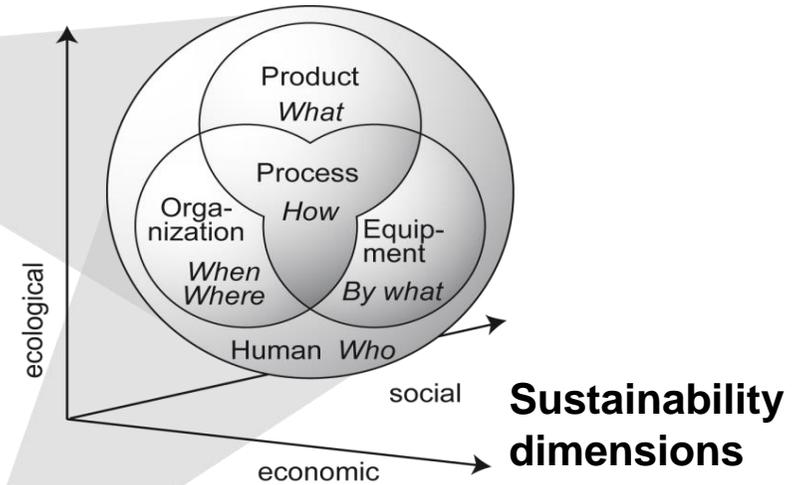
The dynamics of global competition and cooperation shall be utilized for lending wings to processes of innovation and mediation towards the reasonably demanded sustainability on our globe.

# Global value creation

**Network consisting of modules**



**Module consisting of value creation factors**



**Areas of human living**

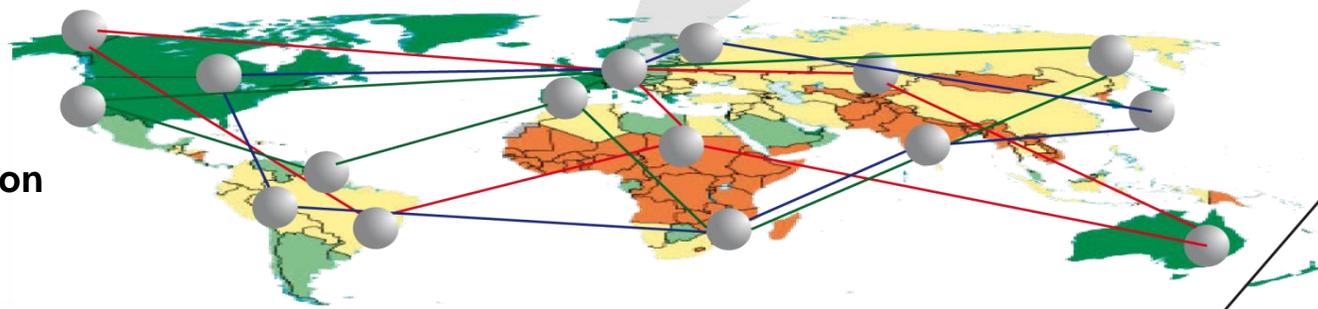


- Energy
- Production
- Mobility

**Development level**

Developing countries

Emerging countries  
 Developed countries



# B6 - Integration shop / laboratory of sustainable manufacturing

- ▶ Implementation of physical and virtual value creation modules (VCMs)
- ▶ Exemplarily connected to value creation networks (VCNs)



Assembly cell as VCM



Bicycle frame as product



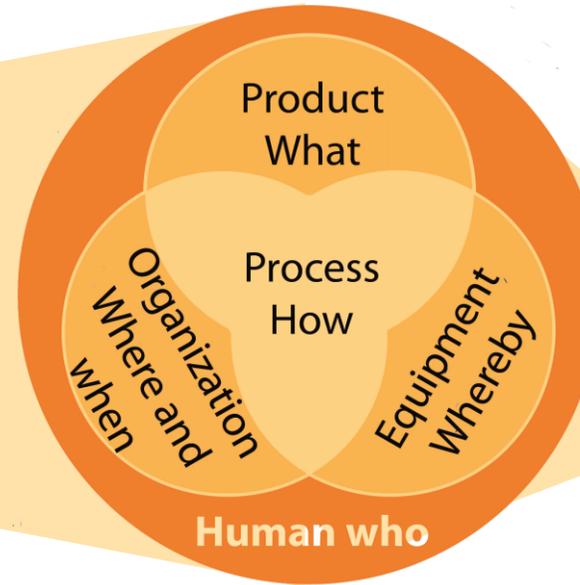
Workplace as equipment



Fixture as equipment

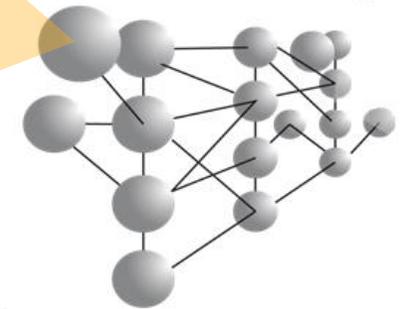


Laboratory with VCMs/VCN



Horizontal integration →

Vertical integration ↓



| VCM/VCN                | Product                                      | Process                 | Equipment   | Organization   | Human              |
|------------------------|--|-------------------------|---|--|--------------------|
| <b>Reconfiguration</b> | Bicycle<br>· frame<br>· hub motor<br>· wheel | Disassembly<br>Assembly | Workplaces<br>Tools<br>Fixtures<br>Learnstruments | Reducing set-up<br>Sequence of operations<br>Task assignment | Pupils<br>Students |

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- ▶ Challenge
- ▶ Architecture of global value creation
- ▶ **Laboratory of sustainable manufacturing**
  - ▶ Area search and valuation
  - ▶ Area implementation
- ▶ Dissemination

# Laboratory of sustainable manufacturing – Day 2, 14:30 – 16:30

**A1/Demonstrator:** “Pathways for sustainable technology development”  
*Technology integration demonstration*

**A5:** „Multicriteria optimisation”  
*Optimisation methods*

**KAP:** “KAP: Knowledge, awareness, and prediction of man, machine, material, and method in manufacturing; Volvo, Nissan, Intel, Infineon”  
*Poster presentation*

