



Industrial Strategy Challenge Fund Healthy Ageing

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Oxford
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Context: Ageing Society Grand Challenge



*People will enjoy **five more years of healthy, independent life** by 2035, whilst narrowing the gap between the experience of the richest and poorest
(measured through improvements in disability-free life expectancy)*



Health & Care



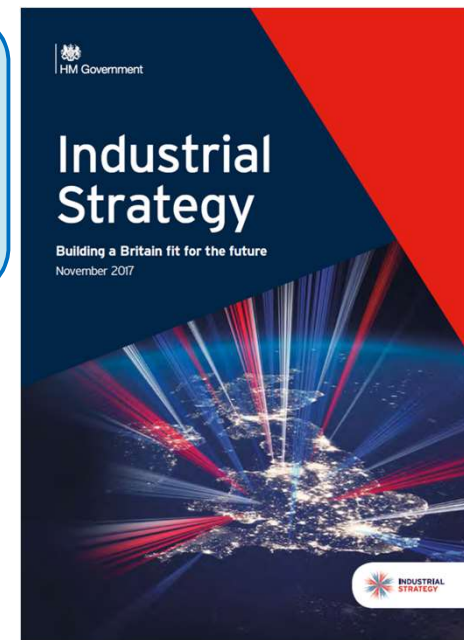
**Homes,
Families &
Communities**



**Work,
Learning &
Purpose**



**Finance &
Economy**



Healthy Ageing Opportunities



The ambition is to impact on the lives of millions of people within a decade.

This will have both social and economic impacts, and is a global opportunity for business:

- Across the EU, there were 199 million people aged 50+ who consumed €3.7 trillion of goods and services in 2015.
- In 2015, the Silver Economy sustained over €4.2 trillion in GDP and over 78 million jobs.
- If ranked among sovereign nations, the Silver Economy would be the third largest economy in the world, behind only the USA and China.



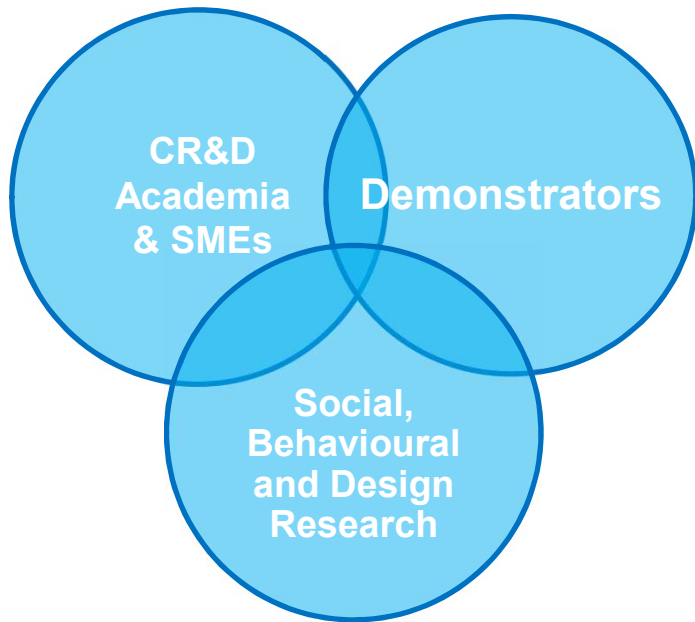
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* The Challenge themes, developed by the Centre for Ageing Better, offer the greatest opportunities to tackle market failures and stimulate innovation

Redesigning the approach



Original Concept



Evidence gathering



An opportunity to consider a wider range of tools



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To support scale, spread and foster sustainability

A group of people of various ages, including children, young adults, and older adults, are smiling and looking towards the camera. The image is slightly blurred and has a semi-transparent white overlay with text.

The Healthy Ageing Vision

To enable businesses, including social enterprises, to develop and deliver products, services and business models that will be adopted at scale which support people as they age. This will allow people to remain active, productive, independent and socially connected across generations for as long as possible.



Healthy Ageing Challenge Investments



Community of Practice



Early Stage Pipeline

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Trailblazer Outcomes



Businesses

The development and demonstration at scale of new business models together with the supporting services and products that allow them to improve their market offering and secure new revenue streams, including exports.

Place Based Collaborations

The demonstration of an ecosystem of sustainable businesses needed to achieve a positive impact on a target population which incorporates people with widely varying aspirations and needs.

Trailblazers Approach



The focus is on supporting adoption at scale and addressing gaps in the market for aspirational, affordable and easily accessible services and products.

Stage 1 Discovery

- Up to £100k to develop a business case, benefits plan, designs and governance
- 5 months to deliver

Stage 2 Implementation

- A closed competition open only to the Stage 1 projects
- Up to £6m per application plus minimum 50:50 match funding
- Up to 4 years to deliver

Key dates



- 23rd September - Trailblazer Stage 1 competition opens
- 3rd October – Launch event - London
- 4th October – Online bidders’ briefing
- 27th November – Trailblazer competition closes
- Early 2020
 - Investment accelerator open for applications
 - Research competition

Further Information

UKRI Website:

www.ukri.org/innovation/industrial-strategy-challenge-fund/healthy-ageing/

KTN Newsletter

<https://www.ktn-uk.co.uk/newsletter> Sign up for health for inbox updates



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