

ACTION 2014: Changing Age

Launch event

15 January 2014

12:00 – 13:30

Welcome

12:00	Introduction The ACTION team
12:10	Entrepreneurship and the ACTION programme Jane Nolan MBE
12:25	The challenge of Changing Age Graham Armitage
12:40	Programme details The ACTION team
12:50	ACTION ambassador question time
13:00	Lunch, networking and informal Changing Age challenge discussions

Introduction

The ACTION team

The ACTION Team

- Elizabeth Scanlon
- Katie Wray
- Gail de Blaquièrè

What is ACTION

- Newcastle University is committed to the impact of its research and to ensuring its research helps address some of the key global issues by focussing on selected societal challenge themes (**Ageing, Sustainability and Social Renewal**).
- ACTION is a competition for Newcastle University researchers to address societal challenges through enterprise
- Researchers will form teams to develop an interdisciplinary, commercial solution to a societal problem they identify.
- ACTION 2014 will focus on Ageing and Health.

ACTION 2014: Programme Summary

- 9 Month Programme
 - supported by EPSRC and NICA
- Postgraduate research students and research staff
- 4 Enterprise Training Labs (+ 2 optional labs)
- Mixture of Internal and External Facilitators
- Mentor support
- Teams develop a commercial proposition to a challenge/opportunity related to Changing Age
- Teams complete a business summary
- Teams pitch to a panel of judges at a showcase finale

Who can enter?

- All postgraduate researchers and research staff at Newcastle University are eligible to apply for entry to Action 2014.
- Researchers from all disciplines are encouraged to apply; each will have skills and knowledge to bring to the team
- You should be available to attend the training labs and the showcase final
- Please note: you do not need to be in a team or already have an idea to apply.



Showcase Finale

There are **two** functions to the event
Judging and Prize giving.

Teams to display their commercial solution
to the societal challenge problem in a visual
format.

University Showcase

An engagement event demonstrating the
potential impact of our research to the public.

You need to be able to clearly explain to **both**
audiences

- The Ageing and Health Issue
- The Commercial Solution
- The Societal Impact



Winners

2011 - Zapzyme



2012 - BuggiWalk



2013 - Thermolastics



1. First prize of £2,000 per person
2. Second prize of £1,000 per person

The prize money is to be used on activities to aid your development as entrepreneurial researchers

ACTION 2014: Changing Age

What's in it for you, the researcher?

- Engage with the societal challenge themes
- Collaborate across disciplines
- Develop an innovative solution to a real problem
- Engage with the public to show the research talent at Newcastle University
- Investigate how you could have impact on wider society
- Increase your awareness of how to commercialise future findings of your research

Participant feedback

"I highly recommend that all Humanities and Social Sciences students seek out opportunities like ACTION to collaborate with engineers in a team at least once before graduating, and vice versa. The intersection of Humanities and Science is where really interesting stuff happens."

"[ACTION 2013] has helped me with personal development, as well as providing an environment for me and my fellow team members to identify a problem, imagine a solution and then develop it into what I consider to be a very viable and positive business concept."

"I hope and suspect that in a few years' time I will look back on ACTION2013 as a catalyst for a successful career branching out into a world of entrepreneurship."

Entrepreneurship and the ACTION programme

Jane Nolan MBE



ACTION 2014: Changing Age



Jane Nolan MBE MBA

Teaching Fellow in Enterprise, Newcastle University

Visiting Entrepreneur, Newcastle University

Managing Director Venture Coaching and Consulting Ltd

Previously CEO Shark Group

Alumna of Newcastle University (BA Hons and MA)



A life in business

- Niche design and manufacturing company
- Selling innovative products to 29 countries
- Many awards for best practise
- Challenges and reinventions along the way
- Sold the business and moved on after 34 years
- Set up a consultancy company



A life in civil society

- Volunteer for almost 30 years
- Regional regeneration – ONE, NSP
- Business Support
- Training and Skills
- Schools and Industry links – Young Foresight
- Charity Trustee – Hospice, Museum



A life in academia

- Teaching Fellow in Enterprise, ICMuS
- Careers Service, School of English, NUBS
- Enterprise Educator and Facilitator – training, personal development and experience
- Innovation award from UTLSEC
- Part time interdisciplinary PhD (3rd year)
- Researcher



A Civic University

Asking not just what the University is good *at*,
but what it is good *for*.

