

Europa Forum 2024 BORDEAUX

LONGEVITY

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Lions Club International Treviso Host - Italy



LONGEVITY: A NEW SITUATION TO FACE FOR BETTER LIVING ALL TOGETHER

The people life span is longer and life expectancy is higher, the population is getting older and older but the society is not prepared for this.

We all live longer life with unexpected social impacts, difficult to face economic changes and important personal issues.

Difficulties are ahead. Needs are changing in short terms but Governments and Social Institutions are not changing accordingly. The real risk is to increase social divides, to miss inclusion of disadvantaged people and to create unfair situations for many.

Opportunities also are ahead. New market segments and new economic developments could be possible. Benefits are achievable from developing more know how and competences.

This is the LONGEVITY: a new challenging social-economic area to face for all of us, including EU Commission and WHO.

LONGEVITY'S KEY QUESTIONS

- WHAT CAN YOU DO WHEN YOU ARE GOING OVER YEARS OLD
- HOW TO GET OLD AND STILL BE ABLE TO DO THINGS
- HOW TO GET ALONG WITH DIFFERENT PHASES OF LIFE IN A WORLD THAT IS NOW LIKE 'A COUNTRY NO FOR OLD MEN'

STATISTICS AND TRENDS TO FRAME THE LONGEVITY

THE LIFE IN THE '900



College &
Active Life
Readiness
18-20
years old



Early
working
life
25 years
old



Family
constitution
25-30 years
old



Retirement
and end of
working life
65 years old



Death
75 years
old

THE LIFE IN THE '900



College &
Active Life
Readiness
18-20
years old



Early
working
life
25 years
old



Family
constitution
25-30 years
old



Peak
working
life and
working
life 40-45
years old



Retirement
and end of
working life
65 years old



Death
75 years
old

THE LIFE TODAY



College &
Active Life
Readiness
18-20
years old



Early
working
life
25 years
old



Family
constitutio
n 25-30
years old



Peak
working life
and
working life
40-45 years
old



New family
and new
children
45-60 years
old



New stage of
professional life
or
consolidation of
professional life
60 years old



