

# Case Study: The Advanced Manufacturing Partnership 2.0

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The Advanced Manufacturing Partnership was created in 2010 by the White House and the Department of Commerce to identify and tackle the most pressing challenges facing the American manufacturing sector. It is a group of university and college presidents, CEO's from the nation's most successful manufacturing firms and policymakers across the federal government. It is co-chaired by Andrew Liveris and Dr. Rafael Reif, President of Massachusetts Institute of Technology.

In the report released in 2012 by the Partnership, recommendations were put forth to bring about a resurgence in U.S. manufacturing by creating a magnet for jobs and investment, and fostering broad, long-term collaboration among industry, academia, and government partners to drive advances in U.S. innovation and workforce capabilities. The 2012 recommendations are divided into three pillars: **Enabling Innovation, Securing the Talent Pipeline and Improving the Business Climate.**

In the fall of 2013, the Partnership was renewed with the goal of building on the 2012 recommendations with action. AMP2.0 was focused on furthering priorities of the original partnership. The White House will release the AMP2.0 final report on October 27, 2014, titled, "Accelerating U.S. Manufacturing" which summarized the implementation of AMP1.0 priorities, and made 12 additional recommendations aligned with AMP1.0's original three pillars.

## Pillar I: Enabling Innovation

**Recommendation #1:** Establish a national strategy for securing U.S. advantage in emerging manufacturing technologies with a specific national vision and set of coordinated initiatives across the public and private sectors and all stages of technology development.

**Recommendation #2:** Create an Advanced Manufacturing Advisory Consortium to provide coordinated private-sector input on national advanced manufacturing technology research and development priorities. The AMAC enables the linkage between strategies for advanced manufacturing technologies and an R&D strategy.

**Recommendation #3:** Establish a new public-private manufacturing research and development infrastructure to support the innovation pipeline, which complements Manufacturing Innovation Institutes at earlier and later technology maturation stages, through the creation of manufacturing centers of excellence (MCEs) and manufacturing technology testbeds (MTTs) to provide a framework that supports manufacturing innovation at different stages of maturity and allows small and medium-sized enterprises to benefit from these investments.

**Recommendation #4:** Develop processes and standards enabling interoperability of manufacturing technologies; exchange of materials and manufacturing process information; and certification of cybersecurity processes for developers of systems.

**Recommendation #5:** Create – through the National Economic Council, the Office of Science and Technology Policy, and the implementing agencies and departments – a shared National Network for Manufacturing Innovation (NNMI) governance structure that can ensure a return on investment for the NNMI's many stakeholders by including input from various agencies as well as private sector experts, organized labor and academia.

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## Pillar II: Securing the Talent Pipeline

**Recommendation #6:** Launch a national campaign to change the image of manufacturing, and support National Manufacturing Day's efforts to showcase real careers in today's manufacturing.

**Recommendation #7:** Incent private investment in the implementation of a system of nationally recognized, portable, and stackable skill certifications that employers utilize in hiring and promotion, by providing additional funds that build on investments being made through the Department of Labor and Department of Education Trade Adjustment Assistance Community College and Career Training (TAACCCT).

**Recommendation #8:** Make the development of online training and accreditation programs eligible to receive federal support, for example through federal jobs training programs.

**Recommendation #9:** Curate the documents, toolkits and playbooks that have been created by AMP2.0 to further scale and replicate these important talent development opportunities, via the Manufacturing Institute. This includes playbooks, toolkits, information on exemplary programs developed as part of the implementation of AMP2.0 action plans for building career pathways and launching the apprenticeship pilot. It also includes an inventory of veteran resources, wrote practical guides for veterans, employers and academic institutions to help transition veterans to careers in manufacturing, and provided recommendations for skills translators and Veterans' Skills Badging programs.

## Pillar 3: Improving the Business Climate

**Recommendation #10:** Leverage and coordinate existing federal, state, industry group and private intermediary organizations to improve information flow about technologies, markets and supply chains to small and medium-sized manufacturers.

**Recommendation #11:** Reduce the risk associated with scale-up of advanced manufacturing by improving access to capital through the creation of a public-private scale-up investment fund; the improvement in information flow between strategic partners, government and manufacturers; and the use of tax incentives to foster manufacturing investments.

## Implementation

**Recommendation #12:** The National Economic Council (NEC) and the Office of the Science and Technology Policy (OSTP), within 60 days, should submit to the President a set of recommendations that specify: (1) the ongoing EOP role in coordinating the federal government's advanced manufacturing activities; and (2) clear roles and responsibilities for federal agencies and other federal bodies in implementing the above recommendations.