



# **Silver Tsunami or Silver Opportunities? Platforms for Engagement**

***Prof. Dr. Raymond Saner***

**The First China (Sichuan) Senior Welfare and Wellness Industry Development Summit Programme**

***26th October 2017***

## Populations are getting older



Percentage aged  
60 years or older:

- 30% or more
- 10 to <30%
- <10%

# 2015



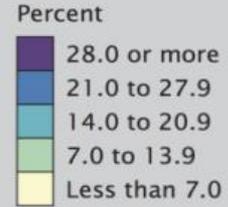
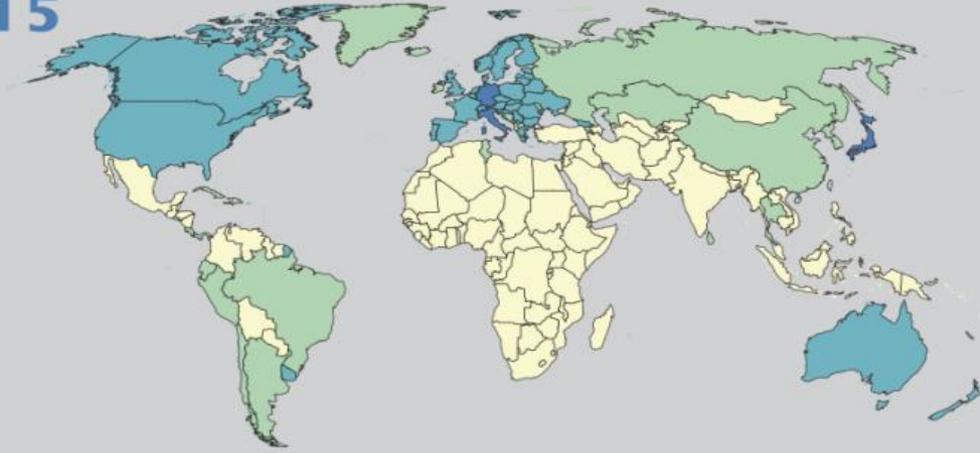
World Health  
Organization

# What the World will Look Like in 2050?

## An Aging World

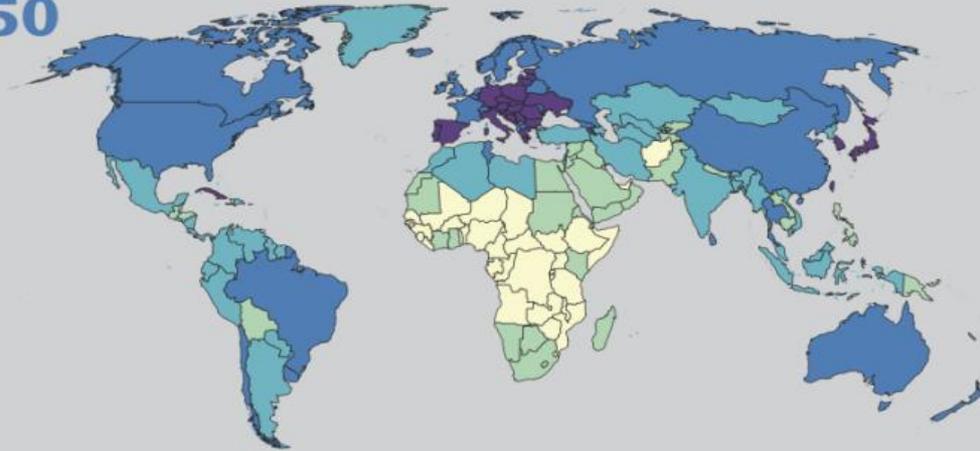
Percentage of the Population Age 65+ in 2015 and 2050

2015



World percent  
2015: 8.5  
2050: 16.7

2050



# What is the Silver Economy?



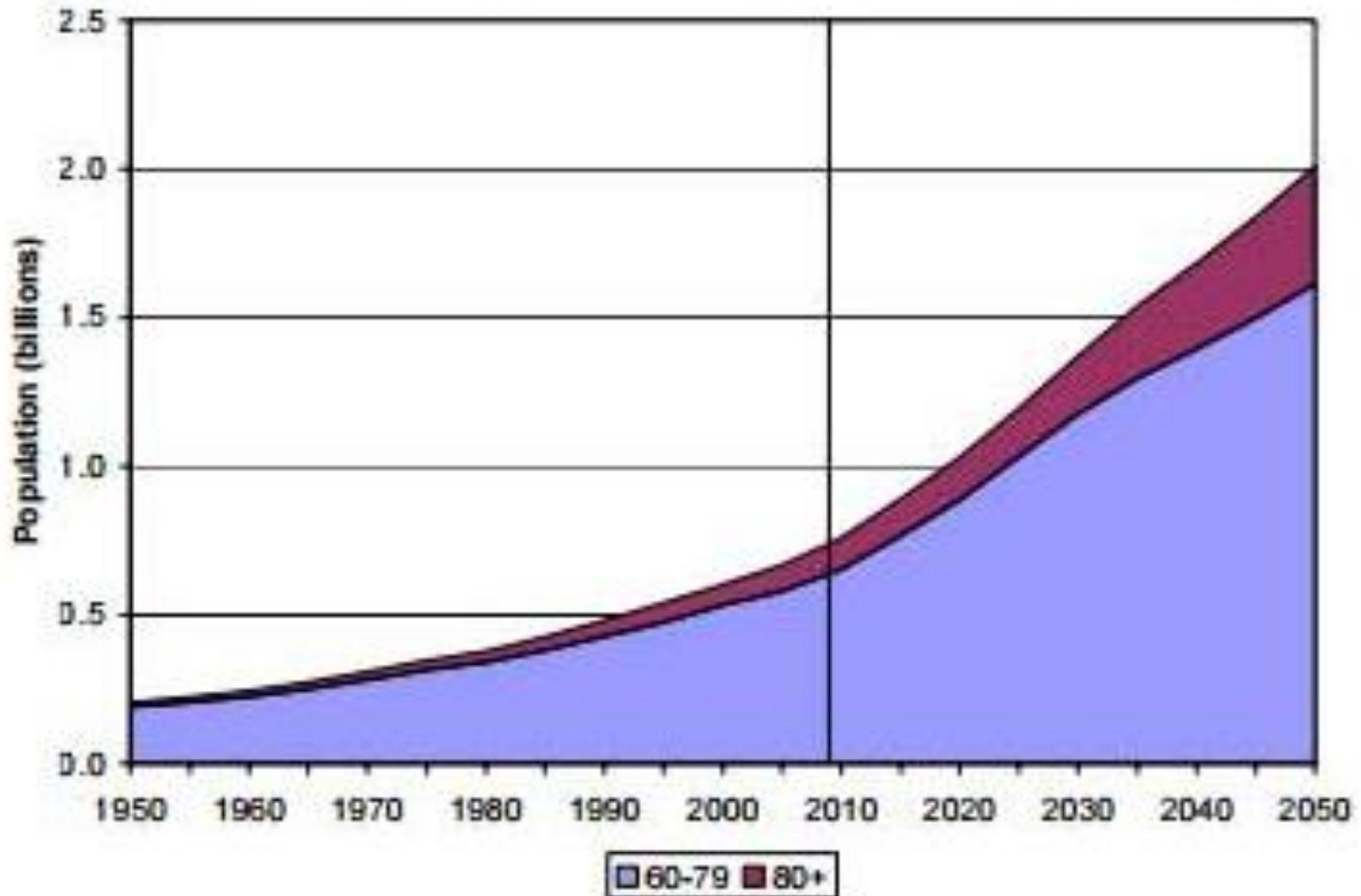
- The Silver Economy is dedicated to the elderly in our societies. As its name suggests, the Silver Economy is not a “market” but a cross “economy”.
- The population ageing process is impacting every market and industry, such as: **home accommodation, transport, food industry, insurance, robotics, health and e-health, communications, Internet, sports and leisure...**
- All these markets are already adapting to ageing process.

# What is Gerontechnology?

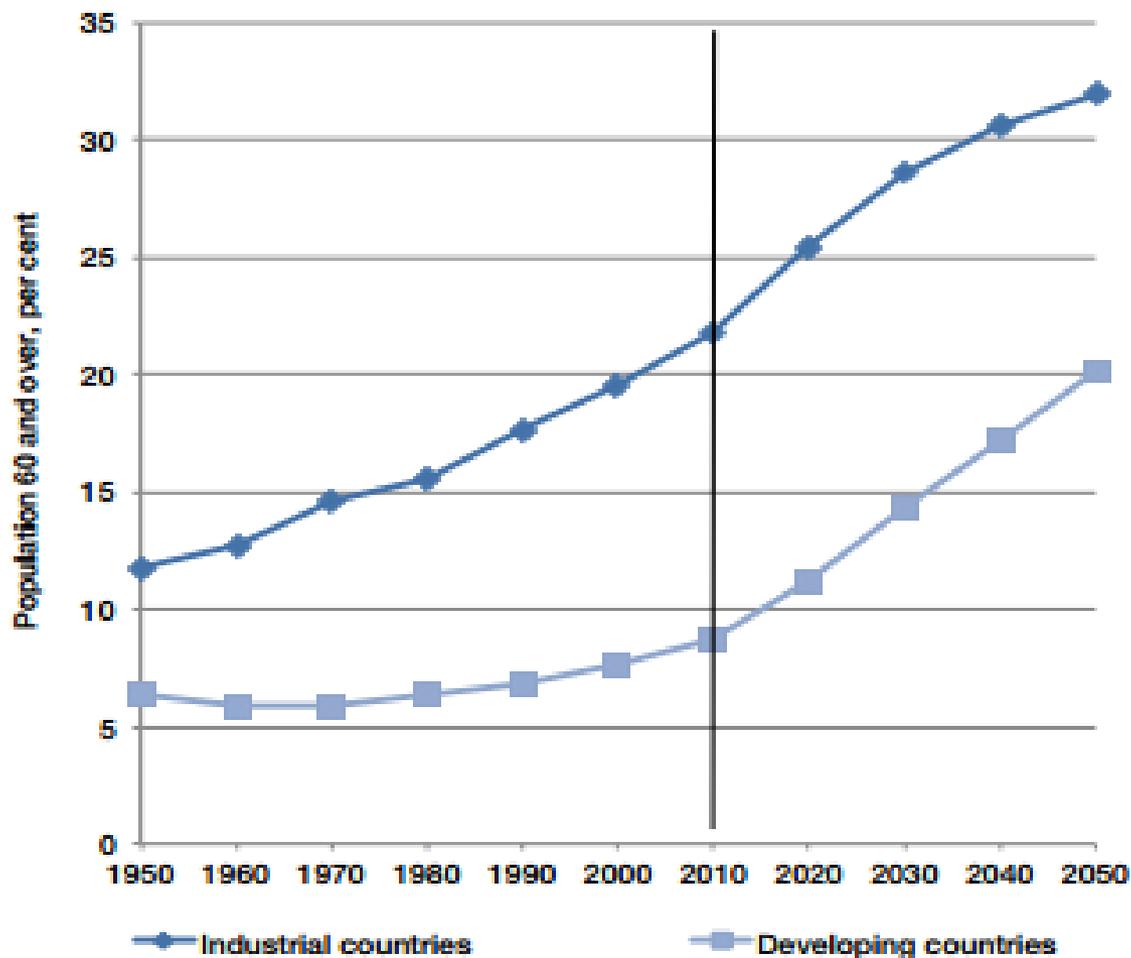


- Gerontechnology (a mix of “Gerontology” and “Technology”) includes various technical systems and solutions to help the elderly and/or their caregivers perform basic **daily activities**.
- Gerontechnologies enable elders to maintain their **autonomy** or to compensate for functional impairments.

