

Challenge
Prize Centre

by **nesta** 

INCLUSIVE TECHNOLOGY PRIZE



Challenge Prize Centre

by **nesta** 

About The Challenge Prize Centre

The Challenge Prize Centre was launched in April 2012 and brings together the growing expertise and interest in challenge prizes.

This will help build an understanding of how challenge prizes can play an effective and strategic role in the stimulation and support of innovation.

Visit: www.challengeprizecentre.org to find out more.



About Nesta

Nesta is a global innovation foundation. Our mission is to spark and grow new ideas to improve how the world works for everyone. We use our knowledge, networks, funding and skills to take on big challenges, working in partnership with others to make change happen.

We are a UK charity and our work is enabled by a financial endowment. Nesta is a registered charity in England and Wales 1144091 and Scotland SC042833.

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INCLUSIVE TECHNOLOGY PRIZE

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Introduction

This report explores the insights and lessons learnt from the Inclusive Technology Prize (also known as the Inclusive Tech Prize) - its aims, structure and delivery - as well as an overview of its participants' ideas.

Designed and led by Nesta and run in partnership with Leonard Cheshire Disability, with support from the Department for Work and Pensions, Innovate UK, the Department for Business Innovation and Skills and Irwin Mitchell, the Inclusive Technology Prize sought to champion innovative assistive technology and encourage co-creation with disabled people.

The prize looked for innovative products, technologies and systems that enable disabled people, their families, friends and carers equal access to life's opportunities. Innovations had to involve co-creation with disabled people and could relate to any aspect of life including, but not limited to:



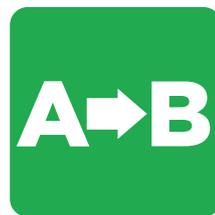
Education



Home



Leisure



Transport



Work

What's a challenge prize?

Challenge prizes (also called 'inducement' prizes) offer a reward to whoever can first or most effectively meet a defined challenge. They act as an incentive for meeting a specific challenge, rather than being a reward for past achievements (prizes that do this, such as the Nobel Peace Prize, are referred to as 'recognition' prizes).

Prizes are a great way to incentivise innovative solutions to challenging problems. Facilitating and supporting the involvement of more diverse cohorts of solvers, increasing the quantity and quality of solutions that tackle a clearly identified problem.

Why an Inclusive Technology Prize?

There are over 12 million people with a limiting long-term illness or impairments in Great Britain.¹ The prevalence of disability rises with age.



User testing of Nimble (Inclusive Technology Prize finalist).

Many disabled people rely on assisted living technologies to support them in their everyday lives. But there is a strong view (explored during the Prize's scoping process) that the development and manufacture of aids, adaptations and products has not kept pace with new technologies, materials, design and manufacturing processes as seen in other areas (sport related products for disabled people being the notable exception). This state of affairs is compounded by the failure of many designers and producers of assistive technology to properly test and develop their ideas and products with potential users, disabled people.

The aim of the Inclusive Technology Prize was to inspire technological innovations that could make a real difference to the lives of disabled people. Co-creation, in its various forms, with disabled people was a key element of the Prize. In its design and delivery the Prize also sought to facilitate and support the participation of individuals, groups and organisations.

Objectives

- Generate public and media interest and excitement in accessible technologies and their ability to make life easier and more inclusive.
 - Facilitate the co-creation of new products, services and systems that meet needs as defined by users themselves.
 - Champion a spirit of entrepreneurship and innovation by supporting disabled people and amateur designer/makers to become assistive technology developers and entrepreneurs.
 - Forge new partnerships between technology users, developers, manufacturers, buyers and providers.
 - Build a dynamic and vibrant market for accessible, functional, flexible and desirable assistive technologies.
-

Funders and partners

We believe that challenge prizes work best when developed and delivered in partnership and would like to thank all those who have been involved in the Prize and for their contributions towards its success.

Challenge Prize Centre has been delivering challenge prizes for societal impact since 2012. With a global footprint and network of partners, the Centre has established a reputation as a centre of expertise in the design and delivery of challenge driven innovation.

Nesta (*Funder*) is a global innovation foundation. Our mission is to spark and grow new ideas to improve how the world works for everyone. We use our knowledge, networks, funding and skills to take on big challenges, working in partnership with others to make change happen.

Office for Disability Issues (ODI) (*Funder*) supports the development of policies to remove inequality between disabled and non-disabled people. ODI is part of the Department for Work and Pensions and supports the Minister for Disabled People's cross-Government responsibilities.

Innovate UK (*Funder*) is the UK's innovation agency, accelerating economic growth. Funding, supporting and connecting innovative businesses through a unique mix of people and programmes to accelerate sustainable economic growth.

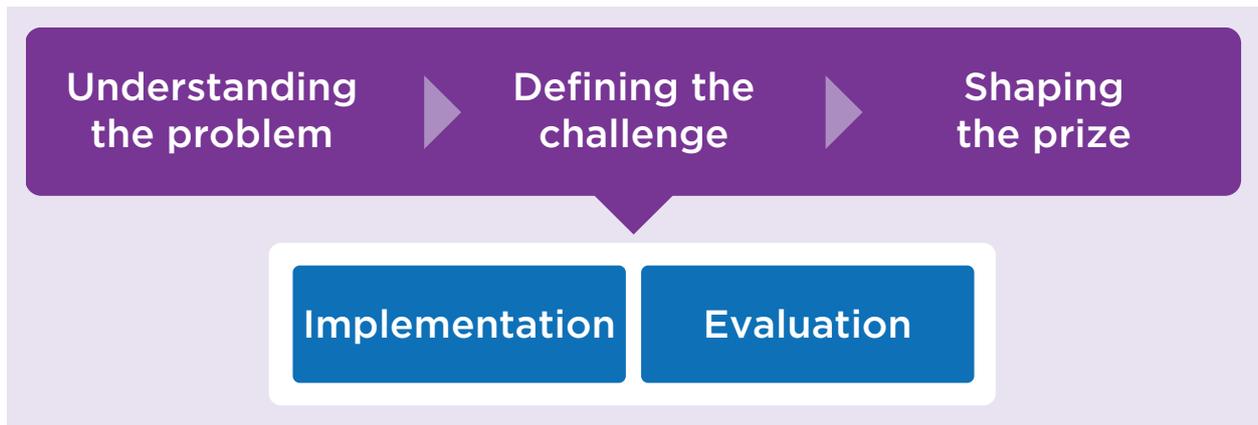
Irwin Mitchell (*Funder*) is one of the UK's largest and most respected law firms with nine offices in the UK and over 2,200 people. Irwin Mitchell has helped over one million clients with their legal needs and is considered the market leader in representing and supporting those who have been sustained serious injuries which have proven to be life changing events.

Department for Business, Innovation and Skills (BIS) (*Funder*) former department for economic growth. BIS invests in skills and education to promote trade, boost innovation and help people to start and grow a business.

Leonard Cheshire Disability (*Implementation Partner*) is a charity supporting disabled people in the UK and around the world to fulfil their potential and live the lives they choose.

Action on Disability and Work UK (*Research Partner*) seeks to enable disabled people across the UK to maximise their capacity to have successful working lives, by giving relevant advice and support from disabled people to disabled people and employers as well as influencing national disability employment policy.

The challenge prize process



Understanding the problem

Developing a clear and comprehensive understanding of the problem is the key to the success of every challenge prize. The research process for Inclusive Tech had several stages:

Initial research and consultation: scoping the problem

Several months of research tested out the initial assumption that the development and manufacture of aids, adaptations and products has not kept pace with the use of new technologies, materials, design and manufacturing processes as seen in other areas.

The process was guided by a steering group with the pan-disability expertise needed to ensure that the resulting prize would be the Centre's most accessible challenge to date.

