



EPF INTERNATIONAL SEMINAR 2014

**“Demographic Changes: Recognising the Challenges and Opportunities”**

# Demographic Changes and the Ageing Society



**Dr. Milan Agnihotri**  
**Chief Catalyst, Leo Burnett, Malaysia**

# Journey



STORY  
BEHIND  
NUMBERS

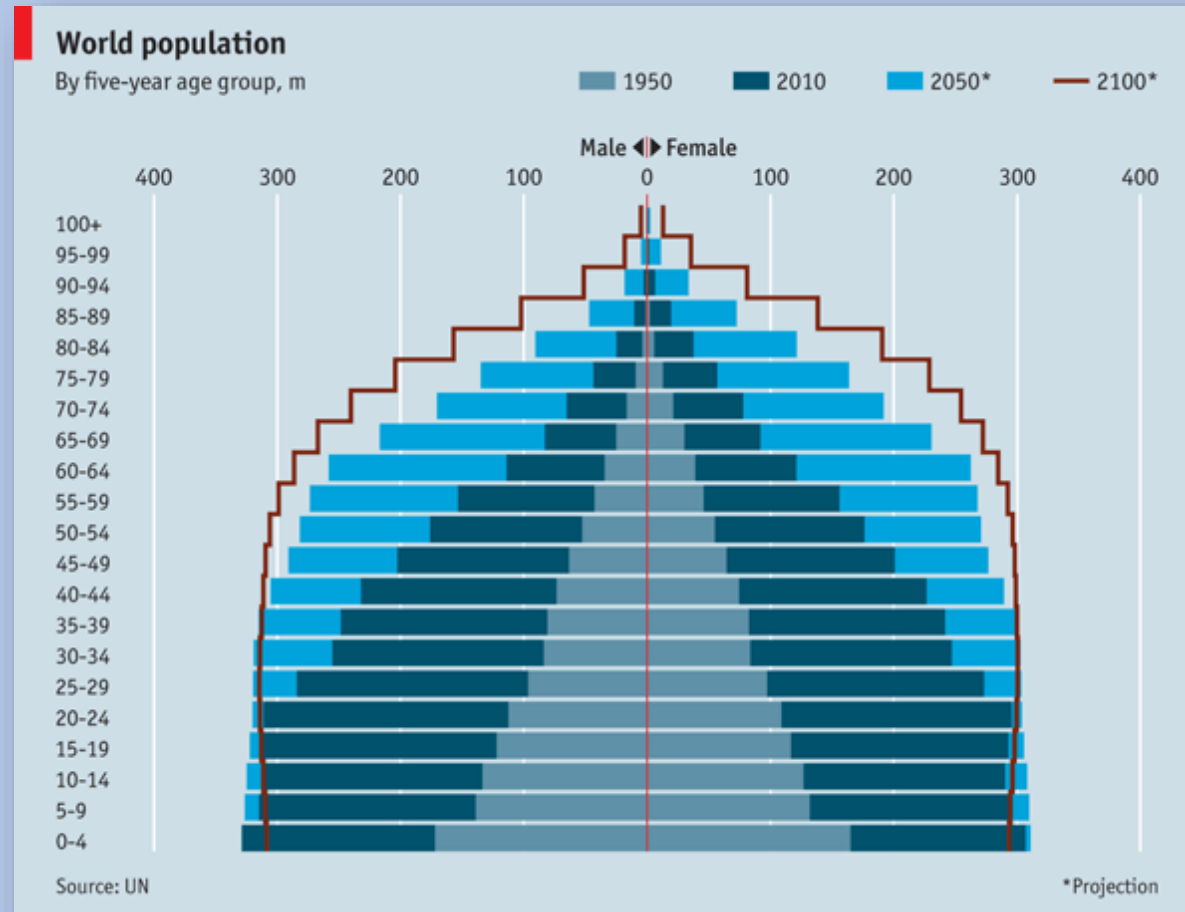
PEOPLE  
BEHIND  
NUMBERS

OPPORTUNITY  
BEHIND  
NUMBERS

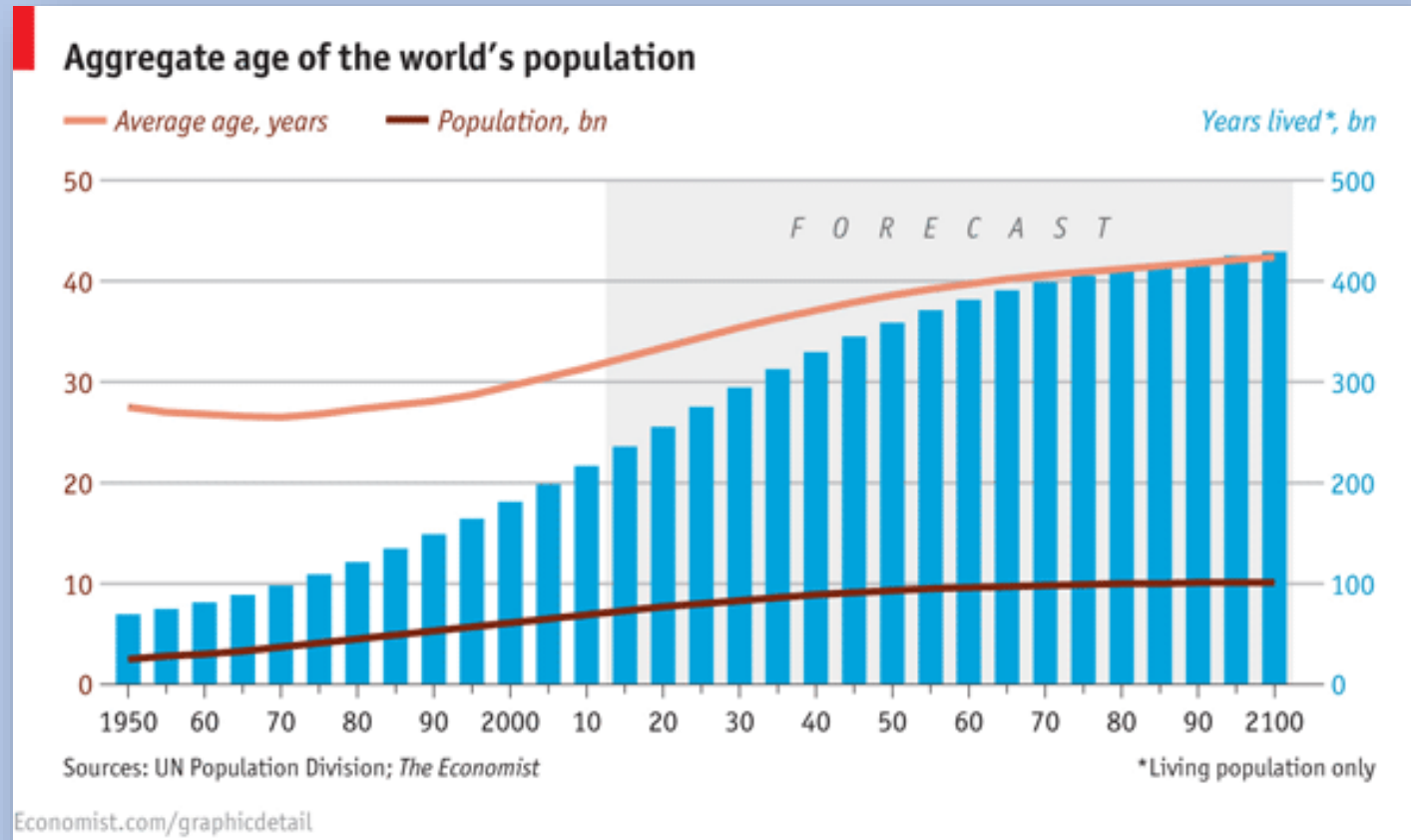
FUTURE  
BEHIND  