Possible
retirement
End of
working life
65 years old

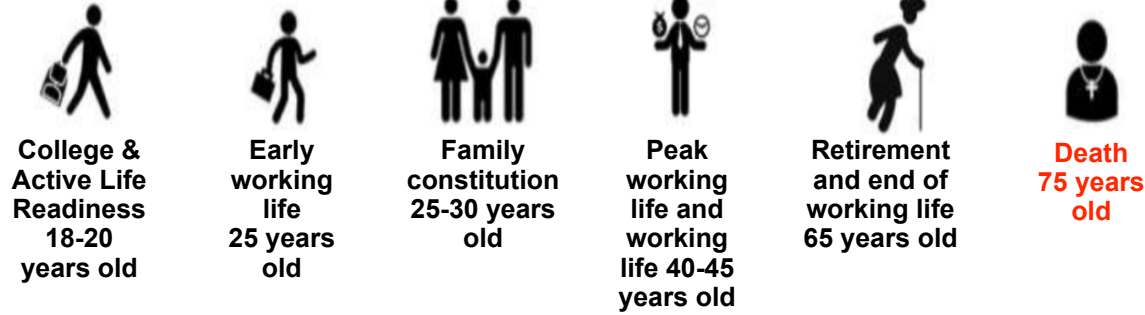


Oldness
75-80
years old

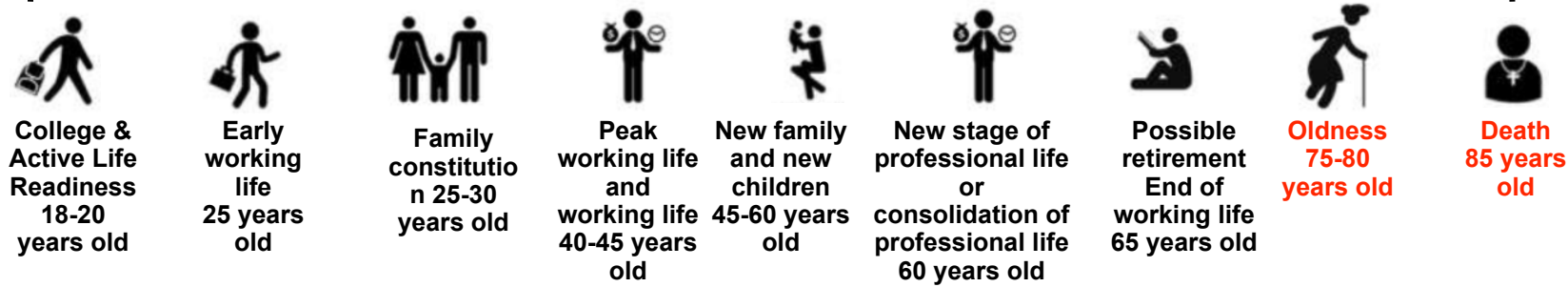


Death
85 years
old

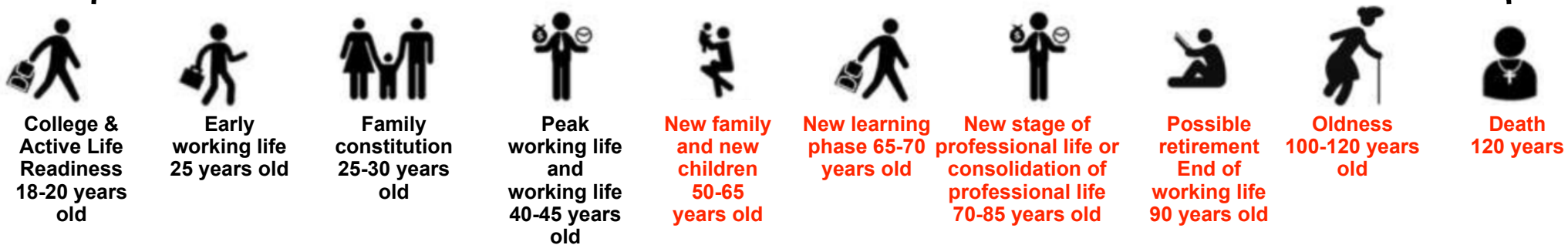
THE LIFE IN THE '900



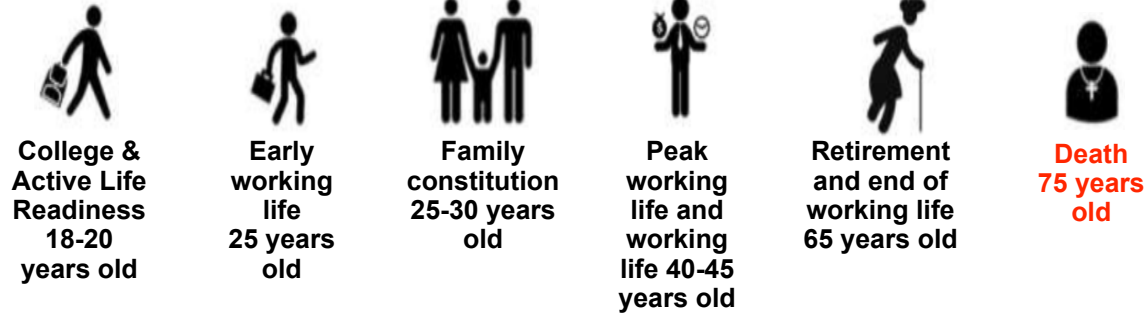
THE LIFE TODAY



THE LIFE IN THE (NEAR) FUTURE



THE LIFE IN THE '900

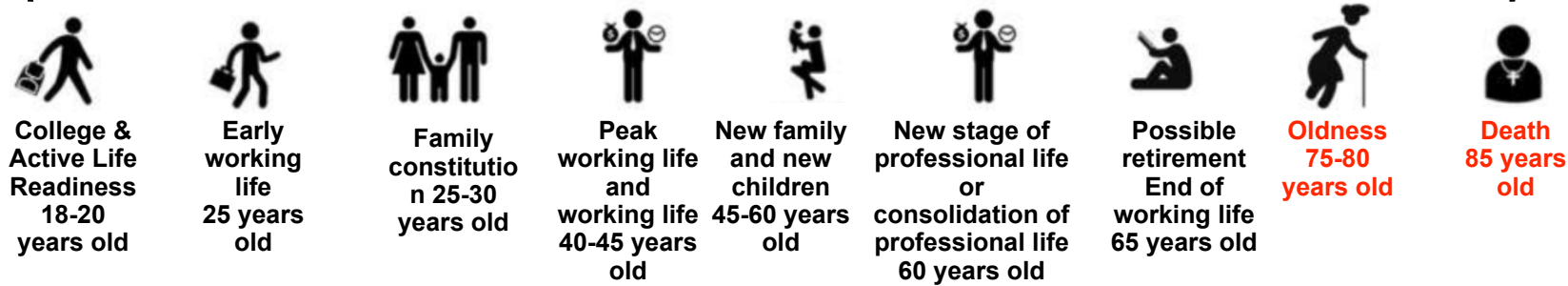


IT IS **NOT** JUST AGING,
IT IS LONGER LIFE

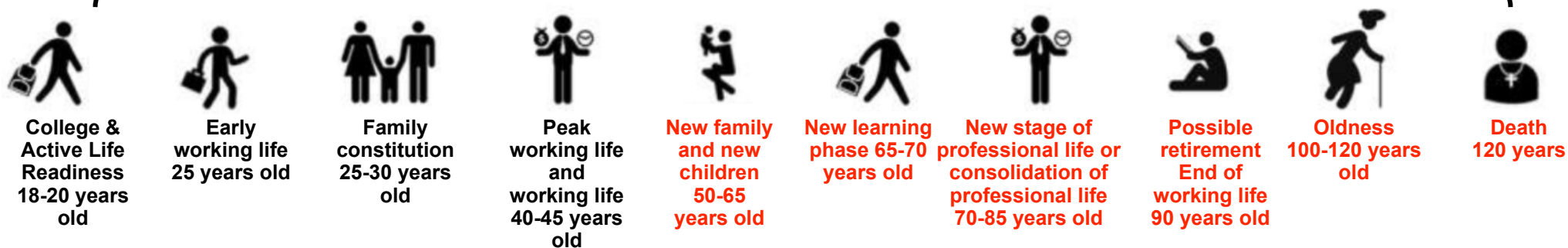
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LONGEVITY