Steering group members

Alan Norton

Assist UK

Alison Pike

Mencap

Amanda Rhead

Assist UK
Assistant to Chief
Executive, Alan
Norton

Brian Keating

Office for
Disability Issues,
DWP

Clare Wickham

Work UK

Daniel Brown

Designer,
programmer and
artist

David Constantine

Motivation,
freedom through
mobility

Denise Stephens

Enabled by
Design

Gill Whitney

Middlesex
University

Graham Death

ADI

Jennifer Clayton

Nesta

Julian Thompson

RSA

Laurence Clark

Comedian and
activist

Penny Melville

Brown

Disability
Dynamics Ltd

Professor Huosheng Hu

University of
Essex

Sevra Davis

RSA

Stephen Brookes

Disability Hate
Crime
Network

Trish Pashley

NHS

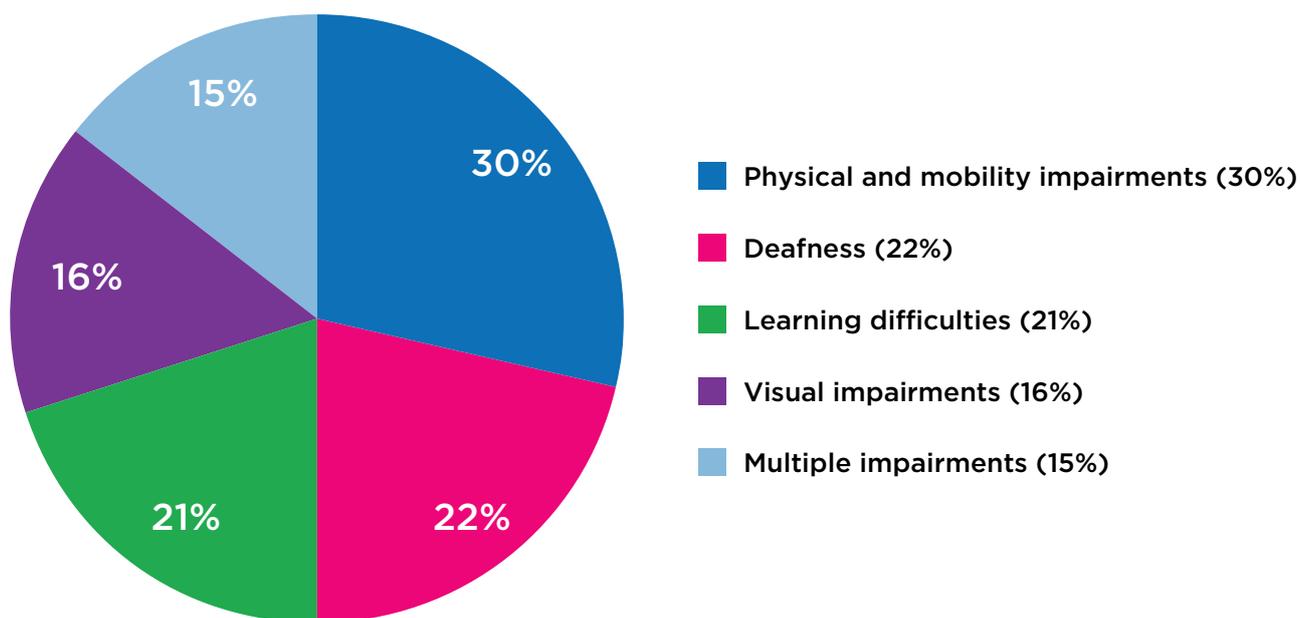
Over **12** million people in the UK are living with long-term illness or disability²

The 'purple pound' (the combined spending power of disabled people and their families) is worth more than **£249 billion**³ in the UK

Focus groups: refining the challenge

The Centre commissioned Action on Disability & Work UK to carry out a series of six focus groups across England to shape the terms of the challenge. Fifty-one participants were recruited to be a representative sample based on impairment, age, gender and employment status. Locations were chosen for balance of urban and rural.

Breakdown of focus group attendees by impairment



There were three strands to the focus group discussions:

- **Barriers:** what stops participants from leading a full and active life in each of the following areas: home; lifelong learning and work; leisure; and other.
 - **Assistive technology that participants use:** participants brought with them an example of assistive tech that works for them. Most frequently they brought a smartphone or tablet computer, despite price barriers and the fact that they are not accessible for all disabled people.
 - **Co-production of assistive technology:** participants were asked how disabled people could play an active part in shaping assistive technologies; who they thought makes assistive technologies; why they think producers make assistive tech; what they think producers know about disabled people; what would they like producers to know about disabled people and their needs; and practical ideas for how disabled people could be involved.
-

Defining the challenge

Our research allowed us to confirm our initial assumption, better understand the impact that assistive technology has on the lives of disabled people, what they would like to see, and the potential role for a prize.

Effective and affordable assistive technology changes lives. In addition to practical benefits it can have an emotional impact, enhancing people's everyday lives.

The research process confirmed that the time was ripe for a prize. More innovation was (and is) needed. Disabled people are underserved and the pace of development in assistive technology has been slow. Opportunities afforded by new technologies, materials, personalised design and manufacturing processes have not been fully exploited. A prize could draw in and support smaller designers and manufacturers as well as raise awareness that the market is underserved.

“Industry and designers do not give enough consideration to the needs and aspirations of disabled users in product and service design - whether mainstream or specialist assistive technologies. Initiatives that remind them of the potential market and encourage collaboration and input from disabled people are to be encouraged.”

Inclusive Technology Prize Judge

Producers frequently fail to treat disabled people like the discerning consumers they are. There are many frustrations with existing assistive technologies which often lack an understanding of disabled people's experiences and needs. There is a view that assistive tech is often created based on negative stereotypes of disabled people.

Functionality is important but so are aesthetics. Assistive tech should be effective, attractive and enjoyable to use.

A prize should be pan-disability, looking beyond health with an inclusive approach to assistive tech. The approach should reflect the fact that this is an issue that cuts across different groups. Many existing assistive technologies being viewed as overly focused on health and research participants were excited by the idea of flexible, attractive products.



Representative from HandyClix (Inclusive Technology Prize finalist) at the Prize's award event.

Disabled people need to be involved in design and testing of assistive technology, involvement must be inclusive. Co-creation facilitates the creation of better tech. Research participants were keen to be meaningfully involved in the development and testing of products but had never had any contact with assistive tech producers. For this involvement to be effective, producers would need to account for communication barriers, observe real-life situations and give disabled people the space to respond and engage on their own terms. Research participants were fine with assistive tech being created by people who are not disabled as long as disabled people were meaningfully involved in the process.

Shaping the prize

This input shaped prize design, including key elements:

- **Challenge statement** - the statement which all entries respond to, framing the problem and the change a prize is trying to facilitate.
- **Eligibility criteria** - sets out who can enter the prize.
- **Judging criteria** - reflecting a prize's aims and objectives, setting out how success will be measured. Against which entries will be assessed and the eventual winner selected.
- **Prize structure and incentives** - created to facilitate the achievement of a prize's aims and objectives within resourcing and time constraints. Designed to attract and support desired innovators so that the prize can achieve its aims. Incentives can be a package of financial and non-financial support. Prize structure can vary according to timeframe, use of stages and approach to assessment.



Attendees at the Inclusive Technology Prize launch event.

Inclusive Technology Prize: from problem definition to challenge statement

Problem definition

There are over 12.2 million people with a limiting long-term illness or impairment in Great Britain.

The prevalence of disability rises with age. Many disabled people rely on assisted living technologies to support them in their everyday lives. But there is a strong view that the development and manufacture of aids, adaptations and products has not kept pace with the use of new technologies, materials, design and manufacturing processes as seen in other areas (sport-related products for disabled people being the notable exception).

Challenge statement

We are looking for innovation in products, technologies and systems that enable disabled people, their families, friends and carers equal access to life's opportunities.

Innovations must involve co-creation with disabled people and can relate to any aspect of life including, but not limited to, education, home, leisure, transport and work.

Entry criteria

To facilitate the participation of entrants with ideas rather than developed products the Inclusive Technology Prize set a low bar to entry. This allowed entrants with good ideas to participate as long as they had the capacity to develop their idea during the Prize and were willing to co-create with disabled people. Due to funding from the UK government, eligibility was restricted to entrants from the UK.

“Being chosen as a finalist brought our concept to life.”

Inclusive Technology Prize Finalist



Representative from The Open Voice Factory (Inclusive Technology Prize main award recipient) at the Prize's award event.

The Prize's entry criteria were as follows:

Open to all ideas - We are open to ideas and proposals from individuals residing in the UK, from all sources and sectors.

Ideas can come from any source - We are keen to receive entries particularly from disabled people, user groups, community groups, the maker community, designers, students and assistive technology professionals. Groups and organisations do not have to be legally constituted to enter. If an unincorporated association or group is selected as a finalist, they will be supported to become constituted.

Ideas should be co-created - If the entrant is non-disabled, it is important that the development of the idea is co-created with disabled people. This is to ensure that the idea is meeting a specified need.

Willingness to share the idea (Intellectual Property remains with entrant)

- All entrants need to demonstrate a willingness to share their idea, experiences and learning to help establish a body of knowledge that can bring about a sustained change in the culture of inclusive technologies. A summary of the solution will be made public on the website to help generate discussion about the topic. It is clear when entrants complete the form which areas will be made public.