# Projected Acceleration of World Population Ageing

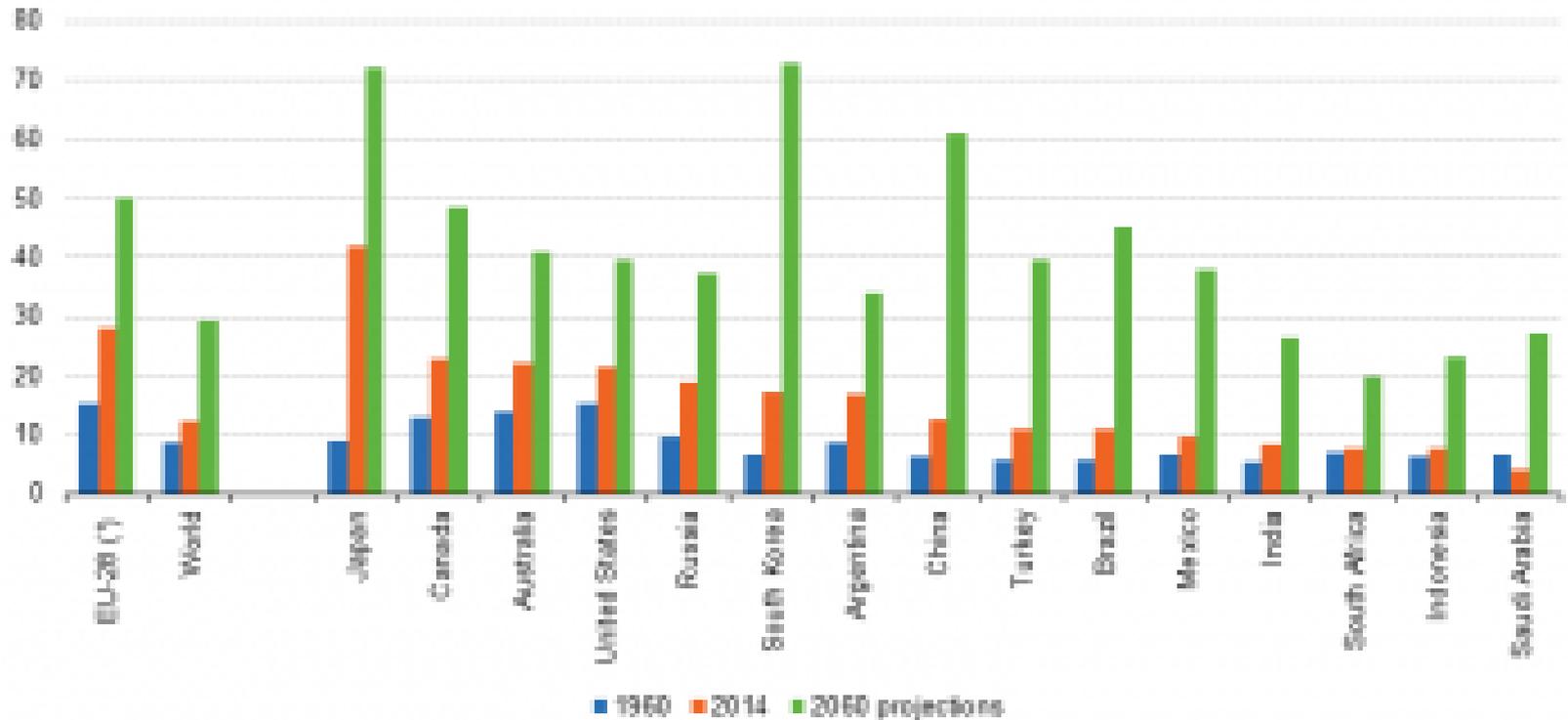


# Ageing is Accelerating Worldwide



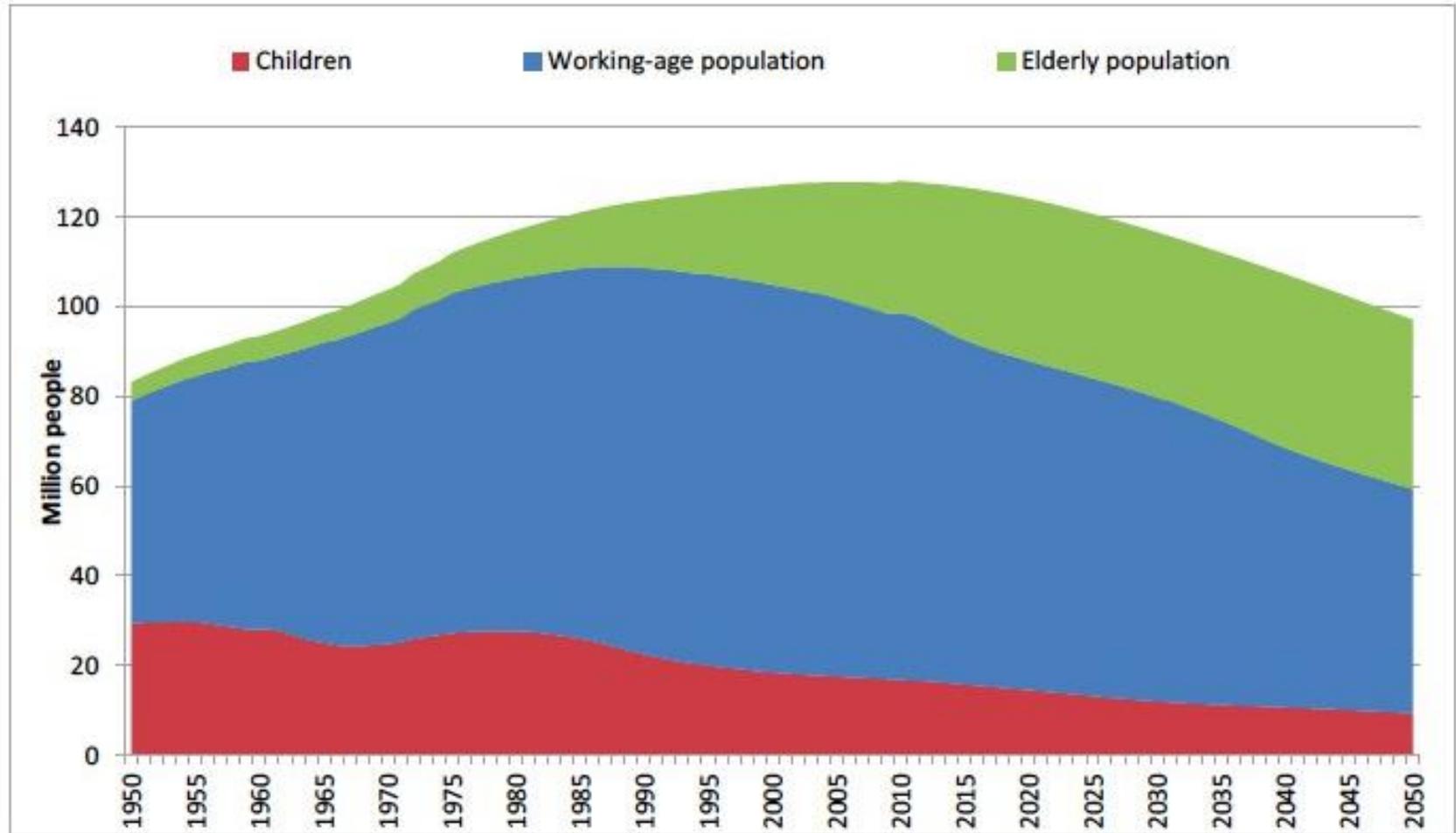
Source: UN, World Population Prospects: The 2010 Revision

