



International Association for the
Study of Insurance Economics

Études et Dossiers

Extract from

Études et Dossiers No. 335

The New Welfare: The Counter-Ageing Society

**“Lengthening of Life-cycle, Employment,
Pensions and Health”**

8 October 2007
Turin

November 2007

**Working Paper Series of
The Geneva Association**

© Association Internationale pour l'Etude de l'Economie de l'Assurance

The Geneva Association Working Paper Series “Études et Dossiers” appear at irregular intervals about 10 - 12 times per year. Distribution is limited.

The “Études et Dossiers” are the working paper series of The Geneva Association. These documents present intermediary or final results of conference proceedings, special reports and research done by The Geneva Association. As they contain work in progress or summaries of conference presentations, the material must not be cited without the express consent of the author in question.

Layout & Distribution: Valéria Kozakova

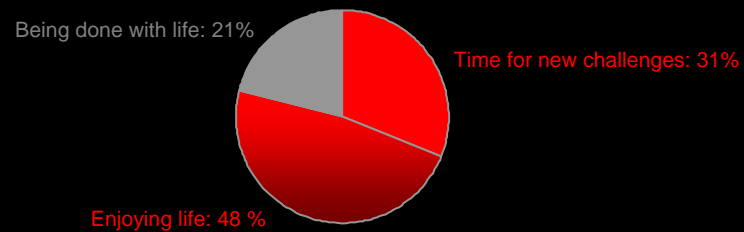
Why the Young Generation takes no Interest in the Long-Life Society, but why they should

Gordon Wollgam



The young generation's view on the long-life phenomenon...

What do you associate with being old?



* Teenager and adolescents aged 12 – 25, Shell Youth Study, Germany, 2006

The young generation's view on the long-life phenomenon...

Annual tt30 poll*

- 18 ...
- 19 ...
- 20 Demographic Change and Long-life society
- 21 ...

*tt30 annual meeting, Sao Paulo, 2005

To the young generation, the long life phenomenon is ...

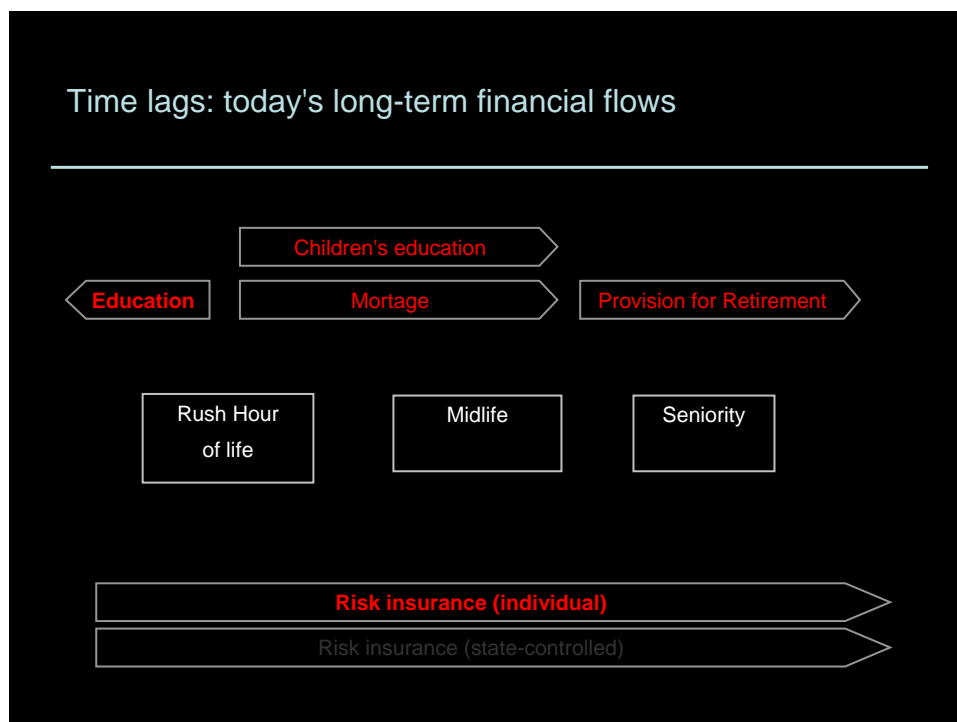
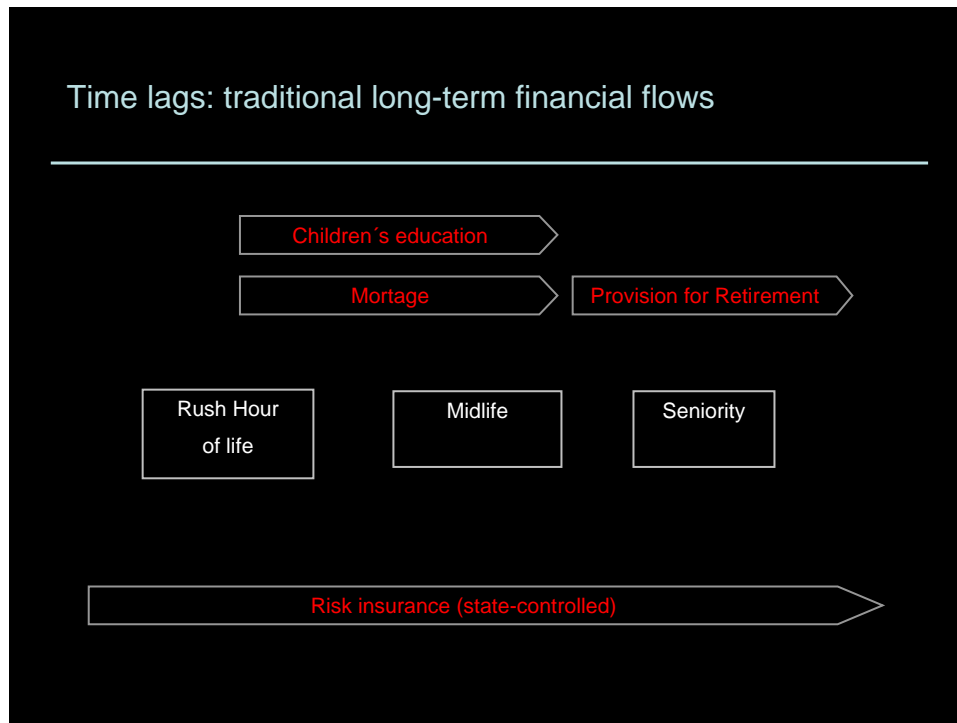
generally Positive...

