The world is ageing
A dramatic change in population structure

Figure 2.3. Young Children and Older People as a Percentage of Global Population: 1950 to 2050

It isn’t just about declining birth rates – people are living longer.
Best Practice
Life expectancy
over 200 years

Fastest growing age group is centenarians.

![Percentage Change in the World’s Population by Age: 2010-2050](chart)

Two Things Happening

AGEING
More old People & changing demographic structure
Average Age Increasing

LONGEVITY
How we are ageing is changing
Younger for Longer
Ageing is malleable

- Behaviours
- Policies
- Environment
Six Major Consequences of Age Malleability

• Diversity of ageing - “Leave no one behind”
• We can influence how we age – huge policy potential
• Change what it means to be ‘old’
• Is Society really ageing?
• We need to rewire the life course
• We need to rewire our mindset around ‘age’
Diversity of Ageing

- Malleability of age means different people will age differently
- As more and more people live to older ages in all countries this diversity will become all the more apparent
- This diversity will challenge age stereotypes and social norms
- Need to celebrate this diversity and recognise that over 65s are no more homogenous than under 65s
- Given this diversity it is crucial to ‘leave no one behind’ whilst also providing an enabling environment for all
Rewire the life course

http://www.100yearlife.com/diagnostic/
We can influence how we age

• Individual actions, social norms, government policies and our environment all affect how we age

• Need to ensure that as many people as possible live as long as possible in as healthy and fulfilled a manner as possible – the longevity agenda

• Doing so will help secure a longevity and not an ageing society
Is society really ageing?

(a) UK

- Mean age
- Mean death rate per 1000

- Old age dependency ratio (15-64/65+)

- Mean age based on chronological age
- Mean age based on new 65
We need to rewire the life course
We need to rewire the life course

• It's about all of life

• Malleability of age affects us all – the young are the future old. Need to ensure that ageing isn't seen as just something for the old

• Twentieth century saw the creation of teenagers and retirees. Now seeing new behaviours at new ages as new stages of life created

• Creates new opportunities and new possibilities – for parenting, intergenerational communities and work/life balance

• Longer healthier lives should be a blessing
We need to rewire our mindset around ‘age’

• Chronological measures of age very limiting as they assume uniformity in how people age (across time and across populations)

• Need to recognise diversity amongst older individuals and different needs and motivations

• This at the same time as age malleability is also making some ‘younger for longer’

• Chronological measures of age have come to dominate our perspectives (i.e. OADR) but are relatively ‘modern’ and are misleading

• Our attitudes to age – three stage life, chronological assumptions – are increasingly out of date and misguided
Ending Thoughts

• Around the world more people are living for longer – one of humanities greatest achievements

• Age is malleable – we need to make as many as possible age well and leave no one behind

• It isn’t an issue just for the old but affects the whole life course

• Recognise the diversity in how we age and the new opportunities being created when so many live for so long

• An ageing society is one of our greatest achievements – it deserves to be celebrated
Thank you

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