Projects and Products Portal for Leonardo da Vinci

LEAN manufacturing and marketing for graphic media

2011-1-NL1-LEO05-05204

http://www.adam-europe.eu/adam/project/view.htm?prj=8434

Projektinformation

Titel:	LEAN manufacturing and marketing for graphic media
Projektnummer:	2011-1-NL1-LEO05-05204
Jahr:	2011
Projekttyp:	Innovationstransfer
Status:	abgeschlossen
Land:	NL-Niederlande
Marketing Text:	In Europe a gap exists between skills in the labor market and needs of graphic media SMEs concerning the efficiency of production. Little knowledge is available or it is not enough attuned to the practical needs of employees, as demands that companies are facing are new. Production must be increasingly effective and fit customer needs. Developments are moving fast. This makes it difficult to remain competitive, which also threatens the employment of workers. In this project training & instruments will be developed to facilitate LEAN manufacturing in graphic media SMEs. Secondly a LEAN marketing training + instruments will be developed to be able to deliver the increased production capacity (realized through LEAN) to the market. As a result company performance will improve through increased sales achievements, realized by management and employees using their new knowledge & skills which enabled them to sell the extra production capacity, realized by applying LEAN manufacturing.
Zusammenfassung:	Prior: Lean is a method developed to eliminate waste; Lean manufacturing is aimed at optimizing efficiency. Reason for the project: In Europe a gap exists between skills in the labor market and needs of graphic media SMEs. It is not about technical knowledge but about efficiency of production. For employees in SMEs little knowledge is available or the knowledge is not enough attuned to the practical needs of employees in SMEs, as demands that companies are facing are new. Production must be increasingly effective and fit the needs of the customer. Developments are moving fast and it is difficult to remain connected to the changes. This makes it difficult to maintain a competitive position in the communications market, which also threatens the employment of workers. Aims, objectives, impact: Something must be done at the level of learning, for both new labor market entrants and employees/management in companies: Denmark has developed the Lean graphic media concept. Strength of this method: It’s not academic but very practical, well fit to the level of SMEs and their employees as 95% of companies in Europe have fewer than 19 persons employed. This Lean concept will be transferred to Europe and translated into a course in Lean Manufacturing graphic media. Result: people get educated more effectively and will be more employable in the company. For the employee personally, employability will improve. They’ll produce more effectively and become more competitive. Gained knowledge must be deployed to the market. Companies are good at relationships, but less at marketing. To sell the additional capacity and better connect to changing needs of clients, they should invest on marketing: In the project the ‘Lean Marketing’ training will be developed. Graphic media is now part of the communication industry, so the quantity of suppliers has increased, hence a Lean Marketing training especially for graphic media SMEs. Train the Trainer will be developed to transfer the Lean knowledge. After development, courses will be offered to other (PT) VETs ensuring knowledge is spread in EU.

Projektinformation

The consortium consists of VET-institutes, university, employers organization, 2 consultancy agencies, who bring together pedagogical, graphic industry, Lean manufacturing & marketing knowledge, to develop and implement courses on Lean, to promote and disseminate action for awareness on Lean improvement, to SMEs on job skills improvement and spread results over EU VET-institutes and SMEs.

Beschreibung: The existing labor supply and training activities for staff and management of SMEs is inadequate to help their businesses in meeting the necessary and indicated changes in the future. This makes it difficult to maintain a competitive position in the communications market which is also a threat to the employment of workers. As a solution, from the VET Institutions a better connection should be created between the needs of (potential) employees and the competences as required by the graphic media SMEs.
Denmark has developed the Lean graphic media concept. Strength of this method: It's not academic but very practical.
This Lean concept will translated into a course in Lean Manufacturing graphic media. To get people educated more effectively be more employable in the company.
Also in the project the 'Lean Marketing' training will be developed and a Train the Trainer day to transfer the Lean knowledge.
After development, courses will be offered to other (PT) VETs ensuring knowledge is spread in the EU.

Themen:
*** Qualität
*** Lebenslanges Lernen
*** Weiterbildung
** Arbeitsmarkt

Sektoren: *** Erziehung und Unterricht

Produkt Typen:
Unterlagen für offenen Unterricht
Module
Lehrmaterial

Produktinformation: In this Lean project we will develop a Lean Manufacturing course and Lean Marketing training. The companies can participate and learn and implement the knowledge and skills to improve their performance and get more competitive.

Projektwebseite: www.leangraphicmedia.com

Vertragnehmer

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Organisationstyp:	Erstausbildung
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Partner

Partner 1

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Partner 2

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Organisationstyp: andere
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Partner 3

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Partner 4

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Partner

Partner 5

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Partner 6

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Land:	ES-Spanien
Organisationstyp:	andere
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Projektdateien

Lean Manufacturing Games.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Games.pdf

Explanation of:
- the Double circle excercise
- the Lean Tennis Ball practice
- Chinese hat game
- Lego game

Lean Manufacturing general.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20general.pdf

This document gives an education course overview, including small glossary and basic list of literature.
The course consists of 7 modules. Broadly it is one module per teaching day; being a practical approach with cases from the participants' companies.
The program describes for each step which roles, competences and attitutes the module is intended to support.

Lean Manufacturing Module 1.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%201.pdf

Module 1 is called: A journey with Lean.
It gives an introduction to Lean, the history, essence in Lean and theory. During this day the Lean game is played (either Chinese hat game or Lego game).

Lean Manufacturing Module 2.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%202.pdf

Module 2 covers the Lean Assessment and KPI. During this day of class the participant companies get a strategic perspective of their own Lean level and will set objectives for the development process that will be started, using the relevant KPI's as measurement points.

