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: 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.

- Published on the World Economic Forum Agenda Blogs:
  - How Japan and Singapore are reinventing old age 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 by Victor Dzau, President, National Academy of Medicine & Celynne Balabat, Special Assistant to the President, National Academy of Medicine
  - How to get ageing populations to invest in their health 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 by Debra Whitman, Executive Vice President and Chief Public Policy Officer, AARP
  - Making the most of our ‘extra time – for ourselves and society by Camilla Cavendish, Contributing Editor and Weekly Op-ed Columnist, FT Weekend, Financial Times Group

- Other publications by GFC Council on Longevity members
  - Population 2020 – how demographics can be a potent driver for the pace and process of economic development by David E. Bloom, published in the Finance & Development – IMF March 2020 Issue The Long, Good Life: Demographics and Economic Well-being
  - The Longevity Economy Outlook report 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 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: #wefgfcouncilonlongevity
- Handle: @globalfuturecouncilonlongevity
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