



## Doctoral School on Ageing and Sustainability goes to Japan

Japan indeed has made a lasting impression on the participants of the Doctoral School on **Ageing and Sustainability**. 25 PhD students working in different disciplines at the IDEA League partner universities had the unique opportunity to discover how Japan - the superageing society - is engaged in linking sustainability and ageing.

The **learning goals** for the students in the programme are three-fold. Firstly, students should develop an understanding of Ageing as an emerging, truly interdisciplinary field of research. Secondly, students should discover their entrepreneurial spirit and learn how to see the **potential for business and research opportunities**. Last, but not least, within the framework of the IDEA League, students should

form a close network of young scientists as an international and high-level peer group. The **schedule** for the five days was tight with company visits, lab tours and field trips. The week kicked off with a visit at Fujitsu Industries and Philips Electronics, introducing the students to the companies' healthcare business. The Dutch and the Swiss Embassy in Tokyo hosted the group and made a meeting with an Executive Member of the Council for Science and Technology Policy Cabinet Office from the Japanese Government possible. Furthermore, the visit to Tokyo was a welcome opportunity to strengthen the cooperation between the IDEA League universities and two major Japanese universities, University of Tokyo and TokyoTech.



## Doctoral School on Ageing and Sustainability

TokyoTech is a member in ASPIRE, the Asian counterpart of IDEA League; ASPIRE includes also Hong Kong University of Science and Technology, Korea Advanced Institute of Science and Technology, Nanyang Technological University and Tsinghua University.

When the participants of the Doctoral School met in Delft on 18-20 Jan 2013, the entire weekend was structured to lead towards the highlight: pitching the business and research ideas in front of a jury.

In module one, the Doctoral School analysed Ageing as a global challenge and the European perspective on challenges and opportunities by exploring the various dimensions of Ageing in different disciplines. For module two, the perspective was on challenges and opportunities in Japan, where a superageing society now faces a demographic shift expected in Europe in about 10 years. For module three, the focus was on the ideas and opportunities and their transition to Europe.



During all three modules, and in-between, the participating PhD students were guided by two business coaches to develop business, policy and research ideas. During the ideation process, six teams emerged with innovative ideas reaching from image campaigns to products and services. In the end, the students concluded that it was quite challenging to present the idea as a pitch, within a strict time frame, and answering the critical questions of the jury.



## Pitching Business and Research ideas

The jury for the pitching session comprised of the Scientific Board of the Doctoral School:  
Prof. Peter Edwards from ETH Zurich  
Prof. Lefkos Middleton from Imperial College London  
Prof. Wafa Skalli from ParisTech  
Prof. Lucas van Vliet from TU Delft  
Prof. Martina Ziefle from RWTH Aachen, as the Chair of the Board,  
and experts from TU Delft:  
Prof. Nick Guldemond  
Prof. Karel Luyben, Rector of TU Delft  
Prof. Cees van Beers

Many thanks to the jury for doing their duty on a Sunday morning!

