

**CsAP Annual Conference**

# **Emerging Technologies for Social Care**

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Challenge  
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UK Research  
and Innovation

How do you think about ageing?



# Ageing Society Grand Challenge



To ensure that people can enjoy at least five extra healthy, independent years of life by 2035, whilst narrowing the gap between the experience of the richest and poorest.



Health and  
Care



Homes, Families  
& Communities



Work, Learning  
and Purpose



Finance and  
Economy

UK Research  
and Innovation

# Healthy Ageing Challenge



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.

# Reflections on the market

- Complex landscape
- Market failures
- Need to see disruptive propositions coming to market
- Achieving scale-up and sustainable business models