# The EU in the world - population



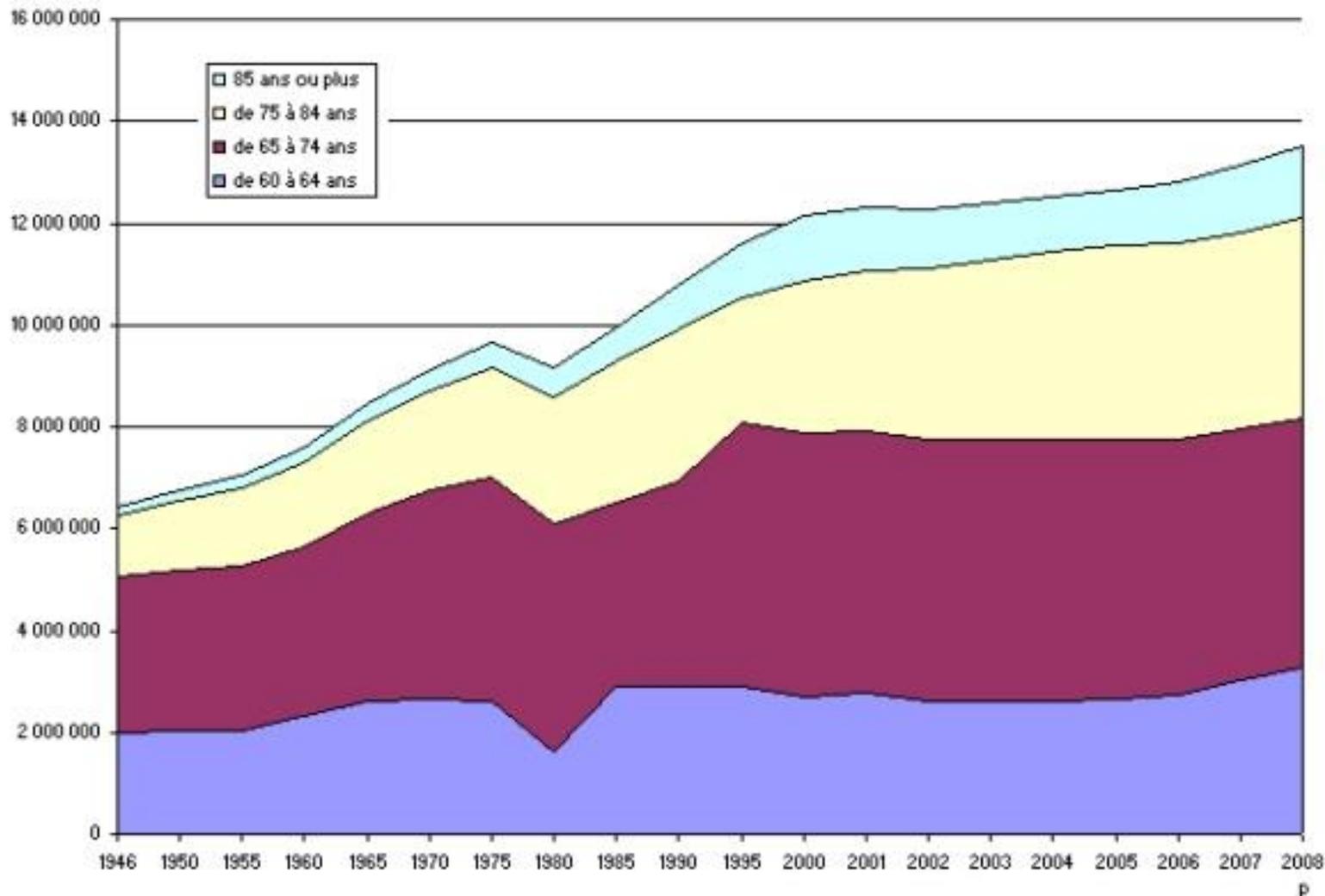
(\*) Provisional estimates for 2014 and break in the series.

# Japanese Population & Age Structure, 1950-2050



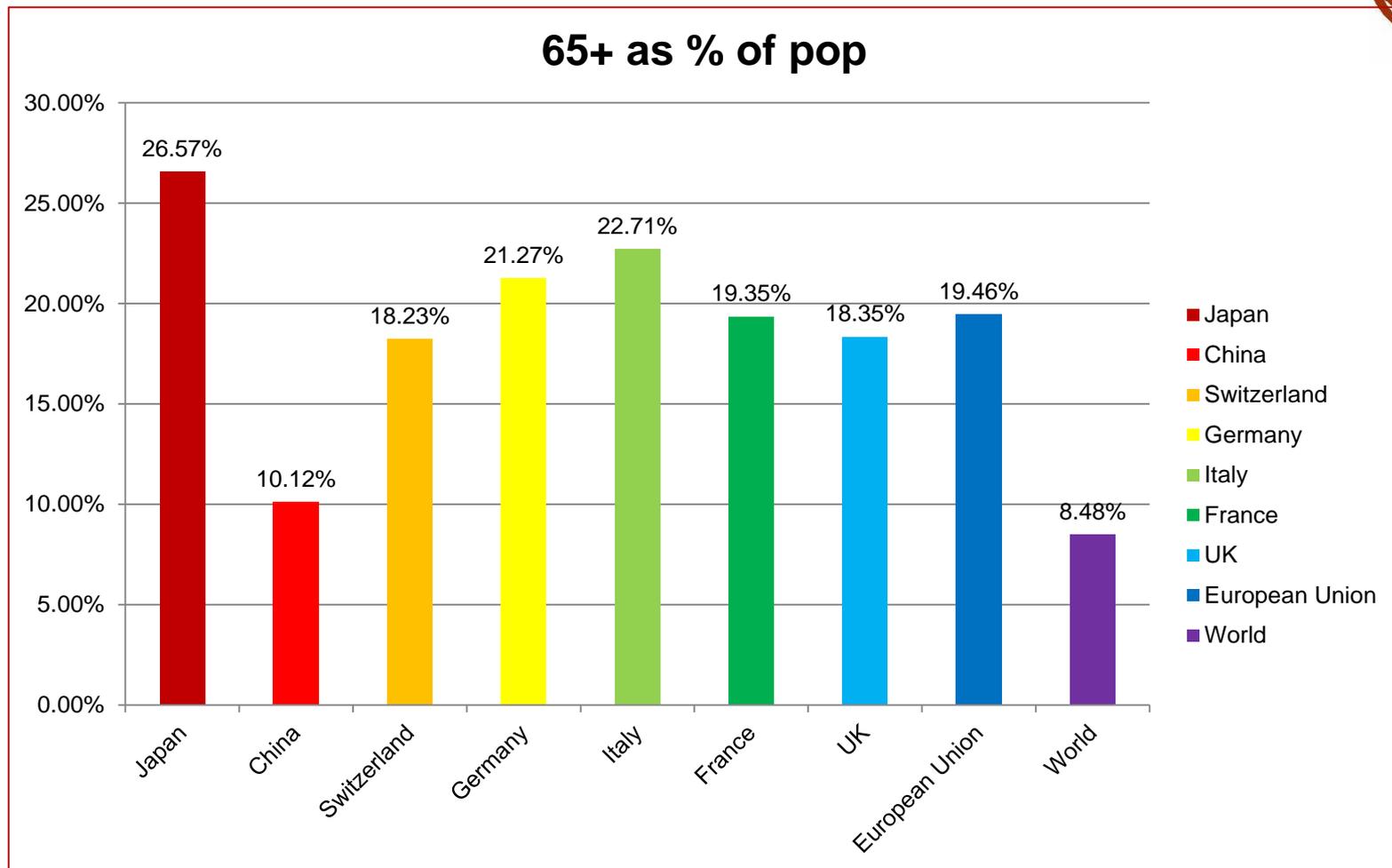
Source: OECD Historical Population Data and Projections (1950-2050).

# Evolution of the number of older people in France



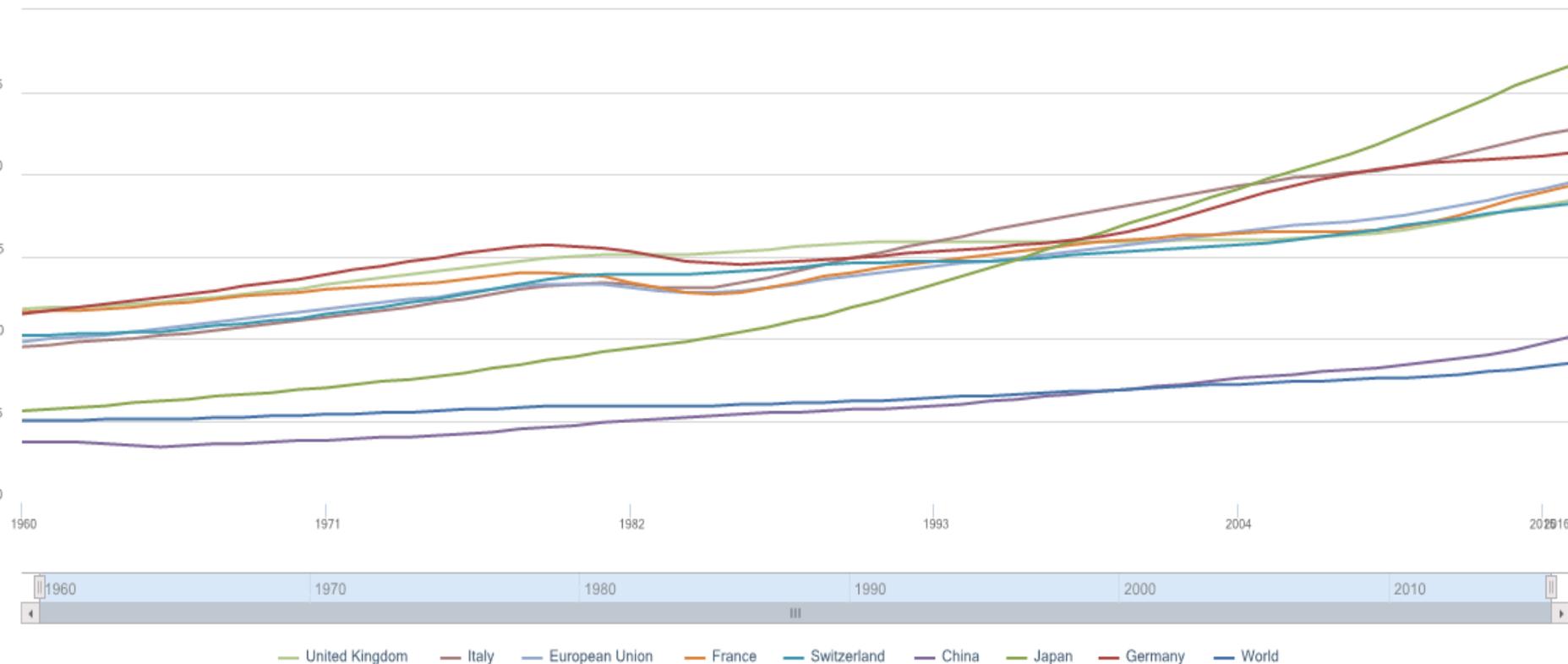
Sources : [www.insee.fr](http://www.insee.fr)

# People Aged 65+ as % of Population



World Bank, World Development Indicators (2017).  
*Population ages 65 and above (% of total).*

# Change over Time: % of Population Aged 65+



Series : Population ages 65 and above (% of total)

