



## PDD challenges students to create inclusive innovation for the ageing population

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### Press release issued 14 Dec 2009

London based product and service innovation consultancy, PDD congratulates the winners of the 2009 'Innovation Challenge' at Imperial College London. This year's challenge was based on a brief created in conjunction with the Disabled Living Foundation (DLF).

The challenge brief was to generate conceptual sketches for a product or system that could overcome issues associated with ***Food and The Ageing Population***, in particular ***access, preparation and eating***. For eleven weeks, undergraduate students from the Department of Mechanical Engineering have worked in teams to formulate design solutions to this challenge. PDD provided mentors for each design team during the course of the competition.

The eight participating teams presented their design concepts to a "Dragon's Den" style Judging Panel that included:

Simon Colbeck, Head of Technology - M&S Home and Menswear Division

Barry Lillis, Senior Consultant – PDD

Dave Clarke, Head of IT Data Services and Helpline - DLF

Rama Gheerawo, Innovation Manager - The Royal College of Art, Helen Hamlyn Centre.

The winning concept was an innovative saucepan with improved lifting and carrying features that integrates a unique and very clever method for draining liquids.

Simon Colbeck from M&S commented, "The standard of entry was very high which made it difficult to make a decision. However, the winning design was one that meets a particular need of the ageing population, but by being an excellent piece of design, it is also attractive to a wider market."

Barry Lillis from PDD said: "Inclusiveness was key to this challenge; it makes real business sense for any product to be usable by the largest number of people possible. With an ageing population, it is vital to consider inclusiveness at all stages of the design process."

Dave Clarke from DLF commented: "As we age we start to face challenges with daily living tasks and often a well designed piece of equipment can make all the difference. Making everyday products easier to use gives people back control and allows them to live independently in their own homes for longer."

Annick Collins, Lecturer in Engineering Design, Imperial College London, adds: "It was great to work on a collaborative project that involved the academic, voluntary and commercial sectors. This project gave our students the opportunity to work with experienced designers and gain an industry perspective, whilst focusing on a design challenge that will become increasingly important as the population continues to age."

The winning team members were Kiat Goh, Terence Leong and Lik Hin Daniel Mak. The highly commended team members were Vassil Botev, William Hunt, Omar Mustufvi and Douglas Weber-Steinhaus.

#### **Notes to editors:**

#### **The Innovation Challenge Brief**

1. To research the subject area of ***Food and The Ageing Population***, in particular exploring issues around ***access, preparation*** and ***eating***.
2. To generate conceptual sketches for a product or system that helps the ageing population when obtaining, preparing and eating food (the topic of Food and the ageing population). The concept should aim to embody the principles of inclusive design, i.e. to be usable by ***all*** people, without the need for adaptation or specialised design.

#### **Deliverable**

Conceptual sketches by student teams answering the proposed brief. All IP is owned by the students in line with the Imperial College Intellectual Property policy.

#### **Judging Criteria**

The judging panel judged the solution and concepts based on:

- Overall Design
- Uniqueness / IP / Innovativeness
- User needs and benefit
- Market attractiveness
- Technical Feasibility
- Finance (reward versus risk)

Ends

## About PDD

Founded in 1980 and based in London, PDD provides integrated design and innovation skills and works with organisations worldwide to develop novel products, services and systems that drive revenues and create competitive advantage.

PDD is an award winning product and service innovation consultancy, accredited to ISO 13485 medical quality assurance certification and quality assured to ISO 9001. Clients in 24 countries include Orange, LG, Baxter, Nestle, GlaxoSmithKline, Ford, Gillette, Samsung, Vocollect and Merck Serono.

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## About Imperial College London

Consistently rated amongst the world's best universities, Imperial College London is a science-based institution with a reputation for excellence in teaching and research that attracts 14,000 students and 6,000 staff of the highest international quality. Innovative research at the College explores the interface between science, medicine, engineering and business, delivering practical solutions that improve quality of life and the environment - underpinned by a dynamic enterprise culture.

Since its foundation in 1907, Imperial's contributions to society have included the discovery of penicillin, the development of holography and the foundations of fibre optics. This commitment to the application of research for the benefit of all continues today, with current focuses including interdisciplinary collaborations to improve health in the UK and globally, tackle climate change and develop clean and sustainable sources of energy.

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## About DLF

- DLF is the UK's leading source of impartial, expert information and advice on equipment to help older and disabled people continue to live full and independent lives and stay in their homes as long as possible
- DLF is a national charity and is celebrating its 40th anniversary in 2009
- For help and information about equipment and gadgets to make daily life easier, visit DLF's impartial advice website **[www.livingmadeeasy.org.uk](http://www.livingmadeeasy.org.uk)**
- DLF also runs AskSARA, its award-winning online advice tool that guides people to appropriate and personalised information on products that can help them live more independently. Visit [www.asksara.org.uk](http://www.asksara.org.uk)
- If you would like to try out daily living equipment for yourself under the guidance of a qualified therapist, you can visit DLF's London Demonstration Centre with hundreds of items on display

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