THE LIFE TODAY

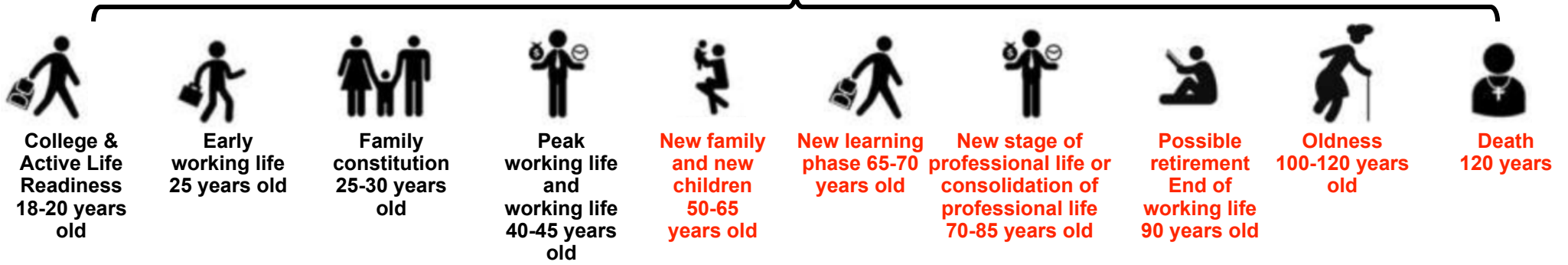


THE LIFE IN THE (NEAR) FUTURE



LONGEVITY IS A FACT!

