

FORTH Project Details

Sector: Higher Education

User: Saïd Business School, University of Oxford

Country: United Kingdom

Year: 2018

Online Offline

Facilitator(s): Maria Zubeldia, Gijs van Wulfen



Innovation Assignment:

By 2040, nearly one in seven people in Western Europe will be over the age of 75. We were looking for disruptive solutions with a big personal impact, to improve the quality of living, approaching the end of life. We wanted revolutionary concepts to tackle this challenge that could be implemented in the UK within the next 3 years.

Highlights of the process:

We started the innovation expedition with 24 innovators representing 20 different countries. Organised and delivered by the Entrepreneurship Centre from Saïd Business School, University of Oxford and Gijs van Wulfen, the summer school was held in partnership with Oxford Academic Health Science Network (hosted by Oxford University Hospitals NHS Foundation Trust) and Sorbonne University.

Main results:

The Oxford Institute of Population Ageing and the Institut de la Longévité (Sorbonne Université) inspired the process by providing their insights during the observe & learn phase. We visited different units of the John Radcliffe Hospital to understand real challenges. 842 new ideas were raised at the ideation stage. Six mini new business cases were presented to a selected panel with representatives from Merck Group, Oxford University Hospitals, the Oxford Institute of Population Ageing and the Entrepreneurship Centre at Saïd Business school. Together with Gijs van Wulfen, the panel selected the top business case and awarded €1,000 to move it forward.