NUMBERS



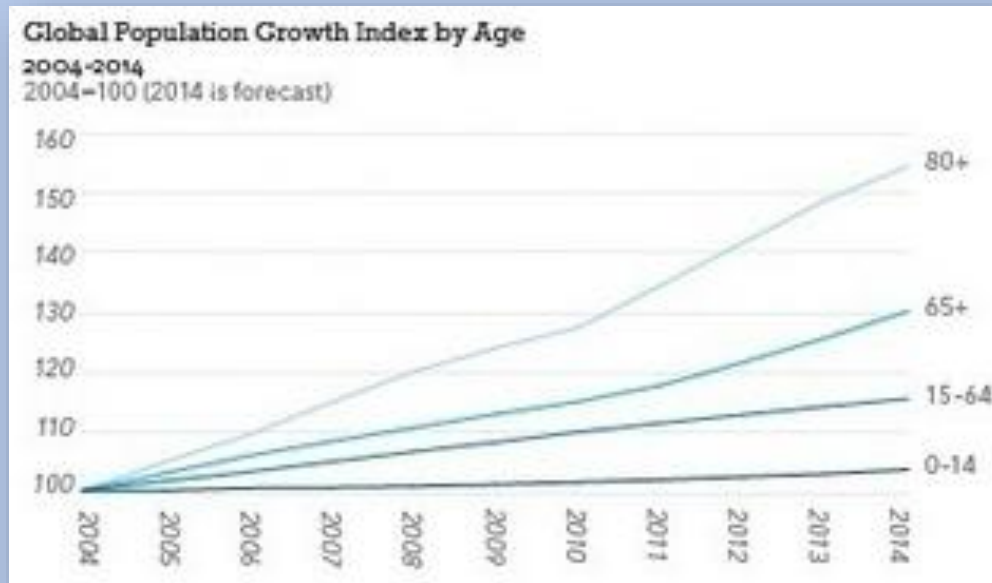
# Pyramid → Kite Phenomenon



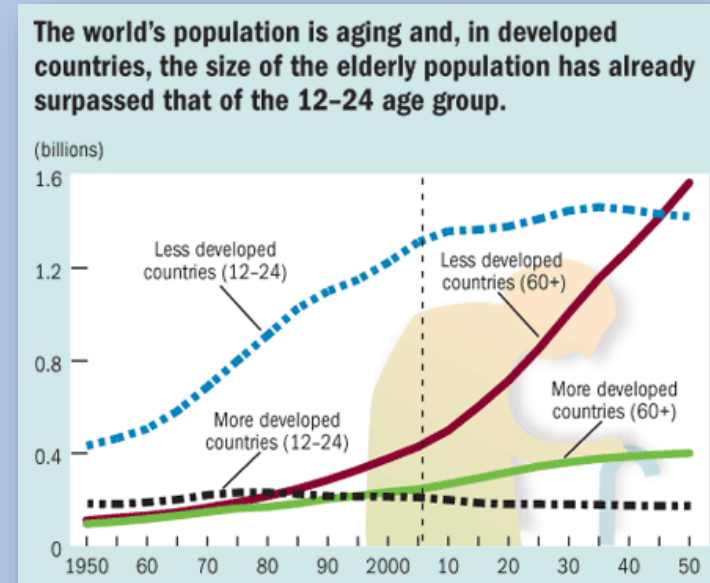
# Ageing planet



# Ageing vs. Young



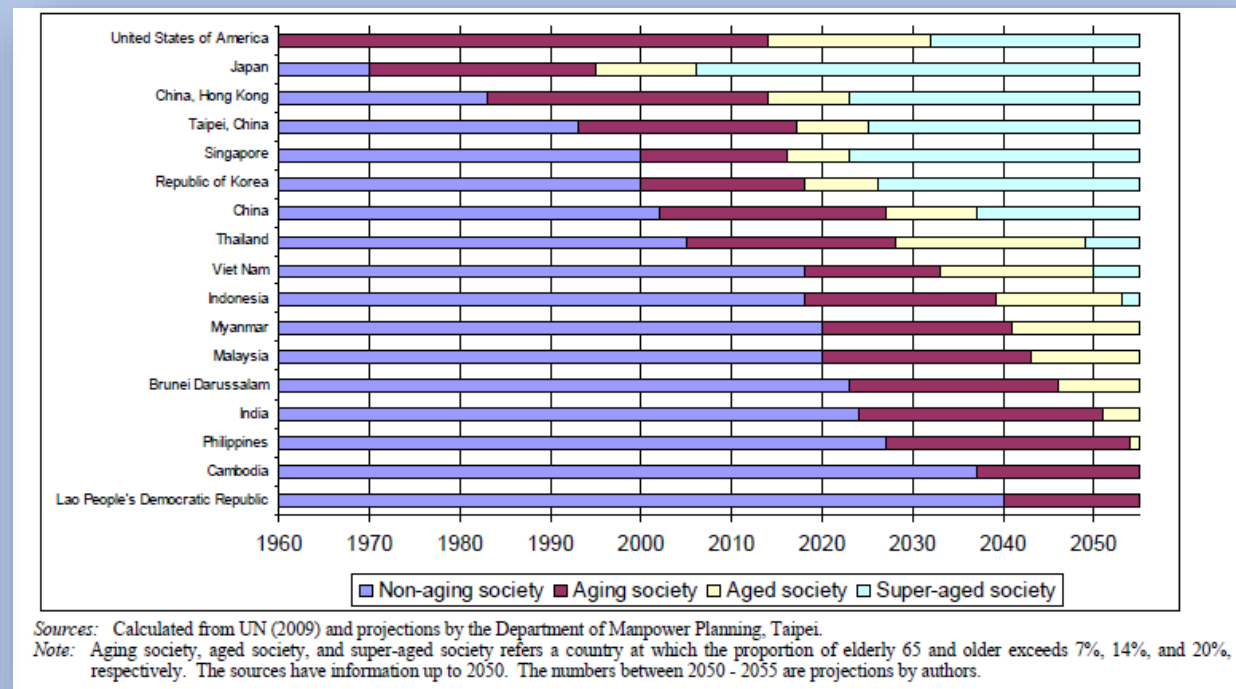