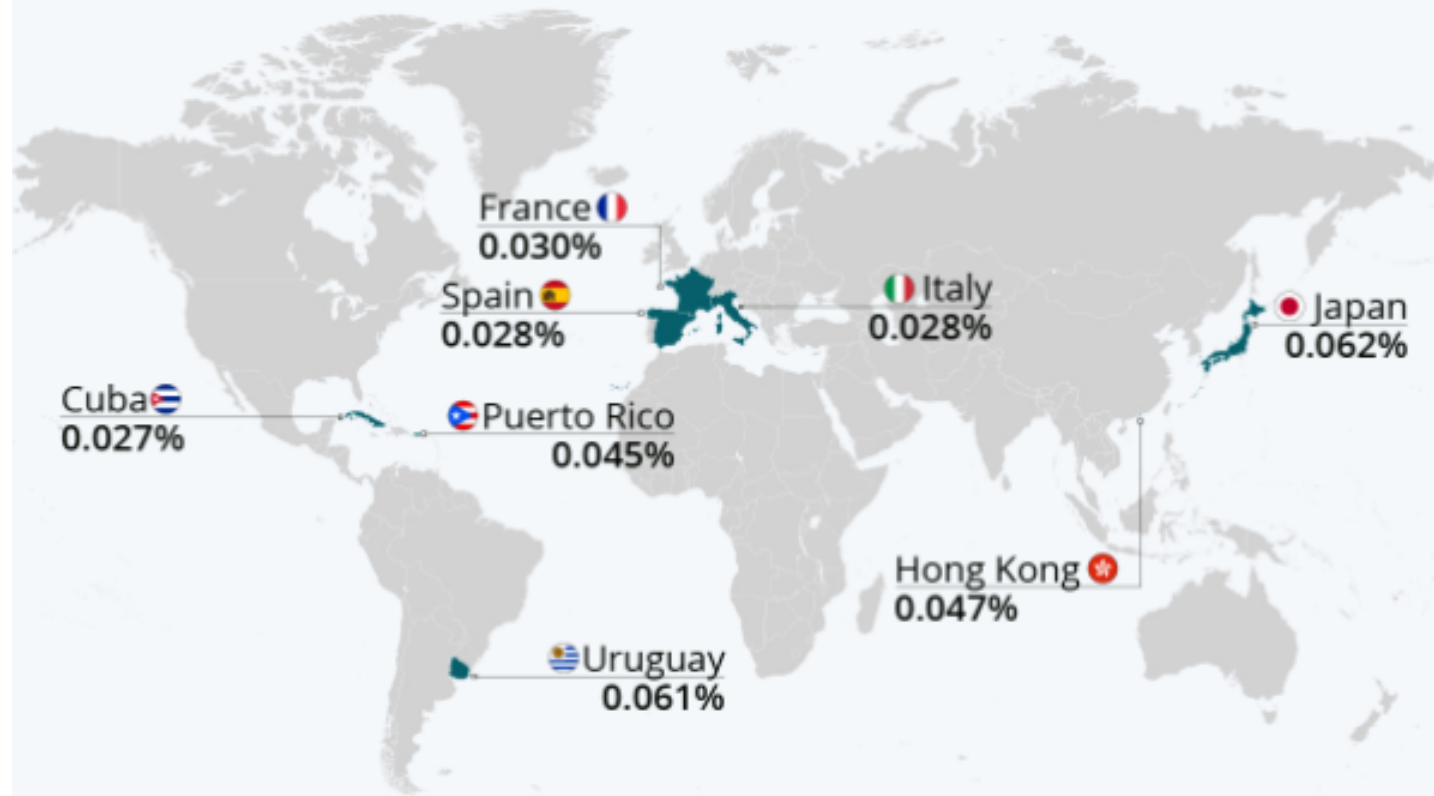
THE LIFE IN THE (NEAR) FUTURE



**LONGEVITY IMPACTS:
1-AGING
2 - ALL GENERATIONS**

Where 100 is the New 80

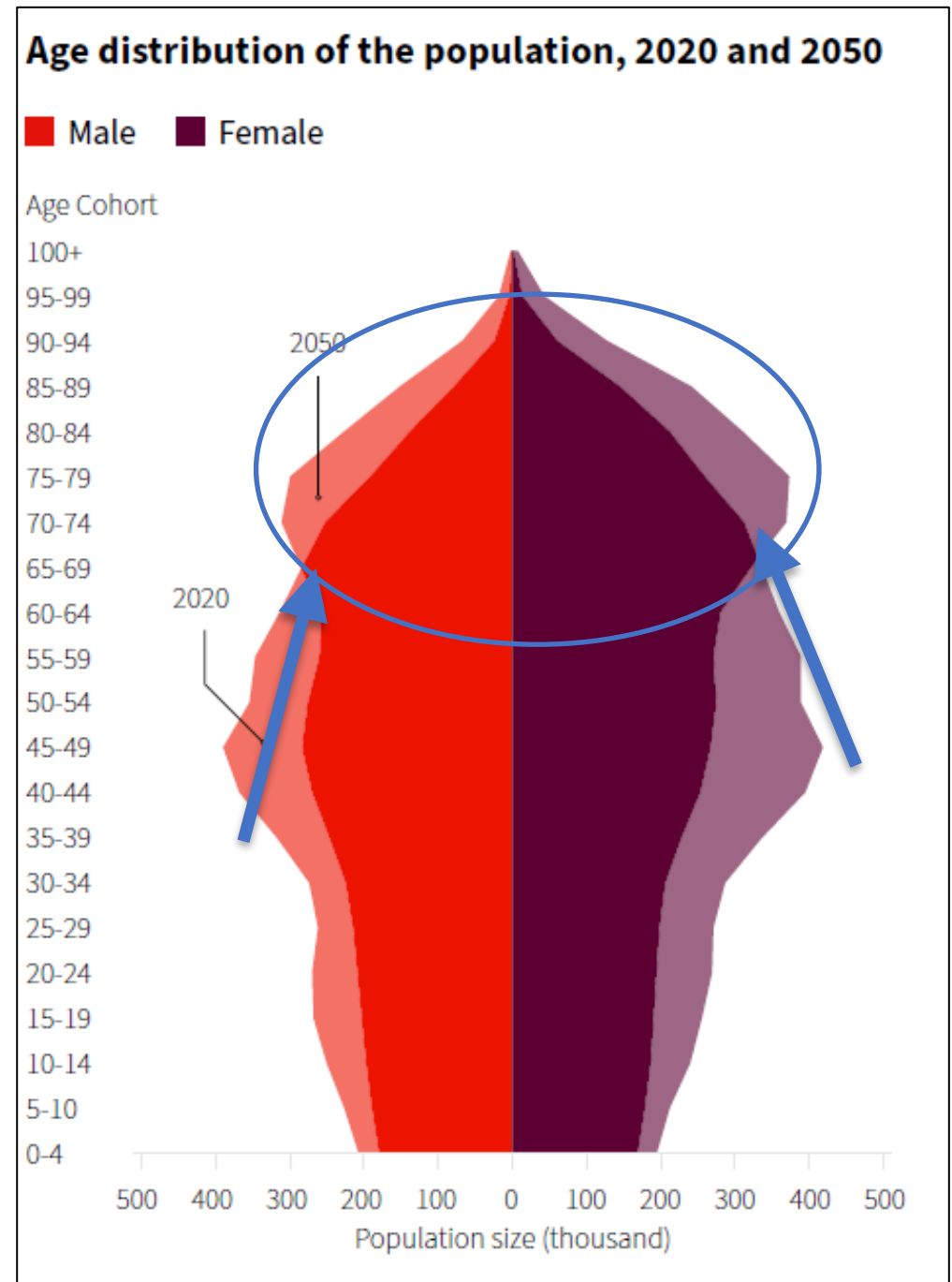
Places with the highest percentage of the total population over the age of 100 (as of 2020)*



* Only countries/regional economies with more than 1,000 centenarians included
Source: UN World Population Prospects



**IN 2050 WE WILL HAVE
3.7 MILLIONS
OVER CENTENNIALS**



Lloyds scheme completes £5.5bn longevity swap

Deal covers pensioner liabilities in the Lloyds Bank Pension Scheme No.1



Jonathan Stapleton

15 February 2022 • 2 min read



Image: This is the second second longevity hedging arrangement completed by the Lloyds schemes

