

# How embracing the 'Grand Challenges' creates opportunities for innovation



Ignitec

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Reading time 8 mins

## Key Points

- The United Nations has identified 17 Sustainable Development Goals that it aims to achieve by 2030, e.g. improved access to healthcare, responsible production, and sustainable cities.
- Meeting these goals highlights ‘grand challenges’: global factors that transcend traditional boundaries, calling on all parties (government, business, and civil society) to fulfil a role.
- Product design requires us to rethink how we conceive, create, and deliver products in areas such as sustainability, inclusive and human-centred design, rapid prototyping, and technology integration.
- Rather than roadblocks, the grand challenges are opportunities for innovation, allowing us to create products that profit both people and the planet. In the past, these opportunities created innovations such as 3D printing (minimising waste, resources, and energy), technologies for people with disabilities (improving accessibility), and environmental monitoring products (real-time data gathering to develop accurate insights).
- Addressing unmet needs will require continued collaboration and an interdisciplinary approach to find solutions, create opportunities, and manifest them.

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The neverending quest to develop new products that serve unmet or unforeseen customer needs is an adventure requiring entrepreneurs and businesses to navigate unfamiliar territory and turbulent international waters. Where innovation is the compass, and the user experience is the destination, we often face obstacles and global challenges (e.g. sustainability, accessibility) that determine our course of action moving forward. These are referred to as 'grand challenges' because they're global, transcend traditional boundaries, and invite us to reimagine how we conceive, create, and deliver products to the world.

In our experience, embracing the grand challenges presented by the client or the project scope is always the spark that lights the flame of innovation. From [building an autonomous underwater vehicle](#) to designing [gloves that create music through movement](#), 'challenges' such as sustainable or human-centred design weren't roadblocks. Instead, they were unique opportunities that enabled us to create products the world had never seen. Call us if you'd like us to do the same for you. An expert on our team will fill you in on [how we Innovate on Demand®](#) to find solutions that turn challenges into opportunities.

## Related services

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# Where did these global challenges come from?

The [UN's Sustainable Development Goals](#) (SDG) outlined the grand challenges as a part of a call to action to promote prosperity while protecting the planet. The SDG identifies 17 interconnected objectives to achieve by 2030, subdivided into five categories:

1. **Humankind:** Clean water and sanitation, eradicate poverty and hunger, and improve access to healthcare, education, and gender equality
2. **Planet:** Climate action, protection of life on land and life below water
3. **Prosperity:** Affordable and clean energy; sustainable cities and communities; responsible consumption and production; support industry, innovation, and infrastructure; decent work and economic growth.
4. **Peace:** Social justice and strong institutions
5. **Partnership:** Collaborations that ensure the successful attainment of objectives

Meeting these goals by 2030 requires players from all sectors – government, industry, academia, and civil society – to fulfil their role and [design thinking](#) has a leading part to play. Which solutions will have the most significant and positive impact on society or the planet? Which grand challenges can product design address, and how do they present opportunities for innovation?

# 10 grand challenges & opportunities for innovation

## 1. Sustainability

Creating products with minimal environmental impact, from raw material extraction to end-of-life disposal. This involves reducing resource consumption, using eco-friendly materials, and designing for recyclability.

Read more in our post on [5 solutions to sustainable design challenges](#).

## 2. Inclusive Design

Ensuring that products are accessible and usable by people of all ages, abilities, and backgrounds. This includes considering diverse user needs and incorporating inclusive features.

Read more in our post on [creating products for people with disabilities](#).

## 3. Human-Centered Design

Focusing on understanding and addressing the needs, preferences, and behaviours of end-users throughout the design process. This involves empathetic research and iterative prototyping.

Read more in our post on how prototyping and [human-centred design leads to better products](#).

## 4. Technological Integration

Incorporating emerging technologies like artificial intelligence, the Internet of Things (IoT), and augmented reality to enhance product functionality and user experience.

Find out more about [our technology integration services](#).

## 5. Health and Well-being

Designing products that contribute to the physical and mental well-being of users. This could involve creating products that promote healthy lifestyles, improve healthcare outcomes, or enhance mental wellness.

Read more about the real-world [problems solved by health tech innovation](#).

## 6. Ethical Design

Addressing ethical considerations in product design, such as user privacy, data security, and the potential societal impact of the product. This includes responsible and transparent use of technology.

[Creating an authentic Sustainability Report](#) is a starting point for many small businesses to self-audit and assess their environmental and societal impact.

## 7. Global Collaboration

Finding ways to facilitate collaboration among global teams and stakeholders, considering diverse cultural contexts and regulatory environments.

Read our [tips on reducing supply chain fragility](#) to improve your brand positioning, mitigate regulatory risk, and increase access to funding and investment.

## 8. Rapid Prototyping and Iteration

Developing methods to accelerate the design and development process, allowing for quick prototyping, testing, and iteration to bring products to market more efficiently.

