

About Us

UK National Innovation Centre for Ageing (NICA)

NICA is a global organisation supported by an initial investment from UK Government to help co-innovate - together with citizens and private and public organisations – the products, services and experiences needed for healthy longevity and capitalise on economic growth opportunities.

Valuing our Intellectual Capital & Experience (Voice)

NICA's sister organisation – Voice - is a unique global citizen community and network.

Voice members contribute their immense experience, insights, knowledge, ideas - their individual and collective wisdom effectively harnessed to co-innovate and drive research and innovation for healthy ageing and longevity.

Impact through research & innovation

Work with us to shape the future

"It's empowering. You feel you're part of something innovative & exciting that's going to make life better for a lot of people"

Tina, 78 - Voice member

**Imperial College
London**

**PIAGGIO
FAST
FORWARD™**

P&G


Department for
International Trade


THE WORLD BANK

Pfizer

 THE UNIVERSITY
of EDINBURGH

 **SymPhysis**
MEDICAL

 **DANONE**
ONE PLANET. ONE HEALTH

 UNIVERSITY OF LEEDS

 **PIAGGIO
GROUP**

 **UK
RI** UK Research
and Innovation

 **JAGUAR
LAND
ROVER**

onHand

 **Chiesi**

Newcastle
City Council 

 **amplifon**



Our Mission

Adding intelligence to ageing and longevity

If there's one thing the world needs today, it's intelligence. However, whilst intelligence is necessary, it's not sufficient to solve the many complex issues affecting humanity.

At NICA, we combine valuable assets and knowledge across communities, cultures and circumstances, leveraging artificial intelligence and big data, with deliberation, ethics and technical ingenuity.

We call this Ageing Intelligence®

Introducing Voice™

A global community

Citizens are at the centre of everything we do.

At Voice, we specialise in deep engagement with our international community to uncover rich insights and stories. We constantly listen to citizens, empathising with their challenges, priorities and aspirations to determine what they want and need, and aspire to have. What do they value? What they care about? What really matters?

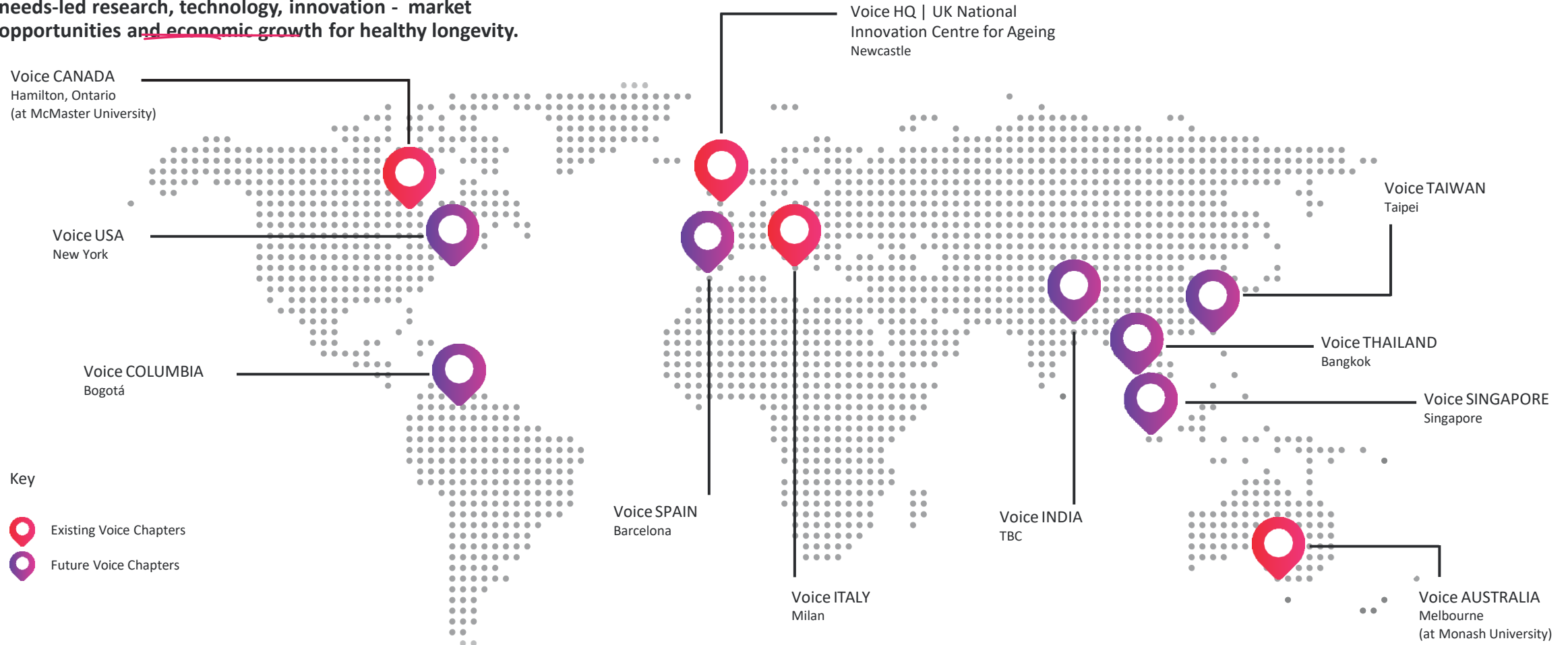
“Voice gives me the opportunity to really influence the future”

Clement, 73 - Voice member



Building a Global Collaboration Community and Network together

Facilitating international dialogue and a global conversation on healthy ageing.
needs-led research, technology, innovation - market
opportunities and economic growth for healthy longevity.