We want to put academic knowledge, creativity
and expertise to work to help make a
difference to real-world challenges.

Delivering benefits to society as a whole
(Local, regional, national, global)

These are our 3 societal challenges:

- **Changing Age**
- **Sustainability**
- **Social renewal**



Working across boundaries

- Experience of working across the boundaries of business, community, voluntary sector, civil society and the public sphere
- Perspectives from the crossroads
- Boundaries for us as researchers:
- Cultures, disciplines, academia, civil society and business

A view from the crossroads

- The ability to work across boundaries is an excellent skill for researchers in the 21st century
- Researchers have the potential to change the world and make a huge difference
- Challenging times both in academia and wider society for employment
- Important to build your experience and credentials
- ACTION is a great opportunity to span the boundaries and gain skills and knowledge for your future careers

Moving across boundaries

- Culture shock when I left and went into business
- Unfamiliar language, culture, theories and practices
- Learning took time
- Built up experience and tacit knowledge
- More recently have entered the new world of research – learned the theories, language, culture and practices

If only ACTION had existed back when I first crossed the boundaries...

Team working across disciplines

Innovative tools and techniques

Intellectual property

Branding and marketing

Communicating with a range of audiences and publics

Creative problem solving and idea generation

Funding, finance and cash flow

Presenting your ideas effectively

Visual impact

Learning the languages that help span the boundaries.....

Successfully working across boundaries

- Recent experience of sudden deep immersion in a different culture in Japan
- Preparation through researcher training and development programme
- Had a shared language
- Cross cultural, interdisciplinary working quickly established
- Effective solutions to issues of urban resilience and sustainability developed
- Presented to audiences from business, academia and social enterprise

Who is this?

- Creative
- curious
- Innovative
- Resourceful
- Resilient
- Insightful
- Networking
- Winning support
- Securing funding
- Making things happen
- Creating an impact
- Team leader or member as required
- Good time management
- Communicating effectively
- Finding solutions to problems
- Creating benefits
- Making connections
- Learning from experimentation or experience – learning from mistakes
- Reflective practice
- Seeing a project through

ACTION2014

- Exploring entrepreneurship as a source of creativity, innovation, drive and value creation not only in the economic sphere but also in civil society and the public sphere
- Experiential learning through interdisciplinary collaborations, researching potential enterprises which would be sustainable and viable
- Exploring the value of an entrepreneurial mindset in approaching our research

Enterprise and Entrepreneurship

- Making meaning and creating value – value can be economic, social, cultural
- Making a difference
- Making connections
- Responding to need and solving problems
- Creating purposeful change through innovation
- Seeking sustainability
- Moving forward

Prof Allan Gibb (2000)

- Entrepreneurship : “ sets of behaviours, attributes and skills that allow individuals and groups to create change and innovation, cope with and even enjoy higher levels of uncertainty and complexity.”
- Not just a function of business
- Creating value and developing ourselves in a broader sense

Hindle (2010)

“Entrepreneurship is the process of evaluating, committing to and achieving, under contextual constraints, the creation of new value from new knowledge for the benefit of defined stakeholders.”

Beyond the economic

- Giddens (2000) “social and civic entrepreneurs are just as important as those working directly in a market context, since the same drive and creativity are needed in the public sphere, and in civil society, as in the economic sphere.”
- Social entrepreneurship
- Cultural entrepreneurship
- Civic entrepreneurship

Beyond the economic

- Steyaert and Hjorth(2003) argue that there is a need to extend this even further – regarding entrepreneurship in a very broad sense, far beyond the economic sphere, to the social, cultural, voluntary, political, civic and ecological.