Skills - Please ensure that you have the capacity, or can quickly develop a prototype or system blueprint for your idea over the challenge time frame. Some support will be provided to help achieve this but you will require the capability to develop the idea if selected.

Prize funding - Will only be awarded for projects that have an identifiable public benefit related to the aims of the prize and Nesta's charitable objects and where any private benefit to individuals, companies or shareholders is incidental and not excessive. All prize funding will be awarded in the form of grants for the continued development of the idea.

Politics - We cannot fund activity which is party-political in intention, use, or presentation nor to support or promote religious activity. We will not normally fund the purchase of capital equipment.

Judging criteria

The purpose of a challenge prize is to spur and support innovative solutions to a problem, what these solutions will look like is not known in advance so the prize design must build a framework to support the selection of the ideas that best meet the aims of the prize.

The judging criteria focuses on attributes solutions will need to have, without being prescriptive about what solutions are. Reflecting the prize's aims and objectives, setting out how success can be measured.

“I was surprised by the wide range and variety of ideas put forward and I felt the criteria for the Prize were excellent.”

Inclusive Technology Prize Judge

All entries were assessed against the judging criteria and the same criteria was used throughout the Prize. In the earlier stages of the Prize, entrants and then semi-finalists were judged according to how well they demonstrated their potential against the criteria with the emphasis shifting, at the finalist stage, to how well they could demonstrate that they met the criteria.

The Prize's judging criteria were as follows:



Criterion 1: INNOVATION

The idea should be new, adapted or repurposed products, services, systems and/or technologies.



Criterion 2: INSIGHT and IMPACT

The entrant should demonstrate a real understanding of the situation that their idea is helping to address. We will also be considering the degree to which the idea makes life easier, and gives more choice and control to the user.



Criterion 3: QUALITY and SAFETY

Entrants should demonstrate how the idea will meet required safety measures, as well as being high quality, 'attractive' and flexible to be used by a range of people with differing access requirements.



Criterion 4: GROWTH POTENTIAL

Entrants should consider the commercial and growth potential of the idea.



Criterion 5: AFFORDABILITY

The solution is accessible and affordable to a broad range of people. Entrants should consider who would buy this product and how much will it cost them to buy it.

Assessment and judging process

Creating the right assessment and judging process is key to achieving a prize's aims. To facilitate the success of the Inclusive Technology Prize a two-stage process was established and replicated at each assessment point: selecting the semi-finalists, finalists, and recipient of the main award.

First, each entry was assessed against the judging criteria by two assessors who provided scoring, comments and shortlisting recommendations. This was then moderated and, along with the entrant's forms, shared with the judges. The purpose of assessors' feedback was to support the judges' decision-making.

Recruiting a judging panel with the right mix of expertise was essential. Judges were tasked with selecting the most promising entries and, ultimately, who would receive the £50,000 award. During the Prize, an additional £50,000 was secured from a charitable trust to fund two recognition awards worth £15,000 and £35,000. The judges used judging criteria, information provided and their knowledge to select the strongest entrants from a competitive and diverse field.

We would like to thank the assessors and judges for their contributions to the success of the Prize.



David Constantine,
Inclusive Technology
Prize Judge.

Judging panel

Laurence Clark

Comedian,
presenter, writer
and actor

David Constantine MBE

Co-founder of
Motivation

Sarah Drinkwater

Head of Campus
London, Google

Colin Ettinger

Personal Injury
Lawyer, Irwin
Mitchell

Caroline Jacobs

Co-Director, RICA

Halima Khan

Executive Director,
Health Lab, Nesta
(Chair)

Alan Norton

Into Independence
Ltd

Cam Nicholl

Sales and Service
Development
Director, Digital
Accessibility
Centre (DAC)

Liz Sayce

Chief Executive,
Disability Rights
UK

Jess Thom

Writer, artist and
co-founder of
Touretteshero

Assessors

Sue Rickell

Disability
Consultant

Philip Barton

Independent
Planning
Consultant

Gordon

Richardson

A member of the
deaf community
and an IT
professional

David Jackson

Designability's
trustee

Ben Wolfenden

2014 winner of
the Stelio's Award
for Disabled
Entrepreneurs

Morena Shepherd

E&I Senior
Coordinator,
Leonard Cheshire
Disability

Tony Adamson

Head of
Programmes,
Leonard Cheshire
Disability

Prize structure

The Inclusive Technology Prize aimed to support new, small-scale innovators to develop innovative assistive technology that would improve lives. It sought to facilitate the participation of entrants with early-stage ideas by providing them with the support they would need to develop and test their ideas, co-creating them with disabled people.

“It [the Prize] has facilitated the development and testing of an entirely new product within the business.”

Inclusive Technology Prize Finalist

To achieve these goals a multistage structure was utilised. This provided innovators with the space and time necessary to develop their ideas, prototype and conduct user testing, creating the space needed for co-creation and product development. The deadlines and requirements built into each stage ensured that ideas were being progressed and products were being driven towards market readiness.

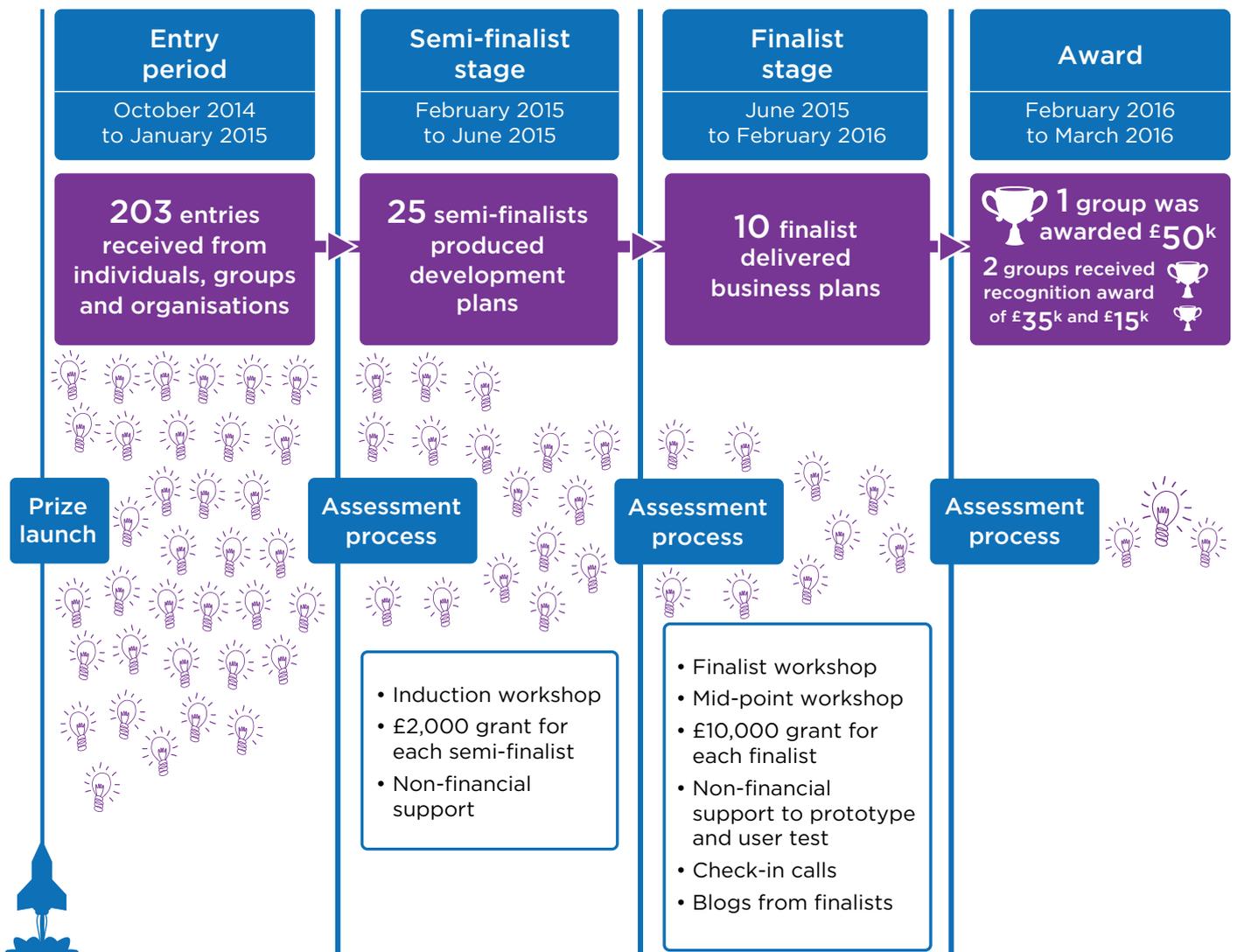
“Great process for keeping us focussed on good practice that has been very positive for us. It motivated us to grow and develop further than we dreamed.”

