



BETTER AND ACTIVE LIVES IN OLD-AGE: WHAT ROLE FOR ICTS?

Seoul, 22 November 2013

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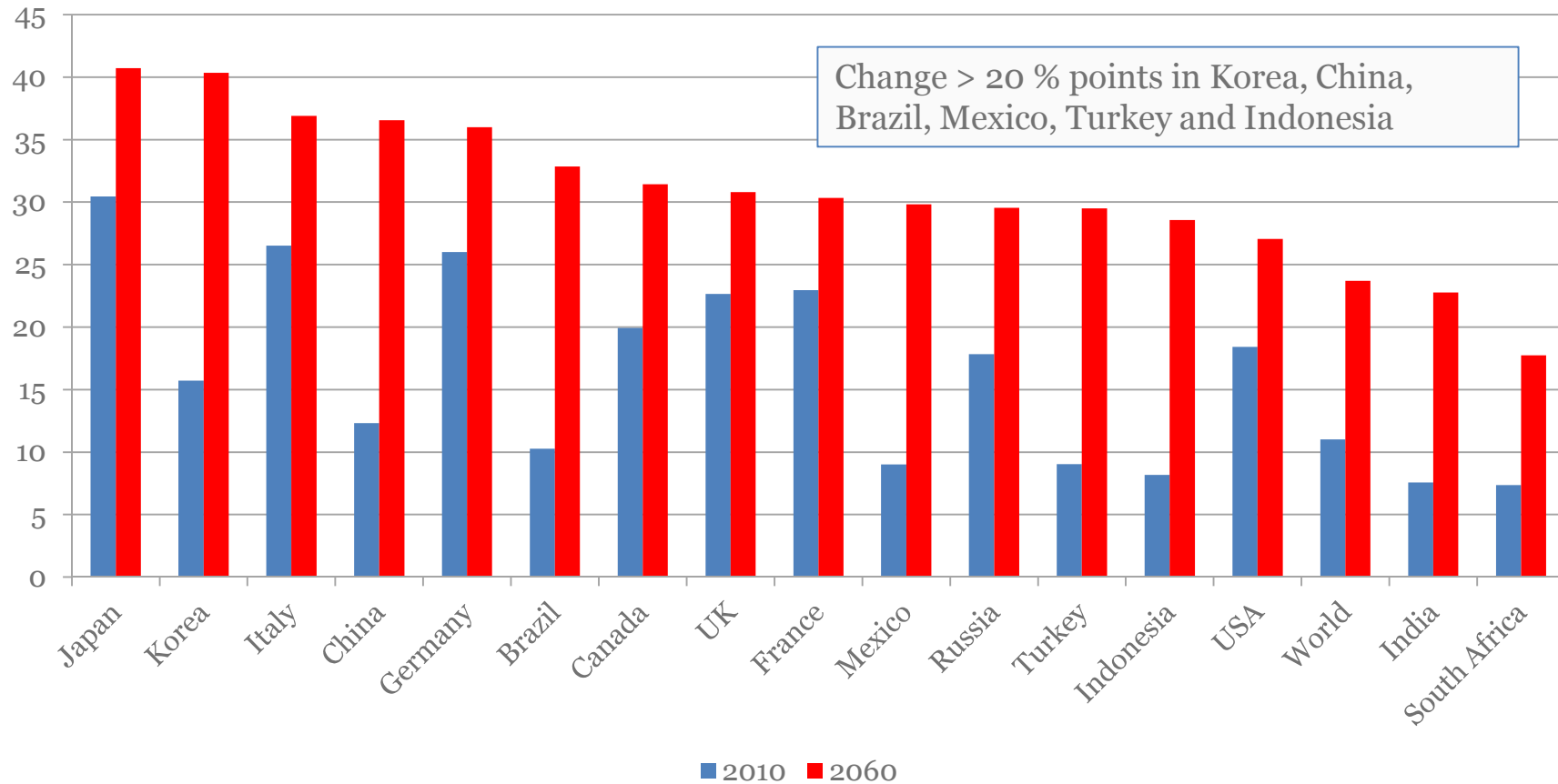
• My Remarks

- Premise
- Overarching objectives
- Review of previous OECD work
- What do we wish to achieve
- Our agenda
- A few house-keeping points



