

National Innovation Centre for Ageing (NICA)

The UK's National Innovation Centre for Ageing is an organisation that works with research specialists, businesses and the public to facilitate the commercialisation of key products, services and technologies to help people live better, longer lives.

Their areas of focus include:

- **living better for longer** helping us all stay as healthy and well as possible as we age
- **future mobility** developing innovative solutions for transport and travel
- **consumer products** and **Financial products and services** providing choices for older consumers
- **age-friendly places** adapting built and social environments and creating homes we can live in for longer so that we can maximise the quality of our later years
- **ageing and Data** harnessing the power of artificial intelligence and data to improve lives
- **inclusive design** ensuring that products and services meet our needs, whatever our age or abilities

NICA also run the [VOICE](#) network, which involves members of the public in research and testing.

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