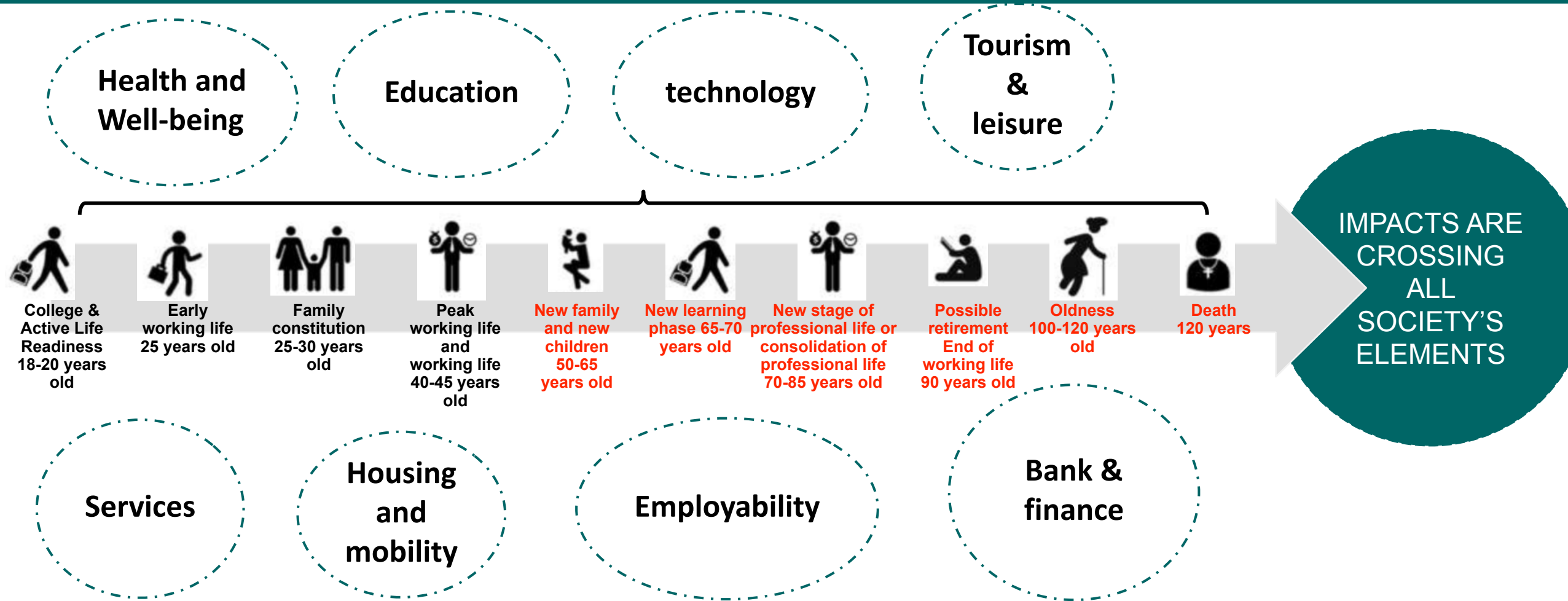
Lloyds Banking Group Pensions Trustees has completed a second longevity hedging arrangement, protecting a further £5.5bn of liabilities with Scottish Widows and SCOR.

The trustee body said it had entered into a longevity insurance and reinsurance arrangement with Scottish Widows and SCOR to further protect its schemes from the cost of unexpected increases in the life expectancy of its members.

The new longevity insurance and reinsurance arrangement covers £5.5bn of pensioner liabilities in the Lloyds Bank Pension Scheme No.1 and follows the [£10bn of liabilities covered](#)

IN 2050 ECONOMY IS GONNA
CHANGE A LOT

LONGEVITY IMPACTS THE ECONOMY EVERYWHERE



LONGEVITY IS THE NEW WAY OF LIVING THE SOCIETY

TACKLING LONGEVITY IN THE WORLD

SOMEONE IS TAKING LONGEVITY SERIOUSLY



Ireland:

First Age Friendly country in the world;
Investment of 6 million euros to define a growth strategy based on the Longevity Economy;
It aims to position itself as a world leader in innovation for longevity;
2040 – first healthy country in the world.



France

Regional development based on the Longevity Economy;
Creation of regional innovation centers – Silver Valley is the most famous;
Longevity economics is one of the axes of economic growth.



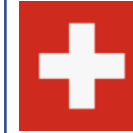
Netherlands, Finland and the United Kingdom:

They position themselves as a reference for "senior living" models;
Public policies to promote longevity;
"Longevity Friendly" neighborhoods – innovation in urbanism.



Japan:

Motto – a society for centenarians;
Innovation with a focus on longevity;
Creates the concept of Society 5.0 (=longevity + technology + environment);
Goal: to be a world leader in solutions for society 5.0.



Switzerland:

Fully focused on longevity as a growth engine;
Innovation: longevity and finance;
To be the world's Longevity Valley.



