



Global Coalition on **Aging**

Global Aging and The Silver Economy New Mindset, New Approaches, High Impact

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CEO, Global Coalition on Aging

GCOA is a cross-sector coalition of companies thinking, partnering and acting differently about aging



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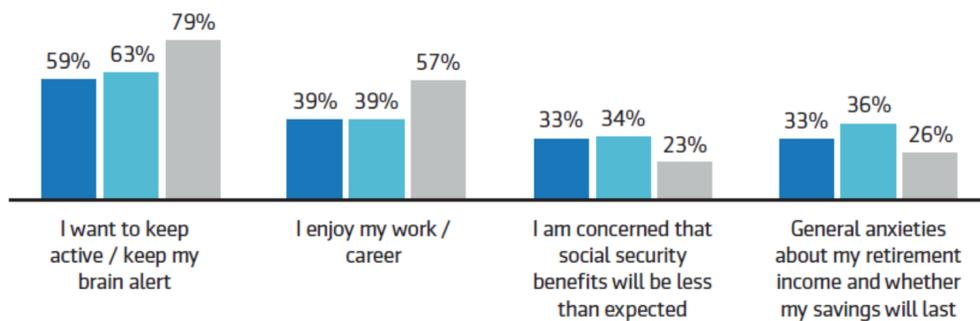
Society must re-align for 100-year lives

WORK AND RETIREMENT CHANGING

72% of pre-retirees want to work beyond retirement.

Reasons to keep working after retirement

Which, if any, of the following are important reasons for you continuing to work to some extent in retirement? – Base: Not fully retired and envision working (n=8,195)



- General average
- Age 55 - 64
- Age 65+

HEALTH AS AN INVESTMENT

Addressing health in the context of aging could yield a return of

at least \$7
for every \$1
invested by 2030

WHAT'S YOUR AGING STRATEGY?