Premise: population ageing is a global trend

% of population aged 60+



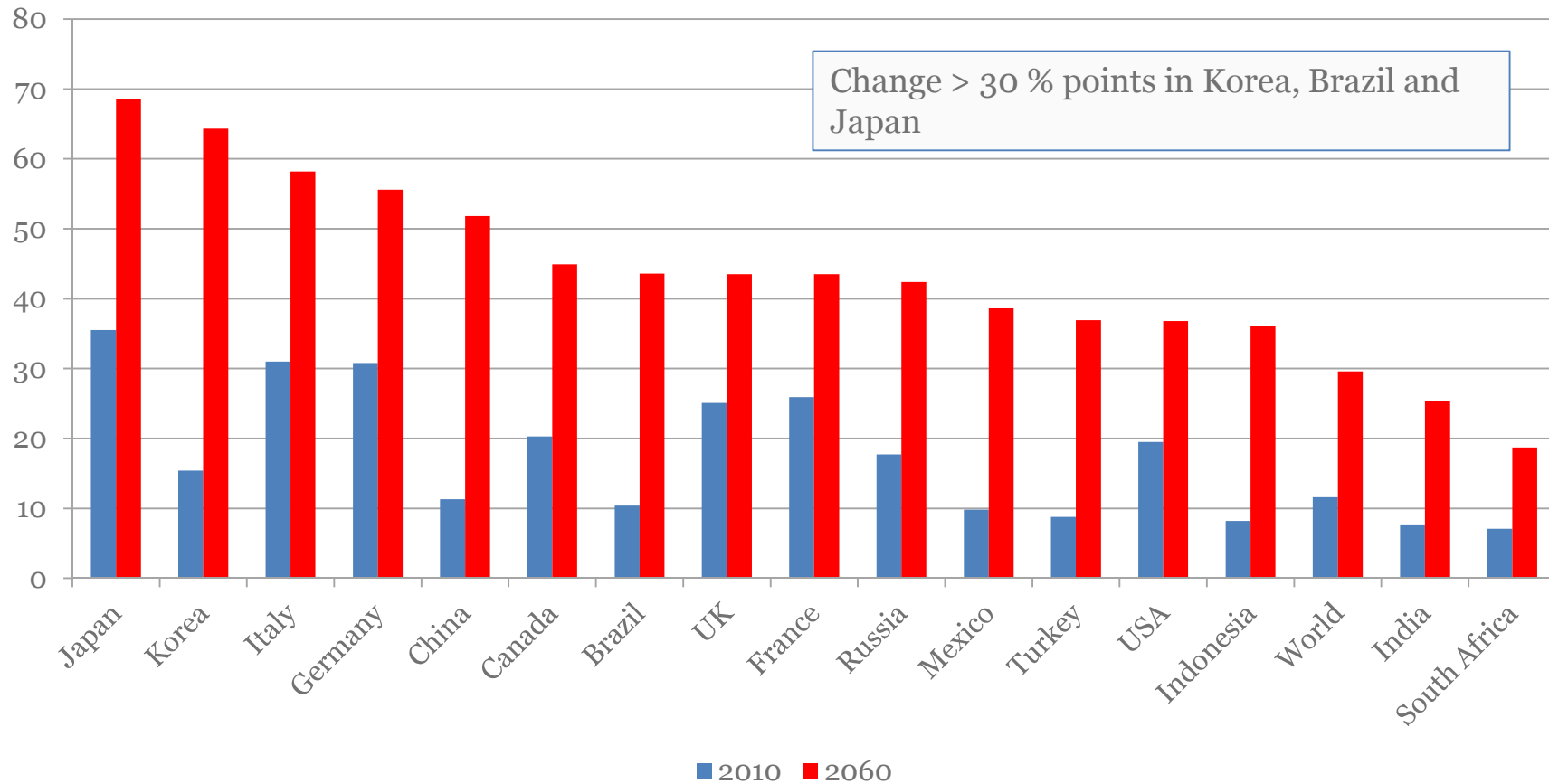
Source: UN World Population Prospects, 2010 Revision. Projections are “medium” variant.