**B5:** “Design of accuracy increasing systems for simple machine tools”  
*Presentation and comparison of testing work pieces*

**S:** “Samara – energy efficient material handling”  
*Robot and computer presentation*

**SIM:** “Integrated control system simulation for PLC-controlled material flow”  
*Simulation and control system*

**B4:** “Development of microsystem enhanced machine tool structures for lightweight and accuracy optimised (LEG<sup>2</sup>O) frames”  
*Presentation of LEG<sup>2</sup>O and sensor node prototype*

**B2a:** “Energy efficient dry ice cleaning”  
*Presentation of rotational wheel blasting, geometries of accelerating parts*

**B2b:** “Energy efficient dry machining”  
*Presentation of tool prototype (turning tool and cooling system)*

**B3:** “Sustainable welding production by combined application of numerical simulation and new process technologies”  
*Test butt welds (thick metal plate)*

**ST:** “SmarTower” - System for wind turbines  
*Miniaturized model and poster presentation*

**B6/PA/C5:** “Integration shop/public awareness”  
*Cube factory (decentralized manufacturing and recycling/learnstruments)*

**A2/A3:** “Sustainability indicators and assessment”  
*Poster presentation/IT*

**GT:** “Power generation demonstrator – gas turbine”

**A6:** „System dynamics optimisation”  
*First draft of a real system dynamics model of a company producing goods (bicycles)*

**C5/B6:** “Learnstruments in value-creation-modules”  
*Manual assembly work places for self-help repair and customization of bicycles and value creation network configuration*

**C4/C5:** “Human oriented automation and learnstruments”  
*Pose recognition in manual assembly, failure recognition, automatic work plan generation*

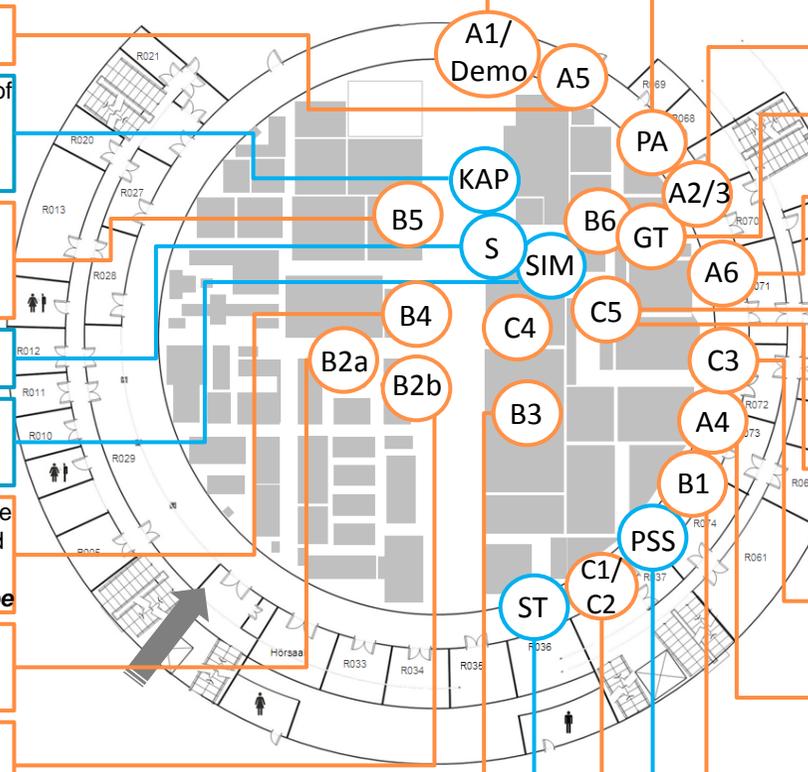
**C3:** „Strategic interaction and incentives for sustainable economic activity”  
*Nonrenewable resources, strategic behaviour*

**A4:** “Macroeconomic Sustainability Assessment”  
*Poster presentation*

**B1:** “Virtual product creation”  
*virtual bicycle models, poster presentation/IT*

**PSS:** “Product service systems”  
*Sensor enhanced bicycles*

**C1/C2:** “Emulation of modeling process and evaluation of the value creation”  
*Poster presentation/IT*



# Agenda

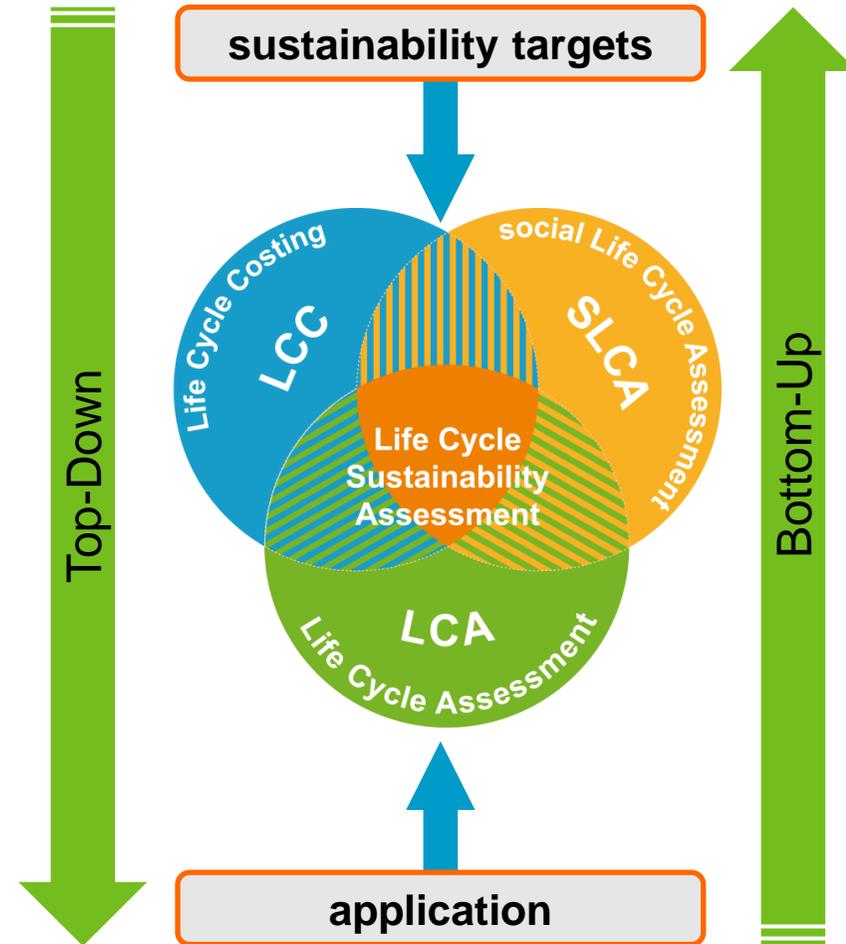
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- ▶ Challenge
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  - ▶ **Area search and valuation**
  - ▶ Area implementation
- ▶ Dissemination