Only 15% have any business strategy focusing on the older demographic

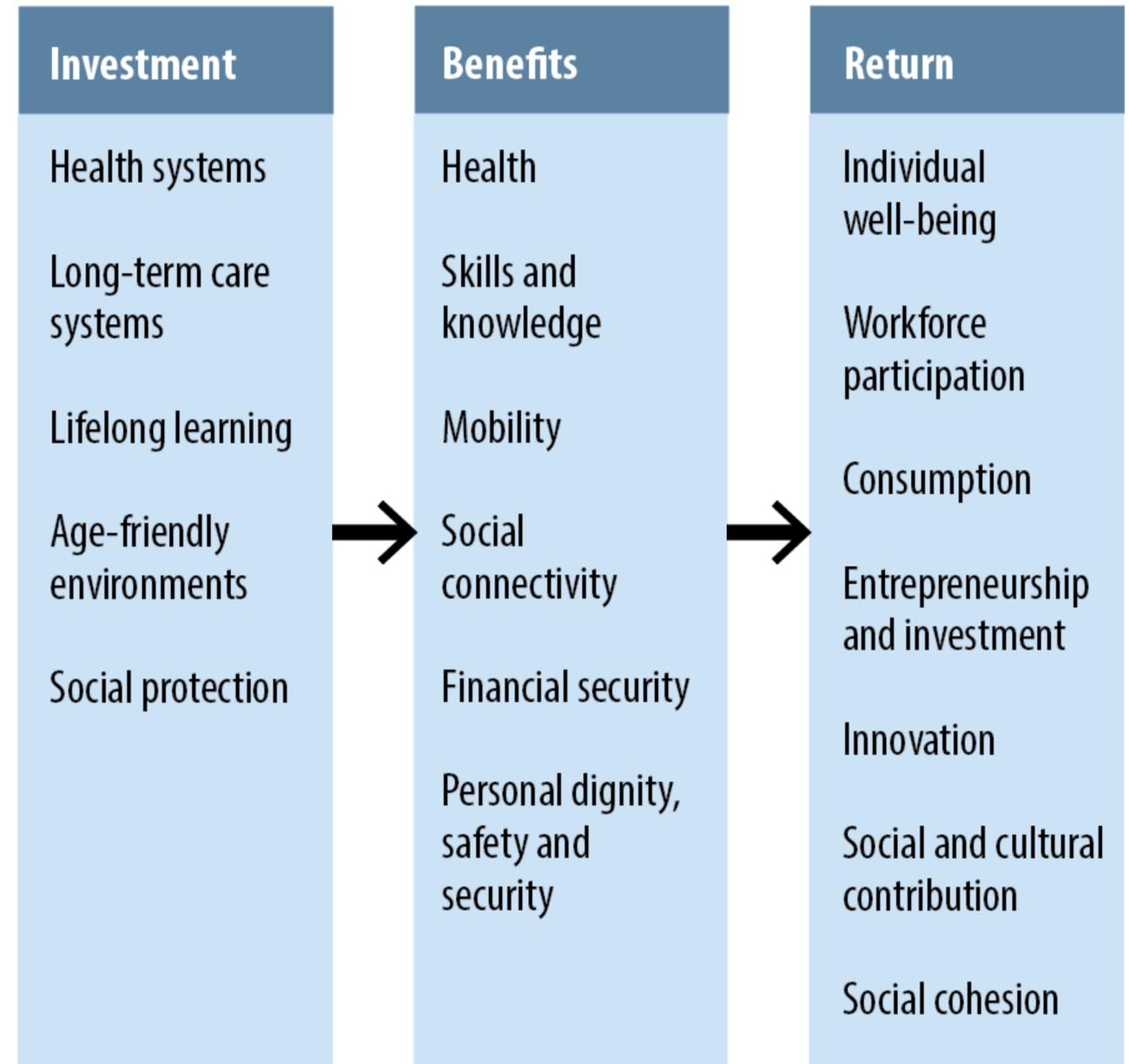


Spending on Healthy Aging as an Investment : Osteoporosis, Vision, Alzheimer’s, Adult Immunization, AMR, CVD, Oncology...



The goal: To maintain functional ability

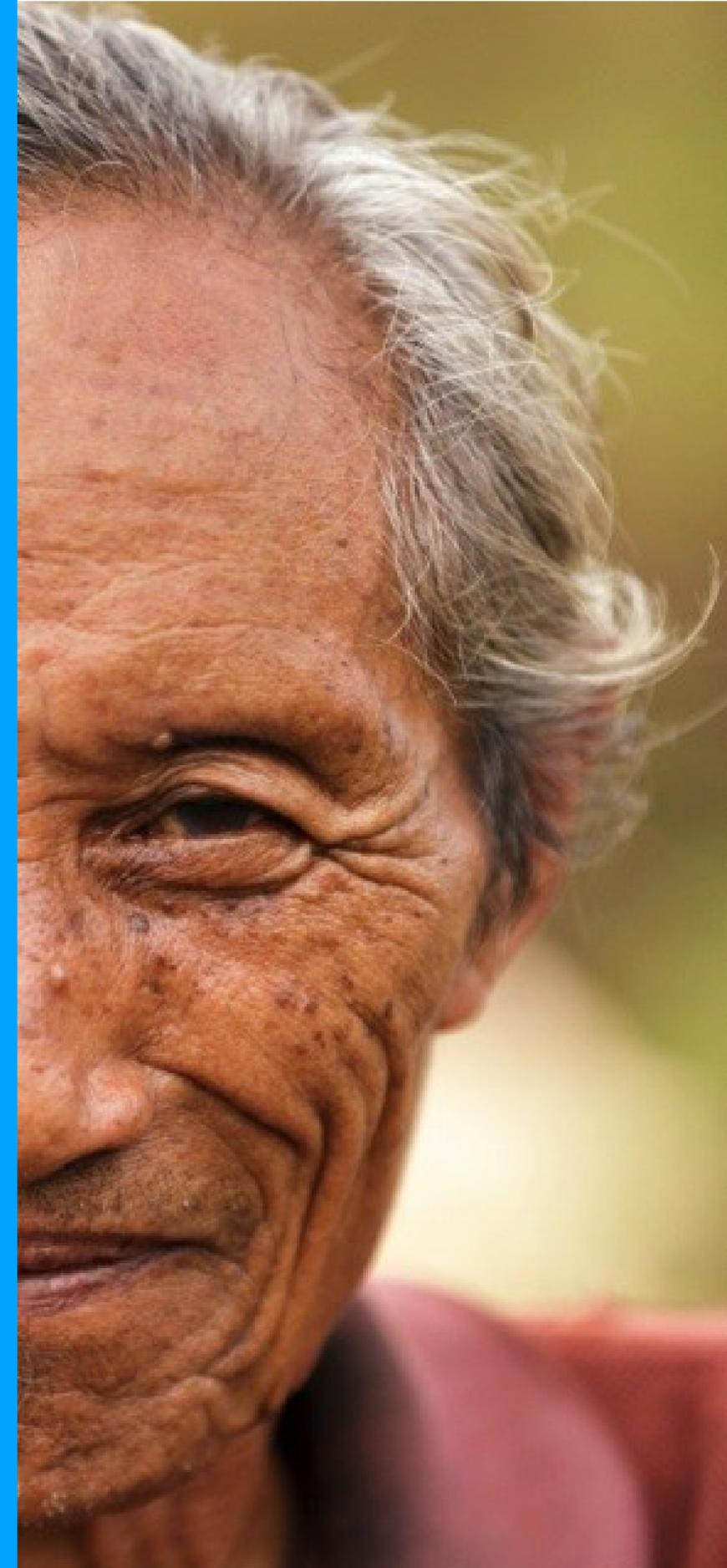
Functional ability requires efforts to build and maintain physical and mental capacities across the life course and into older age and to provide the support a person needs to compensate for losses in these capacities that will likely occur over time.