Inclusive Technology Prize Finalist

“Having a fixed timetable for creating a product had encouraged us to get it done!”

Inclusive Technology Prize Finalist

It also allowed the Prize to funnel the best ideas through the process. Weighting resourcing and support to the later stages and the strongest entries.



“It has been an eye opener to how is possible to enhance the lives of disabled people with the approach of appropriate technologies.”

Inclusive Technology Prize Finalist

Incentives: financial and non-financial support

A suite of incentives were designed to motivate, support and develop the capacity of participants in the Inclusive Technology Prize. Provision was weighted towards the finalist stage of the Prize, allowing the Prize to focus resources on the most promising ideas. The aim of this support was to:

- Remove or reduce financial barriers to participants developing their products.
- Motivate participants.
- Develop their capacity.
- Facilitate co-creation of products with disabled people.

“ITP [Inclusive Technology Prize] has been fantastic because it enable us to realise what we hadn’t realised before.”

eQuality Time, recipient of main award

Financial support

The Prize was designed to engage small-scale innovators, who would likely need financial support to develop their ideas. Grants worth £2,000 and £10,000 were provided to participants at the semi-finalist and finalist stage, respectively. The weighting of grants reflected the increasing demands placed on participants.

“Having the financial support to create something new and untested was amazing.”

Inclusive Technology Prize Finalist

Events

Events, held throughout the Prize, acted as touch points for motivating and engaging participants. Facilitating both the provision of capacity development support and networking among participants.

“Meeting all other participants and sharing knowledge was also a big help.”

Inclusive Technology Prize Finalist



Attendees at the Prize's semi-finalists induction day workshop.

Capacity development support

Capacity development support was built into the Prize to breakdown barriers which might otherwise prevent individuals and groups from putting their good ideas into practice. Support was designed to help participants develop their idea, prototype and test with users and create viable business plans.

Provision of support was weighted towards the finalist stage and tailored to the needs of each participant while maintaining equity of provision. Participants were free to use services provided by partners appropriately to their idea development. Support was primarily delivered by Leonard Cheshire Disability, with legal support provided by Irwin Mitchell. Support was delivered through workshops, 1-2-1 meetings, FAQ documents, facilitating access to user networks and feedback on plans.

“It has been an eye opener to how it is possible to enhance the lives of disabled people with the approach of appropriate technologies.”

Inclusive Technology Prize Finalist

7 Out of **10**

finalists developed business skills through their participation in the Prize

Participants

An important part of the Prize process is the work that is done with selected participants to help them develop their ideas and be in a much stronger position at the end of their interaction with the challenge prize, regardless of whether they are selected as one of the awardees.

Outlined in this section is an overview of the main award recipient, recognition awardees, the other finalists and semi-finalists.

Twenty-five semi-finalists were selected from the pool of entries and invited to an induction day. They were supported over four months to create a development plan for their idea. During this stage, each semi-finalist received a £2,000 grant as well as non-financial support. On the basis of their development plans, the judges selected ten finalists.

Each of the ten finalists received a £10,000 grant and tailored non-financial support to prototype and user test their idea and produce a business plan. On the basis of the business plans and a pitch to the judging panel, one finalist was awarded £50,000 and two finalists received recognition awards worth £35,000 and £15,000.

The Award Ceremony

The finalists were invited to showcase their products and services at the Award Ceremony which was held in March 2016. This gave them the opportunity to demonstrate their prototypes to the potential investors and partners invited to the event.



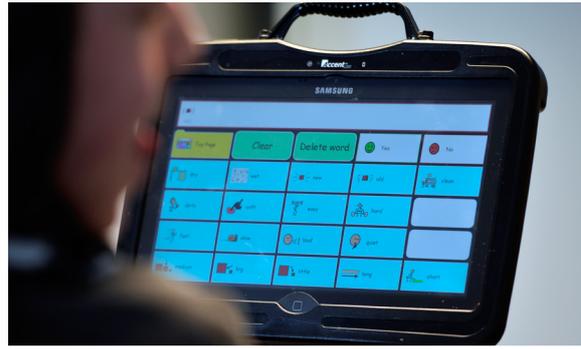
Representatives from the Inclusive Technology Prize's finalist groups as well as judges and funders at the Prize's award event.

Main award

£50,000 Main award

The Open Voice Factory
(previously called
AzuleJoe)

(eQuality Time)



The Open Voice Factory (Inclusive Technology Prize main award recipients) software open on a tablet during user testing.

Free open-source software that helps give a voice to people with communication difficulties. The Open Voice Factory displays a set of icons that represent words, which a user can look through to find the word they want to express and, once selected, their device will say this word for them.

How does it work?

The Open Voice Factory is the first open source assistive communication software that is free at the point of delivery. The software enables users to generate Augmentative and Alternative Communication (AAC) devices by uploading a pageset - a template for communication aids which users look through to choose the words they want to say. It offers the option to customise devices with personal stories and jokes.

The Open Voice Factory makes use of many other people's APIs, giving greater flexibility than many other existing programmes. It can run on a variety of platforms, from iPads to laptops to Kindles, without a complex setup or installation. All the code is available online on GitHub and volunteers from around the world contribute to its development.

Who's behind it?

Programmer Joe Reddington, and Speech and Language Therapy Technician Kate McCallum. Joe and Kate both have younger brothers who use AAC devices. They met when Kate was working at an independent specialist college where Joe's brother went to school. When Kate created the world's first Creative Commons pageset, CommuniKate, Joe put together a demo where users could try it out. The popularity of this demo was unprecedented. Seeing this, Joe decided to spin the demo out into The Open Voice Factory, a programme that can be used with any pageset, CommuniKate or otherwise.

Existing AAC devices can be transformative, however, significant practical barriers such as cost mean that they are not accessible to everyone. The Open Voice Factory aims to make AAC devices available across the globe and achieve its goal of making ‘real free speech for all.’



Young person testing out the Open Voice Factory (Inclusive Technology Prize main award recipient.)

£35,000 Recognition award

Evolvable Walking Aid (Ossatura)



Cara O'Sullivan, creator of the Evolvable Walking Aid (Inclusive Technology Prize recognition award recipient), with her product.

The Evolvable Walking Aid is a modular range of parts which can be assembled to form a walking stick, crutches, a walking frame, or variations of these aids. It saves user from having to buy a whole new walking aid when their mobility condition changes.

How does it work?

The range of parts can be assembled to make different types of walking aid to offer different levels of support, depending on what the user's needs are. *"It's a bit like a Lego kit in that sense,"* says inventor Cara O'Sullivan. *"The locking mechanism is the same as typical walking aids so it's easy to learn how to assemble."*

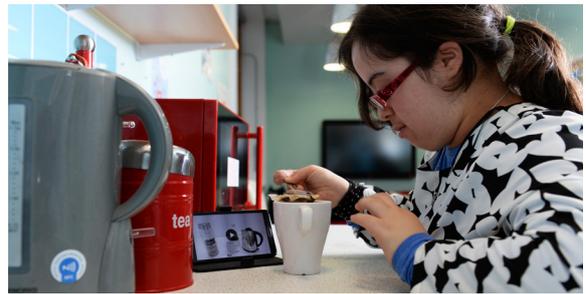
Who's behind it?

Cara O'Sullivan along with industrial designers from Brunel University London, Dot Wheeler and Katey Fitton. The team is part of the Central Research Laboratory hardware incubator. Cara gained an interest in inclusive design through an internship at the medical engineering charity MERU, during her Industrial Design and Technology degree at Brunel.

£15,000 Recognition award

How Do I?

(Swiss Cottage School, Development and Research Centre and Bam Mobile)



Young person using How Do I? (Inclusive Technology Prize recognition award recipient) to make a cup of tea as part of user testing.

An app which uses Near Field Communication (NFC) technology to deliver instructional videos to young people with learning difficulties, helping them to live more independently. The app offers step-by-step guidance on how to complete everyday tasks, such as making a cup of tea or using an ATM.

How does it work?