The journey

- The journey will be challenging but will offer knowledge and skills which are helpful in a range of ways
- There is enjoyment, friendship and mutual support
- The grand Societal Challenge of Changing Age offers real life, complex issues and needs that you engage in interdisciplinary teams
- You can work on developing solutions to real and pressing problems
- ACTION also helps build collaborative communities and networks between schools, researchers, research institutes, external stakeholders and wider society

ACTION2014

- Exciting opportunity to build skills and knowledge
- Adds value for your careers as researchers
- It may also raise entrepreneurial intent
- Enhances employability
- Join a community of ACTION alumni and ambassadors
- There are many issues which need solutions in the societal challenge of ageing – many ways that you could make a difference

**Could you come on the ACTION2014
journey with us?**

The challenge of Changing Age

Graham Armitage

Newcastle Initiative on Changing Age

Newcastle Initiative on Changing Age

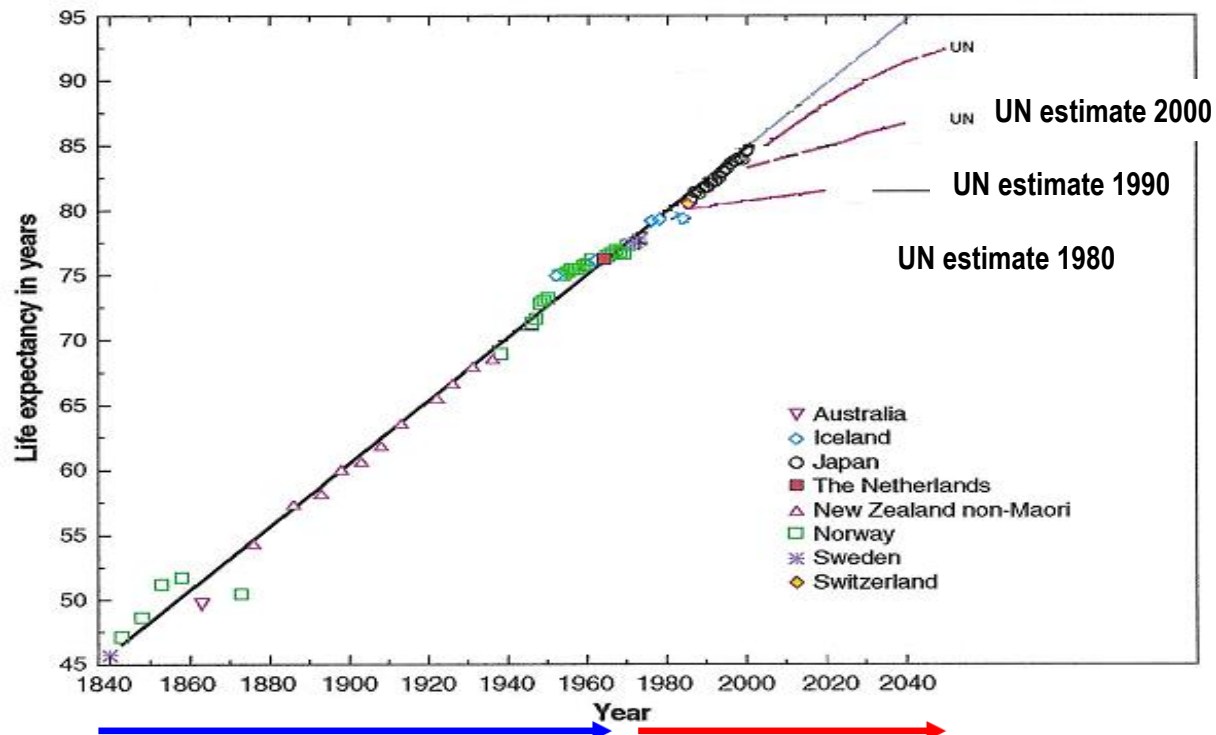
Graham Armitage MBE
Deputy Director



THE QUEEN'S
ANNIVERSARY PRIZES
FOR HIGHER AND FURTHER EDUCATION

2009

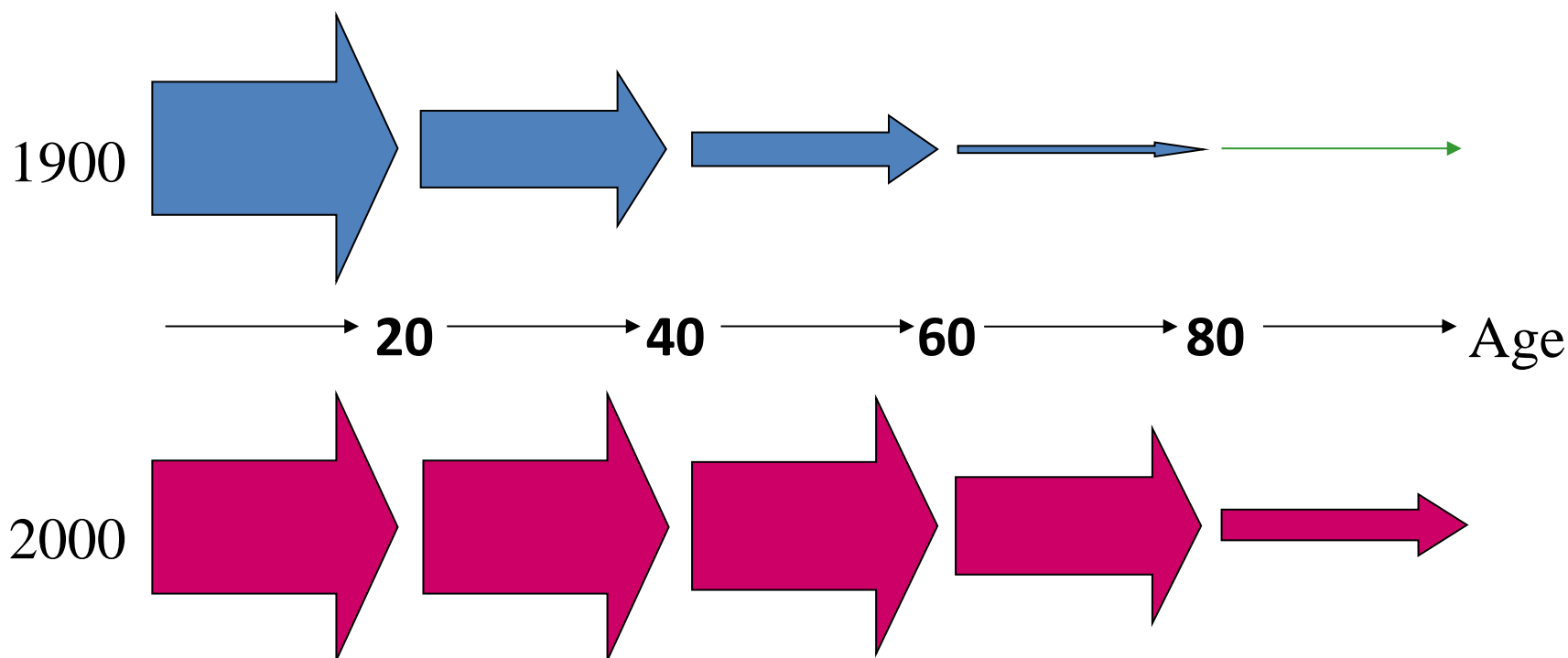
The Importance of Ageing



Declining early/mid-life mortality

Declining later-life mortality

The Importance of Ageing

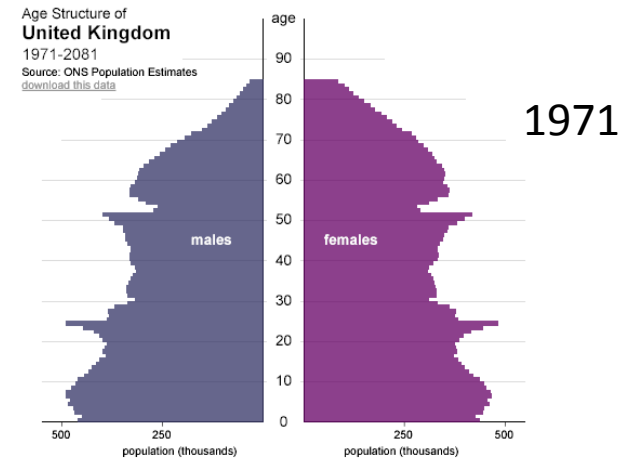


The Importance of Ageing

Life expectancy in developed nations is increasing by 5 hours a day.

Combined with reduced fertility this is changing the shape of our society.