The impact is an increase in old age dependency ratios

population aged 65+ as % of population aged 15-64



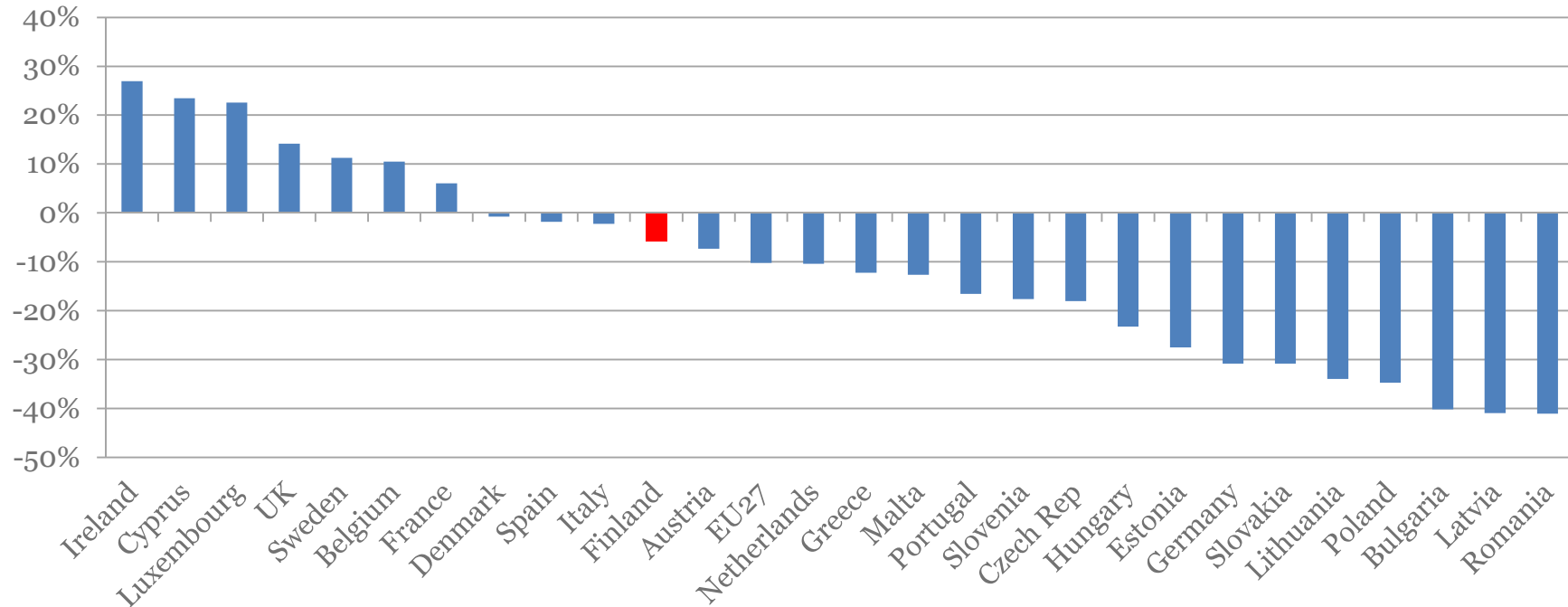
Source: UN World Population Prospects, 2010 Revision. Projections are “medium” variant.





In Europe, many countries are expected to see their labour forces contract

Change in labour force aged 15-64, 2010-2060



- The EU27 labour force is projected to shrink from 239 million in 2010 to 214 million by 2060.
- This is despite rising overall participation rates (+2.8 percentage points) including a big increase in participation for those aged 55-64 (up from 50% in 2010 to 67% in 2060)

