



# **Reconnecting policy making and science**

## **Case study: Active and Healthy Ageing Silver Economy**

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European Commission**

# Demographic Ageing

## *Societal Challenge*



### Dependency Ratio

- **From 1:4 to 1:2**
- **80+ doubles by 2025**



### Cost of Care

- **Up by 4-8 % of GDP by 2025**



### Human Resources

- **Shrinking work force**
- **Lacking 20 million carers by 2020**

## *Major Opportunity*



### Empowerment

- **Active Ageing**



### New Care Models

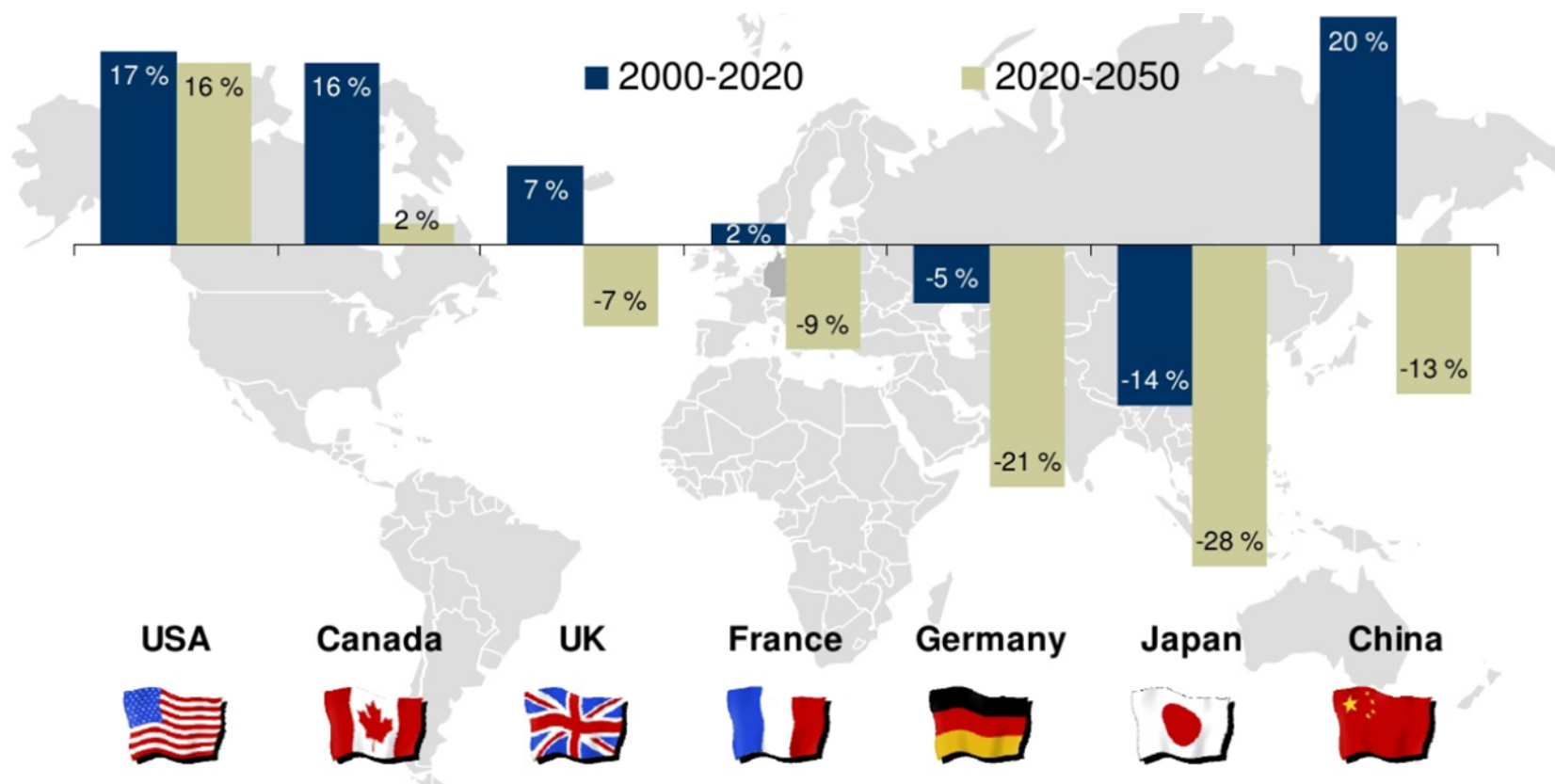
- **Home based**
- **Integrated care**
- **Large Efficiency gains**



### Growth and Markets

- **3000 B€ wealth**
- **85 Million Consumers - and growing**

# Workforce evolution



Quelle: U.S. Census Bureau International Data Base

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# What is the Silver economy?

