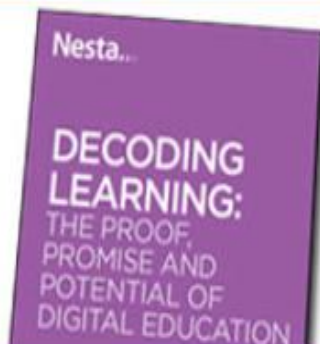


Nesta...

BRINGING GREAT IDEAS TO LIFE

Halima Khan
Director, Public Services Lab

April 2013



Decoding Learning

Schools have spent over £1 billion on digital technology in the last five years, but has it had an impact on learning? This report looks at the proof and the potential for effective digital education.

Nesta Impact Investments



Impact Fund

Find out more about the new Impact Investment Fund which will support ventures that can help address major social challenges.



Giving

We've funded a further 16 great projects through our Innovation in Giving Fund which encourages the giving of skills, time, assets and resources as well as money.

DIGITAL MAKERS

Digital Makers Fund

Got a great idea for inspiring a generation of digital makers? If so, we want to hear from you.



Making It Work

Read our new report which makes the case for innovation in the jobs market and sets out how a more systematic approach could be taken.



Growing a social venture

We've published a new guide, in partnership with UnLtd, on how to launch a social venture in later life.



Cambridge Cluster Map

Nesta is a founding partner of the Cambridge Cluster Map, an innovative new 'big data' project.

Nesta...



FIVE HOURS A DAY

**SYSTEMIC INNOVATION FOR
AN AGEING POPULATION**

Halima Khan
February 2013



Age today

0-10

**Generation
Always-On
2001+**



Such as...
Martha Payne

Digital
connectivity

Age today

10-20

**Generation Z
or Millennials
1995-2000**

Digital natives-never
known world without
the Internet
Born in boom times

Such as...
Justin Bieber
Daniel Roche
Tavi Gevinson
Cameron Cohen



Age today

**30-40
40-50**

**Generation X
1965-1982**

Such as...
Kate Moss
Zadie Smith
Zac Goldsmith
Yvette Cooper
Damon Albarn
Alain de Botton
Jamie Oliver

Thatcherism
Chernobyl
Berlin Wall
Personal computers
Dot-com revolution
AIDS



Age today

20-30

**Generation Y
1983-1994**

Digital revolution
Social networking
Neoliberal politics
Global financial crisis
Climate activism

Such as...
Mark Zuckerberg
Usain Bolt
Lady Gaga
Pussy Riot
The Simpsons
Jack Wilshere
Emma Stone



Age today

**50-60
60-70**

**Baby Boomers
1945-1964**

Born after WWII
Swinging 60s
Feminism
Black rights
Vietnam
Moon landing
Oil crisis and Suez



Such as...
Tony Blair
Hillary Clinton
Tim Berners-Lee
Richard Branson
Jennifer Saunders
Martin Amis
Nigella Lawson

Age today

**70-80
80-90**

**Air Raid
Generation
1925-45**

Childhood in
World War II
Cold War
Decolonisation
Jazz
Rock and Roll

Such as...
Marilyn Monroe
Bob Dylan
Stephen Hawking
Judi Dench
Margaret Thatcher
Vivienne Westwood
Neil Armstrong