...yet uninteresting.

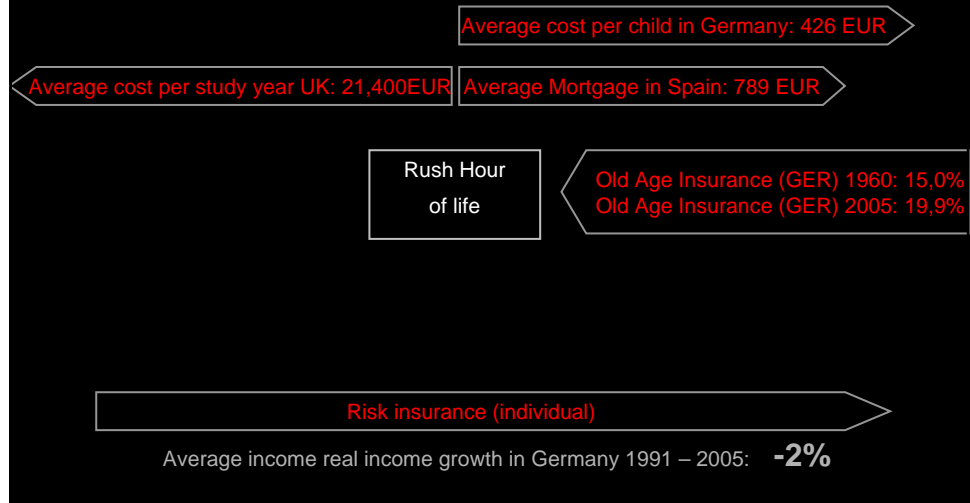
Two reasons:

Time lags

More complex life cycle



Time lags: "rush hour of life" financial flows



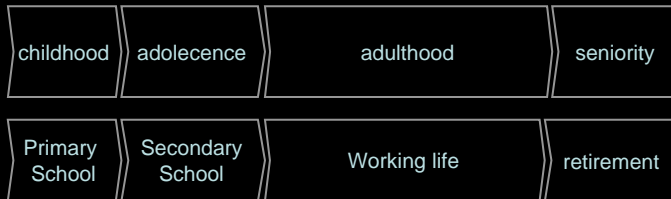
Two reasons:

Time lags

More complex life cycle

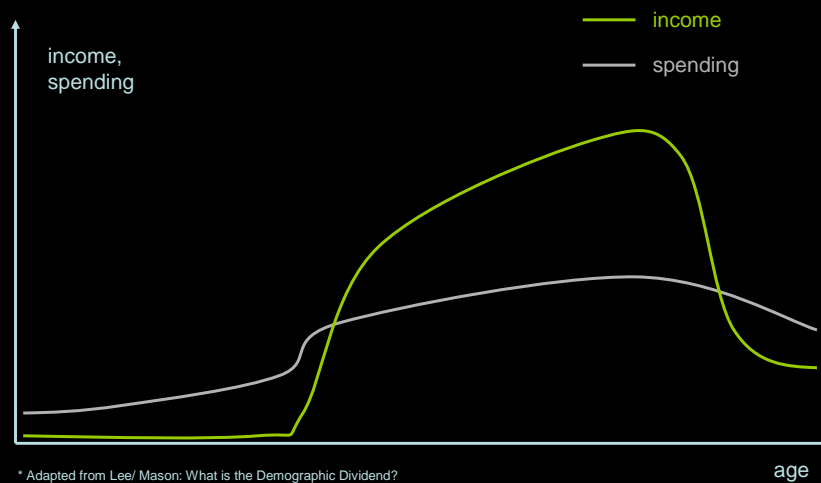
How it used to be: The synchronised life cycle

