



Media release  
21.06.2017

## **Fazer awards two design concepts supporting agile ageing at the RSA Student Design Awards**

**Fazer awards an app concept on personalized health-improving grocery shopping and 'Memory Bus' on interactive elderly activities in the RSA Student Design Awards in the Agile Ageing Challenge.**

The ageing population and its effect on society interest Fazer as we serve hundreds of thousands of meals to people in all age groups with seniors being a significant segment. In this year's Royal Society of Arts (RSA) Student Design Awards Fazer focused on the ageing population as an important recognized megatrend. Fazer co-developed a brief on agile ageing together with the RSA team building on the Fazer Brainhow programme, which studies the effect of food and other lifestyle factors on cognition and brain well-being. Fazer challenged students to design ways to increase and maintain mental agility and 'brainpower' in old age.

The RSA Student Design Awards, now already in their 93<sup>rd</sup> year, are driven by their mission to enable, support and reward design that positively impacts the world. They encourage students, emerging designers and industrial players to build networks to solve world's most critical problems with resourceful solutions.

"We at Fazer see design thinking as an important tool in finding innovative practical solutions to social problems. Additionally, we believe that an open innovation culture will enable us to build truly new products and services to support people's overall health and well-being. In the RSA Student design awards, we are able to combine these two important aspects, as we challenge students to find solutions to important societal issues", says Päivi Juolahti, Head of Renewal, Fazer Group.

This year's Agile Ageing brief received 92 submissions from 45 different universities internationally from a variety of backgrounds ranging from product design to computer science. Of these submissions nine were shortlisted, three commended and two jointly awarded with the Fazer prize. Today on the 21<sup>st</sup> of June one team from Singapore and one individual from the UK will be awarded for two interesting design concepts in the RSA Award Ceremony 2017 - 'Designing Our Futures'.



The team of three from Singapore studies design communications and designed an app concept that allows users to shop for food based on their individual medical history and/or dietary requirements, making it easier to eat foods that will improve overall health. In this app concept users would also be rewarded with points for buying the 'right' foods that will offset future purchases. The other award on the other hand is given to a student, who studies graphic design in the UK and had the idea of a memory bus or a bus service that offers passengers a chance to play games and quizzes, engage in various activities, and have impromptu conversations in an effort to increase and maintain cognitive function and decrease loneliness.

**Additional information:**

[www.fazergroup.com/brainhow](http://www.fazergroup.com/brainhow)

Päivi Juolahti, Head of Renewal, Fazer Group, tel.: +358 40 7033 480  
Leena Majamäki, VP, Communications, Fazer Group, tel.: +358 40 585 1585  
Fazer's media phone serves the media Monday to Friday from 8 to 16, tel.: +358 40 668 2998

Email addresses are in the form [firstname.lastname@fazer.com](mailto:firstname.lastname@fazer.com)

#fazerbrainhow

**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 around 40 countries. Fazer's mission is to create taste sensations. Fazer'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 Group's responsible ways of working. In 2016, Fazer Group had net sales of 1.6 billion euros and nearly 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*