Enabling an Open Innovation Model for EU Toy Industry SMEs through Co-Creation with FabLabs, Safety Experts and Customer Communities

Fact Sheet

Project Information

**ToyLabs**
Grant agreement ID: 732559

Project website [🔗]

**Status**
Closed project

**Start date**
1 January 2017

**End date**
30 June 2018

**Funded under**
H2020-EU.2.1.1.

**Overall budget**
€ 1 223 325

**EU contribution**
€ 999 825

**Coordinated by**
ASOCIACION DE INVESTIGACION DE LA INDUSTRIA DEL JUGUETE CONEXAS Y AFINES
Spain

Objective

Toys market in EU (and globally) is characterized by the domination of a limited number of huge global brands, even though 99% of EU toy manufacturing companies are SMEs. Thus SMEs need to find new ways to strengthen their position, against large competitors. In this context, ToyLabs envisions to introduce a new model that will innovate on the value network of SMEs, towards the direction of changing their market positioning & prospects in the Toy Industry, overcoming obstacles like geographical barriers and fragmented markets. In particular, a multi-stakeholder co-
creation network will be created, supported via an open ICT platform, that will bring together a toy manufacturer with other key players of the toy industry value network – FabLabs, Toy Security Experts and End Customers- to collaborate closely for the provision of new toys, that will be user-oriented, will respond to a clear market demand and will be probably addressed to multiple markets. Through ToyLabs approach, each involved stakeholder is expected to offer his valuable perspective that will open up new opportunities for SMEs. Taking advantage of the platform, a toy manufacturer will be able to collect multi-source feedback on new product concepts & designs, through iterative cycles where the initial idea is firstly co-designed with FabLabs, validated by toy safety experts and evaluated by prospective customers both virtually (via augmented reality technologies) and actually (based on prototypes). The main outcomes of the project will be the creation of the ToyLabs collaboration network, based on an innovative ICT enterprise collaboration platform, enriched with added value services utilising state-of-play emerging ICT technologies (e.g. social analytics, augmented reality) and a complete methodological approach to support the operation of the network in order to offer to any SME Toy Manufacturer the opportunity to initiate an alternative process for the creation of new, innovative products.

Field of science

/social sciences/economics and business/business and management/commerce
/social sciences/sociology/governance/public services

Programme(s)

Topic(s)

Call for proposal

H2020-ICT-2016-1

Funding Scheme

IA - Innovation action

Coordinator

ASOCIACION DE INVESTIGACION DE LA INDUSTRIA DEL JUGUETE CONEXAS
Y AFINES

Address
Avenida De La Industria 23
03440 Ibi (Alicante)
Spain

Activity type
Research Organisations

EU contribution
€ 273,450

Website
Contact the organisation

Participants (7)

SINGULARLOGIC ROMANIA COMPUTER APPLICATIONS SRL

Address
Str Muntii Tatra 4-10 Et.3
011078 Bucuresti

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

EU contribution
€ 69,562.50

Contact the organisation

NATIONAL TECHNICAL UNIVERSITY OF ATHENS - NTUA

Address
Heroon Polytechniou 9
Zographou Campus
15780 Athina

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 204,875

Website
Contact the organisation

SPOT DESIGN SRL

Address
Sos. Oltenitei, Nr. 234, Bloc 58, Scara 2, Etaj 7, Sectorul 4
041329 Bucharest

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

EU contribution
€ 42,000
START SMART SRL

Italy
EU contribution
€ 148 750

Address
Via Presta 21
73010 Veglie Le

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

Contact the organisation

KAINOTOMIES VERDE KIVIKA LOGIKA PAICHNIDIA ANONIMI EMBORIKI KAI VIOMICCHANIKI ETAIRIA

Greece
EU contribution
€ 87 500

Address
Chiliomodi
20008 Korinthos

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

Contact the organisation

INDUSTRIA AUXILIAR JUEMA SL

Spain
EU contribution
€ 41 562,50

Address
C/ Jaime I Sn
03430 Onil

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

Contact the organisation

SINGULARLOGIC ANONYMI ETAIREIA PLIROFORIAKON SYSTIMATON KAI EFARMOGONPLIROFORIKIS

Greece
EU contribution
€ 132 125

Address
Achaias 3 & Troizinias
14564 Nea Kifisia

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

Website
Contact the organisation

Last update: 14 October 2016
Record number: 205941

Permalink: https://cordis.europa.eu/project/id/732559

© European Union, 2021