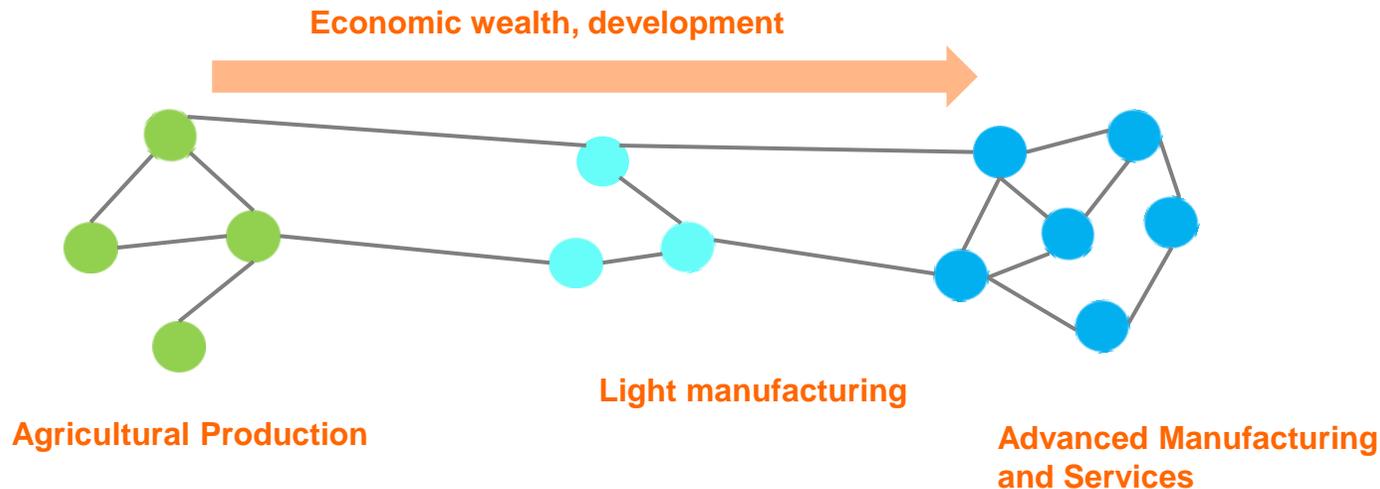
## A2/A3 - Sustainability assessment & indicator development

- ▶ Development of a **new methodology and suitable indicators** for assessing **sustainability in specific value chains** within the manufacturing community
- ▶ Life Cycle Sustainability Assessment
  - ▶ environmental dimension
    - ▶ reduce environmental damage
    - ▶ identify environmental hotspots
  - ▶ social dimension
    - ▶ train & qualification of employees
    - ▶ consideration of (far) upstream supply chain
  - ▶ economic dimension
    - ▶ cost assessment and economic prosperity
- ▶ Measurement of sustainability impacts
  - ▶ practical case studies for products & processes



## A4 - Manufacturing sector as key area for economic wealth

- ▶ Analysis of development paths by the use of worldwide Input-Output data
- ▶ Nodes refer to economic sectors



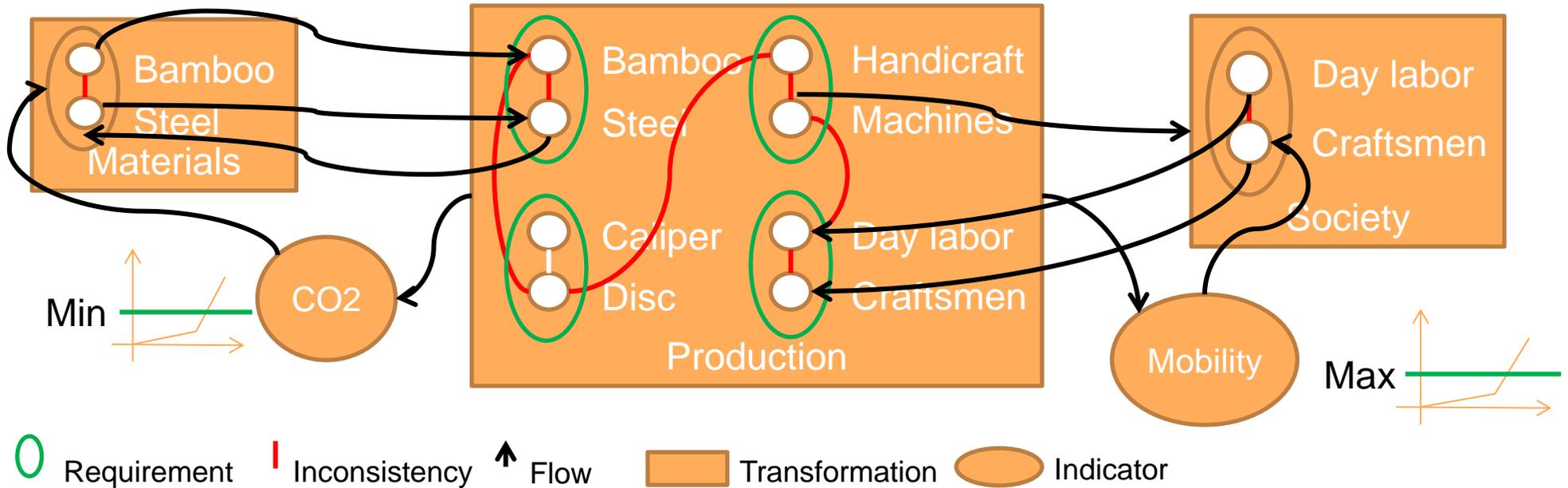
### Outcomes

- ▶ There are only a few feasible development paths (links)
- ▶ The critical bottlenecks are dominated by **(light) manufacturing** sectors.