The most rapidly growing sectors of our population are the oldest old.



The Importance of Ageing

We have a bad attitude!

Because

Almost everything society thinks that it knows
about ageing is wrong.



The Importance of Ageing

- Within the US, the economic benefit of the increase in life span between 1970 and 2005 is estimated to have been worth \$73,000,000,000,000.

The Importance of Ageing

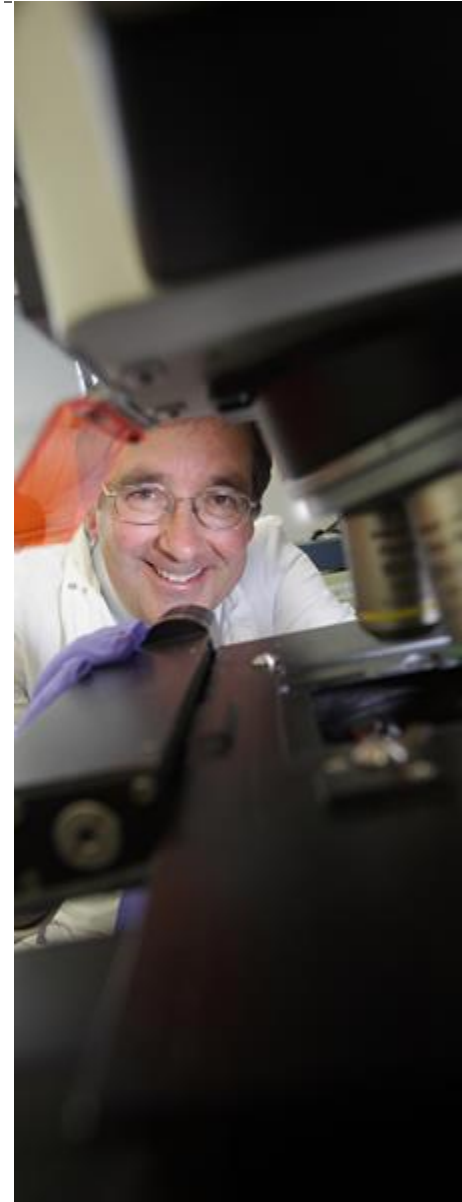
We are not 'programmed' to degrade and die.

The ageing process is malleable.

Our behaviours and lifestyle strongly influence our ageing trajectory.

We can take responsibility.

If we are going to live to be 90 or 100 years old
we'd better take care of ourselves.



What does this mean?

By 2033 40 percent of the population will be aged over 50.