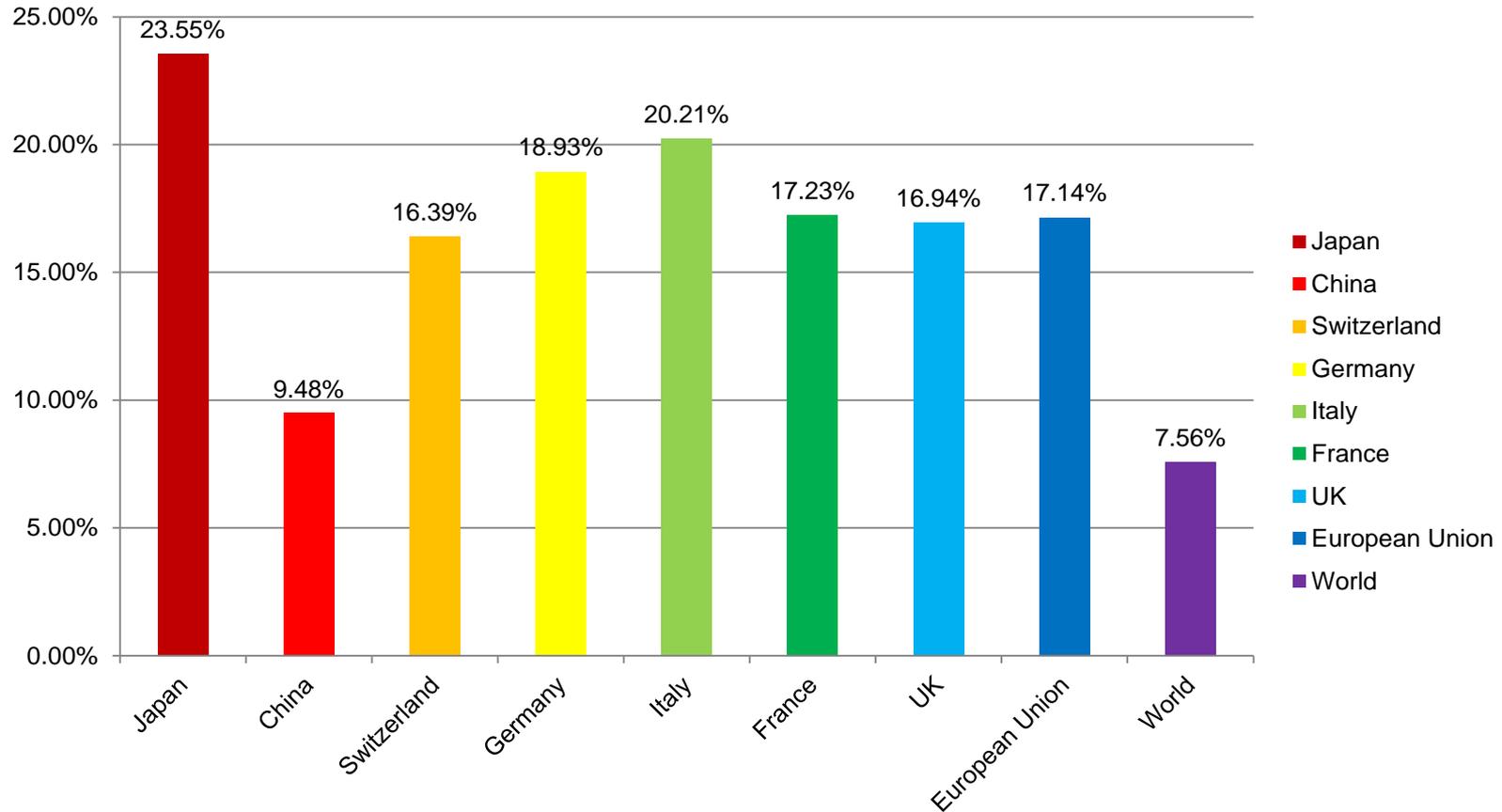
Source: World Development Indicators

Created on: 10/25/2017

# Men 65+ as % of Male Population



## Men 65+ as % of pop

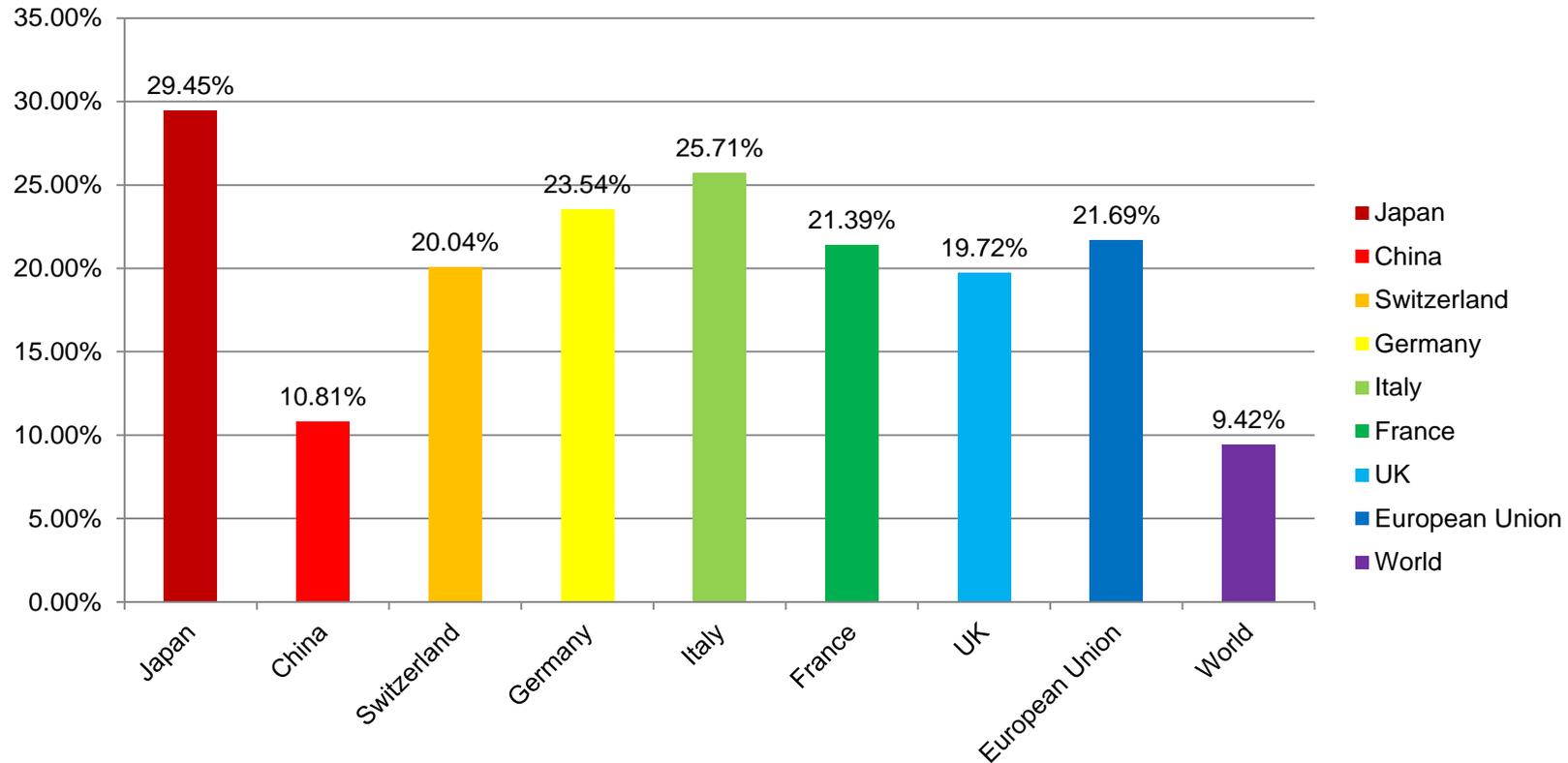


World Bank, World Development Indicators (2017).  
*Population ages 65 and above, male (% of total).*

# Women 65+ as % of Female Population



## Women 65+ as % of pop

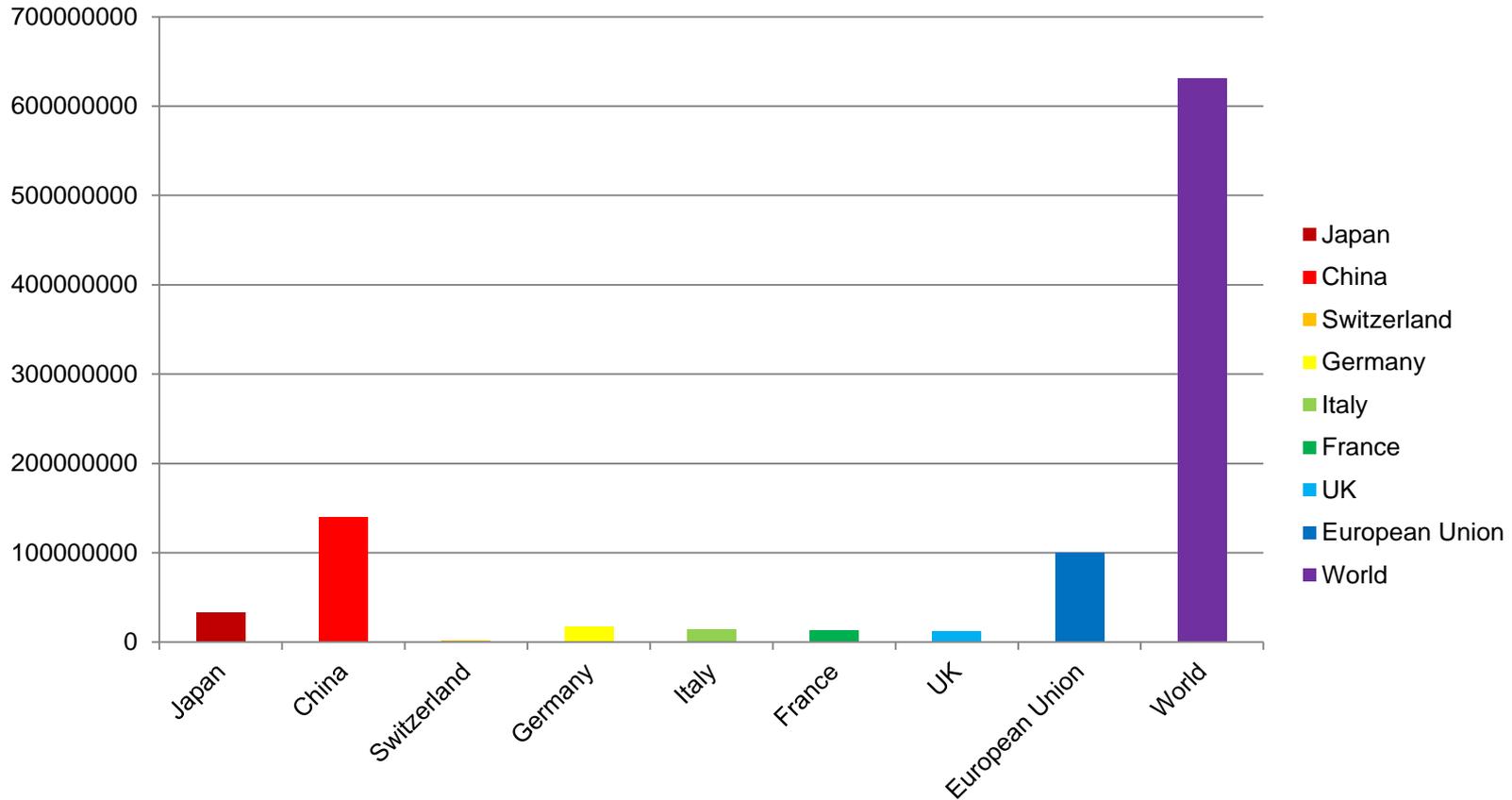


World Bank, World Development Indicators (2017).  
*Population ages 65 and above, female (% of total).*