When an NFC-enabled phone or tablet is tapped against a distinctive How Do I? sticker, placed on any object, it automatically launches an instructional video relevant to a particular task. For example when you tap the sticker on the kettle, a step-by-step instruction video on how to make a cup of tea is launched which the user can follow independently and at their own pace.

Who's behind it?

Swiss Cottage School's Taryl Law and Tom Casson; school governor and co-founder of assistive technology firm Alcove's Alexandra Eavis; and Mike Burgess, co-founder of digital agency Bam Mobile.

The other seven finalists

Gripping devices for limb difference and fine motor skills

(Active Hands)



User painting with the aid of the Fine Motor Aid (Inclusive Technology Prize finalist) during user testing.

Active Hands designs and sells a range of products to help people with a number of disabilities that affect hand function or control be more active and independent. Two products were submitted for the judges' consideration: Fine Motor and Limb Difference Aids.

How does it work?

The Limb Difference Aid which allows users with fingers, or parts of the hand missing, to grip bar like objects. The Fine Motor Aid, allows users with minimal hand function to grip small items such as paint or make-up brushes.

Who's behind it?

Active Hands is a family business. The company was founded by Rob Smith, who was left with a spinal cord injury following an accident in 1996. The company sells a range of specialised products to a global customer base.

Affordable Bionic Hands

(Open Bionics)



Member of Open Bionics' (Inclusive Technology Prize finalist) team with a prototype bionic hand.

3D printed, customisable, fully functioning bionic hands for amputees which are up to 20 times cheaper than traditional injection moulded bionic limbs.

How does it work?

The Open Bionics team use 3D scanners and printers to create completely customised bionic hands. The open source 3D manufacturing process means that bionic hands can be matched to the size, design and functionality requirements of the amputee, and produced in a mere two days.

Who's behind it?

The co-founders of Open Bionics are award-winning roboticist and engineer Joel Gibbard, and former journalist Samantha Payne. The team also comprises mechanical engineer Jonathan Raines, software engineer Olly McBride and electronics engineer Patrick Brinson.

HandyClix

(Safety Belt Solutions and National Star College)



Young person (centre) using HandyClix (Inclusive Technology Prize finalist) during user testing, flanked by members of the HandyClix team.

A wheelchair lap belt that can be attached and released using one hand. Promoting the independence of wheelchair users with a range of functional impairments. The belt can be attached for right-handed or left-handed users, and is designed to support people with hand tremors, visual impairments, and limited strength and manual dexterity.

How does it work?

HandyClix uses a magnetic belt buckle with an easily graspable release strap. Its memory-shaped static arm is moulded to the user's waist, allowing the flexible belt to be attached using only one hand. The velcro stowage bands on the wheelchair arms allow the belt to be stored and held in place when not in use.

Who's behind it?

Hampshire Safety Belt Solutions designer and manufacturer, Steve Saunders, alongside David Finch, Alice Shipman and Bethan Griffiths from National Star - a college for physically disabled students in Cheltenham.

Hearing Loop Listener (Action on Hearing Loss)



User holding Hearing Loop Listener (Inclusive Technology Prize finalist) at a building reception.

The Hearing Loop Listener allows people with mild to moderate hearing loss, who do not wear a hearing aid, make use of hearing loops in public places.

How does it work?

A small piece of hardware, linked to a smartphone using Bluetooth, allows users to benefit from hearing loops via their own headphones. A smartphone app controls the device allowing the user to switch the assistance on and off as needed, and determine the volume and tone required.

Who's behind it?

The product was created by a development team at charity Action on Hearing Loss. The team has been working with developers Zoterope to build the prototype, and consultant James O'Halloran to shape the business plan for the product.

Nimble (Version 22)



User testing of Nimble (Inclusive Technology Prize finalist).

Nimble is the world's first one finger package opener. The small, portable tool sits on your finger tip and can be used to open all sorts of packaging.

How does it work?

Nimble is made up of a bright yellow sleeve, giving it high visibility for users with visual impairments, and a small safe ceramic blade which can cut through different types of paper and plastic packaging but cannot cut skin.

Since it doesn't require a grip and has a safe blade profile, Nimble is particularly useful for people with hand or visual impairments who struggle with the gripping and peeling action most packaging requires.

Who's behind it?

Created by Version 22 founder Simon Lyons. The idea for Nimble was sparked by Bath University's inclusive design competition, 'If Only', where entrants were shown videos of dozens of carers and older people describing day-to-day problems they encountered.

PlanHub (Votre Chemin Ltd)



User testing out the PlanHub
(Inclusive Technology Prize finalist).

An online platform to help disabled people access support more easily. PlanHub allows users to host their emergency information as well as information from their different support services in a profile accessed through a digitally connected wearable.

How does it work?

The PlanHub platform allows users to easily link their information with various statutory services through a user profile. The user can choose exactly what information the system holds about them and what people will see when their profile is accessed.

This profile is unlocked through a wearable containing a lightweight Near Field Communication Chip (NFC) that can be read by touching it to an Android or Windows mobile device, or through a PlanHub Windows Static Reader.

Who's behind it?

Brothers Simon and Matt Howard. The idea of a wearable that would act as a key to emergency information first occurred to Simon as a way to help people with communication needs like his brother Matt, following an incident where Matt became separated from his personal assistant.

Supportspace (Digital Creativity in Disability and Care Innovation)



User testing of the supportspace
(Inclusive Technology Prize finalist).

An online marketplace for health and care services aimed at disabled people and their carers. It cuts out the need for brokerage services by providing a targeted search system that matches services and workers with the exact needs of the user.

How does it work?

The service is a multi-platform online app - an Uber or AirBnB for health and care services. It has a structured search system where users can search by time and day, in addition to location or service offering. Users can also communicate directly with the health and care providers via the platform.

Who's behind it?

Max Zadow, the founder of Digital Creativity in Disability and Andrew Michaelson, Managing Director and Chief Technology Officer of Care Innovation.

The other semi-finalists

Entrant	Name of project	Summary
Digital Creativity in Disability	Changing Stories	A digital tool in the form of an app. It aims to empower young people with mild to moderate mental health difficulties, disabilities and chronic health conditions to describe and explore problems in their lives using narrative therapy.
Clockwork Chilli Ltd.	Equal Opportunities in Education for Children with ADHD	Learning games for ADHD children aiming to support their development and treatment.
Global Access Award Scheme Ltd.	Access All Rooms (AAR)	Access All Rooms (AAR) is a hotel booking website that specialises in allowing disabled customers to search and book accessible rooms globally.
Gravity Sketch Ltd.	3D Creation for Everyone	An innovative tool that allows people with dyslexia to create in three dimensions (3D) using a simple set of rules with a pen and a tablet.
eLansys Limited	Intelligent home energy local area network system (eLansys)	A networked system using patented technology and products that directly replace existing circuit breakers and fuses with an intelligent switch that integrates within the existing 'fuse box' and optionally UK plugs.
Blindability	Long Cane Lighting System	The System lights the tip of the user's cane allowing other road users and pedestrians to clearly see them, both keeping the individual and the cane safe, have a directional torch to enable them to see ahead of them or be able to change the colour of their cane at the click of a button.
TechEnable IT Services Ltd.	My Special Recipes	An Android app specially designed for people with cognitive impairments, mainly learning difficulties. It is a step-by-step cookbook app that helps users keep track of where they are in the cooking process. The aim is to help people with cognitive impairments achieve independence in cooking.

