The Industrial Strategy Grand Challenges
Student handout

The four Grand Challenges of the UK's Industrial Strategy are Ageing Society, AI & Data, Clean Growth and Future of Mobility – four global trends that the Government believe the UK should be at the forefront of tackling today and in the future.

It is hard to imagine any part of our lives which won't be affected by one of these Grand Challenges in some way. They will affect the jobs we do, the homes we live in, how we get around, how we spend our money and the design and manufacture of the products we use.

By exploring them further you will be helping to identify the challenges and opportunities they present and come up with new products, business ideas, original research and communication campaigns to improve the lives of people of all ages and backgrounds.

Ageing Society

What would you do to help us all age better?

How do you think your life will be different to that of your parents or grandparents? The UK population is ageing – with 1 in 3 babies born today expected to live to a 100 – this will have an impact on everyone, not just older people.

We're living longer, but we need to do more to improve our quality of life – we want everyone to age better. This might affect the skills you need throughout a longer career, how you will care for an older relative, the type of home you live in and who you live with. As people live longer, older people will be a much bigger market for new products, technology and services, to help healthy ageing and living independently.

Technology could help people live healthier lives, work more efficiently, give them better access to services and could even help care for older people. New home designs might need to accommodate more multigenerational families, transport will need to be more accessible and solutions found to combat loneliness and isolation in old age.

We have an obligation to help our older citizens lead independent, fulfilled lives, continuing to contribute to society. If we succeed, we will create services, technologies and products which work for everyone, regardless of age.