



Fazer looks for solutions to increase mental agility in the RSA Student Design Awards

The 2016/17 RSA Student Design Awards has been launched with 12 new briefs. The task provided by Fazer is to design a way to increase and maintain mental agility and brainpower in older age

Fazer partners with the RSA Student Design Awards for the second time. The RSA Student Design Awards is a global curriculum and competition where designers are challenged to tackle real-world social, economic and environmental issues through design thinking. Fazer's challenge for this year encourages utilising design to address some of the complex challenges, and the exciting opportunities, presented by the ageing population.

"We are looking for ways to address how older people can increase their mental agility and in turn enhance their overall well-being", says **Heli Arantola**, SVP, Strategy and Renewal, Fazer Group.

Founded in 1924, The RSA Student Design Awards is the longest-running student competition in the world. This year's programme has been launched with 12 new briefs developed together with the partners of RSA and industry sponsors.

Brain needs food – Fazer initiates a new research and development programme

Fazer has initiated a noteworthy research and development programme on the topic of brainfood. The performance of the brain is important throughout one's whole life span, from child to senior. Food and nutrition together with sleep and physical and mental exercise are the central factors of cognitive performance and brain health.

"We study individual cognitive performance and the role of food in maintaining and promoting performance, as well as the overall effect of food on an individual's health and well-being", says Heli Arantola.

For Fazer, the RSA Student Desing Awards competition provides a way to support Fazer Brainfood programme as well as to actively engage in open source innovation initiatives. Fazer is looking for wider and more open cooperation with different actors, ranging from universities and students to partner companies and start-ups.

Registration for the 2016/17 programme is now open

Last year, Fazer's brief related to waste received a record-winning amount of entries. Students and new graduates, of any age, from anywhere in the world can enter the competition. This year's brief asks entrants to design something that helps people to embed behaviours that will maintain and increase 'brain power' and improve the quality of mature years. The format of the designed solution is completely flexible.

The awards for the Fazer brief are Fazer Award of £2500 and paid placement at Waitrose.

Read more and apply:

RSA: <http://sda.thersa.org/>

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Fazer Group

Fazer is an international family-owned company offering quality bakery, confectionery, biscuit and grain products as well as food and café services. Fazer operates in eight countries and exports to more than 40 countries. Fazer's mission is to create taste sensations. The company's success, ever since its establishment in 1891, has been based on the best product and service quality, beloved brands, the passion of its skilful people and the company's responsible ways of working. The goal is to share the taste of good life every day. Fazer Group's net sales in 2014 amounted to more than 1.6 billion euros and the company has over 15,000 employees. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact.

Makes the world taste good