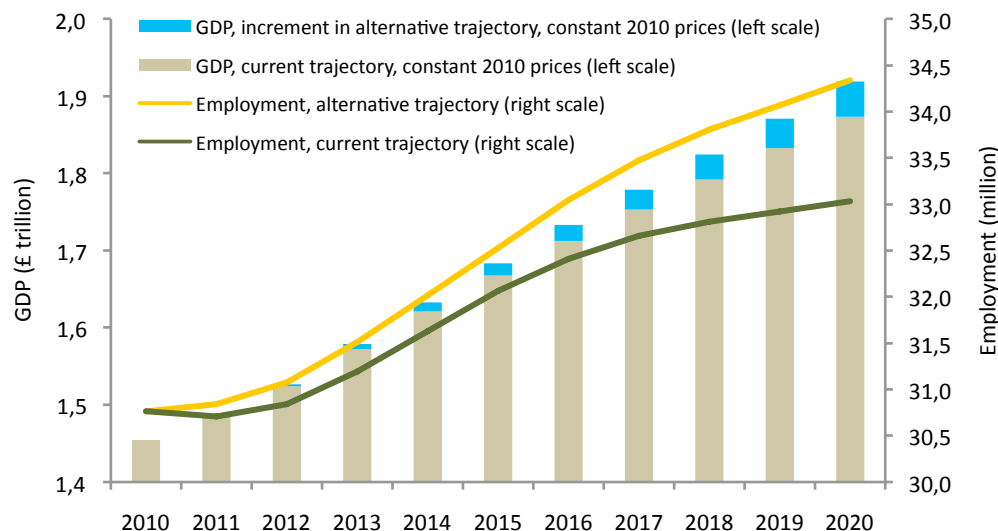


- Money spent by consumers, companies, and governments on products, services and activities as people age
- Employment, personal income, corporate revenue and profit, personal and corporate paid taxes, and other macroeconomic multiplier benefits
- Productivity increases from changes that integrate the physical capabilities and behaviours of workers aged 50+
- Value creation by new 50+ entrepreneurs
- Tangible and intangible benefits of retaining older skilled workers

# The 'silver' economy:

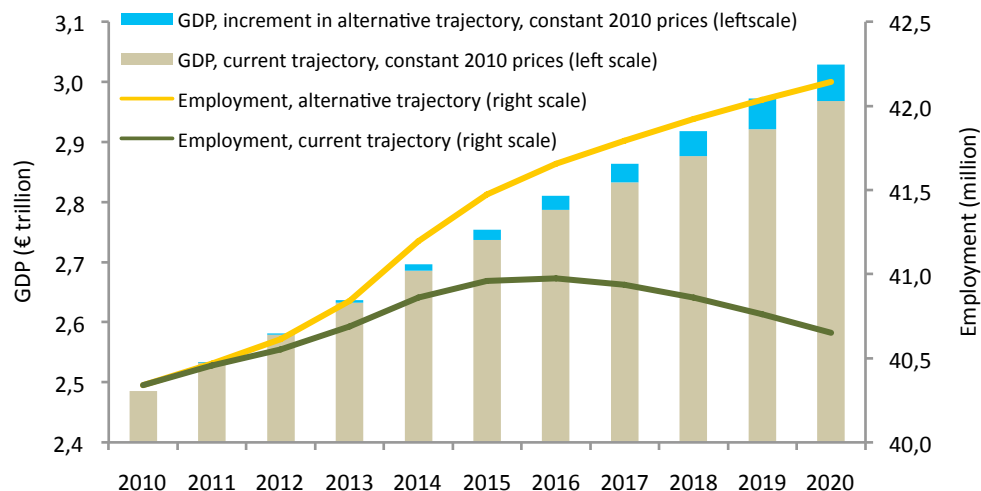


# A growth opportunity for Governments



**For the UK, the silver economy holds the potential to**

- Boost GDP by £46 billion, an increase of 2.5 percent above the current trajectory.
- Lift employment levels by 1.3 million by 2020.