Age today

90+

**Greatest
Generation
1904-24**

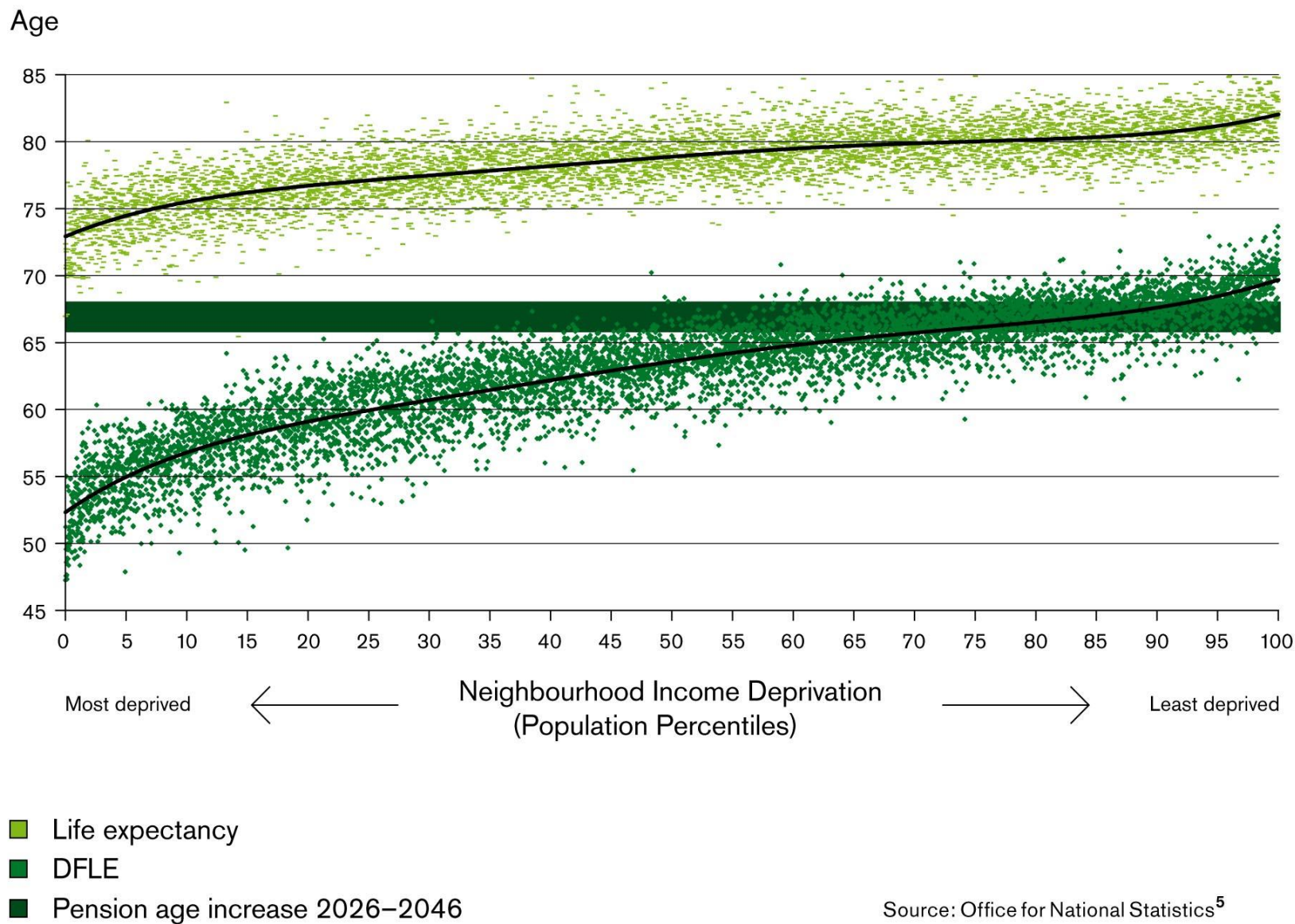
Such as...
John F Kennedy
Iris Murdoch
Kathleen Ferrier
Robert Oppenheimer
Francis Crick
Simone de Beauvoir
Roald Dahl

Born around
World War I
Served in WWII
Suffragette
movement
Great Depression





Figure 1 Life expectancy and disability-free life expectancy (DFLE) at birth, persons by neighbourhood income level, England, 1999–2003