### Implications

- ▶ The establishment of manufacturing industries is crucial for economic wealth
- ▶ The successful development of manufacturing sectors shapes human capital, institutions, natural stocks or society
- ▶ The access to sustainable manufacturing technology is the key for worldwide prosperity

# A5/A6 - Mathematical tools for sustainable module and network design – multicriteria optimisation and system dynamics



## Description in terms of mixed integer programs

$$\begin{aligned} \max \quad & Cx + Dy \\ \text{(i)} \quad & x_{\delta_v^+} = A_v x_{\delta_v^-} + b_v \quad \forall v \quad \text{production} \\ \text{(ii)} \quad & x_{\delta_v^-} \leq \sum_{q \in Q_v^-} y_q u_{q, \delta_v^-} \quad \forall v \quad \text{config limits} \\ \text{(iii)} \quad & 1 = \sum_{q \in Q_v^-} y_q \quad \forall v \quad \text{config choice} \\ \text{(iv)} \quad & y_q \in \{0, 1\} \quad \forall q \quad \text{config choice} \\ \text{(v)} \quad & x \geq 0 \quad \text{activity levels} \end{aligned}$$

▶ Goal: Providing decision support tools

▶ Requirements:

- ▶ Quantitative description and formalisation
- ▶ Finding algorithmic approaches to compute Pareto optimal solutions

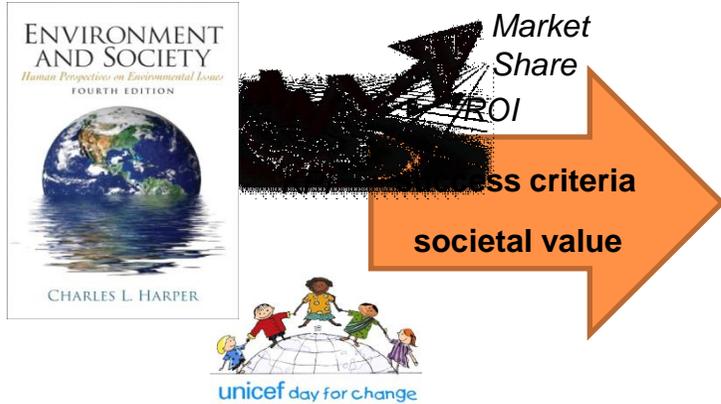
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# B1 - Virtual product creation in sustainable value creation networks

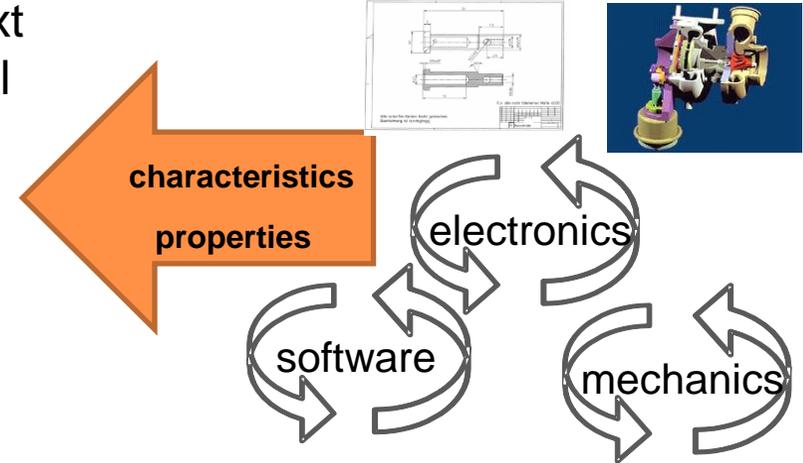
## Enterprise and Society View



Trade-off between sustainability context areas and technical performance



## Traditional Engineering View



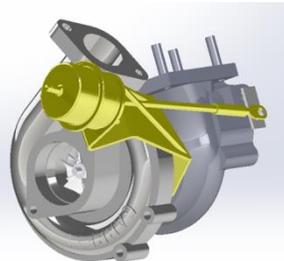
### Major Goal

Enable and qualify the engineer to develop products for sustainable value creation

### Approach

Development of a Design Decision Support Assistant, embedded into designer's IT environment

Turbo charger



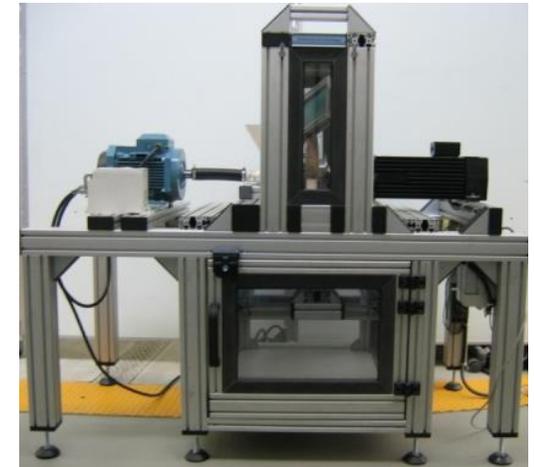
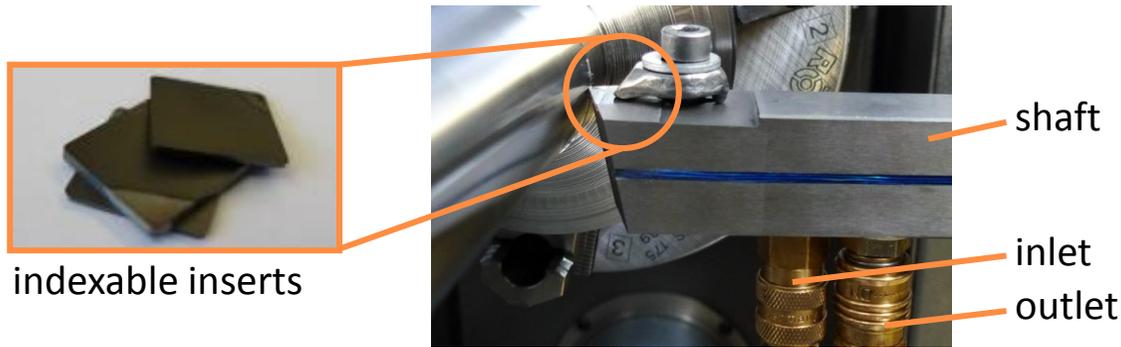
System design is based on the development of a pedelec and a turbo charger in a bottom-up analysis