THE AGING
OPPORTUNITY
IS NOT ABOUT
“*old people*”

IT'S ABOUT
ALL people



Co-creating Across Generations...





WSIS FORUM 2021
Starting from January
Final Week 17-21 May 2021



Global Coalition on Aging



HIGH-LEVEL FORUM ON THE SILVER ECONOMY

PRESENT

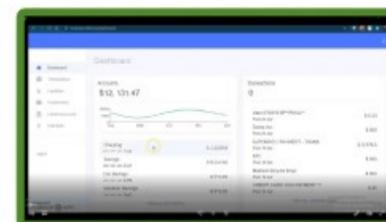
AGEING BETTER WITH ICTs

#AgeingBetterHack #WSIS

-  **Alzheimer's Disease and Cognitive Decline**
-  **Frailty**
-  **Transportation and Mobility**
-  **Financial Tools for Longevity**



WITH EXPERTS IN
AGEING AND TECHNOLOGY



Bone Health Represents the Profound and Underlying Challenges of The Decade of Healthy Ageing

Traditional views of aging assume declines, including in bone health...



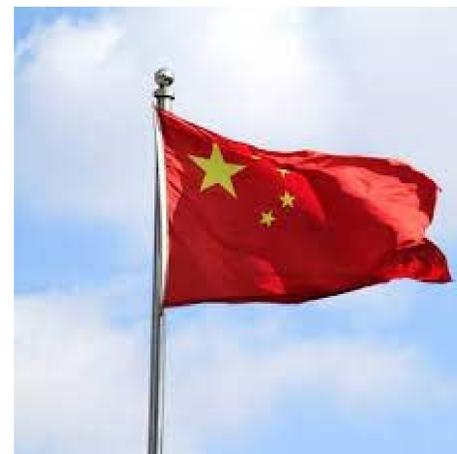
...And, in fact, Fragility Fracture prevalence multiplies as one ages. ■

By 2025...

13.5M

fractures are projected per year globally.

And a parallel exploding health and fiscal challenge in super-ageing societies like China...



***BUT...** Aging does not automatically bring about osteoporosis and the fragility fractures that accompany it*



*A strategy to address osteoporosis will help empower **HEALTHY & ACTIVE AGING** and are essential for **Super-Ageing Societies Economic Health***



13.5M

NEW CARE WORKERS
NEEDED BY 2040 IN
OECD COUNTRIES



Shifting demographics are driving demand for caregivers, among a growing shortage of professional care workers.

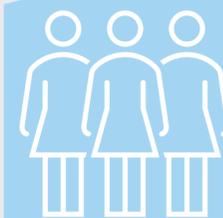
...To Build The Silver Economy

The Elder Caregiving Model



Places substantial psychological, emotional, and financial strain on families

Implies lost income and forgone productivity due to time spent away from work to care for a loved one



Disproportionately affects women and further accentuates the caregiver gap



Caregiving is a job creation engine that can help address these shifts and bridge workers into a high-demand sector.

**Home care market
expected to grow
70% from 2020-
2027**

**Caregiving
provides job
opportunities for
all age groups
seeking fulfilling
employment.**

Closing the gap between supply and demand for home care workers will not be achieved by simply recruiting and training more people.

It will also require a dramatic shift in societal understanding of and attitudes toward the caregiving profession.



Mapping the path forward

Global
Coalition
on Aging

Home
Instead.
To us, it's personal.

Building
The Caregiving
Workforce
Our Aging World Needs



Recommendations for overcoming caregiving workforce challenges

Change the global perception of the caregiving profession so it is appreciated for its value to society.

Bolster training and education standards to ensure consistent quality and accountability.

Support and reward caregivers commensurate with the demands of the job and the value they provide.

Fully integrate the home care workforce into the 21st century health and social care ecosystem.

*Functional Ability: The
New Metric*

