

u3a CEO talks about designing the future



Design Museum

CEO of the

Third Age Trust, Sam Mauger, featured on a panel of experts at the Design Museum to share insights into the future of ageing.

Sam was one of an expert panel including researchers, designers, innovators and healthy ageing advocates. The event, organised by the Design Age Institute and the Design Museum, saw experts share insights into the future of ageing and the ways in which design can support everyone to experience a healthy, independent and joyful later life. They debated key discoveries, projects and aspirations for our rapidly ageing society, and explored the market potential of future generations to benefit from longer, healthier and wiser lives.

Sam highlighted that many older people are and want to be active consumers. She emphasised the importance of older people working closely with designers and researchers to create more inclusive products. She talked about the u3a movement and how u3a members are an active, vibrant and engaged group of people who want to be at the heart of design.

This panel was the continuation of work that the Third Age Trust has been doing with the Design Age Institute. The most recent project between the two was about the poor design of everyday packaging. You can read our report and sign the petition on [the u3a Push Back Ageism page](#). Find out more about how u3a is using the movement's voice to make a difference on [Our Impact page](#).