Learn more about [our rapid prototyping services](#) and robust 3D printing capabilities that reduce waste, energy consumption, and product manufacturing time.

## 9. Circular Economy

Designing products and systems that minimise waste and promote a circular economy, where materials are reused, recycled, or repurposed at the end of a product's life.

Read our post on how a [circular economy and IoT ecosystem](#) could make recycling more effective.

## 10. Adaptability and Resilience

Designing products that can adapt to changing circumstances and user needs. This includes considering the longevity of products and their ability to evolve.

Read our post on the [importance of industry-academia collaboration](#) in promoting innovation and economic growth.

# Ready to set sail into uncharted territory?

As we look forward to the future, these grand challenges in product design beckon us to embark on a journey of innovation, empathy, and responsibility. It is a journey where every designer is an explorer, every product a manifestation of human ingenuity, and every challenge an opportunity to redefine what is possible.

In collaboration and an interdisciplinary approach lies the potential to contribute to prosperity, ingenuity, and security. Call us if you're ready to embrace these challenges and are looking for an experienced and flexible partner to help manifest your product's innovation potential!

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## FAQ's

### **Why are grand challenges important in today's society?**

Grand challenges are crucial as they address complex issues, such as climate change and poverty,

requiring collaborative efforts from various sectors. Tackling these challenges fosters innovation, encourages global cooperation, and contributes to sustainable development.

## **How do grand challenges drive technological innovation?**

Grand challenges inspire researchers and industries to push technological boundaries, leading to breakthroughs and advancements. The necessity of solving these challenges prompts the development of cutting-edge technologies that can address complex societal issues.

## **What are examples of grand challenges in healthcare?**

Grand challenges in healthcare include finding cures for major diseases, improving access to healthcare in underserved regions, and developing innovative medical technologies to enhance patient care. Addressing these challenges can significantly improve public health outcomes.

## **When did the concept of grand challenges emerge in the scientific community?**

The idea of grand challenges gained prominence in the scientific community during the late 20th century as a framework for addressing complex and pressing issues that require interdisciplinary collaboration and innovative solutions.

## **How do grand challenges impact economic development?**

Addressing grand challenges can stimulate economic growth by creating new industries, generating employment opportunities, and fostering a culture of innovation. It encourages investment in research and development, leading to long-term economic benefits.

## **Who plays a key role in addressing grand challenges globally?**

Governments, non-profit organisations, research institutions, and private sectors are crucial in addressing grand challenges globally. Collaborative efforts among these entities are essential for effective problem-solving.



## **What role does education play in tackling grand challenges?**

Education is pivotal in addressing grand challenges by cultivating a skilled workforce capable of developing innovative solutions. It equips individuals with the knowledge and skills needed to contribute to interdisciplinary approaches in problem-solving.

## **Why is public awareness crucial for addressing grand challenges?**

Public awareness is essential as it fosters support, mobilises resources, and encourages collective action. Informed and engaged communities can play a vital role in advocating for policies and initiatives that address grand challenges.

## **How can individuals contribute to addressing grand challenges in their communities?**

Individuals can contribute by staying informed, volunteering for relevant causes, and advocating for sustainable practices. Small actions, when combined, can create a significant impact in addressing grand challenges at the community level.

## **What are the environmental implications of grand challenges?**

Grand challenges often involve environmental issues, such as climate change and resource depletion. Addressing these challenges requires sustainable practices and policies to mitigate environmental impact and promote ecological resilience.

## **What role do ethical considerations play in addressing grand challenges?**

Ethical considerations are paramount in addressing grand challenges to ensure that solutions are fair, just, and respect human rights. Ethical frameworks guide decision-making, particularly in areas such as healthcare, technology, and social justice.

## **How can collaboration between nations contribute to solving grand challenges?**

International collaboration is crucial in addressing grand challenges as it allows the pooling of resources, expertise, and diverse perspectives. Shared knowledge and coordinated efforts enhance the global community's ability to tackle complex issues.

## **What impact do grand challenges have on social equality?**

Grand challenges can either exacerbate or alleviate social inequality, depending on how they are addressed. Intentional efforts to ensure inclusivity and equal access to solutions can contribute to reducing disparities and promoting social equity.

## **What are the economic implications of not addressing grand challenges?**

Neglecting grand challenges can lead to long-term economic consequences, including increased healthcare costs, environmental degradation, and social instability. Proactive efforts to address these challenges are essential for sustainable economic development.

## **How can technological advancements contribute to addressing grand challenges in developing countries?**

Technological advancements can play a significant role in addressing grand challenges in developing countries by improving infrastructure, healthcare delivery, and access to education. Innovation can empower communities and enhance their resilience.

## **What role does policy-making play in addressing grand challenges?**

Effective policy-making is essential in addressing grand challenges by providing a regulatory framework, incentives, and guidelines for sustainable solutions. Policies that promote research, innovation, and responsible practices are instrumental in addressing societal issues.