LONGEVITY IS THE NEW ECONOMY

**SOMEONE
IS
INVESTING
ON
LONGEVITY
SERIOUSLY**

Nanotech

- Use of **nanotechnology to deliver targeted therapies and ensure efficacy of drug delivery**
- Nanobots, nano-cosmeceuticals, targeted repair and nano-surgery

AI-based diagnostics

- Use of omics data to **identify preventative methods and provide diagnoses**
- At-home monitoring devices, diagnostics

Wearables and robotics

- **Use of robotics to improve emotional, mental, and physical wellness**
- Social robots, caregiving robots

Age-Tech

- Solutions that **support the multi-faceted needs of an aging population**
- Insurtech, medication management

Age-reversal

- **Reversing the aging-related damage** to organs and other tissues
- Tissue regeneration, 3D organ printing, growth hormones

Hallmarks of aging research

- Focused on addressing the **underlying biological causes of aging**
- Treatments targeting cellular senescence, mitochondrial **dysfunction, etc.**

Aging therapeutics

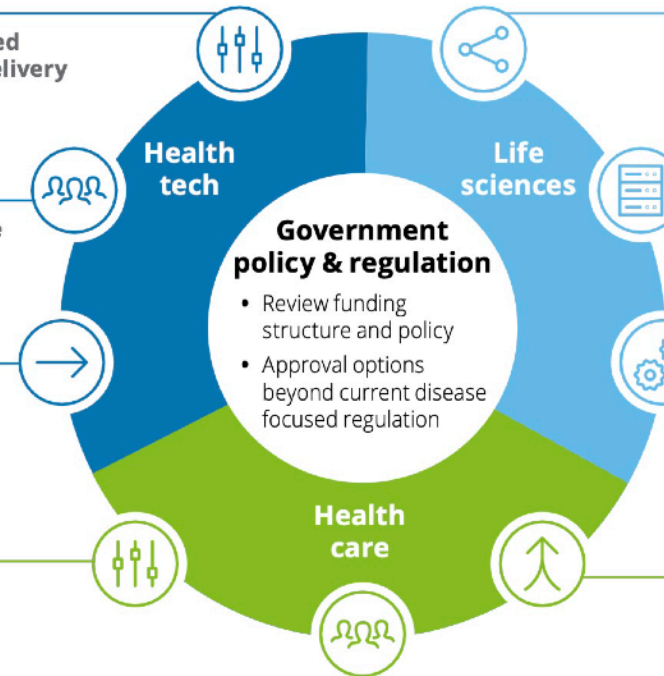
- **Therapies to slow or reverse changes** arising from biological aging process
- Senolytic drugs, nutrient regulators, drugs for novel targets (e.g., IGF-1)

Cell and gene therapy

- **Cell and gene therapies to treat aging** and age-related diseases
- Gene editing, stem cell therapy, CAR T-cell therapytherapy

Wellness and prevention

- **Mobility, smart home, and fall prevention** to decrease disability and hospitalization
- Mobility solutions, fall prevention, smart home technologies



LONGEVITY IMPACTS SERVICES



Concierge care on demand

CaringOnDemand® empowers individuals or their loved ones to request caregivers with ease and convenience—with no limits on what you need and regardless of where you are—all at the push of just a button.

[Learn more](#)

Laugh more, worry less 

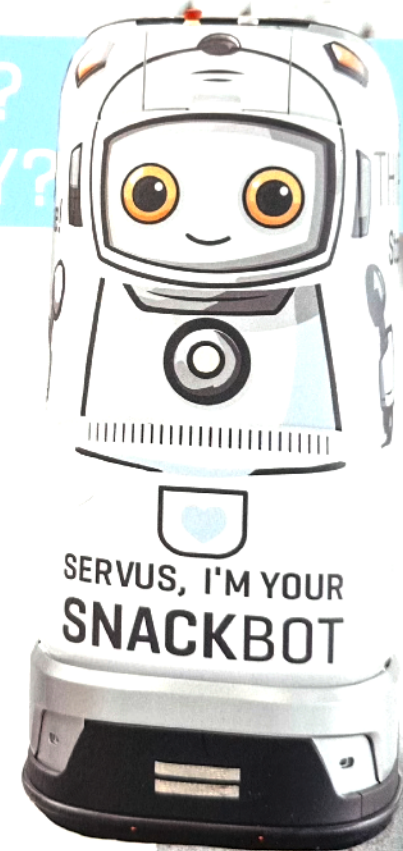
LONGEVITY'S EFFECT ON LABOR AND SKILLS

(5 generations concurrently in the office)

CALL YOUR
SNACKBOT

THIRSTY?
HUNGRY?

1. Scan QR-code
2. Send the WhatsApp message
3. The **SNACKBOT** will come to your gate shortly!



MULTI-GENERATION LONGEVITY'S EFFECTS: SHARING WORKING TOGETHER UNLOCKING ASSETS



InGemeinschaft founders Darius Göttert and Philipp Bögner.

© InGemeinschaft

InGemeinschaft brings multi-generational shared flats together

In a multi-generational flat share, people of different ages not only live together, they also benefit from living together in a variety of ways. However, despite the many advantages - from help around the house to affordable living space - the concept is only slowly gaining momentum in Germany. The Munich-based startup InGemeinschaft wants to change that and help the parties come together. The founders explain their concept in this interview.