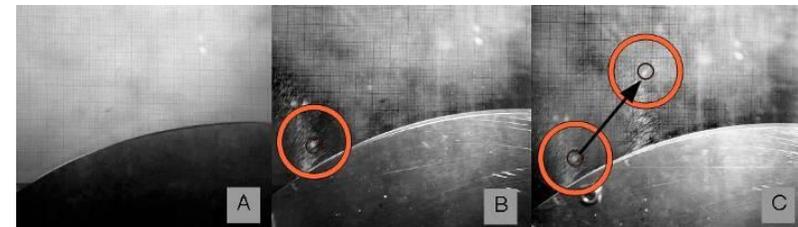
Pedelec

## B2 - Energy efficient cleaning and dry machining

- ▶ Value creation module dry machining: Closed loop cooling
  - ▶ Design of LN2 cooling, control system and turning tool
  - ▶ Cutting trials with different cutting insert geometries (best stiffness to thickness ratio)
  - ▶ Evaluation of conventional turning tools (forces, temperatures, wear)

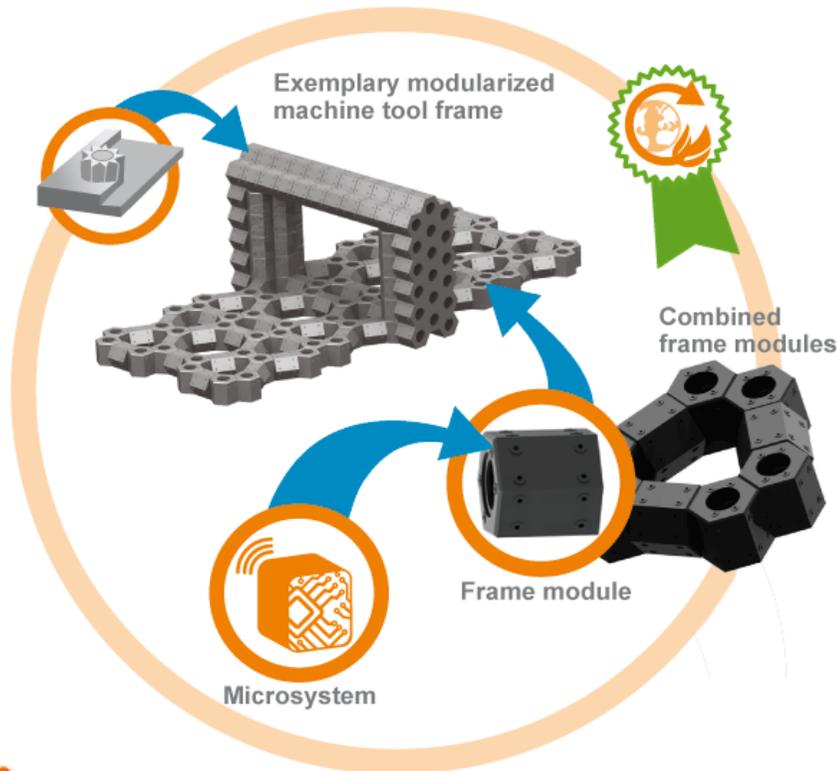


- ▶ Value creation module cleaning: Energy efficient cleaning
  - ▶ Development of a standard of comparison for cleaning capacity
  - ▶ Investigation of promising principles
  - ▶ Machining trials: High speed camera investigations
  - ▶ Fundamental investigation of principles to apply mechanical and thermal mechanism separately

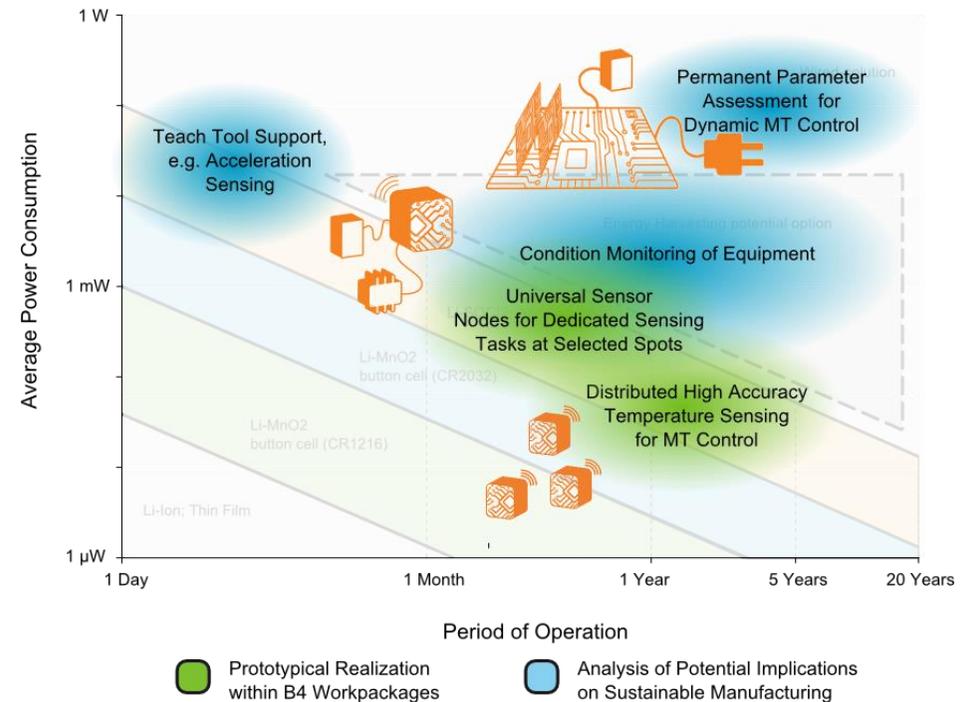


# B4 - Development of microsystem enhanced machine tool structures or lightweight and accuracy optimized (LEG<sup>2</sup>O) frames