The other semi-finalists continued

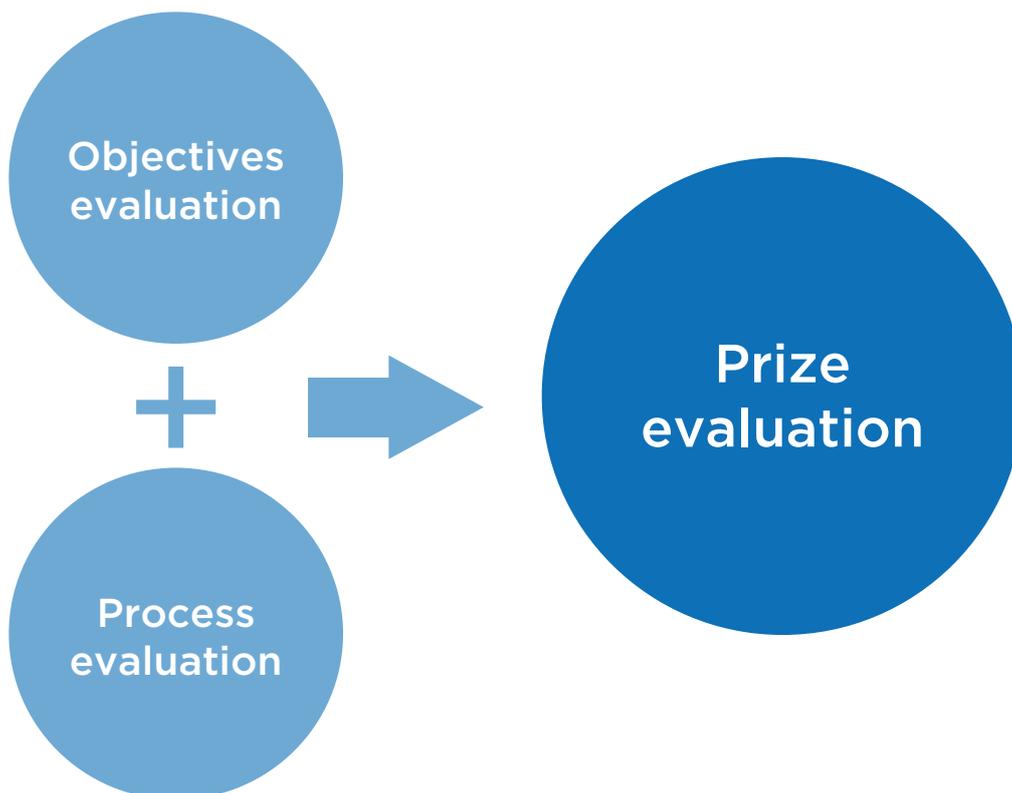
Entrant	Name of project	Summary
Walk With Path Ltd.	Path - Walk With Confidence	Footwear providing vibrating or visual feedback about the obstacles ahead. Supporting greater independence for those with mobility issues.
The Helen Hamlyn Centre for Design, Royal College of Art	Picture-It: a digital tool to support living with autism	Autistic-friendly interface allowing the disabled individuals, their support workers and families to connect through the Picture-It application. It enables sending pictures and customising the icons to suit individual needs.
Cornwall People First	Switched On	The 'Switched On' tool is an easy to manage direct communication bracelet, using RFID/NFC tags and stickers to activate a voice output on a smart device. The innovation, driven by people with learning disabilities, will give people with communication difficulties a voice.
exyo	The Louis Project	An all-terrain posterior walker for physically disabled children.
Sound Foresight Technology Ltd.	UltraBike	Bicycle kit that will vibrate when the sensors detect the boundary of the cycle track. It enables visually impaired individuals to cycle independently.
Apollo Pass T/A Una	Una Tickets: Improving access to online ticketing for differently abled users	Una is a startup ticket agency and the only one responding to the demands of disabled consumers by making it easier to book tickets suitable for their needs.
Royal London Society for Blind People, ustwo, Transport for London	Wayfindr	A navigation app that aims to ensure a consistent and seamless user experience for all users of public transport. After selecting the route, the app guides the user through their journey. The idea is directed to visually impaired individuals.
Marcus Inniss	WiAS (Website integrated Assistive Solutions)	A set of assistive tools that could be integrated into websites to better assist users with sensory and cognitive needs.

Evaluating the Inclusive Technology Prize

Impact evaluation is a key element of every challenge prize. A prize's evaluation has two components: objectives evaluation and process evaluation. The first looks at the results of prize activities against its initial objectives, while the second analyses the prize's structure to determine if it accomplished its aims. The impact evaluation involves stakeholders' engagement. Their feedback contributes to understanding the change generated.

Evaluation activities were conducted during the implementation of the Inclusive Tech Prize, with a particular focus at its end. Activities included surveys and interviews with stakeholders (participants, judges, partners etc.) and analysis of primary and secondary sources. The aim was to capture reflections on the Prize's structure as well as analyse initial results of the activities against the Prize's objectives, to understand what immediate change had been created.

Prize evaluation components

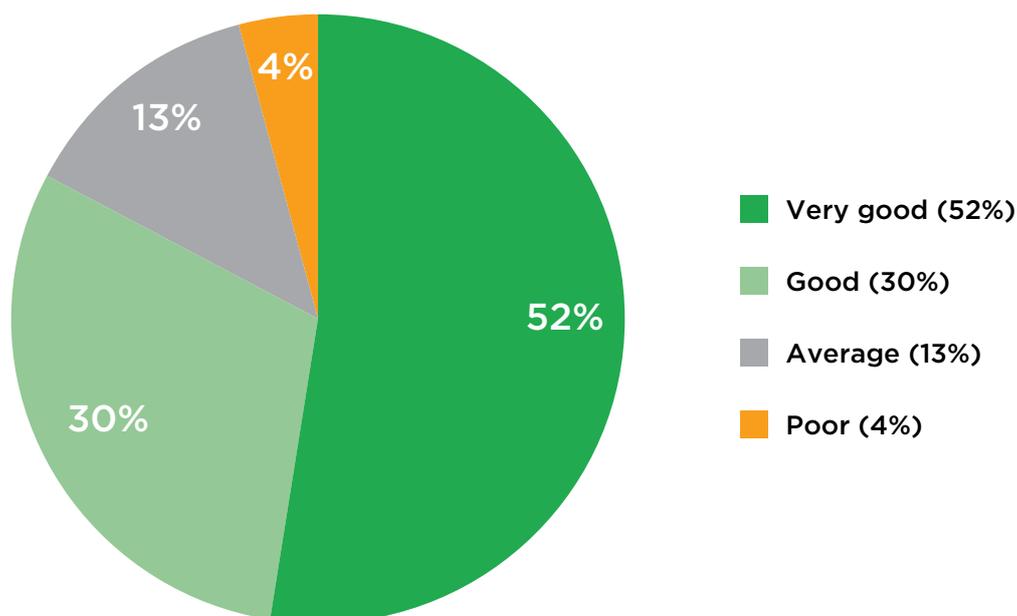


Aims and objectives

First stage evaluation provided some useful insights into the immediate impact of the Prize. The evaluation indicated that positive progress has been made towards all objectives, with stakeholders' reporting overall satisfaction with their experience of the Prize.

- Seventy-four per cent of stakeholders reported that the Prize supported and encouraged innovation.
- Sixty-five per cent of stakeholders reported that the Prize supported the creation of new partnerships.
- Sixty-two per cent of stakeholders reported that the Prize inspired new solutions.

Stakeholders overall experience



Objective: Generate public and media interest and excitement in accessible technologies and their ability to make life easier and more inclusive.

Raising public awareness of an issue is a common objective of challenge prizes. The evaluation showed that the Inclusive Technology Prize has generated good amount of public and media interest. However, the Prize would have benefitted from a more structured communications plan.

Key points:

- The Prize received more than 200 entries from a range of innovators as well as attracted notable numbers of visitors to its website.
- Nesta was invited to speak about the future of assistive technology at Disability Right UK's 2015 seminar⁴ and Zero Project Conference in Vienna.⁵
- The Prize was mentioned on a number of occasions by Justin Tomlinson MP, Minister for Disabled People.
- During the Prize, through comms activities a charitable trust learnt of the Prize and approached the Challenge Prize Centre, offering to fund two recognition awards with a combined worth of £50,000.
- Some finalists would have liked to have seen more press coverage and media days.



Representatives from the team behind the Open Voice Factory (Inclusive Technology Prize main award recipient) with Justin Tomlinson MP, Minister for Disabled People at the Prize's award event.

Objective: Facilitate the co-creation of new products, services and systems that meet needs as defined by users themselves.

Overall the objective was met as all ten finalists have developed their ideas with significant input from disabled people and nine out of ten finalists agreed that the challenge prize mechanism supported co-creation.

“I think the challenge provided a platform for innovators and people passionate about technology to work together to develop solutions. Technology needs more investment and especially accessible and assistive technology - and the element of co-creation is key.”

Inclusive Technology Prize Delivery Partner

Key points:

- Co-creation was strongly supported by the Prize’s structure, eligibility and judging criteria.
- Positive feedback from finalists regarding prizes as a tool to support co-creation and the benefits of co-creation improving their ideas.
- Future prizes around disability and assistive technology should involve co-creation.
- The finalists appreciated the six-month testing period, however, they would have liked to have more time to test their prototypes with users.

“ITP [the Inclusive Technology Prize] provided a fantastic insight into challenges that disabled people face and how they can be overcome.”

