



Project started: 1<sup>st</sup> November 2019  
End date: 31<sup>st</sup> October 2022

# Digital Customisation of Fast-Moving Consumer Goods

## About Us Helping You

DIY4U brings together a leading global Fast-Moving Consumer Goods (FMCG) Company, expert Small-to-Medium Enterprises (SMEs) from across Europe and supporting Industry Innovation and Research & Technology Organisations (RTOs). Together, we will build an open innovation digital platform integrated into 2 small-scale automated manufacturing machines (Fablabs), for you to create and make customised FMCG.

This project will develop new digital services and end-to-end solutions to enable real-time design (either locally or remotely via web-based portals) and delivery of your customised FMCG product. The project is supported by external industry stakeholders, who also want to use our technologies and services.

## Our Offering

The Open Innovation digital platform will be a highly visible and transparent means of bringing together supply-chain stakeholders and consumers, enabling you to seamlessly collaborate on the efficient creation of new powder and/or liquid FMCG. Integrated digital tools will be used in conjunction with product and process information from ingredient suppliers and equipment manufacturers, to digitally design new, high performance customised products, which can then be made on the automated Fablabs.

## The project will include:

- Developing an open innovation digital platform, which will challenge and validate Do-It-Yourself (DIY) FMCG formulations, focusing initially on detergents. The platform will have the capability for industry users/manufacturers to 'plug-in' models for other soft matter products and protect the Intellectual Property (IP) developed.
- Demonstrating the feasibility of DIY production of customised FMCG by building two small-scale manufacturing (Fablab) prototypes, which can be used for open access collaborative production. These prototypes will be transitioned to commercial design for replication after the project's completion.
- Developing an evolving knowledge base and open innovation technologies capable of easily representing information such as the needs, new trends, user experience and the data for a given customised formulated product, including Life Cycle Analysis (LCA) models to support transparent analysis of ingredient and final product features.
- Securing the open data exchange, providing cybersecurity and sharing skills between designers, makers, users, communities, manufacturers and other actors in an effective and transparent way, using Distributed Ledger Technology.

## Our Partners

Coordinated by SINTEF, DIY4U brings together thirteen expert partners including Procter & Gamble from seven European countries with a world class reputation in the industry.

## Contact

If you are interested to know more about the DIY4U project and its digital platform offering, please contact us at:

 [www.sintef.no/projectweb/diy4u](http://www.sintef.no/projectweb/diy4u)

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Over the next 2 years we will provide you with DIY4U materials, which will bring you more information about our project, our partners, webinars, publications, congress participation and all the news of this exciting project.



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