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**DSTI/ICCP(2014)13**

Organisation de Coopération et de Développement Économiques  
Organisation for Economic Co-operation and Development

**04-Jun-2014**

**English - Or. English**

**DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY  
COMMITTEE ON DIGITAL ECONOMY POLICY**

**EXPERT CONSULTATION ON THE SILVER ECONOMY:  
FACTS, CHALLENGES AND OPPORTUNITIES**

**Oxford, United Kingdom 26 June 2014**

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**JT03358691**

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**EXPERT CONSULTATION ON  
THE SILVER ECONOMY  
FACTS, CHALLENGES AND OPPORTUNITIES**

**26 June, 2014**

**The Harris Manchester College**

**Oxford, United Kingdom**

*Background*

The share of the population over 65 years of age has been increasing in OECD countries over the past few decades. In 2010, around 15% of the OECD population was over 65 years old. This ratio is expected to rise to 26% by 2050, and the increase in the share of the population aged 80 years and over will be even more dramatic. Outside the OECD area, while less-developed regions still have young populations, some of the larger emerging economies are likely to be converging with OECD population-ageing profiles by mid-century.

Ageing will generate a range of serious challenges. Pension, health and long-term care spending is forecast to grow faster than national income in most of the OECD economies. Ageing will also generate a range of serious challenges on productivity performance, as labour forces age in some countries and shrink in others. In recent years policy debate has focused on how to best mitigate these pressures. There is, however, another side to the ageing debate, which does not see demographic change as a burden on society, but rather an achievement to be celebrated and the path to opening new social and economic opportunities.

The importance of viewing ageing as an opportunity for innovation and growth was explicitly recognised in the OECD-APEC Workshop on: “Anticipating Special Needs of the 21st Century Silver/Ageing Economy”, held in Tokyo, September, 2012. This consultation builds on the outcomes of the OECD-APEC workshop and aims to engage leading experts, policy-makers, academics, innovators, and business in pursuing international dialogue on the opportunities that ageing societies present and the enabling policy frameworks. The consultation will also discuss emerging new principles and practices for age-friendly businesses and workplaces.

### *Objectives of the Consultation*

The aim of this consultation is to stimulate discussion and the highest possible level of expert engagement to accelerate innovation for active and productive ageing.

Specifically, the objectives are to:

- Provide a space for country experts, policy makers and other stakeholders to share views and learn from one another
- Make each Roundtable interactive and constructive
- Meet different experts and forge new partnership
- Capture views on key issues and develop concrete ideas for action

The Consultation will be held on 26 June, 2014 at The Harris Manchester College (HMC), Oxford University in collaboration with the Global Coalition on Aging and Oxford's HMC. There will be a dinner the evening of June 25<sup>th</sup> at the Harris Manchester College, Oxford.

### *Format*

The Consultation will work in plenary session- structured around two Roundtables. The group will consist of approximately 20 -30 (max) international expert participants who possess substantial knowledge and experience with respect to the issues to be addressed. The meeting will offer ample opportunities for peer level exchange and for forging new partnerships.

For each of the Roundtable Sessions, two/three speakers will be invited to develop and present a paper setting out the key issues and questions to be discussed.

The format of the Consultation will be one full day, starting at 09:30 and ending at 17:30.

## DRAFT AGENDA

WELCOME AND INTRODUCTION 26 JUNE 2014		
	09h:00	<b>Registration and Coffee</b>
	09h:30- 10h:00	<b>Opening of the Meeting and Welcome Remarks</b> <ul style="list-style-type: none"> <li>• <b>Ralph Waller</b> - Principal of Harris Manchester College; Pro-Vice-Chancellor elect of the University of Oxford (UK)</li> <li>• <b>Elettra Ronchi</b> - Senior Policy Analyst (OECD)</li> <li>• <b>Michael Hodin</b> - Executive Director, Global Coalition on Ageing, (USA)</li> </ul>
<b>Round Table I</b> <b><i>Silver Economy's Opportunities: Myth or Reality?</i></b> <b>Chair : Y Harayama</b> <b>(Japan)</b>		
1.	10h:00- 11h:00	<b><i>Key Note: The Silver Economy's Opportunities: Myth or Reality?</i></b> A. Borsch-Supan (Germany)  <i>The economics of aging is particularly loaded with highly emotional prejudices and myths. Most of these myths are linked to misconceptions about health and productivity and the general economic, social and political ability of an aging society to function. This key note will discuss recent evidence across Europe on what happens when societies age- setting the stage for the workshop's main themes.</i>

