

PDA represented in the Design Society

In August, the International Conference on Engineering Design (ICED17) was held in Vancouver, Canada. The conference is held every second year and it is organised by the Design Society (DS). The DS is an international non-governmental, non-profit making organisation whose members share a common interest in design. DS strives to contribute to a broad and established understanding of all aspects of design, and to promote the use of results and knowledge for the good of humanity. The Product Development Academy (PDA) was well represented at ICED17 by several professors, senior researchers and PhD students. During the conference, DS held its general meeting whereby Professor Ola Isaksson, Chalmers and one of the founders of PDA was elected member of the DS Advisory board, together with Yvonne Eriksson, MDH. Peter Törlind, LTU is already a member of the board. The board advises, guides and supports the DS Board of Management in developing and furthering the aim and objectives of the society.

The next conference, ICED19, will be arranged by Delft University and held in the Netherlands August 4-8.

A strategic document formulated

Based on the valuable input that was produced at the workshop in Linköping (March 16-17), as well as analysis of current trends and challenges for the product development area, the PDA founding group has produced a "strategic document" indicating the role of PDA and key areas of relevance for Swedish excellence in research, education, and industrial collaboration. The PDA promotes viable, desirable and feasible solutions, through addressing the following four dimensions of product development;

1. Design of innovative concepts, systems and product solutions
2. Design automation and digital engineering approach
3. Sustainable life cycle design
4. Engineering management

In short term, PDA plan to

- a) Gather and analyse state of practice based on coordinated scientific studies of Swedish industries. Identify future challenges, and compare with other leading regions internationally. Include an effect study of capability research initiatives. Research questions include "how Sweden can build on its strengths and mitigate weaknesses, to stay in top positions 10-20 years from now".
- b) PhD level: Establish a product development curriculum in a national graduate school. Investigate preconditions and possibilities to coordinate with existing programs.
- c) MSc level: Investigate content, forms, and outcome (alumni positions) of current MSc curricula at Swedish universities, and the need of upgrading as a consequence of challenges and needs, now and in the future (according to industrial testimonials).
- d) Define and conduct strategic industrial transition-capability workshops, where strategic needs in industry, society are analyzed with enabling technologies.

Workshop at LTH

On November 30, a PDA workshop was arranged at Design Sciences, LTH. Focus was set on shaping product development research in Sweden for the

next 20 years to come, i.e. to create a vision for 2038 and ways to get there. Some 50 persons participated contributed with insightful input for the vision. A number of interesting talks and a panel

discussion was also part of the workshop. Figure 1, illustrates an engaged group at the workshop.



Figure 1: Groupwork at the workshop November 30 in Lund

PhD activities

Two of the four PhD courses initiated by the PDA have been completed.

The third course Modeling, Simulation and Optimization (MSO) is planned to start in early 2018, with a web kick-off on Jan 30. Registration for the course is open and interested candidates should send an email to any of the course responsible professors to get more info or to register for the course:

johan.olvander@liu.se

ola.isaksson@chalmers.se

tobias.larsson@bth.se

Upcoming events and activities

From discussions with the Swedish Production Academy, it has been decided that the established **PhD student network PADOK** for PhD students within the production field, will expand to also include PhD student related to the product development field. That is, PADOK will be a joint PhD student network for both fields.

The conference **Norddesign 2018** conference will be arranged by Linköping University, with support from PDA. The conference dates are August 14-17, and the location is Linköping, Sweden. For more information on the conference, see <http://norddesign2018.org>.

Finally

The PDA founding group wishes you all a Merry Christmas and a Happy New Year!