# Total Population Aged 65+

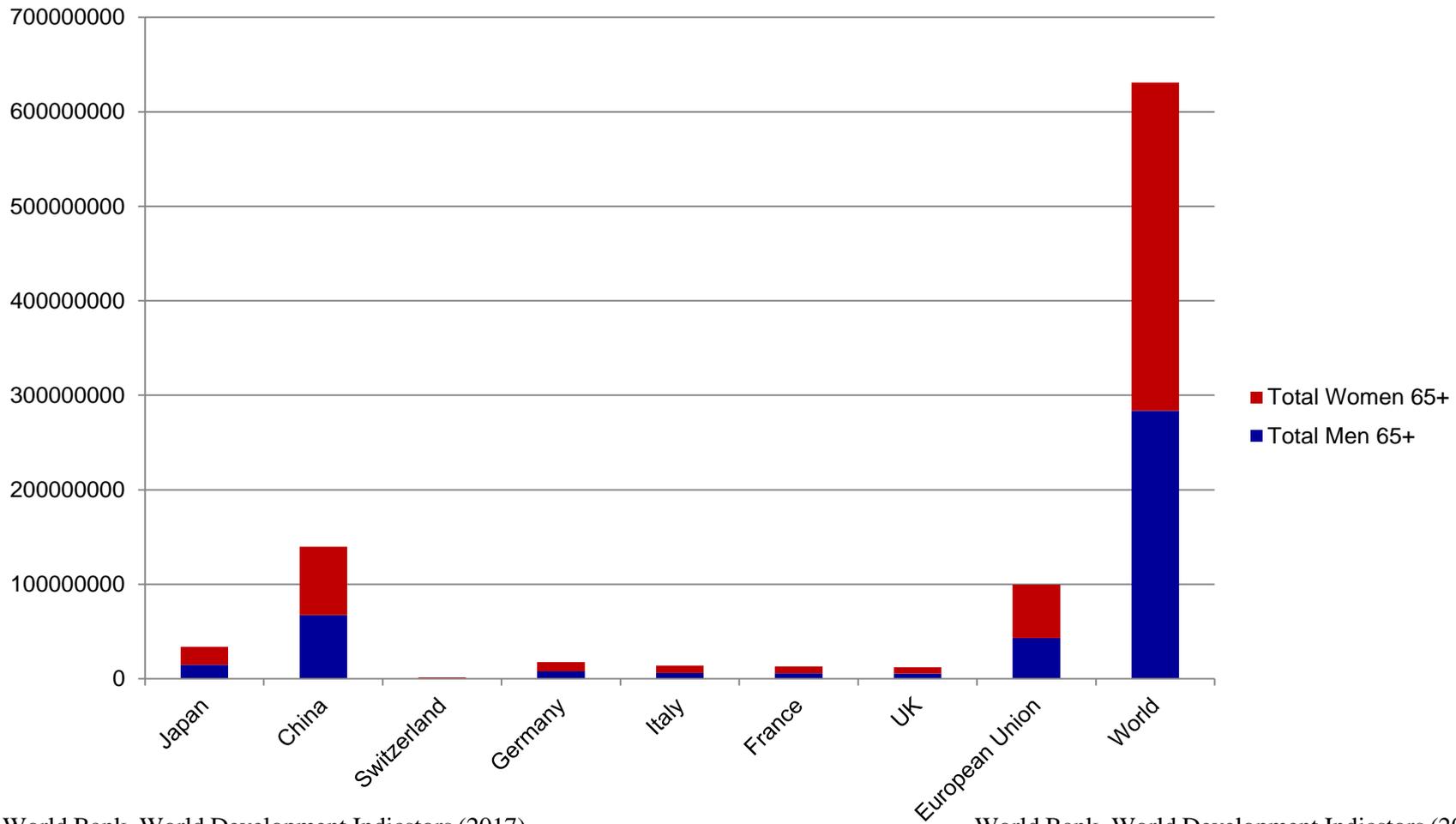


## Total Population 65+



World Bank, World Development Indicators (2017). *Total population for age 65 and above.*

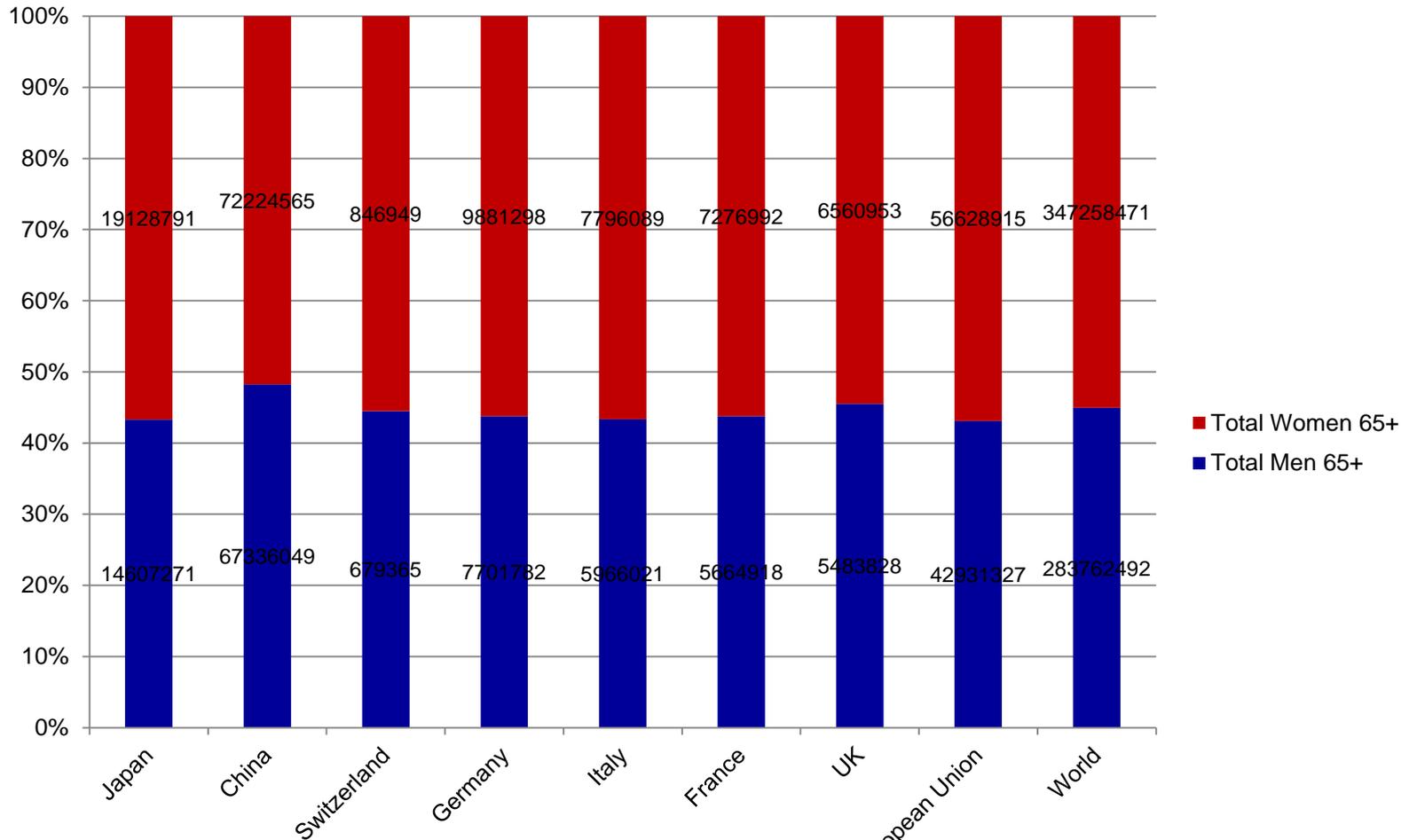
# Total Male/Female Population Aged 65+



World Bank, World Development Indicators (2017).  
*Population ages 65 and above, male.*

World Bank, World Development Indicators (2017).  
*Population ages 65 and above, female.*

# Male/Female % of Total Population Aged 65+



World Bank, World Development Indicators (2017).  
Population ages 65 and above, male.