✎ Maximilian Feigl ⌚ 16. September 2024



MULTI-GENERATION LONGEVITY'S EFFECTS ON CITIES AND URBAN AREAS

Longevity Cities Can Improve Human And Planetary Health And Drive Economic Growth

Tina Woods Former Contributor 

I write about the impact of technology on health, life and society



Dec 12, 2023, 07:38am EST

Updated Dec 20, 2023, 03:47am EST



For the first time, health was brought into the official agenda at COP and over 120 countries have now signed the [COP28 UAE Climate and Health Declaration](https://www.cop28.com/en/news/2023-12-11-cop28-uae-climate-and-health-declaration) to "place health at the heart of climate action and accelerate climate-resilient, sustainable and equitable health systems". This is laudable and long overdue of course, but the narrative was uni-directionally pitched on how the perilous state of the planet is negatively impacting our health. It's a start, but let's hope at COP29 the narrative develops to explore the causes and solutions for our health and climate crises as completely interlinked and interconnected.

Wider systemic inequalities, geopolitical strife and unequal access to resources are all factors that link the health and climate agendas of course but so is the unchecked route to "human progress" that now bedevils us.

A broken sickcare model no longer serves us

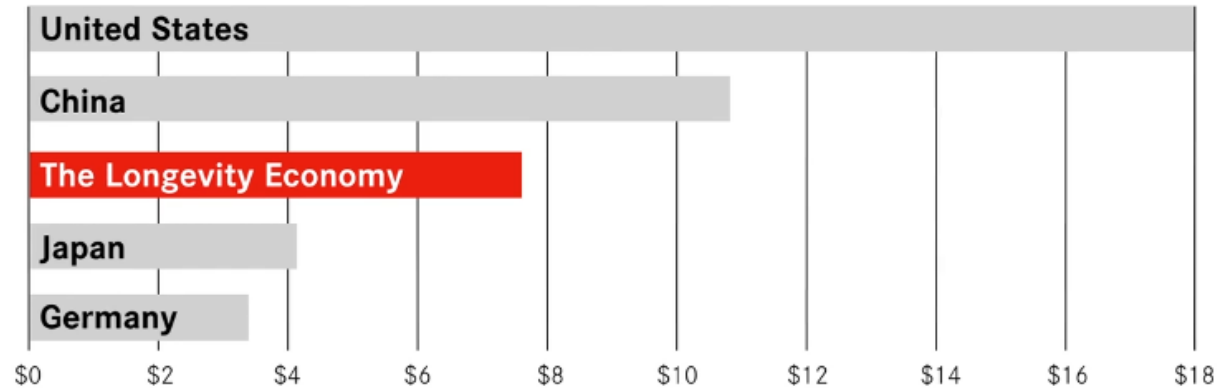
They generate \$7.6 trillion in economic activity...

\$7.6 trillion!

CITATION: [The Longevity Economy: How people over 50 are driving economic and social value in the US](#). AARP and Oxford Economics. (2016).

If it were a country, it'd be the world's third largest economy.

GDP IN TRILLIONS OF DOLLARS



So having a 50-plus strategy is important.

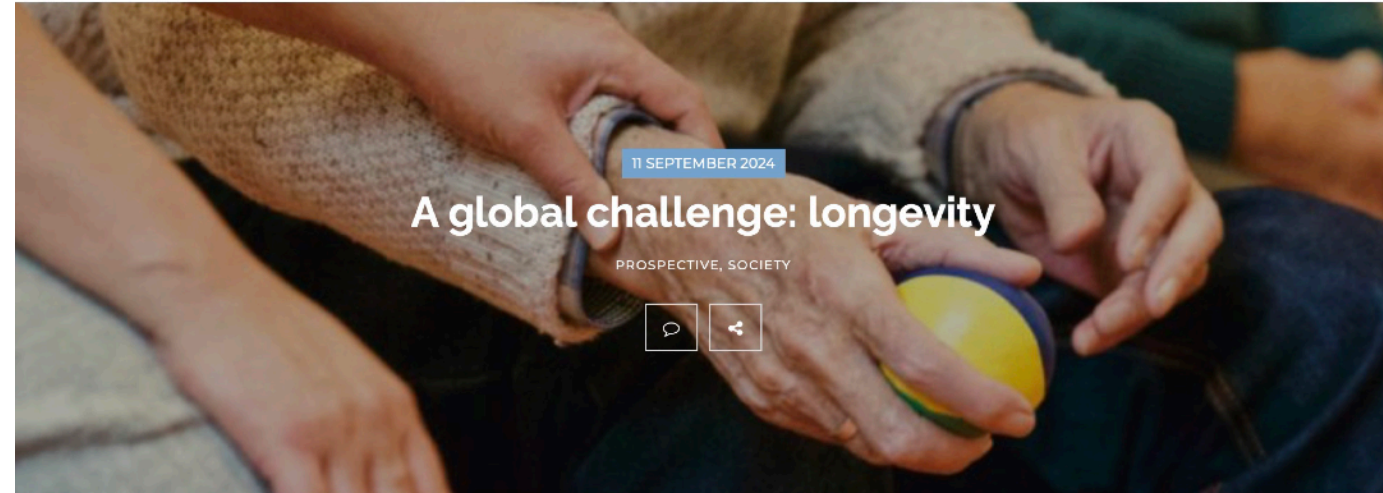
[The Longevity Economy: How people over 50 are driving economic and social value in the US](#). AARP and Oxford Economics. (2016).