## **What are the potential benefits of a multidisciplinary approach to grand challenges?**

A multidisciplinary approach to grand challenges brings together diverse perspectives, skills, and expertise, fostering holistic solutions. Collaboration across disciplines enhances creativity, problem-solving capabilities, and the overall effectiveness of addressing complex issues.

## **What impact can individuals have on shaping policies related to grand challenges?**

Individuals can influence policies related to grand challenges through advocacy, public awareness campaigns, and active participation in democratic processes. Civic engagement plays a crucial role in shaping policies that address societal concerns.

## **How do grand challenges align with the United Nations Sustainable Development Goals?**

Grand challenges align closely with the United Nations Sustainable Development Goals by addressing key global issues such as poverty, inequality, and environmental sustainability. Efforts to tackle grand challenges contribute to achieving the broader vision of a more equitable and sustainable world.

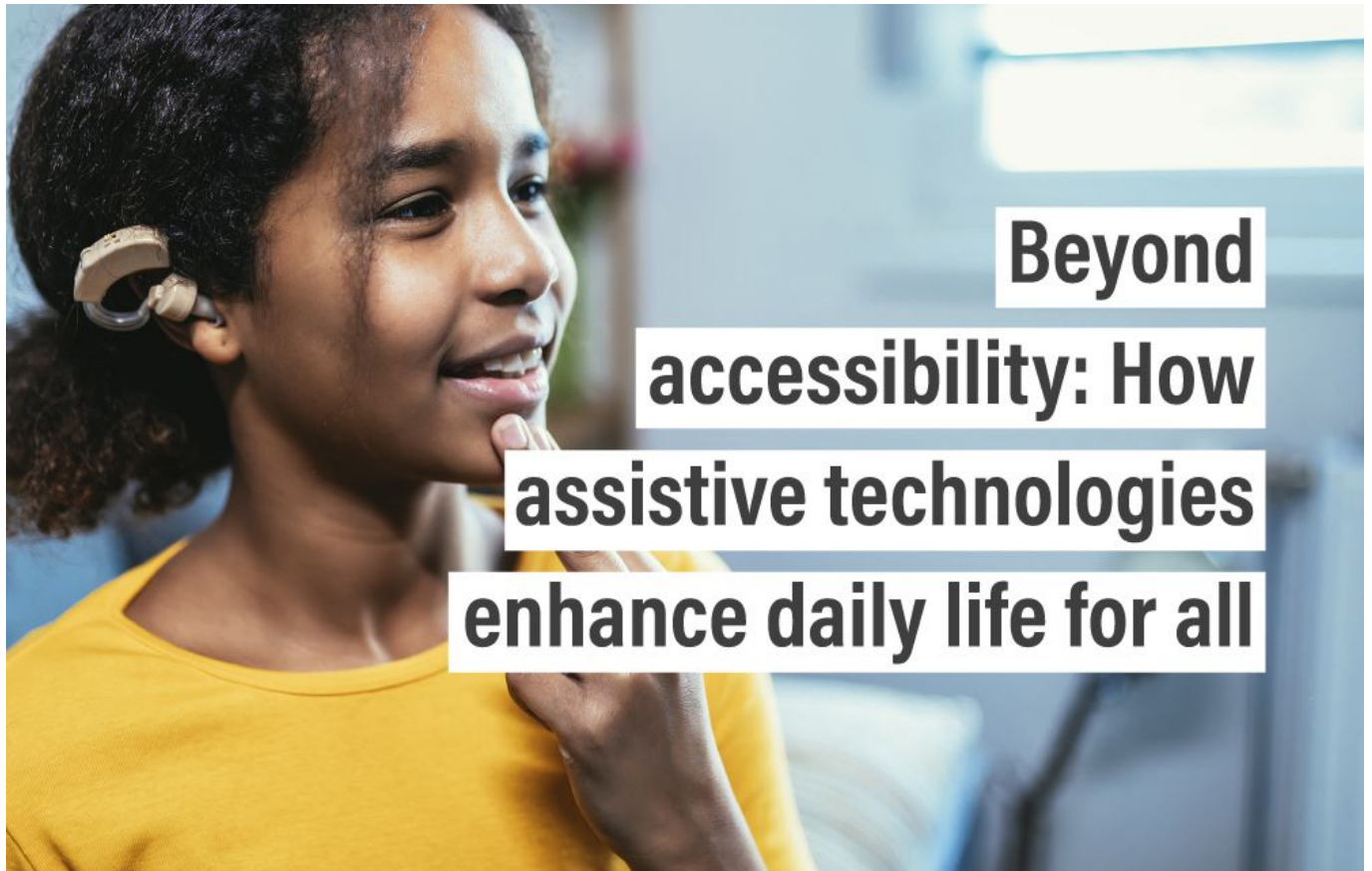
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