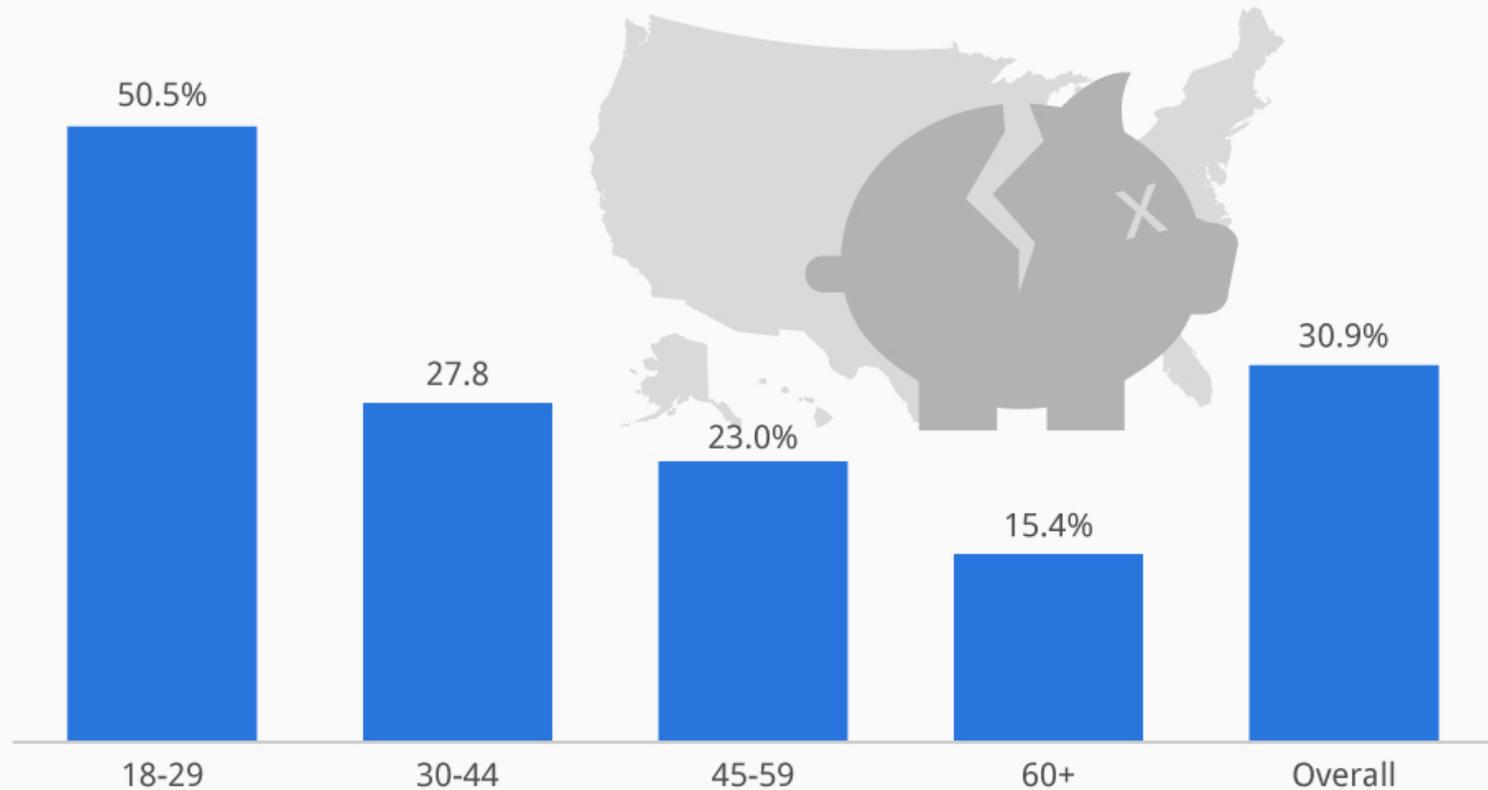
World Bank, World Development Indicators (2017).  
Population ages 65 and above, female.

# Financial Security in Old Age



## 15% of Americans Aged 60+ Have No Retirement Savings

Percentage of Americans who have no retirement savings/pension, by age group\*



@StatistaCharts

\* among those who are not currently retired

Source: Federal Reserve

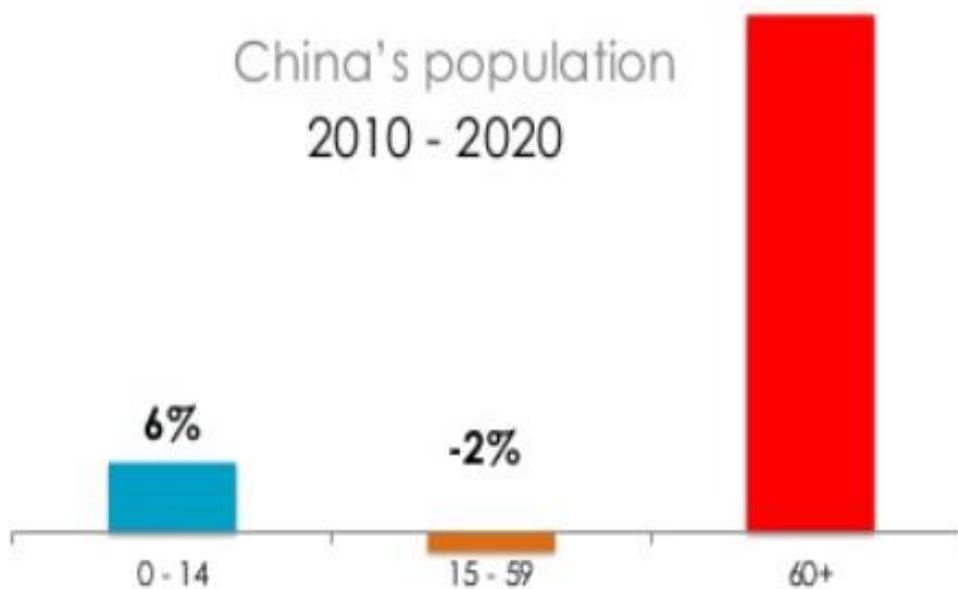
statista



fastest growing  
segment

**+44%**

China's population  
2010 - 2020



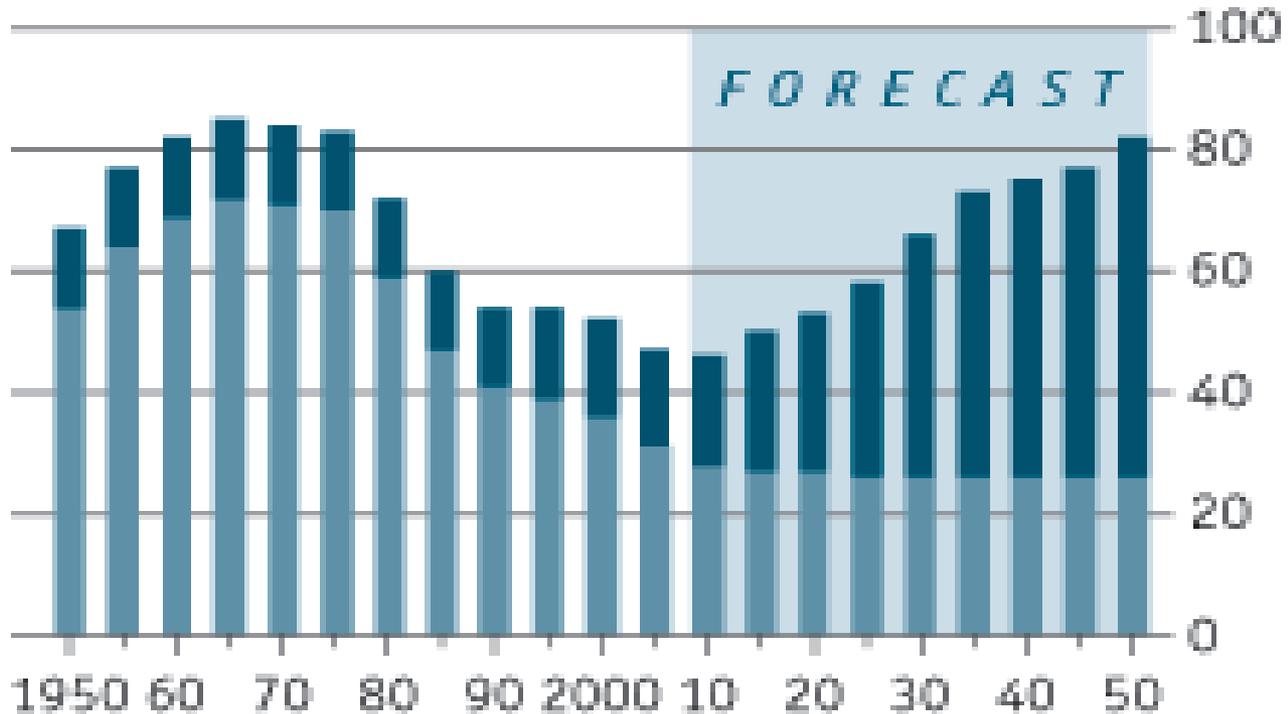
© Silver group

Source: Silver, United Nations World Population Prospects

# All uphill from here

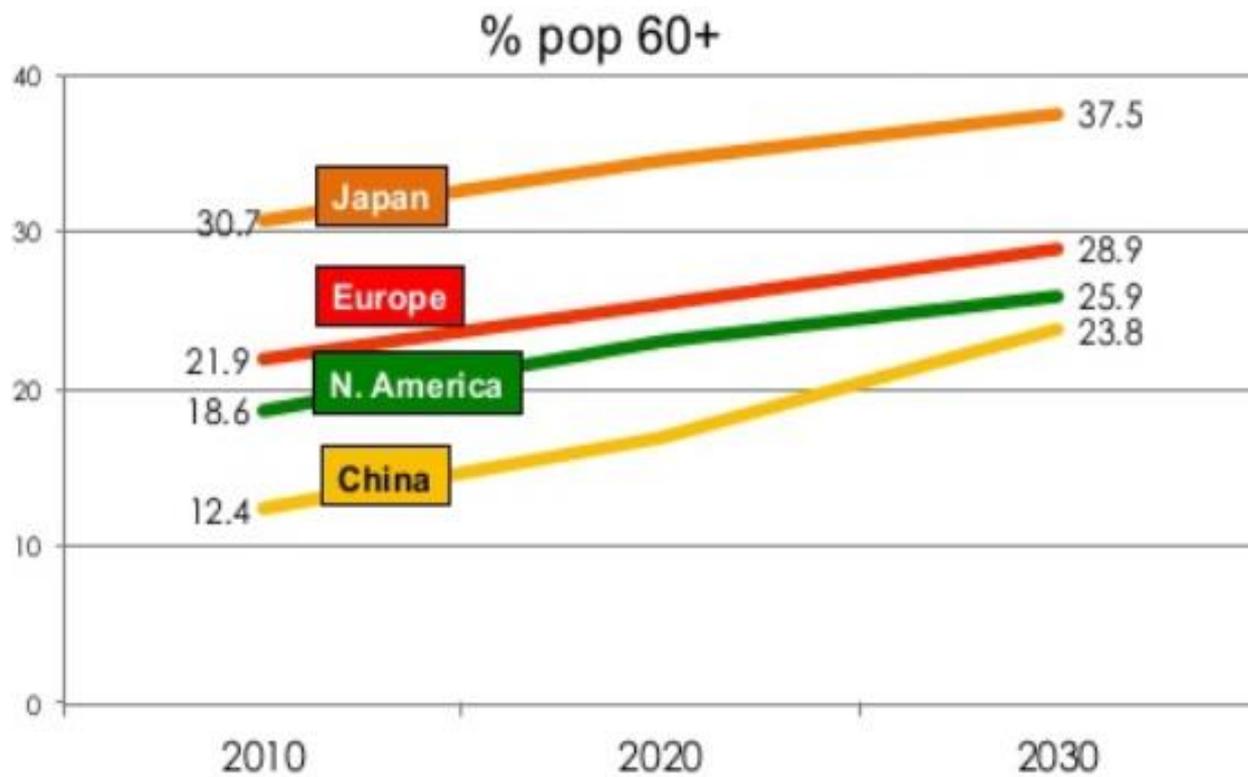
China's dependency ratio  
As % of population aged 15-64

