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Crowdsourcing: social innovation and eco- design

Formabilio Italy

In partnership with:

With financial support
from the EU



Introduction:

<p>Formabilio srl</p> <p>Via Mazzini 4 Cison di Valmarino, 31030 Treviso- Italy</p> <p>Email: media@formabilio.com</p> <p>https://it.formabilio.com/</p>	 The image shows the Formabilio.com logo, where the letter 'o' is replaced by a blue heart shape. Below the logo is a photograph of a person sitting on the floor, working on a design project. The wall behind them is covered with various colorful hexagonal shapes, some of which contain small images or icons. The person is wearing a yellow shirt and is focused on their work.
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Company's Description:

Formabilio is an Italian brand of eco-friendly furniture and home accessories, conceived by designers from all over the world through online contests. It is chosen by a community of design lovers and moreover its products are available online on e-commerce platform of the formabilio.com webpage. Since January 2013 Formabilio has launched 41 contests for a total of 7600 submitted projects. The founders of the company after a 10 year period of living in Milan created the company as an investment in one of the most famous Italian sectors, the furniture industry. Its base was the crowd sourced creativity for the designers, a new way of management of enterprises already established in the sector.

Sub-sectors affected:

- X Furniture (2nd Transformation)
- X Others: E-commerce

Implementation Process:

Formabilio's products are the result of online design contests launched once a month on the company's platform and through their social media & channels. The international furniture design competition is so open to designers, creative people and design lovers, over 18 years of age. Creative talents from all over the world can submit their ideas. All the projects are public and can be discussed, evaluated and voted by a wide online community composed by design

enthusiasts, potential buyers and designers themselves. Through a voting mechanism, they get to a selection of a top 10 products “powered by people”. Then a Formabilio panel of design experts selects the winning projects for production and sale.

Initiated practices:

Formabilio is a crowd sourced brand because its products are conceived by designers from all over the world through online contests. The project ideas are evaluated by a community of more than 106.000 registered users and those that receive the highest “score” qualify as finalists. An internal commission – made by Formabilio representatives, its manufacturers and design experts - chooses the winner projects to produce. Moreover Formabilio chooses small Italian manufacturers with craftsmanship production: Top Quality enterprises on which Italian manufacturing structure is based on. Last but not least, Formabilio asks designers to think *green*, proposing innovative, eco-friendly and recyclable products. They encourage quality functioning products that reduce the impact of the waste generated and promote common policies to reduce the carbon footprint.

Results:

The competing designers mention that everyone wins in a Formabilio contest. The designers receive a fee of 7% on all products sold, the small Italian manufacturers, the knowledgeable customers and the public at large. In addition they state that the crowdsourcing approach has turned Formabilio into a design brand with the highest number of human resources for the research and development of furniture designs. So far, the designers of Formabilio's community are 3000 for a total of more than 7600 submitted projects and 132 winning ideas which will become actual products branded Formabilio.

Even though most of the designers come from Italy, the company is now expanding to USA, Mexico, Brazil, Russia, India, Japan, Philippines etc. As of the design lovers, currently there are more than 106,000 members in Formabilio community, mostly from Italy, with a higher concentration in large cities such as Milan, Rome, Turin and Naples. Among them, that trust and buy Formabilio's products, are many Germans, Austrians, Dutch, French and English and in fact 51% of subscribers are older than 31 years old.

The manufacturing companies chosen by Formabilio as its partners (16 at the moment) tell a unique story of handcraft and hard work. Formabilio conserves their know-how, consisting of techniques and skills passed down from generation to generation. Our partners work with motivation, humility and pride – the pride of being a part of this process that aims to promote and to increase the values of

sustainability and Made in Italy.

Recommendations:

Formabilio encourages the web community to give suggestions, to comment on projects, products and buying system. We are prepared to listen and learn how to constantly improve. Our recommendation is not to be afraid of criticism.

Conclusions:

Formabilio is a crowd sourced and eco-friendly design brand which is 100% made in Italy.

Keywords:

- X Processes
- X Marketing

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