- ▶ Modular machine tool structures (MT) provide the basis for higher degrees of adaptability, mobility and functionality
- ▶ Mechanical optimization of single structure, interconnects and assembly



Application Fields for MST Structures in MT Environments



- ▶ Microsystem technology (MST) enabling crucial functionalities in MT to foster sustainable value creation
- ▶ Wireless sensors considered on various functional and technological levels

# C5 - Learnstruments in value creation modules

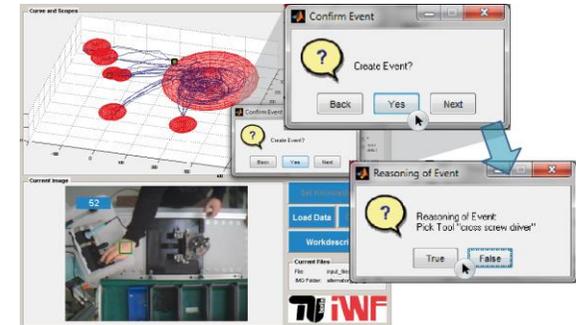
- ▶ Goal: Increase in teaching and learning productivity for sustainable manufacturing through application of learnstruments
- ▶ Learnstruments are artefacts which automatically mediate their functionality to the user
- ▶ Learnstruments are designed for use in a combined working and learning environment

**Planning assistance**

**Physical work place teach-in**



**Work place optimization assistance**



**Audio/ visual work description generation/ use**

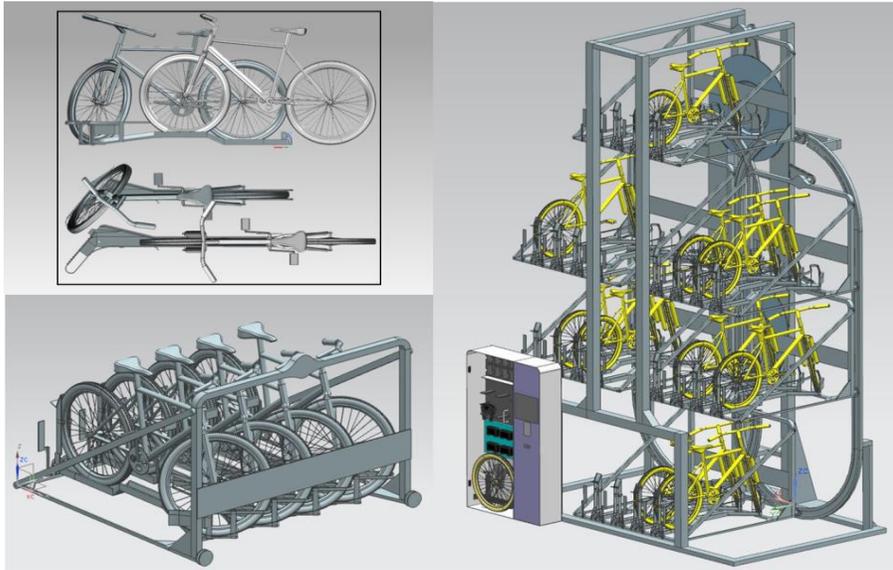
**Assembly assistance**



**Tele working support**

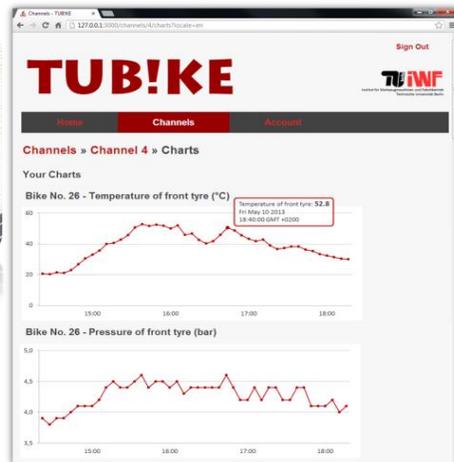


# PSS: Product-Service Systems enabling for sustainable city mobility

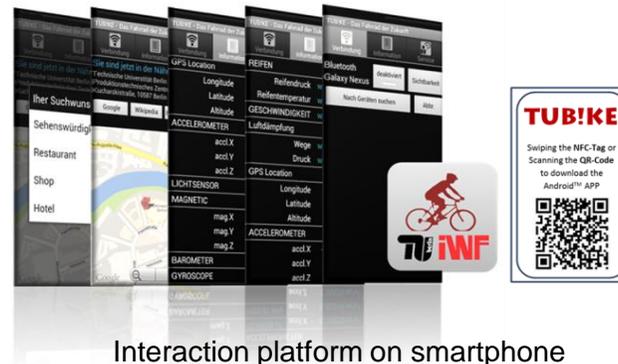


E-Bike rental system with improved accessibility

- ▶ Bicycle for city mobility
- ▶ PSS-based maintenance, repair and overhaul (MRO)
- ▶ Win-win-win among the stakeholders customer, provider and society
- ▶ Implementation: E-Bike rental system