Elderly  
 Children

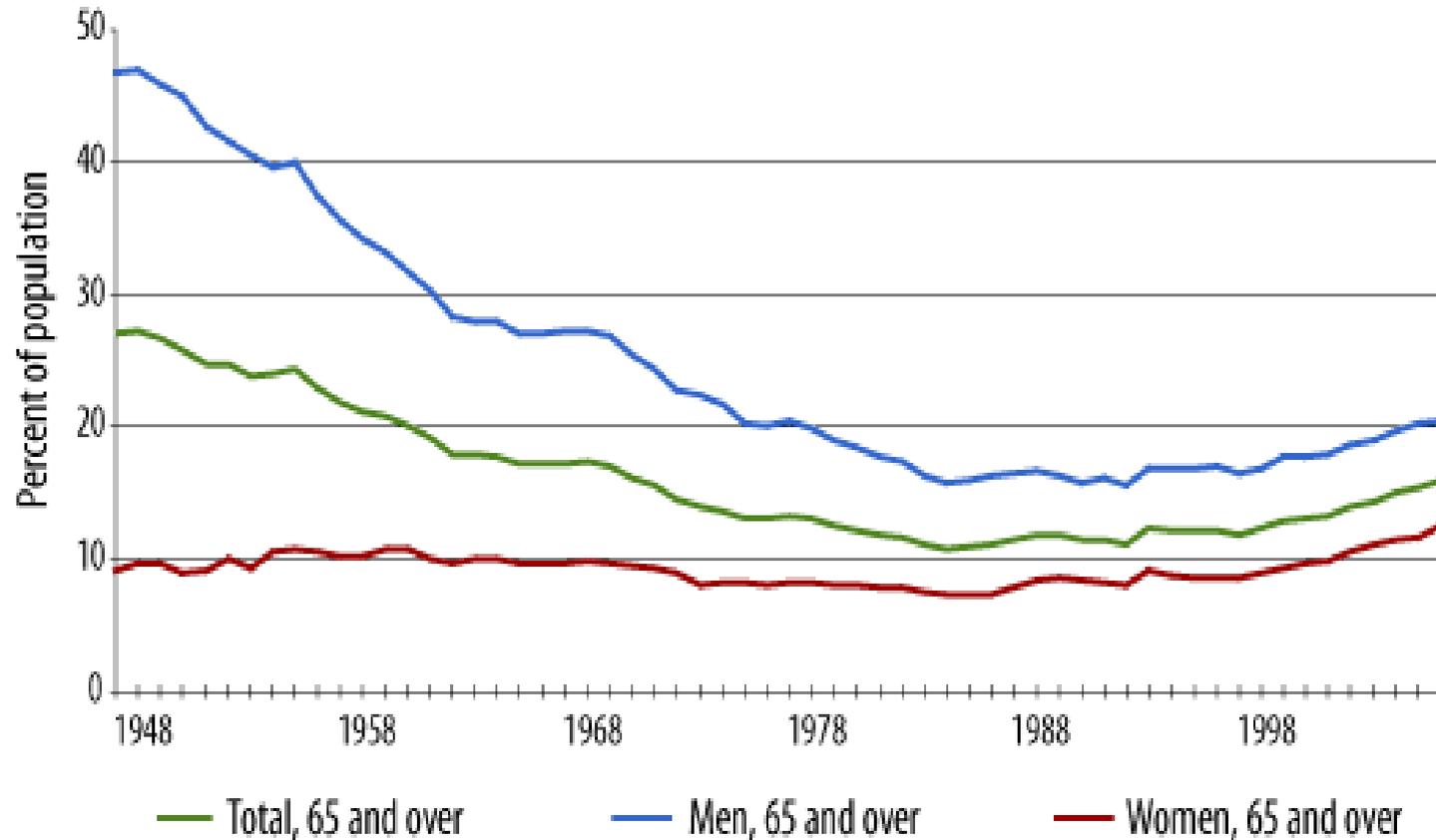


Source: "World Population Prospects", United Nations, 2009

# oldies rising



# Labor force participation rate of workers 65 and over, 1948-2007

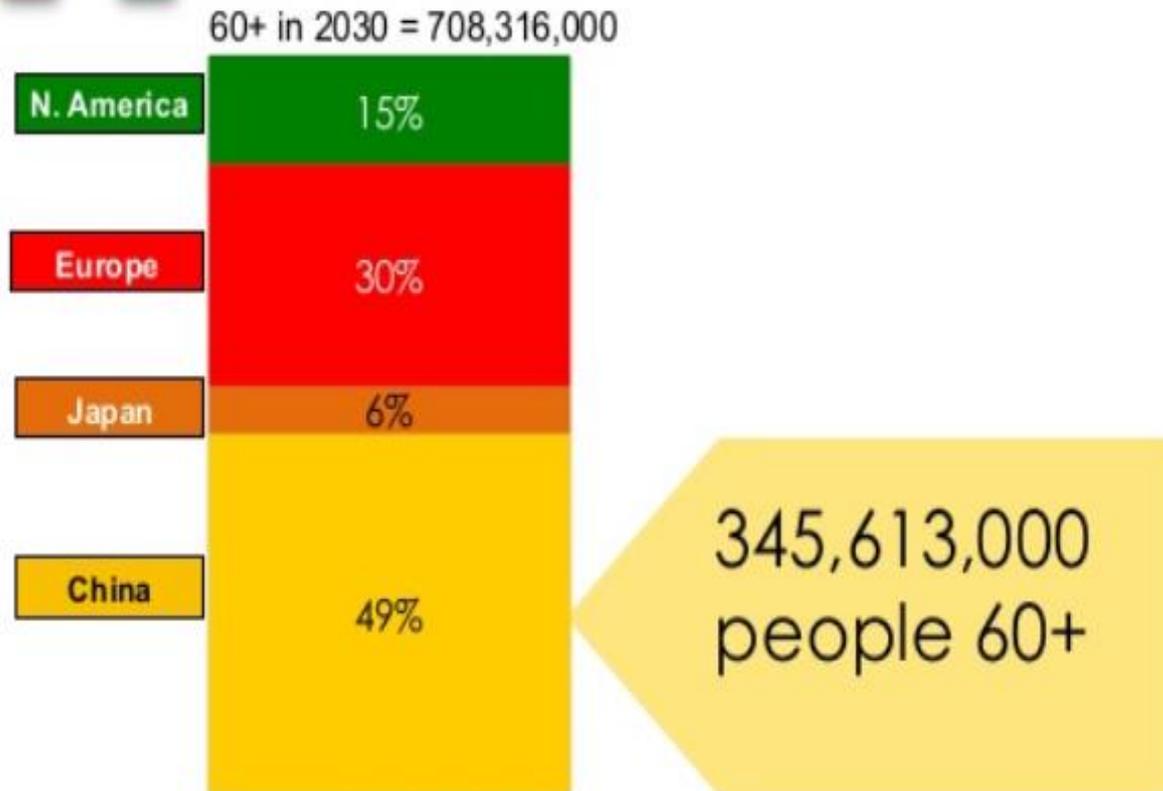


Source: U.S. Bureau of Labor Statistics

[www.bls.gov](http://www.bls.gov)

# 1.

## China is bigger





# 2.

getting old before getting rich

Per capita GDP 2012

China	\$6,091
USA	\$51,749

Source: World Bank

## AGING IN ASIA

China will get old well before it gets rich

Benjamin Shobert | Managing Director, Rubicon Strategy Group

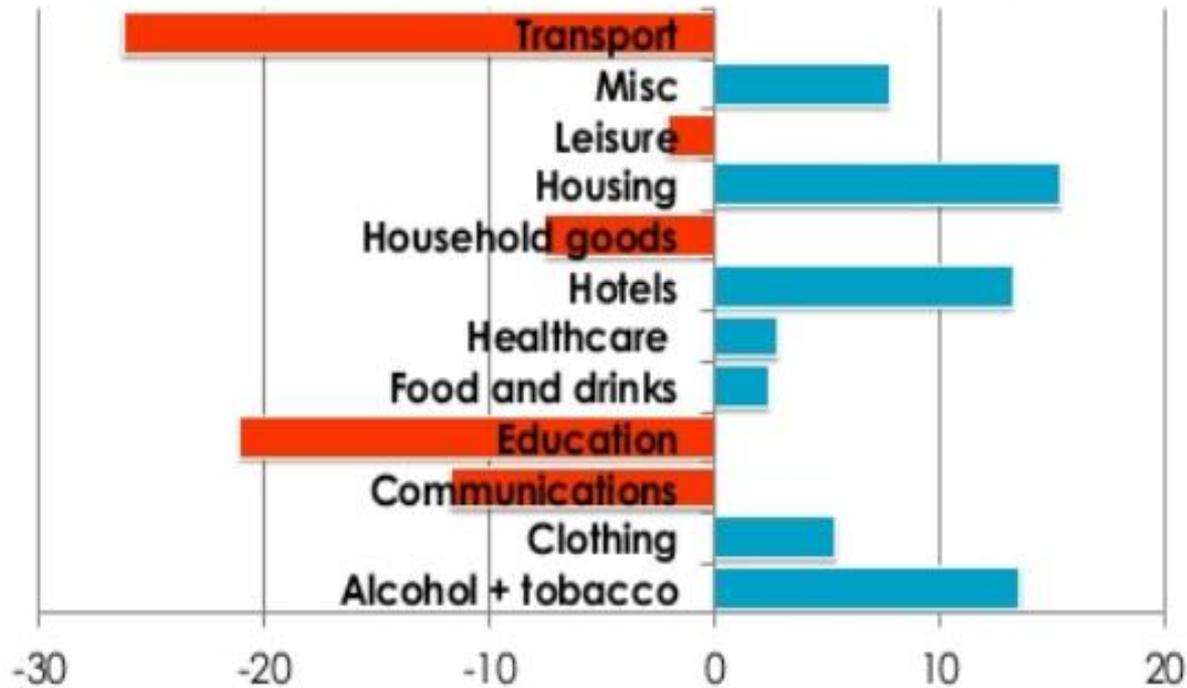
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# 3

## different spending priorities

Percentage change of expenditure of 60+ relative to 20-59 (2010)





**what** does this mean  
for the **'ageing**  
**market'** in **China?**

## China Times Feb 6, 2014

China's Tourism Bureau said that at least 100 million Chinese nationals will make an overseas trip in 2014, while people aged between 55 and 65 years old will make up the largest demographic of tourists.



