

2017 - 2018

# DESIGN CHALLENGE ASIA

“PROMOTING LIFELONG HEALTHY HABITS THROUGH DESIGN”



HEALTHY LIVING



SOCIAL ENGAGEMENT



FINANCIAL SECURITY

## ORGANIZERS:



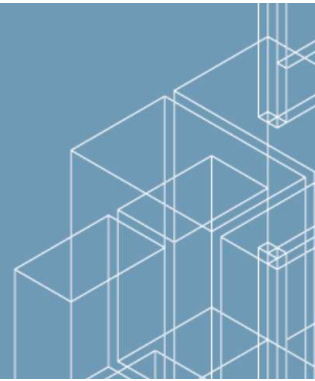
STANFORD  
CENTER ON  
LONGEVITY



SILVER LININGS GLOBAL  
銀享全球

AGING<sup>2.0</sup> LOCAL  
HONG KONG

## ABOUT STANFORD DESIGN CHALLENGE

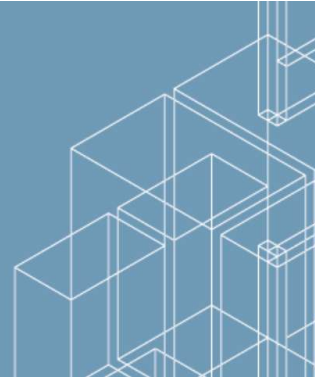


**The Stanford Center on Longevity Design Challenge** is a new competition aimed at encouraging students to design products and services to improve the lives of older adults. The challenge topic is chosen in collaboration with aging service providers and investors, who identify the most pressing needs. Finalists will be given the opportunity to present their designs and discuss possible further collaborations with interested industry partners.

The goals of the annual Design Challenge are threefold:

- Create well-designed, practical solutions that address key issues associated with aging
- Encourage a new generation of designers to become knowledgeable about aging issues
- Provide promising designers with a path to drive change in the world

## CHALLENGE THEME 2017-18



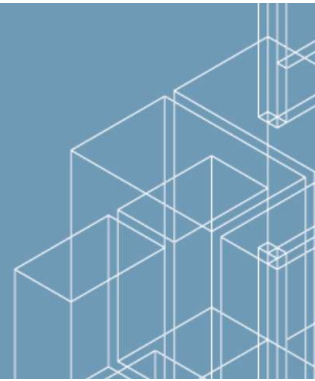
### “PROMOTING LIFELONG HEALTHY HABITS THROUGH DESIGN”

The Stanford Center on Longevity Design Challenge is a global competition that encourages students to design products and services to improve well-being across the lifespan. In its fifth year, the Challenge is focused on ideas that create and support healthy habits—including financial, physical, and social behaviors—which are shown to improve quality of life.

#### **Why habits matter:**

The extension of average life expectancy around the globe over the past 100 years is unprecedented in human history. People living in the developed world can now regularly expect to live into their 80’s and beyond. According to the Sightlines Project of the Stanford Center on Longevity, there are key factors in the realm of **healthy living**, **financial security**, and **social engagement** that impact the quality of life at every age. “Effective actions to address these issues via policies, awareness and innovation can improve individual and national well-being as we enable and prepare for living well and living long in 21st century America.” The 2017-2018 Challenge focuses on promoting habits that maximize physical, mental, and financial resources for individuals and families of any age.

## CHALLENGE THEME 2017-18



### **What “Quality of Life” means:**

Three out of four Americans surveyed in 2016 indicated that they want to live to 100 if they can do so in good health. But quality of life includes much more than just physical wellbeing. Compelling scientific evidence indicates that living long and living well is most realistic for those who are socially engaged, adopt healthy living behaviors, and are able to build financial security.

Optimizing for quality of life therefore includes actions and behaviors at all ages. For example, financial security begins with practices and attitudes that individuals engage in from their 20s and onward. Additionally, regular community and social engagement are positive indicators of future health and life satisfaction.

### **The Challenge:**

The Stanford Center on Longevity is looking for design ideas which promote habits that improve quality of life across the age spectrum. The best designs are innovative, engaging, practical, and readily understood. User testing of designs has been a critical step for past winners and novel, scalable, and inexpensive design solutions tend to be favored by judges. We invite submissions that meet these criteria and that promise to help people everywhere who wish to become mentally sharp, physically fit, and financially secure.

