

# Putting Aging Populations at the Center of the 21<sup>st</sup> Century Global Agenda

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Global Coalition on Aging

# Getting Aging Populations on The Global Agenda!

**STANDARD  
& POOR'S**

S&P 2012 Global  
Population Aging Report



MILKEN INSTITUTE



ASPEN IDEAS FESTIVAL



International Day of  
Older Persons (Oct)



OECD focus Aging  
carried to 2012

COUNCIL *on*  
FOREIGN  
RELATIONS

- Aspen Ideas Festival
- Stockholm Network
- Cathay Institute
- Liberty Institute



1<sup>st</sup> World Congress on  
Health Ageing  
(Malaysia)



EU Year of Healthy  
and Active Ageing

WORLD  
ECONOMIC  
FORUM

Global Population  
Ageing: Peril or Promise?



APEC  
Ageing Strategy



**World Health  
Organization**

- **World Health Day 4/4**
- Report on Alzheimer's 4/11
- WHA 5/20 Aging and NCD Resolution
- Age-Friendly Cities conference in Taipei

**WDA Forum**  
World Demographic & Ageing Forum



- International Federation on Ageing  
Conference: May 28 – June 1 (Prague)
- World Demographic & Ageing Forum annual  
meeting: Aug 27 – 30 (St. Gallen, Switzerland)

# ...But is Aging a Global Issue?

"[MDGs] have galvanized unprecedented efforts to meet the needs of the world's poorest."

- **United Nations**

Millennium  
Development Goals

"The global HIV/AIDS epidemic is an unprecedented crisis that requires an unprecedented response."

- **Kofi Annan**

HIV / AIDS

"before this decade is out...[we should] land a man on the Moon"

- **John F. Kennedy**

Space Race

"Kyoto Protocol for Humankind transformation"

- **Global Leaders Statement**

Environment



# Finding The Right Formula

The Data are Compelling  
It's the Right Thing to do

**AND**

It's in one's self-interest:

- Fiscal Sustainability
- Win 21<sup>st</sup> Century Competitiveness Race
- Market Opportunities



"No other force is likely to shape the future of national economic health, public finances, and policymaking as the irreversible rate at which the world's population is aging."

– *Standard & Poor's*  
"Global Aging 2010: An Irreversible Truth"

Aging Populations



# What's wrong? -- Outdated 20<sup>th</sup> Century Thinking



Old People



Social/Economic Changes



Health

Economics & Growth



Social  
Responsibility

Commercial Goals and  
Workforce Changes



Aged

Life Course



Compassion

Arithmetic

$$Q(x) = \frac{Q(x)}{O(x)} = \sum_{i=0}^{n-1} q_i q_i^i$$

$$G$$

$$a_n(n) = \frac{\phi(q^n - 1)}{n}$$

$$a \in G(\mathbb{F}) \rightarrow \phi(a) = x^2 + x^2 + 1$$



# And Obsolete 20<sup>th</sup> Century Policies

Positioning	Today	→	Tomorrow
Health	Long-term care		Preventing and curing NCDs
Education	Nothing, Really!!!		Life-course approach to learning
Work and Retirement	Pensions and Benefits		Innovative instruments for active aging
Fiscal	Subsidies post-50		"Headroom" for the oldest-old who need it most





# Game Changers

## **Bloomberg Businessweek**

Feb 13, 2012 - U.S. to Boost Alzheimer's Research Funding by \$50 Million

## **U.S. News & World Report**

Oct 6, 2011 – Baby Boomers Keep Learning With Continuing Education Classes

## **The New York Times**

February 5, 2011

## **In a Graying Population, Business Opportunity**

By NATASHA SINGER



## **How Aging Is Becoming (Surprise!) Sexy**

The Fiscal Times | January 26, 2012

What was most remarkable about [the 2012] Golden Globe Awards in Hollywood – that impossibly trendy and ever-cool mecca of glitz and youth – was the age of so many of its winners.

### **Is 60 really the new 40?**

It all depends on how you define the middle years of life, says author Patricia Cohen. In her new book, "In Our Prime: The Invention of Middle Age," Cohen shows how technical advances, social change and shifting tastes in beauty and fashion have redefined what we consider middle age.



The Invention of  
Middle Age

PATRICIA COHEN



# A Global Platform Where We Can All Win

- Adapt attitudes and behavior
  - Celebrate longevity and the “new middle age” as opportunity for personal fulfillment and wealth production.
- Commit to improvements that keep us healthy longer
  - Innovative technology enabling aging at home will improve health, cut costs.
- Support new ways to work differently and longer
  - New workplace incentive structures will nurture talent, improve skills.
- Advocate for new institutional structures fit for 21<sup>st</sup> century aging realities
  - Programs created in the 19<sup>th</sup> and 20<sup>th</sup> centuries must be adapted to ensure fiscal sustainability.







# Global Coalition on Aging: Vision

**Global in scope**

With a **diverse, cross-sector** membership

Animated by an **optimistic view of the longevity miracle**

With a **clear intellectual framework, strategy, and narrative**

Focused on **political advocacy** to decision makers in institutions of influence in society

And powered by **private-sector will, commitment and innovative solutions**

# Global Coalition on Aging: Members



Bank of America  
Merrill Lynch



Deloitte.



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Lilly



NOVARTIS



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