



FOR IMMEDIATE RELEASE

PROGRAM ANNOUNCEMENT

Announcing the InterGen Lab

New InterGen Lab promises to address labour supply issues with innovative solutions to support an ageing workforce.

A collaboration between Challenge Factory and the National Institute on Ageing

TORONTO – September 21, 2023 — Amidst Canada’s ageing population, increasingly tight labour markets from coast to coast to coast, and a changing world of work, employers, workers, and jobseekers require urgent and evidence-based solutions.

Challenge Factory and the National Institute on Ageing (NIA) are pleased to announce a new collaboration: The Intergenerational ([InterGen](#)) Lab.

The InterGen Lab provides organizations with the innovative environment needed to tackle the complex and dynamic workforce challenges of today, advancing creative solutions for tomorrow. Participating organizations have access to a game-changing approach that enables and empowers them to shape their own workforces and workplaces for the future.

“This is a true research-to-practice model in action in real-time,” said Lisa Taylor, President of Challenge Factory. *“The laboratory environment supports organizational leaders to discover new solutions to really messy issues. It is a place to experiment, validate, evaluate, and scale solutions, while learning from others who are also in the Lab.”*

The InterGen Lab is unique since it creates space for organizations to conduct hands-on experiments to inspire and shape new workforce practices, workplace strategies, hiring and retention tools, and more. The focus is on shaping a better Future of Work for everyone. Drawing on a wealth of resources and expertise from Challenge Factory and its collaboration partners, participating organizations experience how intergenerational approaches to strategy development and problem-solving lead to competitive workforce advantage.

“We applaud Challenge Factory for the launch of the InterGen Lab today,” said Alyssa Brierley, Executive Director, National Institute on Ageing. *“By creating opportunities for older adults in the workforce, employers can take advantage of an untapped talent pool while retaining valuable expertise in an organization.”*

The InterGen Lab is designed to help organizations create breakthrough solutions to some of today’s most pressing workforce challenges, such as:

- Ageing demographics and workplace culture
- Skills, sustainability, and shifting to the green economy
- Housing shortages and implications for attracting or retaining employees
- Labour market dynamics unique to your sector or geography
- Skills-based workforce planning
- Any issue that you know underpins other strategic risks, but feels too complex to tackle

The future of Canada’s workplaces starts here, at the InterGen Lab. There will be space for nine organizations in the first cohort.



Why now?

Capitalizing on longevity and long-life careers presents employers and workers with opportunities for strategic advantage. The nature of work and workplace dynamics are rapidly changing, and workforce solutions need to catch up. Smart strategies must include a focus on hidden talent, *especially* older workers. The potential benefits of intergenerational solutions are immense: increased productivity, engaged and diverse perspectives, and improved job satisfaction for all employees.

“Employee recruitment, leadership development, and succession planning are often treated as standalone activities, with resources prioritized to one activity or another depending on immediate business needs,” explains Challenge Factory in their digital magazine and research exchange, [Workforce Architecture](#). *“Intergenerational ... [solutions] allow organizations to focus on the entire lifecycle of careers within their organization all at the same time, signalling to employees that everyone is important and vital to the future of the organization.”* These findings are the foundation of Challenge Factory’s collaboration with the NIA.

To learn more about the InterGen Lab [click here](#) to visit our website and [click here](#) to sign up for updates.

Questions or looking for more information? Please contact:

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About the NIA

The National Institute on Ageing (NIA), based at Toronto Metropolitan University (TMU; formerly Ryerson University), is Canada’s leading policy and research centre dedicated to enhancing successful and healthy ageing throughout people’s lives. Through our collaborative approach, expert-driven analysis, and public-facing reports and tools, the NIA provides meaningful research, analysis, advice, and advocacy on the most pressing issues that are affecting the health and wellbeing of older Canadians.

About Challenge Factory

[Challenge Factory](#) is a Future of Work research agency and consultancy. We help purpose-driven organizations and communities ignite transformative, measurable change for people and workplaces. We are policy and systems influencers, conveners, and thought leaders. As a [certified B Corporation](#), we focus on using business as a force for good and advancing the United Nations Sustainable Development Goals.