Global Future Council on Longevity
2019-2020 Term

The World Economic Forum’s Network of Global Future Councils is the world’s foremost interdisciplinary knowledge network dedicated to promoting innovative thinking on the future. The Network provides thought leadership on key global challenges and the impact and governance of emerging technologies with representation from business, academic, public and civil society.

Mandate and Objectives

Remarkable gains in life expectancy, declines in fertility, and the progression of relatively large-sized cohorts to the older ages have led to an ageing global population. Life expectancy has increased to 70 years or more in many countries, the total fertility rates has dropped from 5 to 2.5 in the past seven decades, and it is expected that children under the age of five will be outnumbered by individuals aged 60 or more by 2020.

Population ageing brings with its opportunities and obstacles that must be understood in order to ensure societal preparedness and healthy ageing.

Increasing healthy life years is a boon to human welfare. To contribute to healthy ageing and longevity, the Global Future Council on Longevity aim to drive impact by engaging stakeholders to invest in opportunities presented by ageing to support a lifespan approach to healthy longevity.

Workstreams:

- Raise awareness and drive action on healthy longevity on the World Economic Forum’s Agenda
- Raise awareness and drive action on healthy longevity on the global agenda
- Generate and disseminate new content and insights

Proposed Council Deliverables 2019-2020

- Social media campaign to raise awareness and visibility on the topic of healthy ageing and longevity
- Agenda setting: raising healthy ageing and longevity at global events and milestones
- Webinars: to disseminate knowledge on topics on healthy ageing and longevity
- White papers, blogs and podcast: to generate and disseminate new content and insights
Council outputs till date:

- Briefing document:
  - Healthy Longevity. Redefining and Harnessing the Longevity Economy. (January 2020)

Published on the World Economic Forum Agenda Blogs:

- GFC members contributions on health ageing and longevity:
  - These countries are most ready to deal with ageing populations (18 Feb 2020), by Sze-Yunn Pang, Head Population Health Management, ASEAN Pacific, Royal Philips & Yvonne Arivalagan, Research Associate, Lee Kuan Yew School of Public Policy
  - How to make later life happy, healthy and meaningful (20 Jan 2020), by Victor Dzau, President, National Academy of Medicine & Celynette Balatbat, Special Assistant to the President, National Academy of Medicine
  - How to get ageing populations to invest in their health (27 Dec 2019), by Kazumi Nishikawa, Director Healthcare Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry of Japan
  - Here’s what you need to know about the future of multi-generational working (12 Nov 2019), by Debra Whitman, Executive Vice President and Chief Public Policy Officer, AARP
  - Making the most of our ‘extra time – for ourselves and society (15 Nov 2019), by Camilla Cavendish, Contributing Editor and Weekly Oped Columnist, FT Weekend, Financial Times Group
  - For the economy to cope with an ageing population, we must identify new solutions – here’s how (16 Oct 2019), by David E. Bloom, Clarence James Gamble Professor of economics and Demography, Harvard School of Public Health

- GFC members contributions on COVID-19:
  - Telehealth could be a game-changer in the fight against COVID-19. Here’s why (01 May 2020), by Sze-Yunn Pang, Head Population Health Management, ASEAN Pacific, Royal Philips
  - Coronavirus makes inequality a public health issue (13 Apr 2020), by Alexandre Kalache, President, International Longevity Centre-Brazil
  - How widespread is coronavirus in New York? We need to know? (31 Mar 2020), by David Canning, Professor, Economic and International Health, Harvard School of Public Health & David E. Bloom, Clarence James Gamble Professor of Economics and Demography, Harvard School of Public Health
  - An expert explains: how to help older people through the COVID-19 epidemic (12 Mar 2020), by Kate Tulenko, CEO of Corvus Health
  - Coronavirus and older people: 6 tips for families (16 Mar 2020), by Erwin Tan, Director, Health Thought Leadership, AARP

- Other publications by GFC Council on Longevity members

COVID-19

- COVID-19 and Older Adults: Think (and Learn) Globally; Act (and Innovate) Locally (29 Apr 2020), by Stephanie K, Firestone & Ben F. Belton, AARP
- Unnoticed, people are dying on the home front (24 Apr 2020), by David E. Bloom & David Steven
- How public transportation provides key lifelines during COVID-19 (23 Apr 2020), by Jana Lynott, AARP & Mouchka Heller, World Economic Forum
- How to get better COVID-19 infection data without universal testing (15 Apr 2020), by David E. Bloom & David Canning
- A Matter of Life and Death: Rationing and COVID-19 (Apr 2020), by David E. Bloom, Daniel Cadarette, Maddalena Ferranna, & Benjamin Seigman
- Can we conquer loneliness in a time of social isolation (10 Apr 2020), by Linda P. Fried, Dean and DeLamar Professor of Public Health, Mailman School of Public Health, Columbia University, USA
- Health-care rationing is a choice we’re already making (08 Apr 2020), by Sue Peschlin, President and Chief Executive Officer, Alliance for Aging Research
- Staying Safe at Home During the Coronavirus Crisis (April 2020), by Alliance for Aging Research & eldercare locator

Healthy Ageing and Longevity

- The Long, Good Life: Demographics and Economic Well-being
- The Longevity Economy Outlook report (2019), by AARP – How people age 50 and older are fuelling economic growth, stimulating jobs, and creating opportunities for all
- The Economic Impact of age Discrimination (2019), by AARP – How discriminating against older workers could cost the U.S. economy $850 billion
For more information on the Global Future Councils visit:

- Hashtag: #wefgfconlongevity
- Handle: @globalfuturecouncilonlongevity
Council members

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