Inclusive Technology Prize Finalist

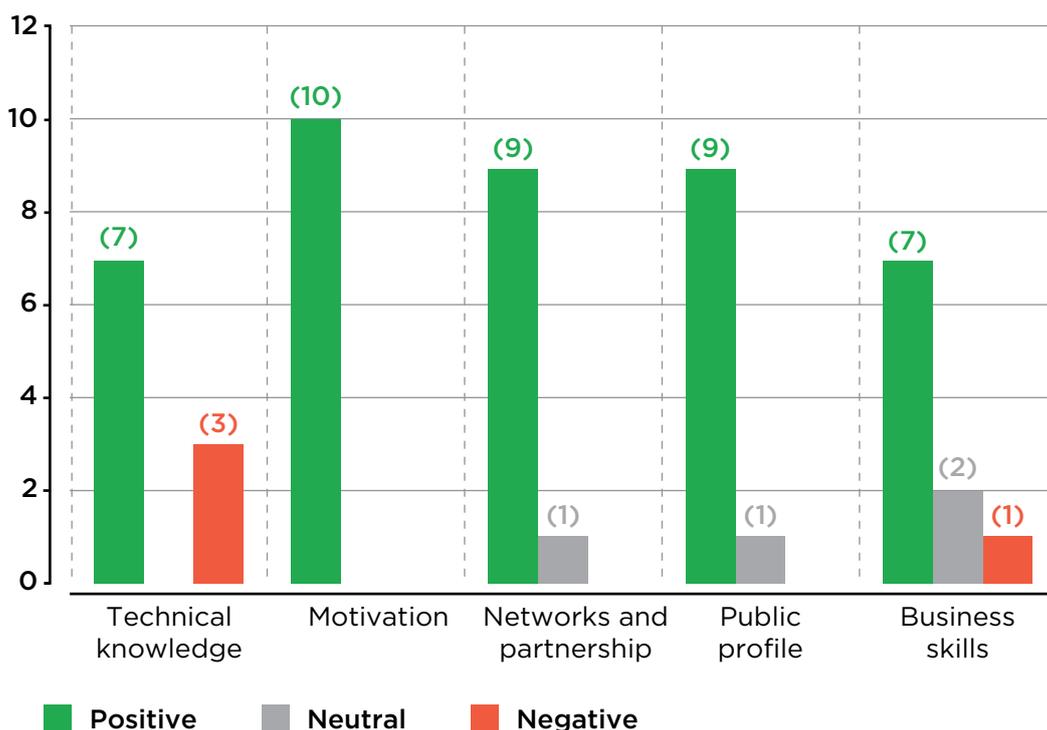
Objective: Champion a spirit of entrepreneurship and innovation by supporting disabled people and amateur designer/makers to become assistive technology developers and entrepreneurs.

This objective was met as all finalists agreed that the Prize enabled them to turn their idea into products and that the Prize championed a spirit of entrepreneurship. The majority of finalists were either individuals without any entrepreneurship experience or young startups that had recently started working on their products. All finalists reported some degree of skills development, however, they mainly related to market knowledge. The Prize had the potential to contribute to greater skills' development, however, we found that each finalist had different technical or business experience and the provision of capacity support, although tailored, had to remain equitable. That meant that some finalists developed new skills that others already had.

Key points:

- All finalists reported that the Prize had inspired and supported them to quickly create or refine a new product.
- Finalists reported that the deadlines and requirements incentivised progress, although some would have preferred fewer deadlines.
- Finalists reported improvements to their skills during the Prize.

The bar chart below sets out finalists' feedback on the extent to which participating in the Prize contributed to improvements in their products and skills.



“We have developed skills around entrepreneurship, our product has been shaped and refined, and our organisation has grown into a great model for entrepreneurial schools.”

Inclusive Technology Prize Finalist

“Being chosen as a finalist brought our concept to life, albeit with some technical changes. It has given our team the first-hand experience of participating in a prize such as this. It created interest internally across our organisation.”

Inclusive Technology Prize Finalist

Objective: Forge new partnerships between technology users, developers, manufacturers, buyers and providers.

The feedback from finalists was very positive as they all agreed that the Prize supported and encouraged networking and developing new partnerships, many of which were strategically valuable to the success of their ideas.



Representatives from Inclusive Technology Prize entrant groups speaking during the semi-finalists induction day workshop.

Key points:

- All finalists reported creation of, or improvements in, business partnerships as a result of the Prize.
- During the Prize, nine out of ten finalists gained one or more partnerships which they judged added value to their business.
- Finalists felt that they gained credibility from participating in the Prize, supporting the creation of new partnerships.
- Finalists valued opportunities to collaborate with other participants which developed their practitioner network.

“We have created two strong partnerships, both influenced by this process.”

Inclusive Technology Prize Finalist

“Our partnerships have all depended upon the credibility for our position as finalists. Without ITP [Inclusive Technology Prize] support we would not have been able to create our product.”

Inclusive Technology Prize Finalist

“ITP [Inclusive Technology Prize] allowed us to forge three 100 per cent top quality partnerships that have turned supportspace from an idea/pilot into business.”

Inclusive Technology Prize Finalist

Objective: Build a dynamic and vibrant market for accessible, functional, flexible and desirable assistive technologies.

This objective will be fully analysed at the second stage of the evaluation because market change is a long-term process, therefore we were unable to measure impact so shortly after the prize end. The first stage evaluation showed that finalists agreed that the prize contributed to developing their knowledge and understanding of the market.

Key points:

- Full understanding of the extent to which this objective has been achieved will require further evaluation activities at a later date.
- Finalists reported a greater understanding of the assistive technology market developed by completing tasks required by the Prize (for instance submitting a business plan).

“We have had to research both ideas and opportunities. We have a clear understanding of our place in the market.”

Inclusive Technology Prize Finalist

“We gained an understanding of the broadness and complexity of the entire assistive technology market as a whole.”

Inclusive Technology Prize Finalist

“Market research at the Rehacare exhibition [during the Prize] has expanded our knowledge and we have since written a couple of academic papers on the design process for assistive devices.”

Inclusive Technology Prize Finalist

“It has facilitated the development and testing of an entirely new product within the business.”

Inclusive Technology Prize Finalist

Lessons from the Inclusive Technology Prize

The Inclusive Technology Prize was the Challenge Prize Centre's first assistive technology prize. Recent years have seen a growing interest in disability-related challenge prizes and there are a number of lessons that can be applied to future prizes.

- 1. The assistive tech field needs more support and development.** Challenge prizes can be a useful tool to support this as they are open to any type of solution, providing opportunities for amateur and experienced innovators.
 - 2. To design an effective and impactful prize, it is important to take the time to truly understand what is needed through a research process that includes a range of stakeholders.** The research process engaged end users (beneficiaries) and their families/carers, experts, policy-makers, current solution providers and others. It was an important opportunity to test design assumptions and plan what the capacity support would be needed.
 - 3. It is important to ensure that stakeholders involved in prize implementation represent a broad range of relevant skills and expertise.** For instance, a judging panel needs individuals with the expertise, experience and perspective necessary to select the strongest ideas.
 - 4. Co-creation is key to the development of assistive technology and should be a core element of any prize.** The ultimate goal of a prize is to find innovations that can solve a stated challenge. To ensure that innovations are able to solve the challenge they need to be developed with end-users. The creators and their colleagues or family are a biased group and a prototype should be tested with a range of users to improve it.
 - 5. A prize structure and timeframe should be designed appropriately to keep participants focused on idea development.** Deadlines should be scheduled to allow enough time for development work and planning, while also challenging the participant to improve and develop their ideas.
 - 6. It is crucial that participants are provided with clear guidance of what is expected from them.** Effective two-way communication is important to ensure participants are on track and to avoid confusion.
-



Audience at the Inclusive Technology Prize award event, with representatives from PlanHub (Inclusive Technology Prize finalist) in the foreground.

- 7. Incentives and capacity support are important as they attract entries and facilitate the participation of smaller innovators.** It is important that these elements of the prize are designed with relevant stakeholders, to ensure the prize's resources are used effectively on support that will be impactful. While the financial incentives can make a significant difference, having access to intangible support is also effective as participants may not understand what it takes to develop a working prototype. Business mentorship, technical support, legal advice, access to potential users or production components can significantly contribute to idea development.
- 8. A challenge prize is a great way to stimulate innovations in a specific sector.** Providing feedback from assessors and judges (if possible) is an effective way to support all prize participants, even those who are not shortlisted to the next stage. Receiving reflections and tips from experts in the field is a great way to support the development of new ideas.
- 9. In order to contribute to the success of ideas, the prize should have a clear communications strategy to promote all participants adequately in their progression towards a prize.** Raising the profile of the ideas can help participants receive recognition which might attract investors, and generate public awareness of the issue the prize is trying to tackle.
- 10. Lastly, evaluation of the prize is key to determining whether the prize has contributed to solving the challenge.** It is crucial to set the objectives and data collection plan upfront to ensure an in-depth evaluation is possible at the end of the prize. One that captures valuable feedback from all stakeholders, including prize participants, assessors, judges and implementation partners.

