



## **Caterina Dastoli**

### **PhD in Design, Strategic Field**

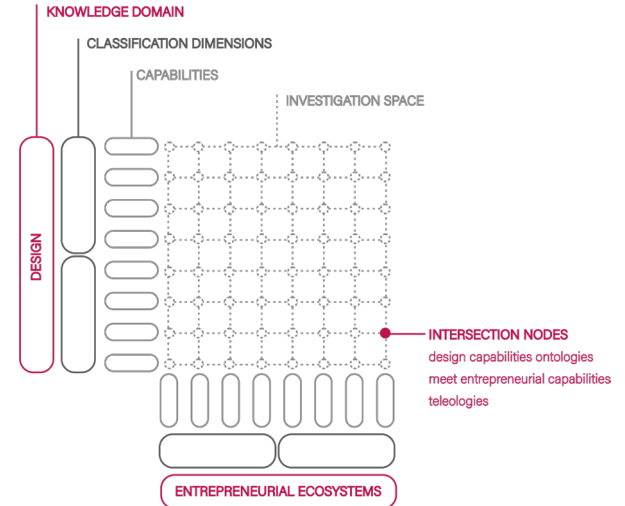
From a product-service to a system-oriented approach of New Product Development: adapting the role of Design skills in complex spaces of intervention

#collaborative manufacturing  
#organizational innovation  
#design as intelligence  
#systemic design  
#complex adaptive systems



## Co-creating Entrepreneurial Ecosystems for New Product Development (NPD)

- Shifting from co-design to co-creation: an engagement-driven taxonomy of Design skills informed by the open innovation theory
- Identifying complementarities between Design and Entrepreneurial skills under an ecosystemic logic of competition for NPD



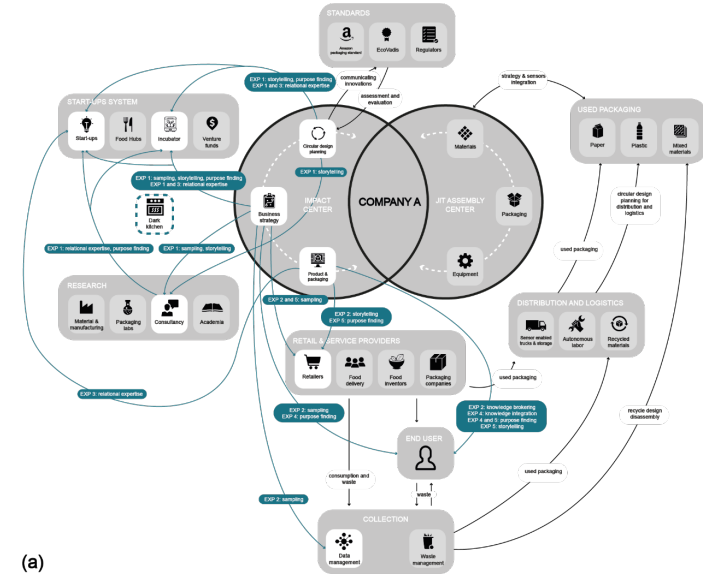
Dastoli, C. (2022) *Design capabilities and entrepreneurial ecosystems: Investigating design under an adaptive logic of competition for developing new products in manufacturing*. Doctoral dissertation. Politecnico di Milano.

<https://doi.org/10.13140/RG.2.2.25214.84808>



## Design-driven Organizational Models for Innovation in Manufacturing

- Shaping goal-oriented intents
- Mapping local entities and organizations
- Identifying and positioning Design skills to access human capital for collaboration
- Activating the system by planning for collaboration initiatives



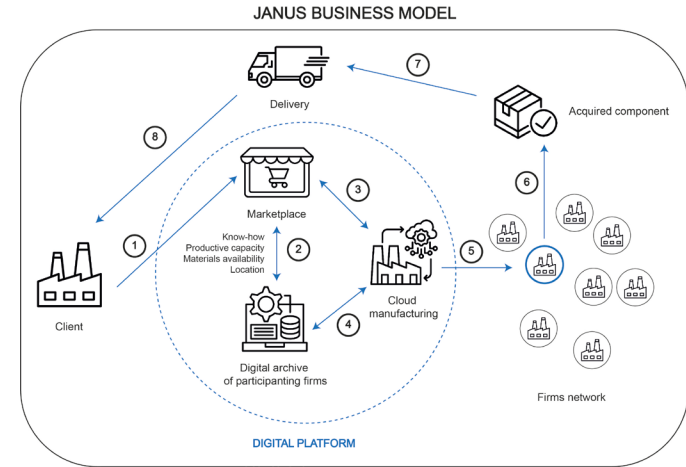
Dastoli, C., Del Curto, B., Cautela, C., & Teixeira, C. (2021). Design capabilities and entrepreneurial ecosystems: Envisioning a new role that design can play in manufacturing. In *Proceedings of the 28th Innovation and Product Development Management Conference (IPDMC)*.



# Enabling platform-based manufacturing in industrial districts

## Framing the role of Design in platform-based manufacturing

Introducing a system-oriented approach of new product development in Italian industrial districts to enable network effects through digital platform design



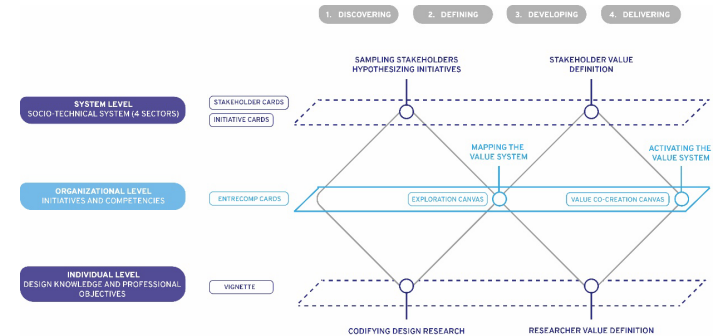
Dastoli, C., et al. (in press). Toward Manufacturing-as-a-Service (MaaS) in local realities of production: The Italian case of Janus 5.0 and the role of design. In M. Amer (Ed.), *SCIN 2025 Proceedings* (Advances in Science, Technology & Innovation, ISSN 2522-8722). Springer Nature.



# Expanding the approach in the academic context

## Enterprising Design Skills for Career Building of Doctoral Researchers

- Designing a multi-level model for career-development
- Mapping the value system
- Activating insights the system by identifying mutual interest for stakeholder collaboration



DocS4Design, Erasmus + Project (2021-2023). Training Report #3: Competencies for Entrepreneurship  
<https://www.tudelft.nl/io/docs4design/results-and-tools#c1283869>