



Mass Customization and Sustainability: An assessment framework and industrial implementation

Claudio R. Boër, Paolo Pedrazzoli, Andrea Bettoni, Marzio Sorlini

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To adapt to global competitive pressures, manufacturers must develop methods and enabling technologies towards a personalized, customer oriented and sustainable manufacturing. *Mass Customization and Sustainability* defines the two concepts of mass customization and sustainability and introduces a framework to establish a link between the two concepts to answer the questions: Are these two aspects empowering one another? Or are they hindering one another?

These questions investigate mass customization as one of the main driving forces to achieve effective sustainability. A methodology to assess the contribution of mass customization to sustainability is developed, providing an assessment model composed by a set of indicators covering the three aspects of sustainability: social, economical and environmental. This is supported and further explained using ideas and new concepts compiled from recent European research.

Researchers, scientists, managers and industry professionals alike can follow a set of practical examples and industrial cases, enabling them to easily transfer Mass Customization and Sustainability theoretical concepts into actions to be enforced into their everyday business for gaining competitiveness. *Mass Customization and Sustainability* also introduces useful concepts for government officials responsible for establishing sustainable policies and regulations, offering methods to compare the results of implementation of such policies.

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