Lean Manufacturing Module 3.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%203.pdf

Module 3 covers VSM: Value Stream Mapping; Identifying the value stream in the company, in order to give the participants knowledge and understanding of VSM as a method and tool and to be able to handle VSM and complete the VSM analyses.

Lean Manufacturing Module 4.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%204.pdf

Waste and Kaizen is covered by module 4. The participants learn how to see waste, to identify the 7 waste types in their own context and to understand Kaizen, continuous improvements and the interaction between FLow and Process Kaizen.

Lean Manufacturing Module 5.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%205.pdf

This module covers 5S; it gives the participants knowledge and understanding of the 5S method. It is an important learning point that standards are placed in a strategic company development perspective.

Lean Manufacturing Module 6.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%206.pdf

In this module the participants are introduced into the Board meeting principle, the Deming's 14 qualitiy points, the PDCA circle, all meant to give the participant companies knowledge of the underlying principles for sustainable quality management.

Lean Manufacturing Module 7.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Manufacturing%20Module%207.pdf

By using the GAP analysis method (similar to the Lean assessment method, but now used as evaluation), the course will be evaluated, the participants will see if the listed objectives are reached and how to make a possible follow up action plan.

Projektdateien

Lean marketing education Model.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20marketing%20education%20Model.pdf

This course has the intention to make marketing practical and workable for an average SME graphic company. An important part of LEAN is 'only do what add's value for your customer'. The customers don't see any added value in marketing, which means a new approach to make marketing valuable and create a unique selling point.

Lean Marketing Module 1.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Marketing%20Module%201.pdf

Module 1 covers the scanning of the participants' companies, trends and impact;what is marketing in general and why LEAN Marketing? What are the participants' personal goals and expectations of the course? When is the course successful?

Lean Marketing Module 2.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Marketing%20Module%202.pdf

Module 2 discusses the market segmentation in depth. What is the customer experience in more detail? Using example companies, small assignments and finally connecting this to the PMC matrix.

Lean Marketing Module 3.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Marketing%20Module%203.pdf

Module 3 covers CIPIS, Waste and A3 improvements. In this module is dealt with internal organisation, the sales process, the wastes in the sales process and how to work on improvements.

Lean Marketing Module 4.pdf

http://www.adam-europe.eu/prj/8434/prj/Lean%20Marketing%20Module%204.pdf

In module 4 the Goals to reach are discussed and measuring the goals.For this, many companies use the Deming Wheel for continuous improvement; PDCA.

LEAN Marketing workbook.pdf

http://www.adam-europe.eu/prj/8434/prj/LEAN%20Marketing%20workbook.pdf

Introduction workshop:
- Marketing is making choices
- Marketing policy gives structure to choices
- LEAN as a sales model

Produkte

1 Lean Manufacturing & Lean Marketing for Graphic Media - teaching and training material

Produkt 'Lean Manufacturing & Lean Marketing for Graphic Media - teaching and training material'

Titel: Lean Manufacturing & Lean Marketing for Graphic Media - teaching and training material

Produkttyp: Lehrmaterial

Marketing Text: In Europe a gap exists between skills in the labour market and needs of graphic media SMEs. It is not about technical knowledge but about efficiency of production. For employees in SMEs little knowledge is available or the knowledge is not enough attuned to the practical needs of employees in SMEs, as demands that companies are facing are new. Production must be increasingly effective and fit the needs of the customer. Developments are moving fast and it is difficult to remain connected to the changes. This makes it difficult to maintain a competitive position in the communications market, which also threatens the employment of workers.

Lean is a methodology to eliminate waste. It is a generic term for a range of skills and tools that can be used for making a company's administration, production, sales and all other places with repeated processes, more effective and simple.

Beschreibung: In this project first of all training including training instruments will be developed to facilitate LEAN manufacturing in graphic media SMEs for both employees and management. Secondly a LEAN marketing training including training instruments will be developed for the same target group to be able to deliver the increased production capacity (realized through LEAN manufacturing) to the market.

As a result company performance should and will improve through increased sales achievements, realized by management and employees using their new knowledge & skills which enabled them to sell the extra production capacity that was realized by applying the new gained knowledge & skills on LEAN manufacturing.

Zielgruppe:
• employees;
• VET-institutes;
• companies in the graphic media Industry.

Resultat:
• Improving LEAN manufacturing&marketing skills of management and employees in graphic media SMEs;
• Improving their competitiveness by more effective and efficient production;
• Make a translation of aspects of LEAN manufacturing&marketing that have impact on company values in specific countries;
• Improve level of entrepreneurship to better compete with other suppliers of communication outside the industry or outside Europe.
• dissemination of project results through employers' associations and EGIN network in the languages of partners and offering the trainings to other European countries.
• Gained knowledge must be deployed to the market and companies should invest on marketing;
• development of courses to upskill employers' knowledge and to offer new entrants these skills in VET, to be better prepared to demands of SMEs.

Anwendungsbereich: In Europe:
Improving the economical position for the graphic media industry on national and European level. Mobility cross border for employees will become easier. Development of a network between project partners will allow exchanging experiences and spreading knowledge, including the EGIN network. Trainings to educate management and employees in LEAN manufacturing and marketing will be tuned in the countries to be mutually supporting.

Homepage: www.leangraphicmedia.com

Produktsprachen: Spanisch
Griechisch
Deutsch
Englisch
Niederländisch

Produkt 'Lean Manufacturing & Lean Marketing for Graphic Media - teaching and training material'

Produktsprachen: Dänisch