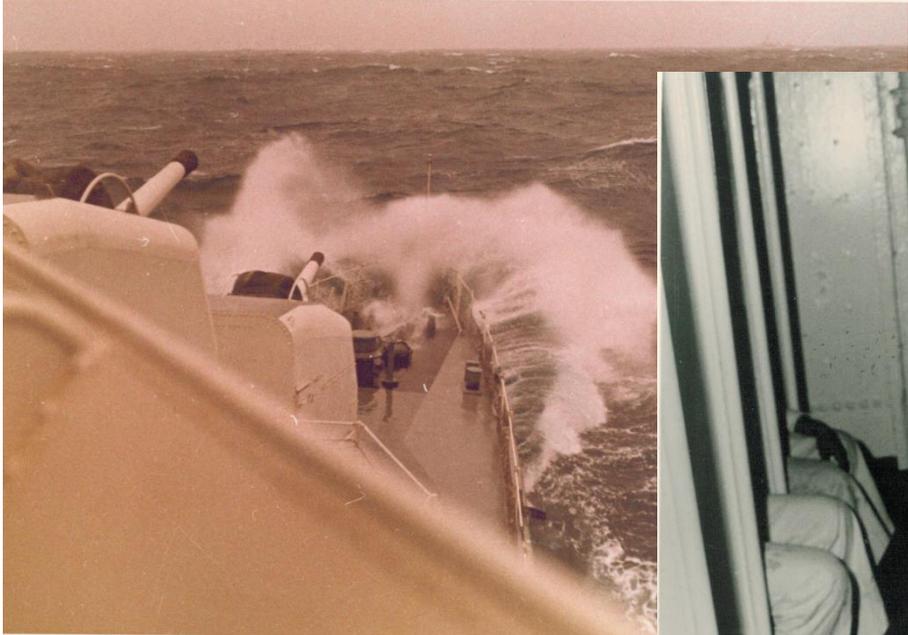


Web-based platform for condition monitoring and MRO planning



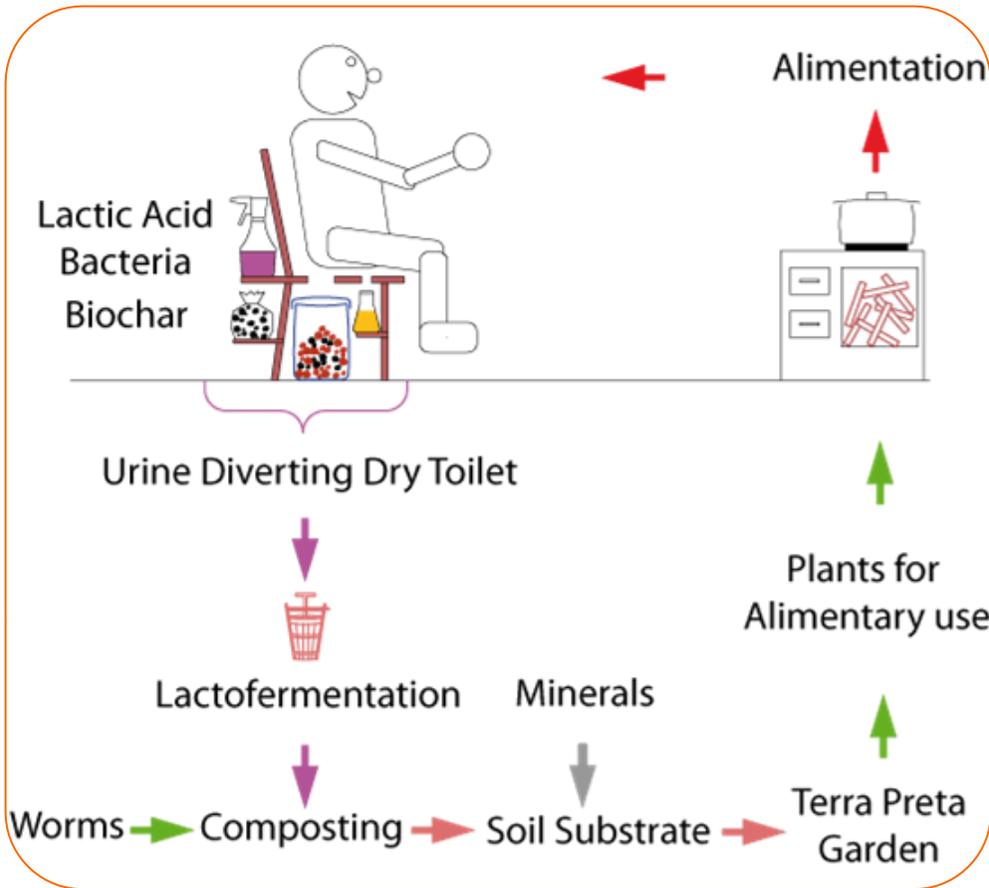
Interaction platform on smartphone

# Sensitive areas



# Sustainable sanitation systems

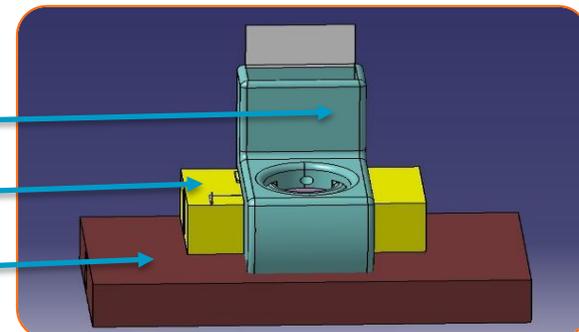
- ▶ 2.4 billion people do not have access to basic sanitation
- ▶ many deaths and disabilities are caused by improper sanitation
- ▶ on average, each middle-class person uses 60 liters of fresh water per day to flush their urine & feces down the drain



Tank for storage of additives

Feces storage tank

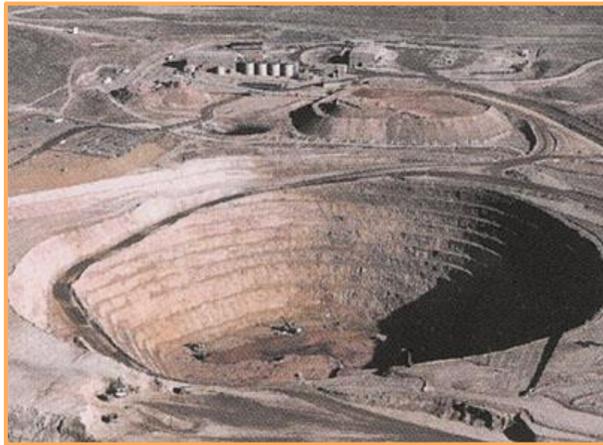
Urine storage tank



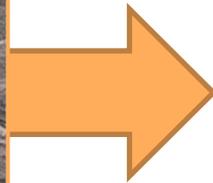
Dry toilet concept with anaerobic separation

# Stone paper - a rock solid alternative

Hundreds of years of paper supply



Goldmine in Nevada, USA



80 % limestone powder  
(non usable material from  
e.g. goldmines)