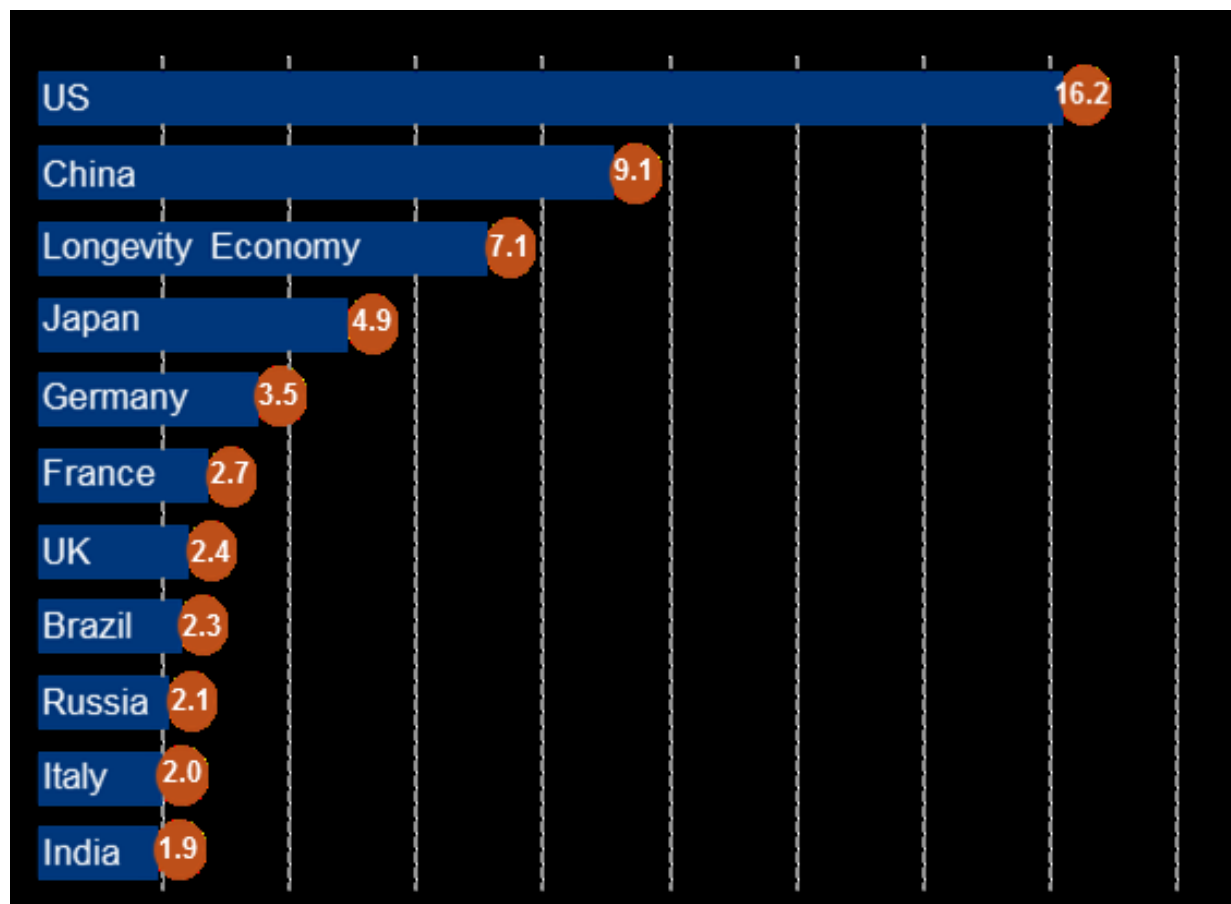


**For Germany, the silver economy holds the potential to**

- Boost GDP by €61 billion, an increase of 2.1 percent above the current trajectory.
- Lift employment levels by 1.5 million by 2020.

Source Accenture Study 2012

# Silver economy on a global scale (2012 GDP, US\$tn)



Source: Oxford Economics

# A sizeable EU Silver Economy

- 3000 B€ Wealth by people over 65
- 85 Million Consumers over 65 and growing
- <15% ICT use

## The Consumer Market



- Care costs  
~1000 B€ /year in Europe (8 % GDP)
- 10% for innovation  
~100 B€ /year

## The Public Market





## Some possible lead markets

- Scaling up innovative health and care services for active and healthy ageing
  - Age friendly renewal of housing
  - Formalised Digital skills for carers
  - Long-Term care innovation
  - Age friendly tourism
  - Age friendly smart cities
  - Age friendly workplaces
  - Autonomous cars
- 
- Also a number of national/regional initiatives
  - (Germany, France, UK, Wales,...)