Annex A

Objective evaluation

Key

Very good	Good	Neutral	Poor	Very poor
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Objectives	Indicators	Source	Summary
Generating public and media interest and excitement in accessible technologies and their ability to make life easier and more inclusive.	Finalists' views on the objective	Finalists' survey	Good - Overall good feedback, although some finalists reported that they would benefit from more advice focused on communication.
	Number of the Prize-related hashtags used on Twitter	Twitter analytics and interview with communications officer	Neutral - In comparison with other projects, the total number of 1,687 mentions is low, however, the hashtag was only monitored during the latter stages of the Prize. The total number of hashtags was analysed between 1 January at 12am and 18 April at 4pm and approximately 1,336 mentions (79 per cent) were positive, and 32 mentions (2 per cent) were negative. Hashtags were mainly posted from the UK and focused on winners. Most hashtags appeared around the final event to support awardees' announcement. Hashtags that were used in analysis included #InclusiveTechPrize #ITP #InclusiveTechnologyPrize and others.
	Google analytics on website (Prize duration)	Google analytics and interview with communications officer	Very good - Nesta's Inclusive Technology Prize page had a total of 17,067 unique views, and the Inclusive Technology Prize platform reached 56,013 views. This, compared with other Nesta's pages, is considered a high reach, especially as the prize was UK-based only.
	Number of media publications	Google analytics	Neutral - There were 19 pieces of media coverage for the Inclusive Technology Prize focused on programme milestones - such as launch and award announcement - and contextual interviews with the programme team. Coverage spanned national, trade and consumer media, and had a combined reach of more than 146 million.

Objectives	Indicators	Source	Summary
	Number of public speeches which referenced the prize	Interview with staff	Good - Nesta was invited as a speaker to the Disability Right UK's 2015 seminar to speak about the future development of inclusive and assistive technology. The Prize was mentioned on a number of occasions by Justin Tomlinson MP, Minister for Disabled People. Additionally (see the last objective), promotion of the Inclusive Tech Prize attracted new external investment in the prize. Nesta was also invited to speak at the Zero Project Conference in February 2016 about the Inclusive Technology Prize.
Facilitating the co-creation of new products, services and systems that meet needs as defined by users themselves.	Finalists' views on the objective	Finalists' survey	Good - Development of all ten final ideas involved co-creation with disabled people. Nine out of ten finalists agreed that the challenge prize process facilitated co-creation.
	Number of co-created products/services		
	Level of finalists' satisfaction from co-creation element	Finalists' survey	Neutral - The finalists appreciated testing period, however, they would have liked to have more time to test their prototypes with users.
Championing a spirit of entrepreneurship and innovation by supporting disabled people and amateur designer/makers to become assistive technology developers and entrepreneurs.	Finalists' views on the objective	Finalists' survey	Very good - All finalists agreed in saying that the Prize championed a spirit of entrepreneurship.
	Development of skills related to entrepreneurship and innovation	Finalists' survey	Neutral - All finalists reported some degree of skills' development, but they mainly linked to improving understanding of the market, so it has been included in evaluation of the last objective.
	Level of satisfaction from turning idea into product	Finalists' survey	Very good - All finalists reported that participating in the Inclusive Tech Prize allowed them to turn their idea into a product, and that was the best outcome from participating in the Prize.
Forging new partnerships between technology users, developers, manufacturers, buyers and providers	Finalists' views on the objective	Finalists' survey	Very good - All finalists agreed that this objective has been met.
	Number of new partnerships	Finalists' survey	Very good - All finalists reported that the Prize supported and encouraged developing new partnerships during the process.
	Participants' rating on satisfaction from new partnerships	Finalists' survey	Very good - The majority of finalists considered partnerships secured during the Prize to be strategically valuable.
	Degree to which finalists improved business skills	Finalists' survey	Good - All finalists were required to develop and submit a business plan which encouraged them to improve their strategic planning. The majority of finalists reported they were satisfied with requirements encouraging them to improve their business skills, however, some teams would have preferred a less time-intensive schedule.

Objectives	Indicators	Indicators	Summary
Building a dynamic and vibrant market for accessible, functional, flexible and desirable assistive technologies	Finalists' views on the objective	Finalists survey	Neutral – Generally, the objective was positively assessed by finalists, however, almost half of them responded neutrally to this question.
	Developing market knowledge and understanding	Twitter analytics and interview with communications officer	Very good – All finalists reported a better understanding of market needs and opportunities, due to the research conducted to submit the business plan. They also appreciated exchanging knowledge with other participants.
	Number of new investors interested in the market and amount they would invest	Finalist survey, interview with staff	Good - only one finalist secured additional funding, however, the prize attracted additional investors who doubled the prize pot resulting in two additional recognition awards.
	Measurable change in the markets	No data	Very poor – There is currently no data available to measure this indicator. This was, however, predicted as changes are expected to happen after the Prize and the second stage evaluation will measure the impact in this area.

Annex B

Process evaluation summary

Key

Very good	Good	Neutral	Poor	Very poor
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Prize process activities	Stakeholders	Evaluation results at the end of the Prize
Process efficiency based on timeline and information provided to participants	Finalists	Neutral – Some difficulties related to meeting deadlines and reporting requirements were highlighted.
	Assessors	Good – The overall feedback was positive, however, some assessors suggested that having more interactions with Prize Team before the assessment would be beneficial to better understand the process.
	Judges	Good – Positive feedback.
Clarity of challenge statement	Judges and assessors	Good – 60 per cent of judges and assessors rated the statement as clear; and 40 per cent as very clear.
Clarity of judging criteria	Judges	Good – The criteria were mostly clear, except ‘quality and safety’ criterion which could have been explained better.
	Assessors	Good – The criteria were mostly clear except ‘growth and potential’ criterion.
Prize as a tool to stimulate innovation in assistive technology	Partners, Judges and Assessors	Very good – 71 per cent of respondents strongly agreed that the Prize addressed important issues in which innovation is needed.
Satisfactions of partners/ judges and staff who worked on the prize	Partners, Judges and Assessors	Very good – 52 per cent of the respondents rated their experience of participating in the Prize as ‘very good’, 31 per cent rated it as good, 13 percent as average and 4 per cent as poor. In particular, judges showed the highest levels of satisfaction.
Financial Support	Finalists	Very good – the majority of finalists stated that they were attracted by the financial support. All finalists were satisfied with the support received and said it helped with prototyping. One reported it would have been better to tailor the financial support to each team needs.
Legal Support	Finalists	Poor – Finalists reported that the Prize’s structure should have allowed more time and space for more intense legal support.

Prize process activities	Stakeholders	Evaluation results at the end of the Prize
Mentoring support	Finalists	Good – Finalists were generally satisfied with the mentoring support.
	Partners	Neutral – Partners reported they would liked to be more involved in designing the mentoring support provision.
User testing support	Finalists	Neutral – the majority of finalists expressed neutral views on the user testing support.
Final event	Audience at the event	Very good – Seventy per cent reported being very satisfied with the content and format. Eighty per cent reported the length of the event and time for networking as being very good.

Endnotes

1. Source: Family Resources Survey 2010/11.
2. Source: Family Resources Survey 2012/13.
3. <https://www.gov.uk/government/news/business-champions-recruited-to-lead-a-war-on-inaccessibility>
4. <http://www.disabilityrightsuk.org/news/2015/november/see-video-todays-disability-rights-changing-world-seminar>
5. <http://zeroproject.org/conference-2016/>

Challenge
Prize Centre

by **nesta** 



The logo for the Inclusive Technology Prize features the words 'INCLUSIVE', 'TECHNOLOGY', and 'PRIZE' stacked vertically in a bold, blue, sans-serif font. A vertical purple line runs through the center of the text. At the top of this line is a purple Wi-Fi signal icon. In the middle of the line, where the letter 'O' in 'TECHNOLOGY' is, is a purple gear icon. At the bottom of the line, where the letter 'I' in 'PRIZE' is, is a purple vertical line segment.

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January 2017

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