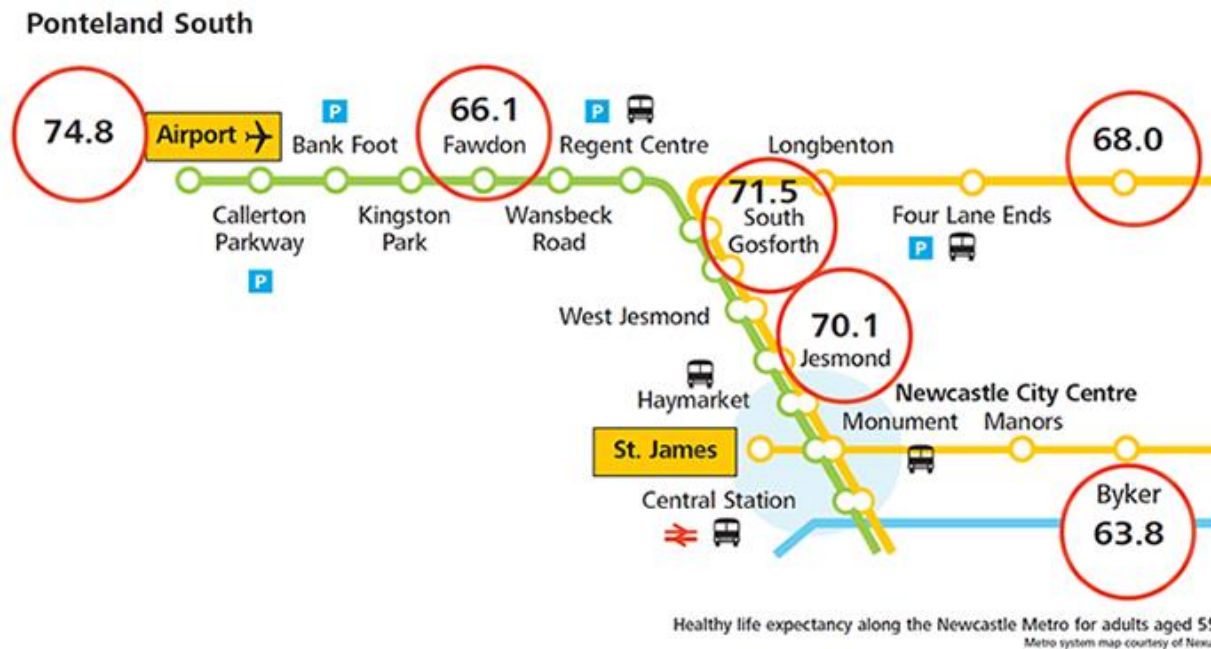
A population which is more diverse.

Much higher prevalence of low level performance constraints.

Much higher rates of managed long-term conditions

Much higher levels of care giving demands

Inequality



Newcastle Initiative
on Changing Age

Age related conditions?

Reduced eyesight and hearing

Reduced pace and energy

Reduced dexterity

Restricted movement and reduced strength

Pain

Cognitive changes

Knowledge, experience and social skills

Working longer or differently?



Newcastle Initiative
on Changing Age

Research & Innovation

Ageing research at Newcastle University was launched by FMS but now extends across all three Faculties:

Ageing and Chronic Disease

Mechanisms of Ageing

Through-life Health and Wellbeing

Ageing, Technology and the Built Environment

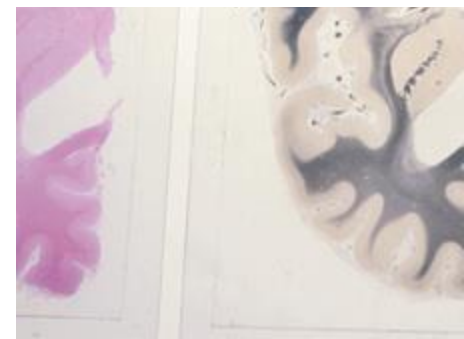
Ageing, Arts and Culture

Ageing, Policy and Business

The Newcastle Initiative on Changing Age is helping to generate an increased volume of research including exciting new inter-disciplinary collaborations.



