iBUS – an integrated business model for customer driven custom product supply chains

Fact Sheet

Project Information

iBUS
Grant agreement ID: 646167
Project website
Status
Closed project
Start date 1 September 2015
End date 31 August 2019
Funded under H2020-EU.2.1.5.4.
Overall budget € 7 148 297,23
EU contribution € 5 994 784,81

Objective

The overall objective for iBUS is to develop and demonstrate by 2018 an innovative internet based business model for the sustainable supply of traditional toy and furniture products that is demand driven, manufactured locally and sustainably, meeting all product safety guidelines, within the EU. The iBUS model focuses on the capture, creation and delivery of value for all stakeholders – consumers, suppliers, manufacturers, distributors and retailers.

The main focus of iBUS is to drive sales for EU traditional toy and furniture manufacturers by leveraging internet based technologies, focusing on safe products, quality, design and innovation. In this new iBUS model consumers become designers, designing, customising and placing orders for their own products online in the iBUS cloud. They will be supported by embedded services in iBUS, developed in the main by SME Technology providers. These services include augmented reality design assistants, design verification tools for compliance with EU product safety guidelines, analysis of environmental footprint and prototyping with additive layer /
guidelines, analysis of environmental footprint and prototyping with additive layer/3D printing. Subsequently, parametric engineering design principles will take the design from concept to demand. This demand will then be synchronised and optimised across the supply chain, supported by the embedded supply chain optimisation tools, to produce sustainable demand driven production and supply plans. Manufacturers will then produce the furniture and toys in small scale series production driven by the actual customer demand. Suppliers will have visibility of, and make decisions based on, end-customer demand. Likewise customers will have visibility of their orders through all stages of production and delivery. The infrastructure will be cloud based using internet and social media technologies, allowing interaction and collaboration, but also accessible to home-based or small business users, promoting social inclusion.

Field of science
/social sciences/economics and business/business and management/business model
/social sciences/economics and business
/natural sciences/computer and information sciences/internet
/social sciences/sociology/governance/public services

Programme(s)

Topic(s)

Call for proposal
H2020-NMP-2014-two-stage

Funding Scheme
IA - Innovation action

Coordinator

UNIVERSITY OF LIMERICK

Address
National Technological Park, Plassey
- Limerick
- Ireland

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 1 748 735

Website

Contact the organisation
Participants (13)

MILL HOUSE MANUFACTURING DESIGN LIMITED
United Kingdom
EU contribution
0 €

Address
Roughton Road Kirkby On Bain
LN10 6YL Woodhall Spa

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

FABRICA DE JUGUETES SL
Spain
EU contribution
€ 257 927,25

Address
Avenida Del Juguete Sn 03440 Ibi Alicante

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

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JUGUETTOS CENTRAL DE COMPRAS SCOOP
Spain
EU contribution
€ 241 535

Address
Poligono Industrial El Rubial Calle 7 Parcela 100 03400 Villena

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

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AVRO TECH
France
EU contribution
EU contribution:

- **EU contribution: € 0**
- **MCOR TECHNOLOGIES LIMITED**
  - **Ireland**
  - **EU contribution: € 34,543,06**
  - **Address:** Unit 1 Ida Business Park, Ardee Road, 0000 Dunleer Louth
  - **Activity type:** Private for-profit entities (excluding Higher or Secondary Education Establishments)

- **MANOPT SYSTEMS LIMITED**
  - **Ireland**
  - **EU contribution: € 821,523,50**
  - **Address:** Mg Hayes & Co Annacotty Business Park, Annacotty Limerick
  - **Activity type:** Private for-profit entities (excluding Higher or Secondary Education Establishments)

- **DASSAULT SYSTEMES UK LTD**
  - **United Kingdom**
  - **EU contribution: € 152,075**
  - **Address:** Milburn Hill Road Riley Court Suite 9, CV4 7HP Coventry
  - **Activity type:** Private for-profit entities (excluding Higher or Secondary Education Establishments)
UNIVERSITAET PADERBORN
Germany
EU contribution
€ 539 010
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Warburger Strasse 100
33098 Paderborn
Website
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ASOCIACION DE INVESTIGACION DE LA INDUSTRIA DEL JUGUETE CONEXAS Y AFINES
Spain
EU contribution
€ 882 000
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Avenida De La Industria 23
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CARTAMUNDI DIGITAL
Belgium
EU contribution
€ 435 274
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Deinsesteenweg 108 Bus B
9031 Gent
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SDRUZENI PRO HRACKU A HRU
Czechia
EU contribution
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Address
Jindriska 2
11360 Praha
**OCEAN PRINT LIMITED**

Ireland

EU contribution

€ 442 400

Address

Anne Brady Mcquillan Ivagh Court Harcourt St Dublin

Activity type

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**MAHER O’ROURKE LIMITED**

Ireland

EU contribution

€ 306 250

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Unit B201, An Tsean Mhargadh, Green Lanes A92 DE72 Drogheda

Activity type

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