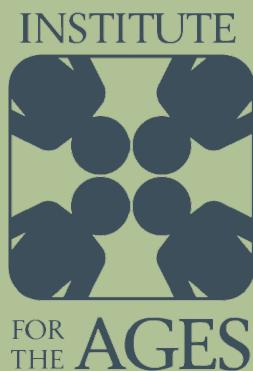


The demographic transition is already here, and the opportunity will only continue to grow:

- Forty million Americans are over age 65
- They're politically vocal and active
- They control about 70 percent of the country's disposable income and 75 percent of financial assets
- Their number in the workforce is projected to increase more than 80 percent in the next 10 years



Building the Future Today: Working with Institute for the Ages

In 2050, the world will look very different. What's more, we'll look different. The population is aging at an unprecedented rate: today, 40 million Americans are over age 65. In 2050, nearly 90 million will be.

Individual organizations are ill equipped to handle the interconnected opportunities and challenges related to the demographic transition. We already know a lot about healthy aging, but that knowledge is spread across sectors and industries, with few mechanisms or incentives to share and collaborate:

- Researchers have the data and ideas but lack the resources or mission to put them into action
- Aging service providers and nonprofits understand the people they care for, but are overwhelmed
- Governments want to innovate, but often the risks involved with testing new ideas are too great

- Companies understand the market opportunity, but need to interact with diverse partners and consumers to formulate and test ideas

The Institute for the Ages brings these groups together and, using a proven process, identifies and advances product, service, and policy innovations that improve people's lives.

THE PROCESS

The Institute for the Ages provides a structured way to overcome cross-sector barriers. Built on the foundation of open innovation, this process helps corporations and organizations develop and test ideas outside usual constraints and social networks in a cost-effective way.

The Institute provides the necessary infrastructure: concept identification and development, project management, identification of partners and funding, implementation, and evaluation of results—a wholly facilitated research and problem-solving process from market need identified to market need satisfied.

Unique to the Institute is its home of Sarasota County, Florida. With nearly one third of its 400,000 residents over age 65, Sarasota looks like the developed world will in 2050. The Institute for the Ages grew out of, and is a part of, Sarasota County. It's a unique place to develop and test community-scale innovations. Working through the Institute, partners can rapidly recruit participants, access stores of data, and consult with an extended network of companies, researchers, and other organizations.

This isn't about typical market tests, but creating the future of community, today.

CONTACT INSTITUTE FOR THE AGES

Tim Dutton

P—941.365.8751

F—941.365.8592

tdutton@scopexcel.org

PILOT PROJECTS

Scale of Real Life

A device that assesses and enables improvement of a person's physical and cognitive fitness, nutrition, and social engagement would be groundbreaking. Its developers would need to understand its impact on a community scale and require testing outside a lab in a real social environment. The Institute is facilitating this first-of-its-kind, community-scale test.

Older User-centered Hospital Design

Flipping the usual model of health professional-centered design on its head, the Institute is evaluating hospital solutions with the older patient at the center of the process. With representatives of hospital administration, public transit, IT professionals, designers, and older populations, the Institute will identify feasible changes and potential impacts at each step of the user experience.

Participatory Research

Research shows that exercise leads to improved physical health, enhanced cognitive vitality, and decreased chance of depression—for people of all ages. But it's unclear if parks and recreation agencies, fitness clubs, and wellness coaches are best set up for people over 65. This project takes an ethnographic approach to understand how community structure, facilities, and activity offerings can be redesigned to help older people meet fitness standards.

About The Institute

The Institute for the Ages is the steward of generations, transforming ideas into action today. It is a hub of collaboration, bringing together forward-thinkers from business, government, research, and nonprofit organizations, to work hand-in-hand with communities.

It's a home to new ideas, solutions, and policies for our current aging population and ultimately our future. More importantly, it's a different way to solve problems: inclusively and collaboratively.