Biological life cycle



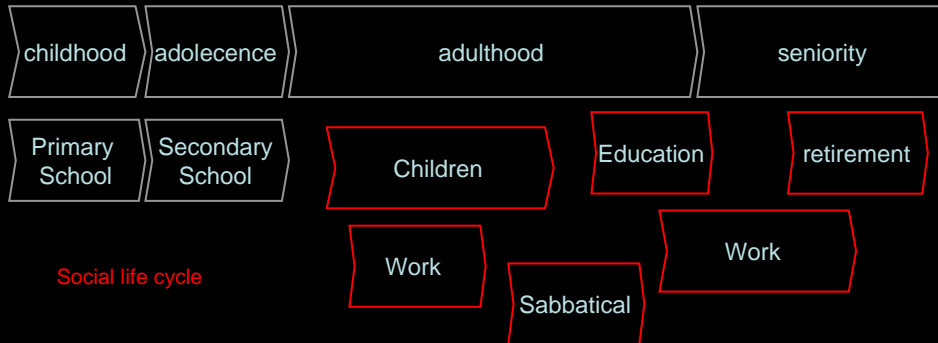
Social life cycle

A traditional Income-Spending pattern*:



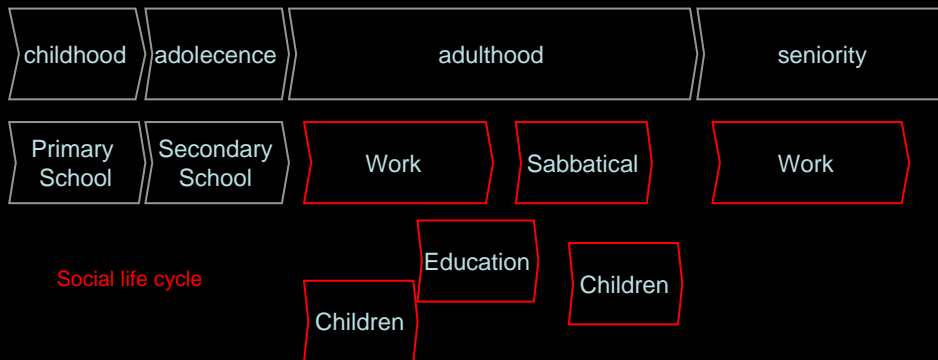
Future Developments: The asynchronous life cycle (I)

Biological life cycle



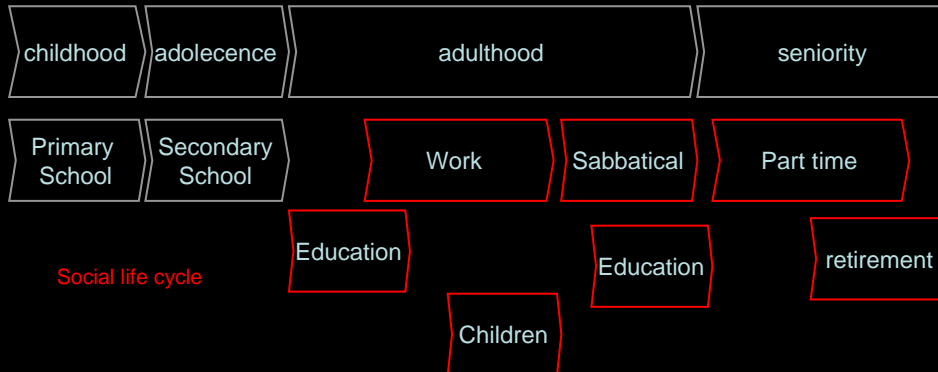
Future Developments: The asynchronous life cycle (II)