# Major Barriers to Innovation

Scalable  
Business Models

Different  
reimbursement  
schemes

Consumers  
willing to pay?  
ICT skills?

Regulatory/Legal  
Aspects

Interoperability  
/usability/  
accessibility

Attractive  
products

# Ageing well – the EU picture

European  
Commission

## EIP on Active and Healthy Ageing

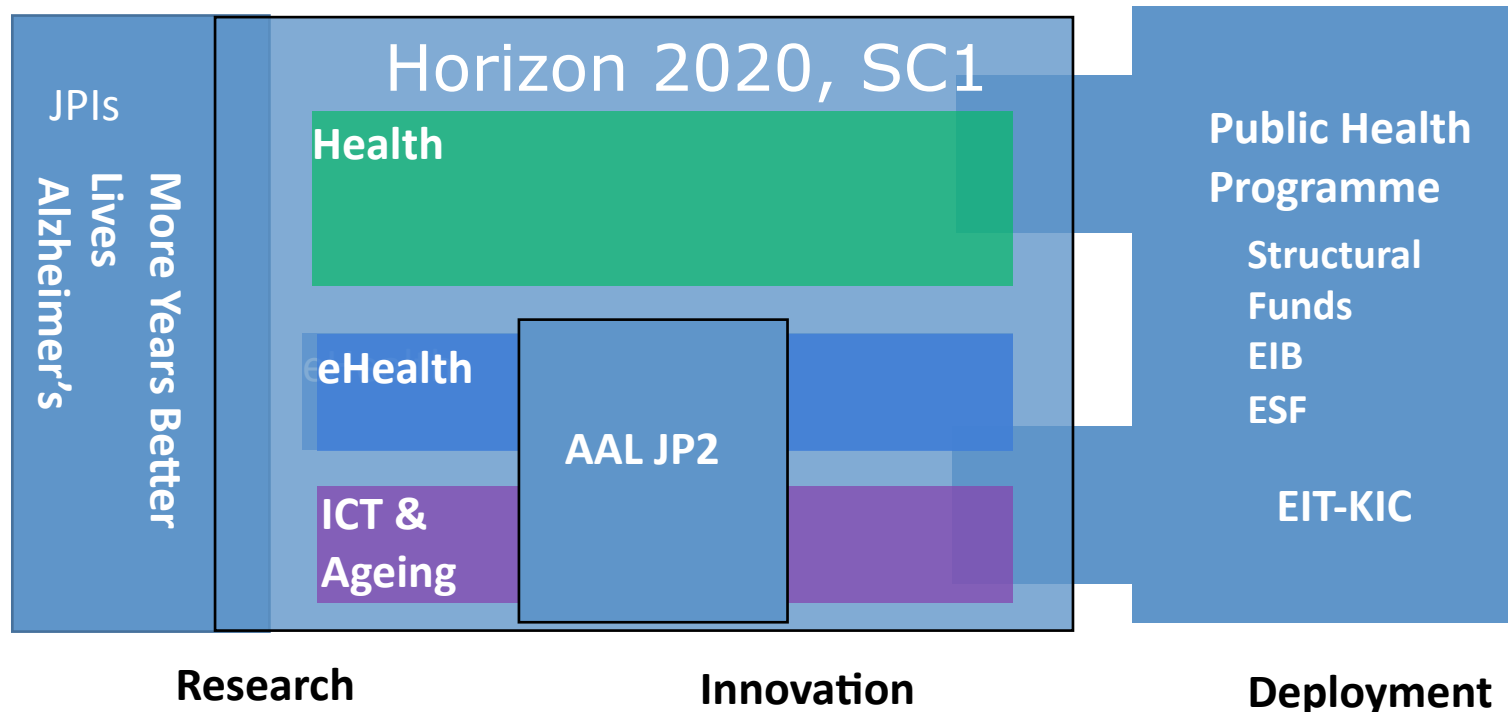
**New  
Knowledge**

**Proven  
Ideas**

**New solutions**

**Evidence  
and  
innovation  
guidelines**

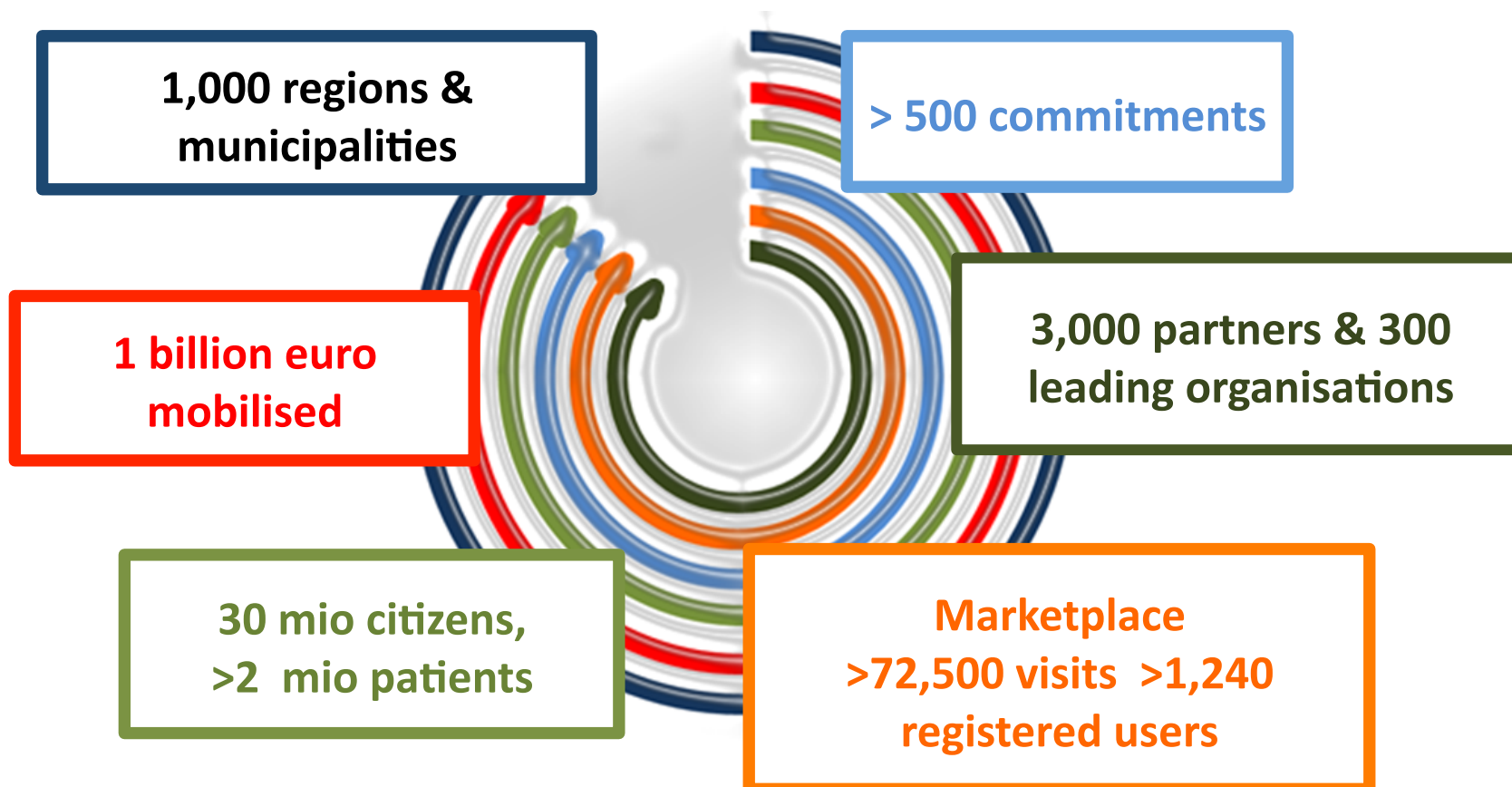
**Deployment support**



# EIP-Active & Healthy Ageing

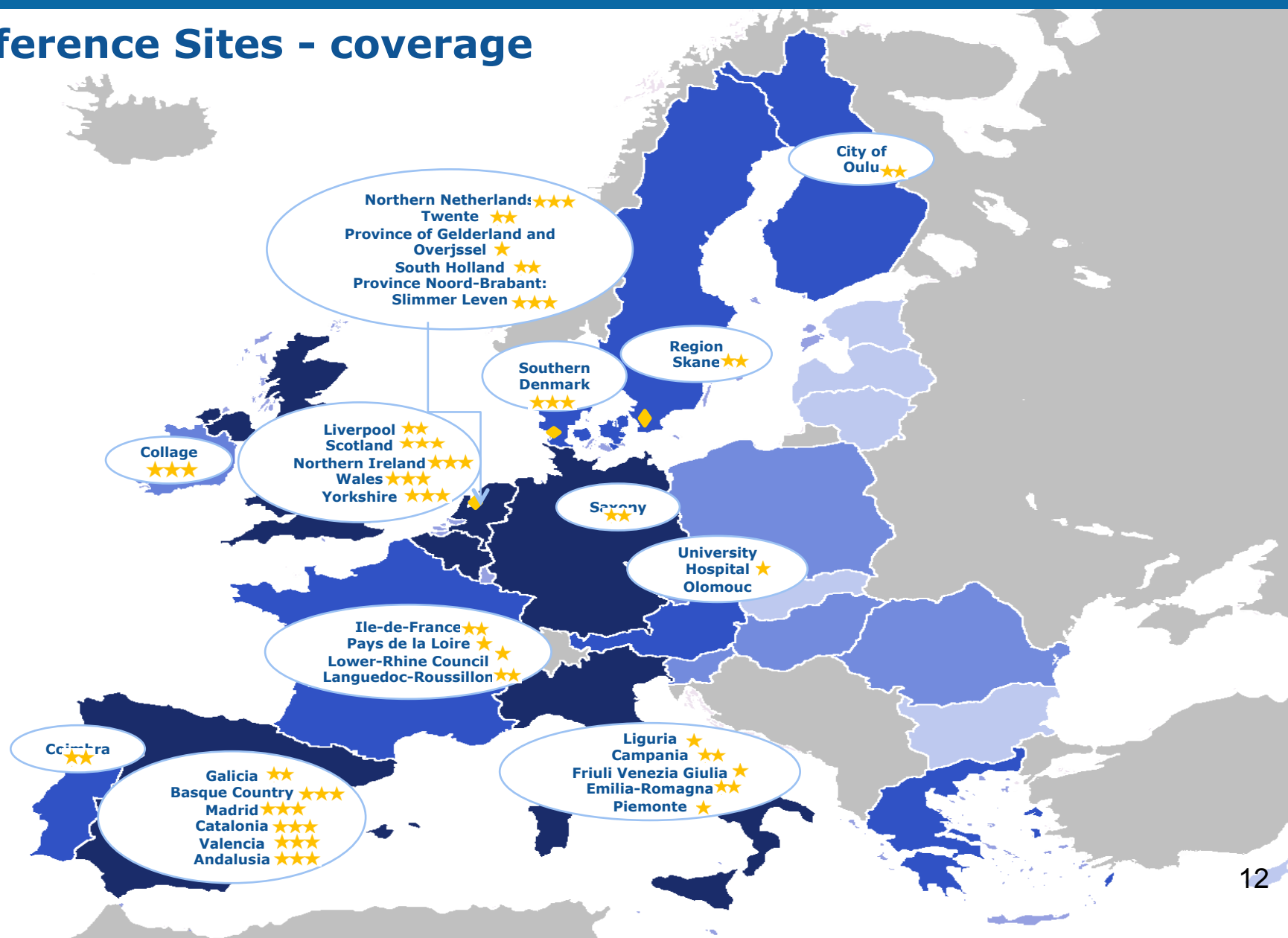
European  
Commission

## Reaching scale



# EIP on Active & Healthy Ageing

## Reference Sites - coverage





# Reconnecting Policy and Science

- Need for new multi-disciplinary knowledge in support of future proofing ageing related policies
- Exploiting and validating the power of new technologies and solutions for active and healthy ageing
- Providing socio-economic evidence to support large scale introduction of innovative products and services
- Developing good metrics for benchmarking systemic innovation and sharing of proven practices



## Further Information

*ICT for Ageing Well*

<http://ec.europa.eu/digital-agenda/en/life-and-work/living-healthy-ageing-well>

*ICT Policy Support Programme*

[http://ec.europa.eu/ict\\_psp/](http://ec.europa.eu/ict_psp/)

*Ambient Assisted Living Joint Programme*

<http://www.aal-europe.eu/>

*JPI - More Years – Better Lives*

<http://www.jp-demographic.eu>

*Active and Healthy Ageing Partnership*

<http://ec.europa.eu/active-healthy-ageing>

*EIT-KIC*

<http://eit.europa.eu/>

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