2.	11h:00-12h:00	<p><b>Expanding Opportunities: From Silicon to Silver Valleys</b>  N. Frontigny (Orange, France) ; K. Vedel (Health Innovation Centre of Southern Denmark) , C.Garattini, (Intel) ; Ichiro AOYAGI, (Fujitsu)</p> <p>A range of incubators and regional clusters are emerging across OECD countries to support the development of a technology-driven silver economy ecosystem. Such plans are embedded in the innovation system infrastructure of countries. This session will present examples of local, national and regional initiatives and the underlying public-private partnerships. We will also explore the public policies required to further enable innovation that itself will drive 21st century economic growth. What type of local, national and regional initiatives and public-private partnerships are emerging? What are the enabling frameworks for these initiatives? In which way they are establishing the foundations of a silver economy ecosystem?</p>
3.	12h:00-13h:00	<p><b>Financing Silver Innovation</b>  S. D. Johnston (Aging 2.0) ; Z. Bozoky (Department of Health, UK); S. Kolluri (Bank of America , Merrill Lynch)</p> <p>Companies seem only tentatively willing to enter the “silver” marketplace. This session will discuss the range of incentives, financial instruments and other initiatives that are emerging at various levels (local, national, regional) to encourage research and innovation to address the needs of ageing societies. Mechanisms that are emerging and will be discussed include fiscal policies, public subsidies, philanthropy, interest-free reimbursable advances, interest-bearing loans, etc. Most importantly, this session will address what is required to truly create a 21st century robust silver marketplace integral to the overarching market itself. What risk-sharing mechanisms can act as incentives to engage in the silver economy?</p>
<p><b>Lunch</b>  13h:00-14h:00</p>		

<b>Round Table II</b> <b>Rethinking Work in Old Age:</b> <b>How Business Will Change</b> <b>Chair : G. Leeson</b> <b>(UK)</b>		
1.	14h:00- 15h:00	<p><b>Working better with age</b> H. Olsen (OECD); M. Mansfield; (AEGON, Transamerica Research Center); N. Ghosheh (ILO)</p> <p>As a consequence of 20th-century gains in longevity, advances in healthy ageing and increasingly flexible working environments, many more people will be willing and able to work into their 60s, 70s and 80s. It is already true in a number of countries that older people today are working beyond statutory retirement age and many are running their own businesses. This session will discuss the implications of these changing working patterns for policy, business, training and life-long learning strategies, and human resource approaches. It will also consider emerging new practices for more age-friendly workplaces. What new workplace policies and practices are emerging in an era of rapid ageing and technological change?</p>
2.	15h:00- 16h:00	<p><b>Extending working lives : reskilling older populations</b> P. Strykowski (OECD); E. Isele, (Senior EntrepreneurshipWorks.org); J. Schwartz, (Deloitte)</p> <p>The rapid evolution of the Internet economy and shifts in work tasks inevitably generate a need for new skills. Lack of ICT skills in the older population is an area of particular concern for policy makers at a time where countries are aspiring to develop working environments conducive to access and contribution regardless of age. This session will discuss needs and opportunities and the development of incentives for lifelong learning and training initiatives that aim to mainstream the ageing dimension. It will also address the opportunities for those entering the workforce and likely to be working up to twice the amount of time we worked in the 20<sup>th</sup> century. What examples of good practice exist today for lifelong learning and training initiatives, especially in terms of ICT skills, that aim to generate an inclusive working and social environment for older people? What emerging technology solutions would help build awareness amongst adults with low skills?</p>
<b>Coffee break (15:15 – 15:30)</b>		
	16h:00- 16h:30	<p><b>Ageing and Intergenerational Relations</b> G. Leeson (University of Oxford, UK)</p> <p>The concepts of active ageing and extended work lives raise the question of quality of life— both for senior citizens and for the younger generation who must bear the burden of an inverted age pyramid. This presentation will look at the issue of ageing and intergenerational relations and how it frames many of the important public policy questions in both developed and developing countries. The importance of intergenerational relations for future policy and planning is evident, as all welfare states are trying to adapt to greater longevity and older populations. Over the past twenty years, we have witnessed tremendous growth in the number and diversity of intergenerational programs. Many of these are leveraging social and technological innovation as integrating forces.</p>

3.	16h:30- 17h:30	<p><b>Forging new social contracts</b>  C. Halvorsen (Encore.org; Sloan Center of Ageing and Work, US); C. Milner (ICAA) ;  D. Baugard (France)</p> <p>The current demographic shift towards an aging society in combination with the rising youth unemployment rate has become an increasing cause for concern. An approach to counteract this tendency and thus prevent a stagnant economy and declining living standards in the future is the concept of forging new social contracts and intergenerational alliances. This session will discuss a range of incentives and programmes for junior-senior partnerships and community-based initiatives and how they are being implemented by public, private and third sector organisations.</p>
4.	17h:30- 18h:00	<p><b>Main summary points from the meeting and concluding remarks</b>  E. Ronchi (OECD) ; M. Hodin (Global Coalition on Ageing)</p>
<b>Event concludes (18:00)</b>		