Biological life cycle

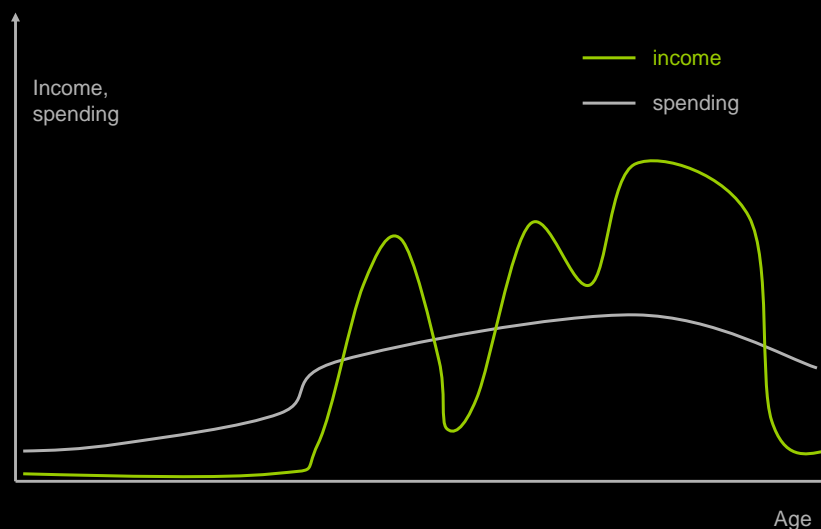


Future Developments: The asynchronous life cycle (III)

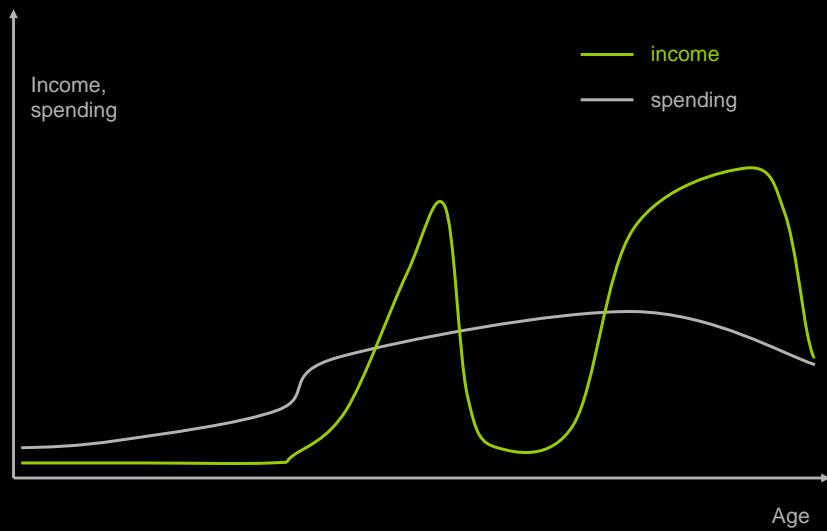
Biological life cycle



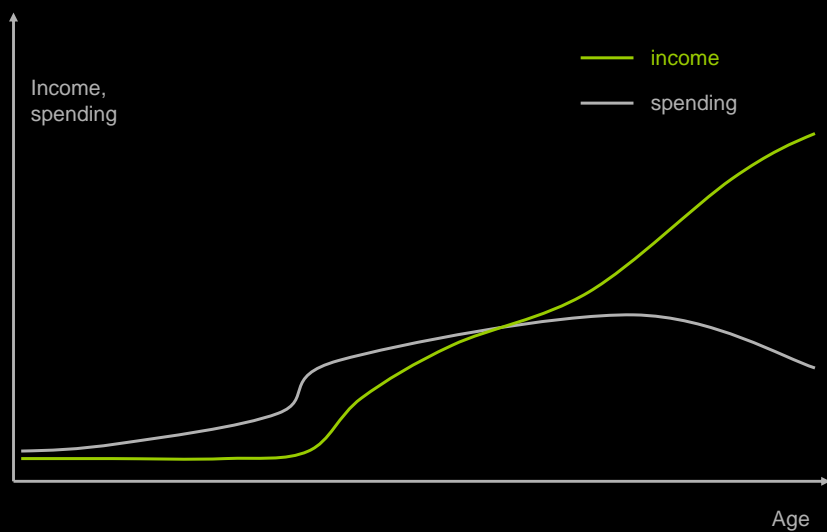
A non-traditional Income-Spending pattern (I):



A **non**-traditional Income-Spending pattern (II):



A **non**-traditional Income-Spending pattern (III):

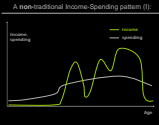



Time lags

More complex life cycle

Implications

Implications.

Finance	Life cycle finance	 <p>A non-traditional income spending pattern (I)</p>
Pension, Retirement	Negligence (unless forced)	
Health insurance	Individual Solutions	
	Indifference	 <p>Time lags: "last hour of the financial life"</p> <p>Return Developments: The age-dependent life cycle</p>
	Individual Solutions	

Thank you.

GORDON HENRIK WOLLGAM
Project Manager, Strategy Consultant

Member of tt30, the young think tank of the Club of Rome
www.tt30.org