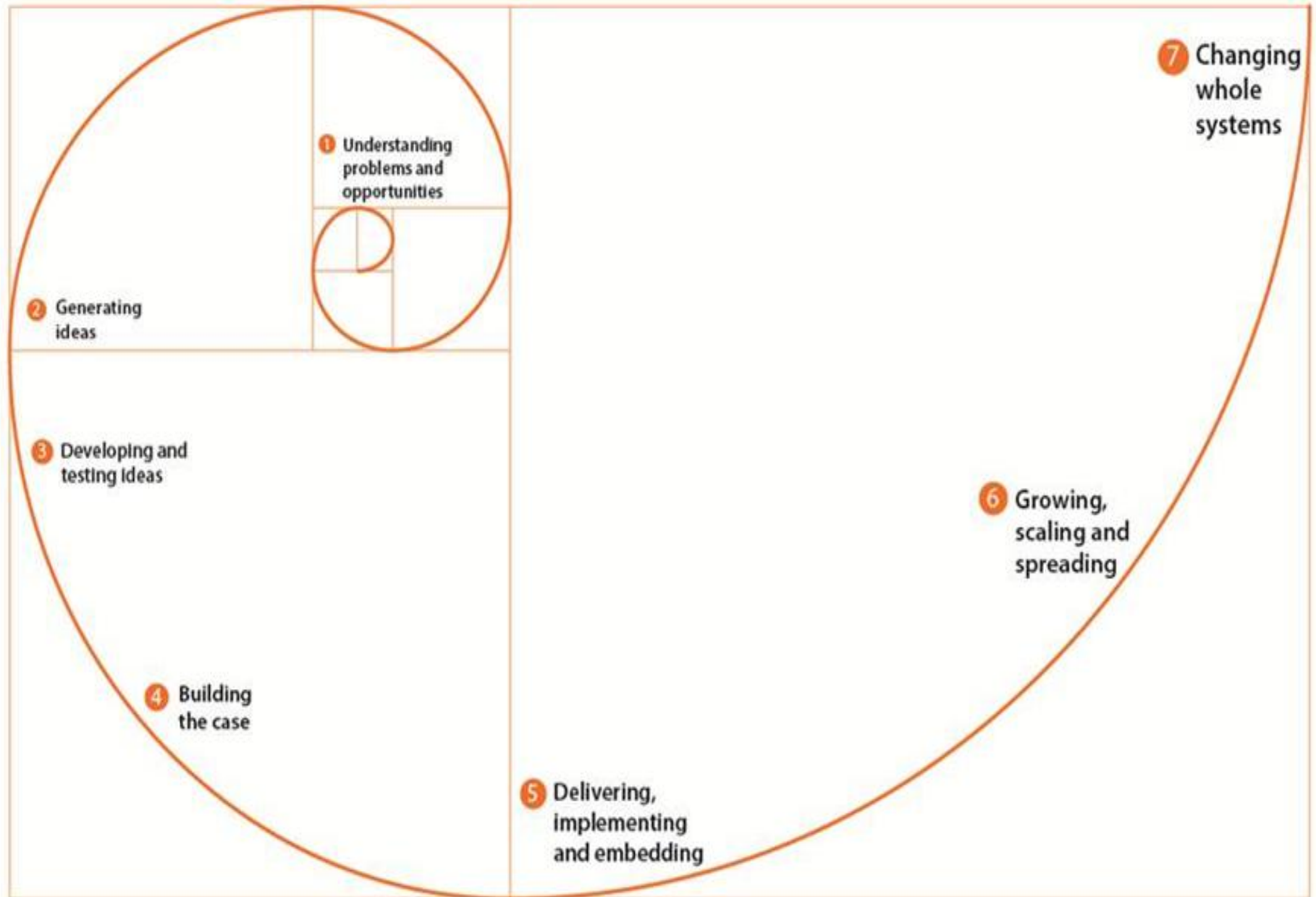


What is the imperative?

Four failures of current innovation approach

- Social innovation lagging behind science + tech
- Defining ageing by what it's not
- Over-relying on top-down structural change
- Lack evidence of what works

Why might systems thinking help?



PRODUCT AND SERVICE INNOVATION

A number of promising new products, services and technologies but many remain at small scale against a backdrop of steeply rising demand.

MARKET INNOVATION

A significant gap between what public and private markets provide and what older people want. Greater demands for formalised care than we can sustain as a society.

