**Overview of the study:**
Led by Dr Matthew Lariviere (CIRCLE, U Sheffield), the ASAP study includes partnerships with industry and non-academic organisations involved in the design, development and provision of technology-enabled care products and services in the United Kingdom. The study aims to understand the relationship between science and technology 'push' and market 'pull' in effective design and diffusion of new and emergent types of care technologies. Current partners include Housing and Care 21, Consequential Robotics, TEC Services Association, Carers UK, Astraline and Johnnie Johnson Housing. This project is linked to the ESRC-funded Sustainable Care: connecting people and systems programme, and closely linked to the Achieving Sustainability in Care Systems project within the programme.

**Connection to the UK Industrial Strategy:**
This study directly aligns with the UK Industrial Strategy, which the government developed to boost productivity and earning power throughout the UK whilst it also seeks to address Grand Challenges for society. ‘Ageing Society’ represents one of these Grand challenges. Innovative, technological solutions may help provide the support older adults desire and strengthen the influence and commercialisation of UK science and technical achievements. This study, and its outputs, will contribute to the following areas of the strategy:

- **Investing in science, research and innovation.** Commercialisation of the UK’s world-leading science base can add significant value to industries at the forefront of technological developments for care in the home. UK expertise in information and communication technologies, 3rd and 4th generation telecare products, and robotics has the potential to underpin progress in penetrating international markets.
- **Upgrading infrastructure.** Leading care technologies are crucial for modernising and upgrading the UK’s care infrastructure (in acknowledged need of extensive re-development).
- **Improving procurement.** Much procurement of care technologies is likely to remain the responsibility of the National Health Service and local authorities in the UK, despite the emergence of an important private consumer market, offering a means of influencing supply chains in care technology and using procurement to drive innovation.
- **Cultivating world-leading sectors.** Historically, the UK led in developing care technologies, with early start-ups and internationalising care technology companies in the 1980s, when a UK firm launched the world’s first monitoring centre software and social alarm unit. Many global competitors are now active, but the UK’s technology science base in top universities can underpin future UK global leadership in care technology products and services.

**Key studies on this topic involving members of the Sustainable Care team:**
- **Mainstreaming Assisted Living Technologies (MALT)** (2011-2014) [Funding: Technology Strategy Board], PI Mark Hawley. Reports and toolkits.

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