史丹福銀髮設計競賽亞洲區大賽  
Stanford Design Challenge Asia

2017 - 2018

# 一生之計在健康習慣

"PROMOTING LIFELONG HEALTHY HABITS THROUGH DESIGN"

初選徵件  
即日起至  
10/6截止  
等你來設計

主辦單位



美方主辦



協辦單位



## The Origin of Design Challenge Asia:

The Challenge was first held in Autumn 2013 at the Stanford Center on Longevity and this year marks the fifth year. Simultaneously in Asia, the 2017-18 Stanford Design Challenge Asia will once again be organized by Silver Linings Global (SLG), a Taiwan-based social enterprise dedicated to catalyzing aging innovation and helping the society navigate and benefit from the rapidly aging trends.

In collaboration with [Stanford Center on Longevity](#), Silver Linings Global brings this inspirational competition to Asia in hoping to connect and encourage the young generation to get involved and learn about issues relating aging. Both the Stanford Design Challenge and Stanford Design Challenge Asia share the same theme and judging criteria. But each Challenge follows their own schedule and accepts separate applications.

# FACTS about DESIGN CHALLENGE ASIA



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主辦單位 SILVER LININGS GLOBAL 銀享全球  
美方主辦 STANFORD CENTER ON LONGEVITY DESIGN CHALLENGE  
協辦單位 弘道老人福利基金會

**DESIGN CHALLENGE ASIA  
STUDENT SUBMISSIONS:**

**2015 +40  
2016 +90**

**PARTICIPATING REGIONS:**

**CHINA MALAYSIA TAIWAN**





## DESIGN CHALLENGE ASIA

### ELIGIBILITY

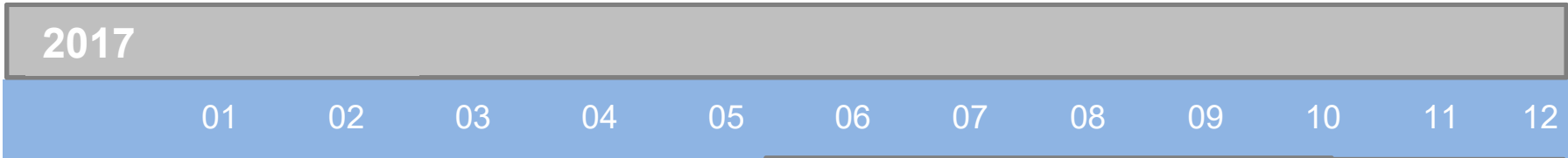
The challenge is open to teams of 1-5 students enrolled during the 2017-18 academic year, attending any accredited university or college in Asia.

[APPLICATION FORM](#)

### JUDGING CRITERIA

- Alignment with challenge topic
- Potential for impact
- Originality
- Probability of Implementation
- Economic viability

# DESIGN CHALLENGE ASIA



**Submission Deadline**  
6 Oct 2017 (FRI)


**Finalists**  
**Announcement**  
25 Oct 2017 (WED)

**ASIA FINALS**  
2 DEC 2017  
(SAT)



Final Presentation in Taipei





## BENEFITS & AWARDS

### For 3 Awardees in Asia Design Challenge Final:

1. **A Travel Stipend of USD1,500 (Max) to Stanford University in the Design Challenge Final (Spring, 2018)**

*(Does not guarantee selection in the global final competition)*


### Coaching and Development for Hong Kong Finalists by:



SOW Asia is a charitable foundation based in Hong Kong that supports enterprises intent on scaling their social and/or environmental impact through financial investments and the signature accelerator program, “Incubation to Investment” (i2i)



Education for Good Community Interest Company (EFG) is a training and consultancy firm focusing on social innovation. It serves non-profit for social service innovation, assists corporate social innovation and educates public on social entrepreneurship. EFG is a certified B Corp and donates 1/3 of its profit to a foundation supporting social entrepreneurship movement.



## BENEFITS & AWARDS

### For the Finalists:



#### Supported by SOW Asia

1. Tailored Pre-Pitch Consultation for Finalists in Nov 2017 (Tentative)
2. Opportunity to be considered for SOW Asia's Active Healthy Ageing (AHA!) accelerator

*(Program-specific eligibility criteria applies)*



#### Supported by Education For Good

1. Social Innovation Workshops in Nov 2017 (Tentative)
2. Mentorship on Creating a Benefit Corporation



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## ENQUIRY

Jeff So (Aging2.0 HK Ambassador)

Email: [hongkong@aging2.com](mailto:hongkong@aging2.com)

Mobile: 92521802



HEALTHY LIVING



SOCIAL ENGAGEMENT



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## About Aging 2.0 and Hong Kong

We are a team of volunteers representing Hong Kong to promote the use of aging technology for the benefit of our aging society.



**Aging2.0 Global Startup Search Pitch Event,  
Mar 2017**



**Aging2.0 Hong Kong Team with Winner,  
Sit & Shower**