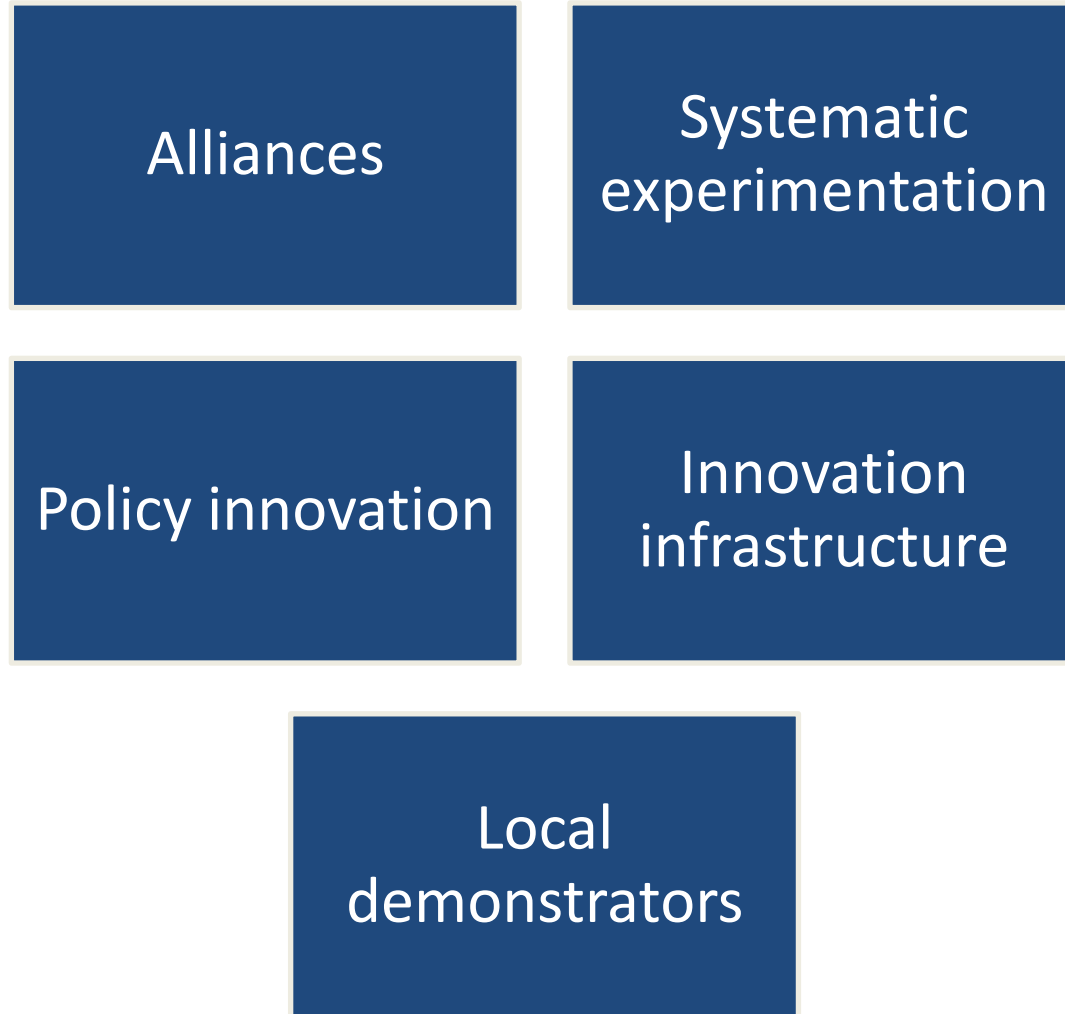
POLITICAL INNOVATION

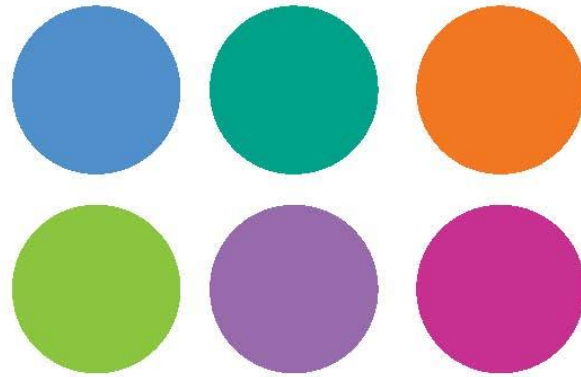
Some positive shifts in policy but an incremental approach and lack of political leadership.

CULTURAL INNOVATION

Social norms and behaviour change needed to value, engage and mobilise older people and rethink roles across the generations.

Accelerating systems change





People
Powered
Health

Long-term conditions

= a clear innovation imperative



Health for people, by people and with people

Re-designing consultations

‘More than medicine’ services

Co-designing pathways through care



Innovation
Unit

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