20 % polyethylene  
e.g. recycled plastic bottles



NO  
tree cutting



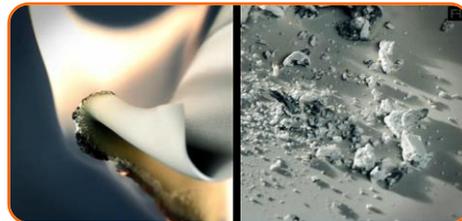
NO  
water pollution



NO  
air pollution,  
bleach or strong acids



Water and grease proof



Flame retardant material



Tear resistant



Unique  
surface  
feel



Decomposes into limestone powder after  
6 – 9 month under environmental influence



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# Capacity building for sustainable engineering – Day 3, 9:00 – 12:30, room 307

## ▶ Partner countries:

- ▶ Jordan
- ▶ Lebanon
- ▶ Palestine
- ▶ Syria

## ▶ Approaches:

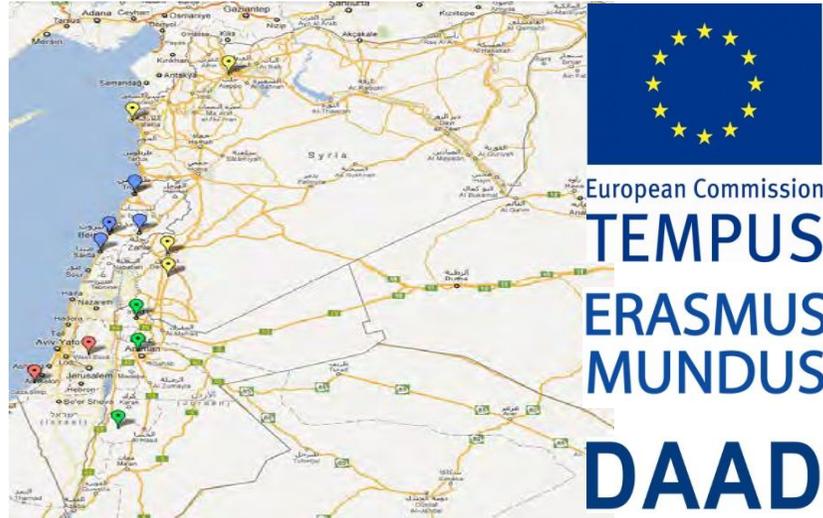
- ▶ Academic Exchange
- ▶ New academic programs
- ▶ Enhancing current programs

## ▶ Projects:

- ▶ MeEng: Middle Eastern Partnership in Sustainable Engineering
- ▶ MUREE: Modernizing Undergraduate Renewable Energy Education

## ▶ Target industries:

- ▶ Quarrying and Stone
- ▶ Textiles and Garments
- ▶ Leather and Shoes
- ▶ Furniture
- ▶ Handicrafts
- ▶ Chemical Industries
- ▶ Pharmaceuticals
- ▶ Food Processing



# BRAGECRIM: Brazilian-German Collaborative Research Initiative in Manufacturing Technology – Day 3, 9:00 – 12:30, room 112



- ▶ **Theme: Networking for competitive remanufacturing**
  - ▶ Aim: allow the inclusion of remanufacturing in the processes of small and medium sized companies in Brazil and Germany.
  - ▶ Solution: Provide a set of business models based on remanufacturing principles to companies by the mean of an online knowledge platform.

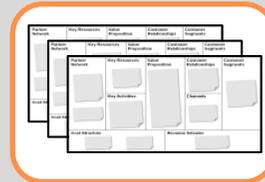


Guidelines in interactive website



Connect and inform companies about remanufacturing

Business models



Step-by-step application



Success case studies



Attractiveness criteria



Extended storyboard

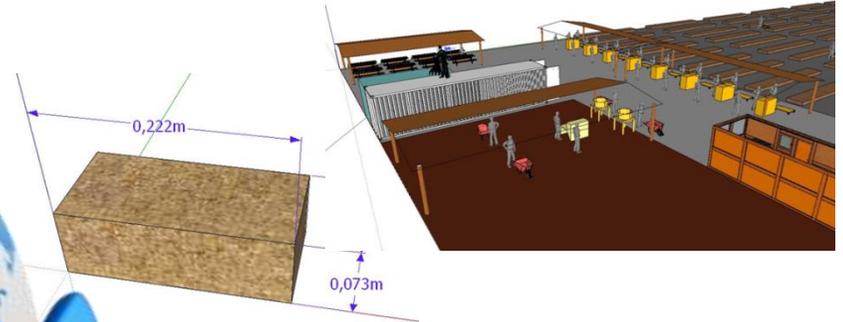


# International partnership „Housing-Manufacturing-Water“ – Day 3, 9:00 – 12:30

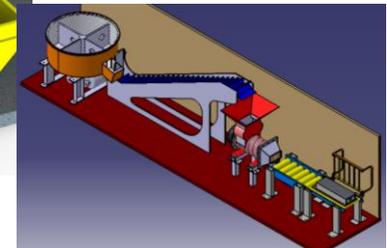
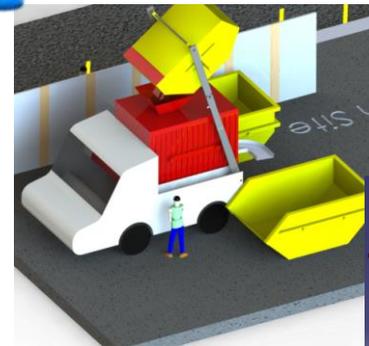
- ▶ 2010 – Concepción, Chile „Recycling of construction materials after catastrophes“



- ▶ 2011 – Cape town area, South Africa „Brick minifactories in townships“



- ▶ 2012 - Vitoria Brazil „Mobile construction material factories“



# International universities – Day 3, 9:00 – 12:30



**Fraunhofer**  
IPK



**New master program in „Global Production Engineering and Management” with a special focus on sustainable manufacturing**

**TÜRK-ALMAN ÜNİVERSİTESİ**  
TÜRKİSCH-DEUTSCHE UNIVERSITÄT



**New Master Program in „Industrial Engineering” with a special focus on sustainable manufacturing**

Vietnamese-German University

**VGU**



Fraunhofer Society founds a Turkey-based subsidiary to extend the outreach of research in promoting sustainable value creation with Turkish and Middle East partners.