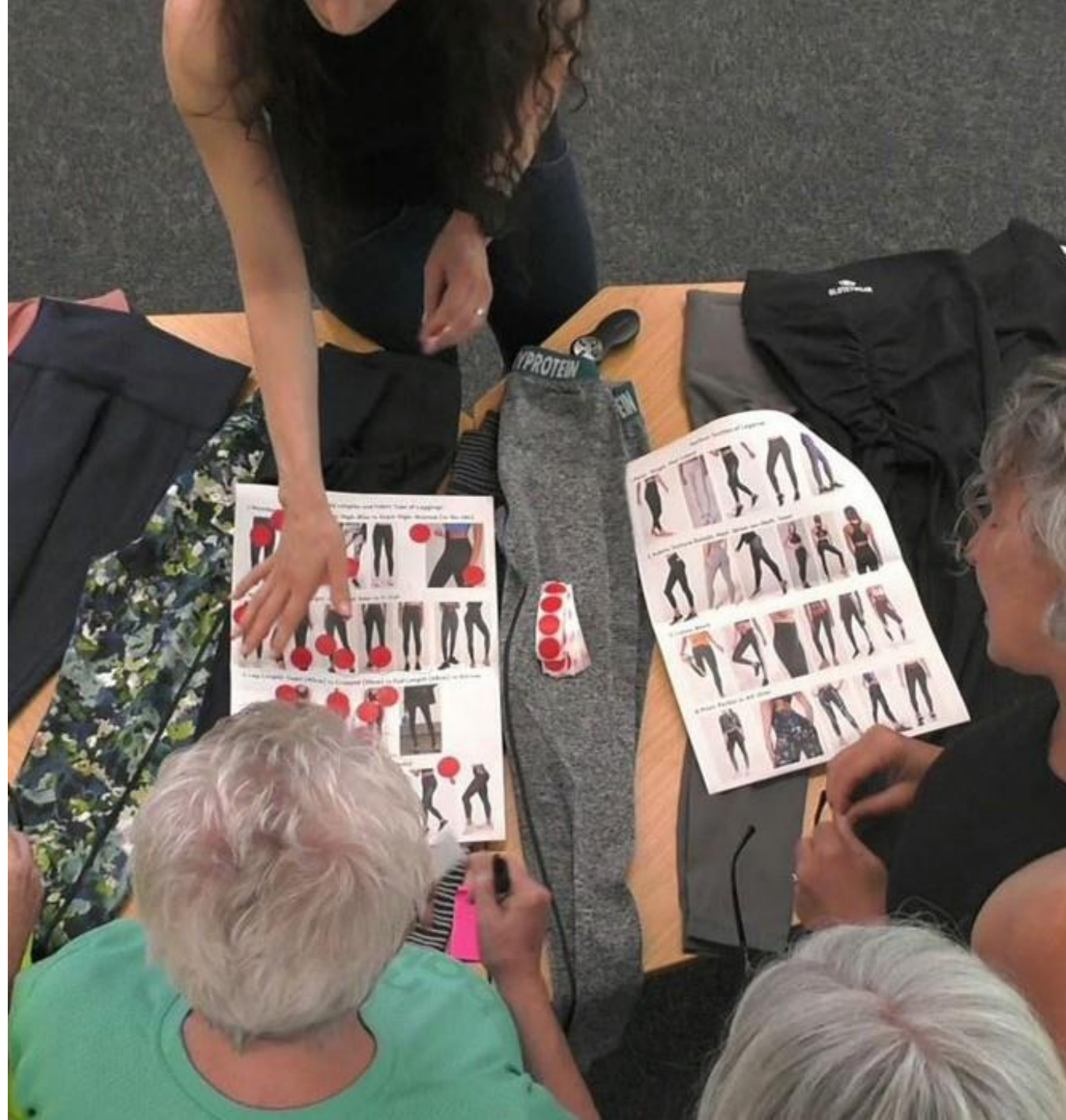
Case Study

NICA + Voice are working with Kymira and Ida Sports to Maximise Inclusiveness in Sports through Female-centric Innovation and Technology (MISFIT) as part of the UKRI Healthy Ageing Challenge.

"Voice has State-of-the-art facilities at NICA - their staff are hugely knowledgeable, skilled and prepared for anything we have thrown at them. I have really enjoyed working with Voice and I can't wait to continue to work alongside them both as part of our current project, and for future projects too"

Clara Sbraccia | Grants and Project Manager

KYMIRA



Case Study

NICA + Voice are working with SymPhysis Medical to improve the treatment experience for people with late-stage cancers.

"As a result of working with Voice, the feedback we got both validated our design direction in terms of was it going to be as user friendly for our end patient population as we needed it to be? But also, feedback we got has resulted in us improving on the design as well"

Tim Jones | Co-Founder & CEO



A Global Network of Longevity Cities



Join us:

Professor Lynne Corner,
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