# Silver Market Market Opportunities



- **healthcare**
- **housing**
- **pharmaceuticals**
- **medical equipment**
- **automation**
- **cosmetics**
- **assistive devices**



The world shares a  
desperate need for  
low-cost solutions for  
its ageing peoples



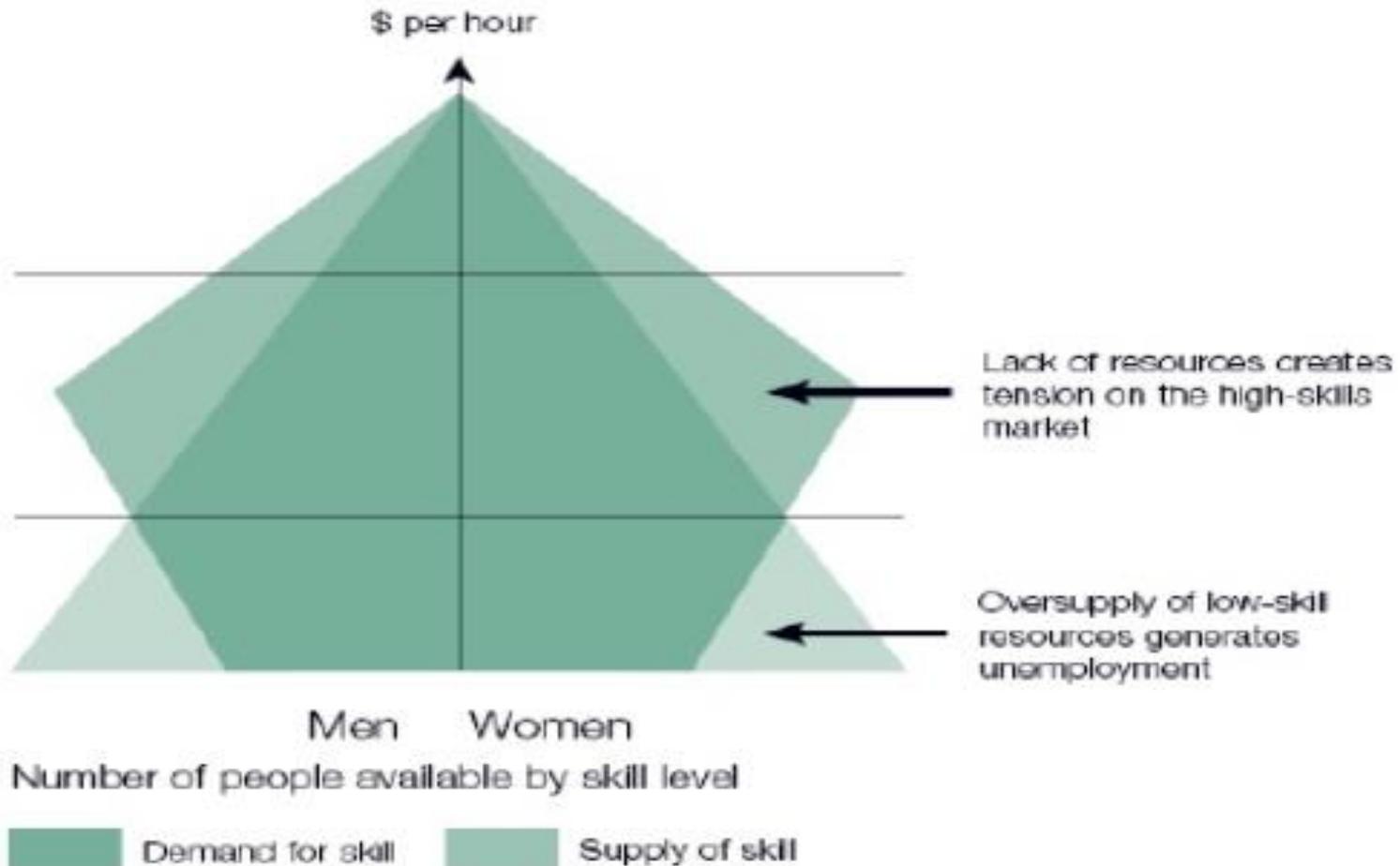
opportunity:

**low-end disruptive  
innovation**

# Case Example: Australia



## Skill supply vs. demand



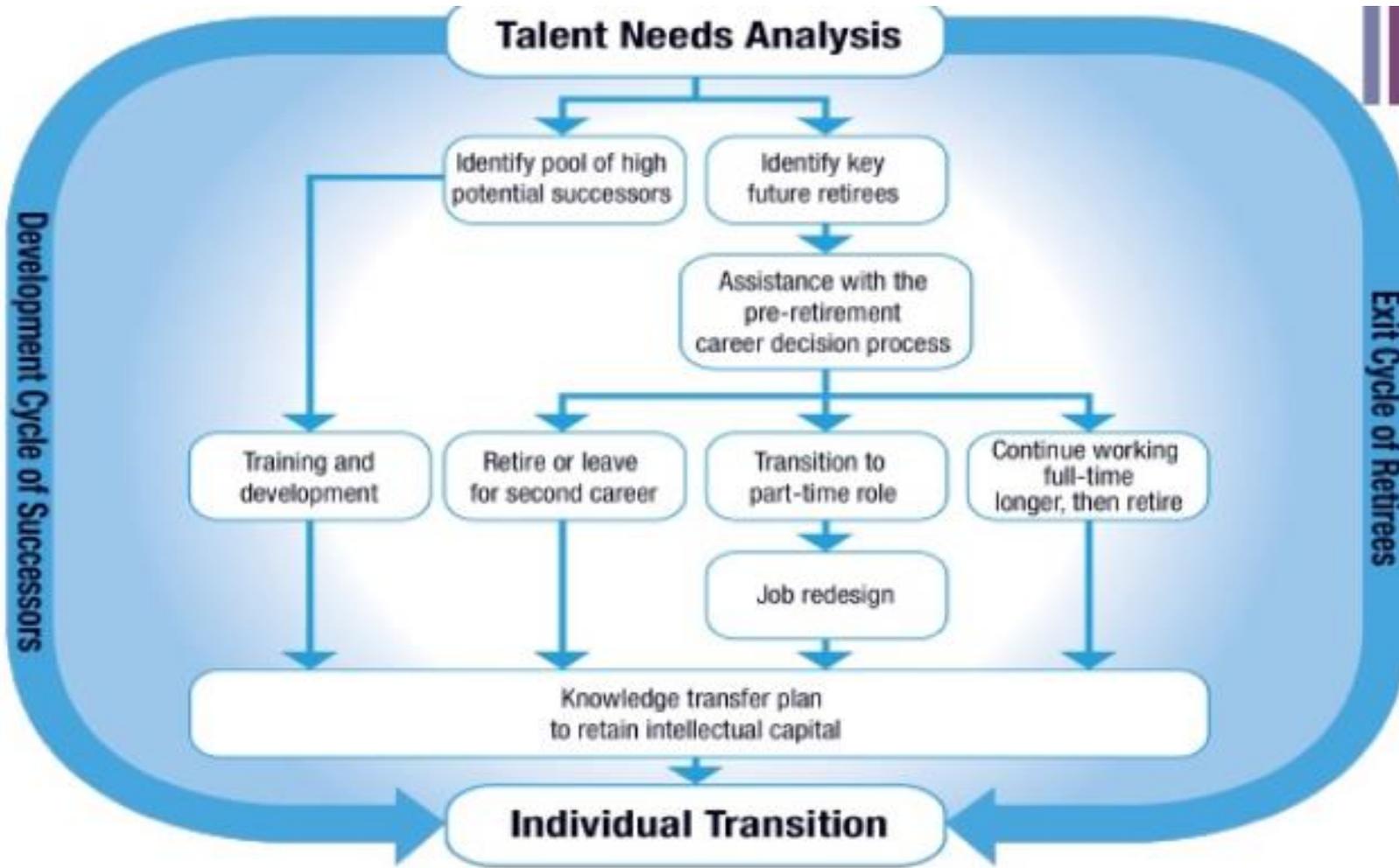
# Why Employ Silver Hairs?



- They are already skilled.
- An organisation can maintain corporate memory.
- They are loyal, reliable and have a good work ethic.
- They stay 2.4 times longer than a younger person and therefore there is lower turnover.
- There is a wider pool of applicants.
- They add diversity to a workplace.
- They are highly productive.

*National Strategy for an Ageing Australia, Employment for Mature Age Workers Issues Paper, November 1999.*

# Australian Model Proposed



*The New Agenda for an Older Workforce – A Manpower White Paper*

# Micro-level Strategy



- To have a detailed understanding employee demographics, and of what key positions or job categories may be at risk in the near future.
- Identify potential opportunities for attracting and retaining mature workers using part-time or alternative work arrangements.
- Investigate a strategy for retraining mature workers as part of the learning and development strategy.
- Develop strategies to preserve critical knowledge before it walks out the door.
- Review how effectively age-related issues are addressed within the organisations overall diversity strategy.

# Micro-level Strategy



## ■ Attraction and Retention Strategies

- Flexible working options
- Training and development
- Being a mentor to younger staff
- Being mentored by younger staff on new technology
- Use flexible remuneration and conditions, i.e. additional leave for caring purposes.
- Being on a contact list for short term employment and projects.
- Being part of an alumni for mentoring and networking opportunities.

## ■ Knowledge Transfer

- Identify employees in critical roles who are about to retire. Find a replacement approximately three months before the planned retirement date. Allow this time for knowledge transfer and mentoring.

# Integration & Racism in CH