LIONS

MANY ARE GOING
TO BE OUT OF THE
SYSTEM

**SOMEONE'S
GONNA BE BADLY
HURT**

LIONS CAN HELP!



The rise of violence, the concentration of wealth and power, climate degradation and advances in artificial intelligence are all acknowledged to be among tomorrow's most important challenges. But there is at least one other, which is all too often overlooked, and which will very quickly have major consequences: the global extension of human life expectancy.

The data are clear: since 2022, for the first time in human history, the number of adults over 50 has outnumbered those under 15; by 2024, global life expectancy will be over 70. What's more, at least in developed countries, half of today's children are expected to live past 90.

By 2040, the number of under-15s will have remained unchanged, while the number of over-50s will have risen by 800 million; most of these 800 million will be concentrated in 10 emerging Asian countries. By 2050, there will be 1.6 billion people over 65. So we're entering an older world. And in a world of older people, everyone will have to work longer.

This is particularly bad news for poor, ageing countries (of which there are many), because nothing is more terrible for a country than to become old without having become rich and having set up solidarity systems.

In wealthy countries such as Northern Europe, which have developed a serious social security system in good time, this will mean devoting a growing share of public spending – and therefore of taxes and contributions – to financing healthcare and pensions. In other words, a profound reorganization of society. While we wait to see whether the successful integration of foreigners or a return to the domestic birth rate can change the situation.

NEW CRITERIA TO:

CO-DESIGN

CO-PROGRAM

CO-EXECUTE

HEALTH

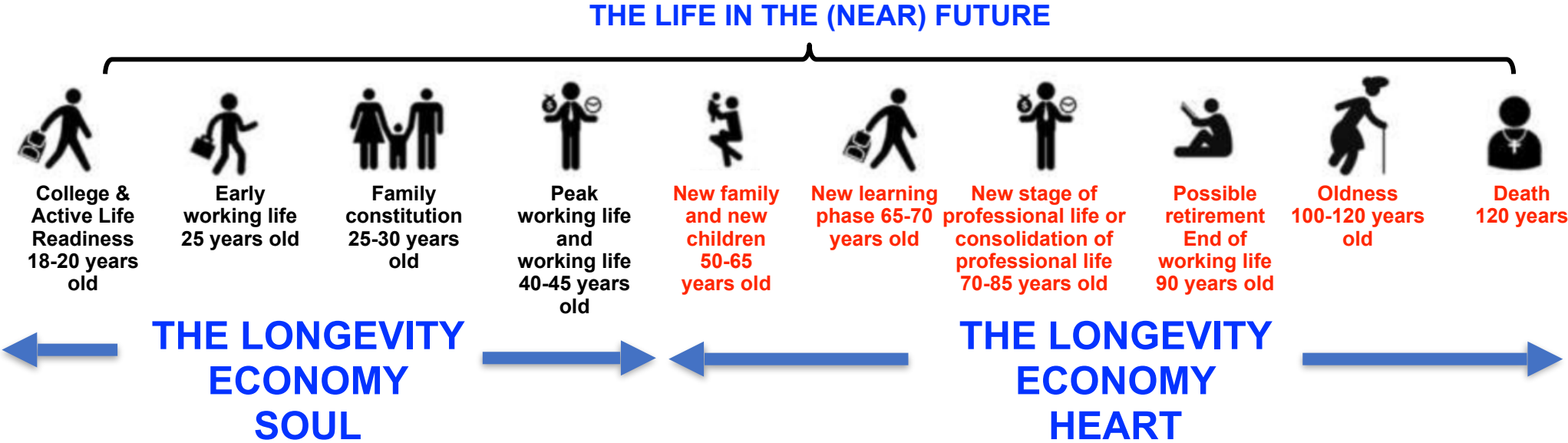
ENVIRONMENT

SCHOOL

YOUNG AND SPORT

COMMUNITY

NEW CRITERIA ARE FOR LONGEVITY SOCIAL CONNECTIVITY



LONGEVITY IS NEW TO ALL OF US!

PROMOTE A NEW SOCIAL CONNECTIVITY

MULTI AND INTER-GENERATIONAL
RELATIONSHIPS

LIFE-PROJECT ORIENTED

FOR EVERY PHASE OF THE PERSON'S LIFE

LONGEVITY'S KEY QUESTIONS

- WHAT CAN YOU DO WHEN YOU ARE GOING OVER YEARS OLD
- HOW TO GET OLD AND STILL BE ABLE TO DO THINGS
- HOW TO GET ALONG WITH DIFFERENT PHASES OF LIFE IN A WORLD THAT IS LIKE 'A COUNTRY NO FOR OLD MEN'

CALL TO ACTION

LONGEVITY NEXT STUDY THEME



**‘Death is when there
is no more desire’**



**‘It takes a long time for a
man to become young’**

Thanks

Renzo Taffarello

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