"I'M ON THE VERGE OF A MAJOR BREAKTHROUGH,
BUT I'M ALSO AT THAT POINT WHERE CHEMISTRY
LEAVES OFF AND PHYSICS BEGINS, SO I'LL HAVE TO
DROP THE WHOLE THING."



Campus for Ageing and Vitality



Newcastle Initiative
on Changing Age

Business Engagement

Over 50s currently 20 million strong and growing fast – hold 80% of the nation's wealth

As much as 40% (£260bn) of total UK annual consumer spending can be attributed to the UK over 50s

- YET currently receive only in the region of 10% of marketing focus !

“Just because I’m over 60 nobody wants to sell me anything any more”

Germaine Greer

Newcastle Initiative
on Changing Age



Bringing it all together





Newcastle Initiative
on Changing Age

Campus for Ageing & Vitality
Nuns Moor Road
Newcastle upon Tyne, NE4 5PL

0191 208 1142
changingage@ncl.ac.uk
www.ncl.ac.uk/changingage

ACTION 2014: Changing Age Programme Details

The ACTION Team

ACTION 2014 Key Dates

14 February	Application Deadline
3 – 4 April	Residential Lab 1 (Beamish Hall Hotel)
7 May	Lab 2 (Dove Marine Laboratory)
4 June	Lab 3 (Bamburgh Room, KRC)
9 July	Lab 4 (Devonshire Building)
17 September	Optional Lab 5 (Devonshire Building)
29 October	Optional Lab 6 (Devonshire Building)
12 November	Showcase Finale (Great North Museum)

Lab 1 (3 & 4 April 2014)

- 2 day Residential at Beamish Hall Hotel
- Team formation and team building
- Exploring challenges and ideas for projects



Checkpoint – before lab 2

- Teams submit draft proposals
- Projects checked for viability and relevance to EPSRC remit
- Modest funding is available to support the development of a visual representation of approved projects for the showcase

Labs 2 and 3

Lab 2 (7 May 2014)

- The Enterprising Researcher
- Building the best team
- Visualising your idea

Lab 3 (4 June 2014)

- Establishing your impact
- The commercial development process
- Building an action plan

Labs 4 and 5

Lab 4 (9 July 2014)

- The practical business development toolkit
- Knowledge exchange and networking

Lab 5 (17 September 2014) optional half day

- Preparing for the showcase

Lab 6 (29 October 2014) optional half day

- Preparing for the pitch

Mentoring and Support

- Teams supported to find their own business mentors / academic advisers
- Additional training and development available
 - through our existing suite of enterprise opportunities for researchers
 - arranged ad hoc to meet identified needs

Judging and Showcase Finale

- ACTION 2014 projects will be presented and judged at a November showcase event
- Judging criteria:
 - Clarity of business proposal
 - Viability
 - Solution to a Changing Age challenge
 - Potential impact
 - The team
 - The stand and general communication of the idea

Prize fund

- There are two prizes available:
 1. First prize of up to £10,000 per team
 2. Second prize of up to £5,000 per team
- Prize money can be used on activities to aid your development as entrepreneurial researchers
- Subject to approval by the ACTION team

Selection criteria

- ACTION: 2014 is looking for creative individuals who are passionate about demonstrating the societal impact of their research
- The online application form will allow potential applicants to evidence their enthusiasm for, and track record of, generating impact from research
- In the event of oversubscription, EPSRC funded applicants will be given priority

How do I apply?

- To enter ACTION 2014: Changing Age you will need to complete the online application form
 - plus seek approval from your Supervisor / PI
- Applications open now until 14 February 2014
- Visit the registration page on the ACTION website
- For further information
<http://research.ncl.ac.uk/action2014/registration/>

Questions?

The ACTION Team

- Gail de Blaquiere
- Elizabeth Scanlon
- Katie Wray

action@ncl.ac.uk

<http://research.ncl.ac.uk/action2014>