Source: European Commission, The 2012 Ageing Report

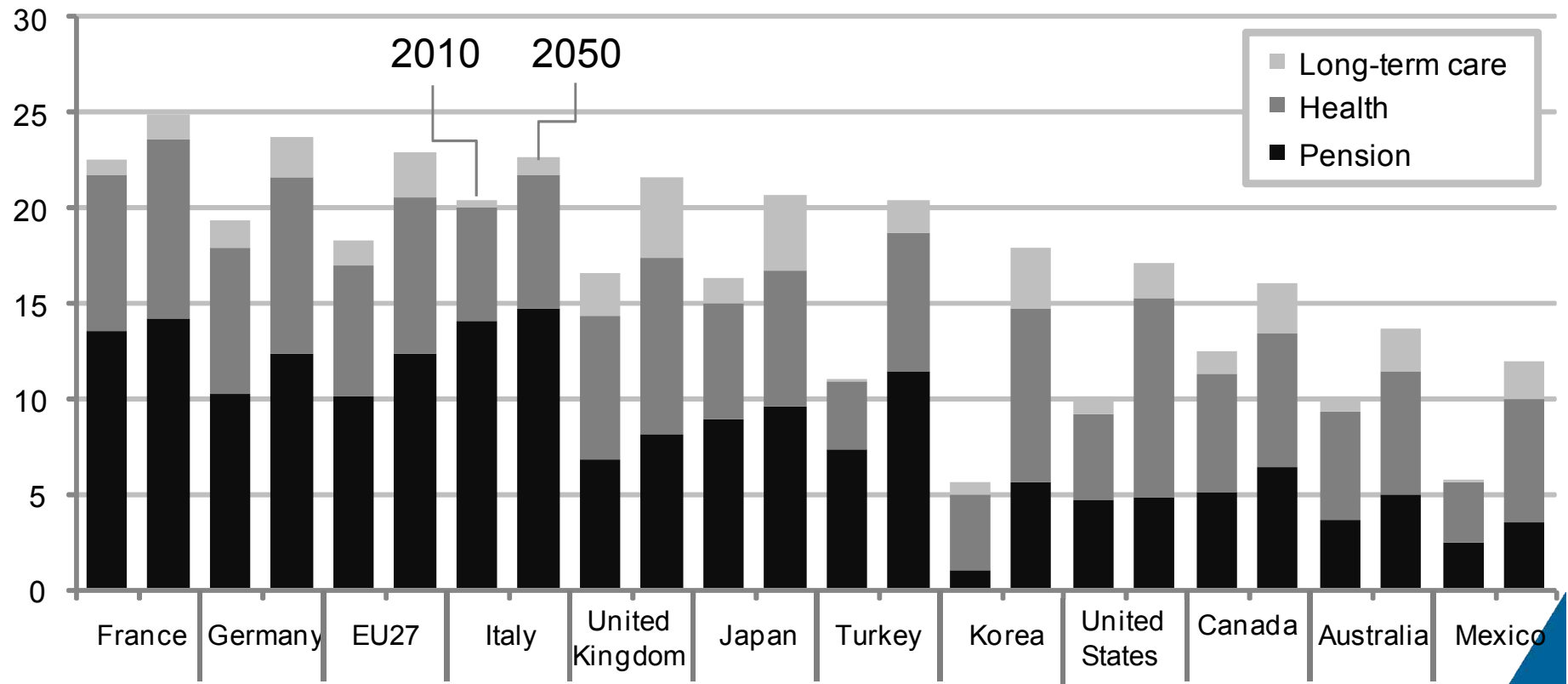




An ageing population can be expected to create pressure on public expenditure

(Projected pension, health and long-term care expenditures, 2010 and 2050)

Expenditure (% of GDP)



Source: OECD (2011), Pensions at a Glance; OECD (2011), Help Wanted? Providing and Paying for Long-Term Care; European Commission (2009), "The 2009 Ageing Report"; International Monetary Fund (2009), "Fiscal Implications of the Global Economic and Financial Crisis"; Standard & Poor's (2010), "Global Aging 2010: An Irreversible Truth".



Overarching Objectives

To promote learning and international collaboration by collecting evidence on current practices that:

- Encourage and stimulate innovation to anticipate and respond to the emerging new societal needs and challenges of ageing societies.
- Seize the benefits of ICTs for the digital delivery of services for the elderly and open new markets and growth opportunities
- Create enabling environments (the institutional arrangements that may best support innovation)



This Work Builds On...

1. OECD-NSF meeting held in Washington ,
February 2011
 - Building a Smarter Health and Wellness Future
2. A review of case studies in 6 OECD countries
 - Denmark, Finland, Italy, Japan, Korea, Sweden
3. OECD-APEC workshop held in Tokyo, September
2012
 - Meeting sponsored by the Japanese
Government in collaboration with Waseda
University



Key Outcomes of Previous Activities

- **We must innovate** to mitigate the risks of ageing
- We need to do more to **unlock the potential of ICTs**
- We should recognize **the significant role of older people** in driving and co-producing innovation
- We need to **better understand the returns on investment**, the value to society and the growth potential
- We need to establish a **deep understanding of what many countries are doing** -this work is important and worth pursuing



Objectives of this Workshop

- Share information and national experiences
- Special focus on Korea
- Examine current practices that foster **innovation for new services and products for the elderly and create new growth opportunities** in a “silver economy”
- Discuss **industry trends, the emerging business models, the incentives and the possible barriers**
- How to take work forward



Our Agenda

Roundtable 1:

Part 1: Anticipating a Silver Economy

Part 2: Boosting the market potential of wellbeing technologies for older consumers

Roundtable 2:

Part 1: Better and Active Lives in Old Age and Community Engagement in Korea

Part 2: Addressing the risks of age-related job displacement and promoting senior entrepreneurship



Key Questions: Morning Session

- What are the conditions that spur innovation for new services and products for older populations and create the conditions for a silver economy?
- What is the market potential of new technologies and services for older consumers ?



Key Questions: Afternoon Session

- What do older people say they want and value in their lives? What contributes to quality of life in older ages?
- What policies and strategies are required to harness and develop the skills, experience and potential of older adults, to the benefit of national economies and local communities, and older adults themselves?



House Keeping

- Coffee Breaks
- Tape-recording – filming
- Lift your flag and tell us who you are
- Lunch
- Who to turn to if you need assistance



감사합니다
Thank You!

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