Design Council – City University London: MICL Scholarship Competition Briefing

Ageing Better

How can we increase social and economic participation for older people?

The number of people in the UK aged over 85 is predicted to double in the next 20 years and nearly treble in the next 30, and one in five people will live to see their 100th birthday. This is an amazing social and healthcare achievement. However, the balance between working lives and care for older people is based on an outdated model which assumes lengthy employment and social commitment with a brief, healthy retirement. In reality, many people experience a 20-30 year retirement period and around 40% of the population aged 65+ lives with a limiting longstanding illness.

Having something to do, freedom to go places and feeling in touch with friends and family is vital to us at all ages. In the stages of transition from work to retirement and later life, we need better, more flexible ways to increase the economic and social participation of older people – to the benefit of individuals and society.

We would like you to propose ideas which make it easier for older people to continue using their skills, even with a longstanding illness. Proposals should be realistic and have a specific focus; this might be a group within the older population, type of skill or health condition. Your submission could – encourage older entrepreneurship; support gradual transitions out of work; enable skills exchange between generations, or involve people with longstanding conditions such as dementia in the design of products and services. It might help to think about how you would design your own old age.

Thank you and good luck!
The Prize

The winner of the MICL scholarship competition will be awarded a full scholarship for the Masters in Innovation, Creativity and Leadership (the MICL) - worth £15,000 to UK/EU winners and £20,000 to other international students.

In addition, winners will have the option to pursue their submitted ideas throughout the term of the course. If they so choose, they will be actively supported by City University London staff to turn their ideas into action.

How to enter

Proposals must be submitted in English. Proposals are invited with a maximum of 750 words. Essays can be supported by illustration, video submission, or a presentation. Video submissions must be no longer than 3 minutes. Presentations, e.g. PowerPoint, must be no longer than 5 slides.

Please also include your CV and a statement of your eligibility for enrolment on the course. For eligibility details go to the course information page (http://www.city.ac.uk/courses/postgraduate/innovation-creativity-and-leadership) and scroll to the bottom of the page for entry requirements.

 Entries should be submitted by 28th June 2013

- by email to: creativymasters@city.ac.uk Please put “MICL Scholarship Competition” in the subject line. Note that no multimedia files should be sent by email – when we receive your email we will provide you with a link to where you can upload your multimedia files.
- or by post to: Centre for Creativity in Professional Practice, A210, College Building, City University London, Northampton Square, EC1V 0HB. Please mark your envelope with “MICL Scholarship Competition”, and please include your full contact details: name, address, email, phone numbers.

Important dates

- Deadline for competition entries: 28th June 2013.
- Short listing will take place in the week starting the 1st July 2013.
- Judging will take place in the week starting the 15th July 2013.
- Announcement of winners will be made by 19th July 2013.

Terms and Conditions

1. You must be eligible to study the Masters in Innovation, Creativity and Leadership to enter the competition. See the course details at http://www.city.ac.uk/courses/postgraduate/innovation-creativity-and-leadership for eligibility info. Please note that your eligibility statement should include details of how you meet the requirements set out above. We cannot accept submissions from applicants who do not meet the eligibility criteria.
2. The scholarship awarded to the winner of this competition will be for entry into the course starting September 2013. Note that the scholarship covers tuition fees only, not subsistence, living arrangements or travel costs.
3. The Award of the Scholarship will be dependent on the judges’ view that an entry of appropriate excellence has been received and the judges’ decision is final.
4. No correspondence will be entered into with unsuccessful applicants.
5. Please note that by entering the competition you agree for your competition entry and contact details to be held by both the Design Council and City University London. City University London may from time to time update you with news about the Centre for Creativity in Professional Practice including the MICL. For example you may be invited to taster events and professional development workshops organized by the University and any discounted places available. You can unsubscribe from this at any time.