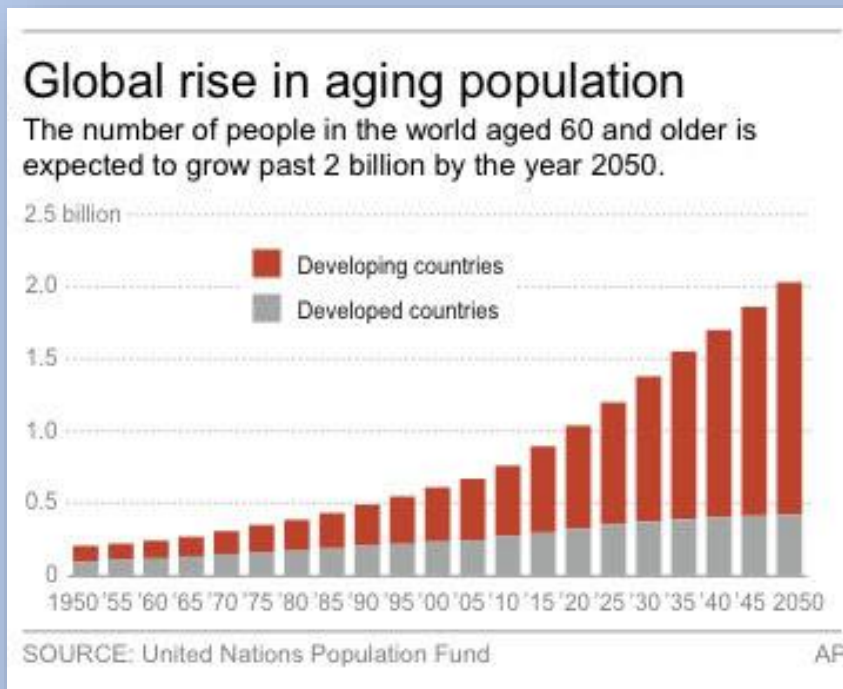
Source: Euromonitor



Source: UN

# Developing markets are ageing too

Key Asian growth markets will age very soon





**Cause for  
worry?**



**Time to  
celebrate!**

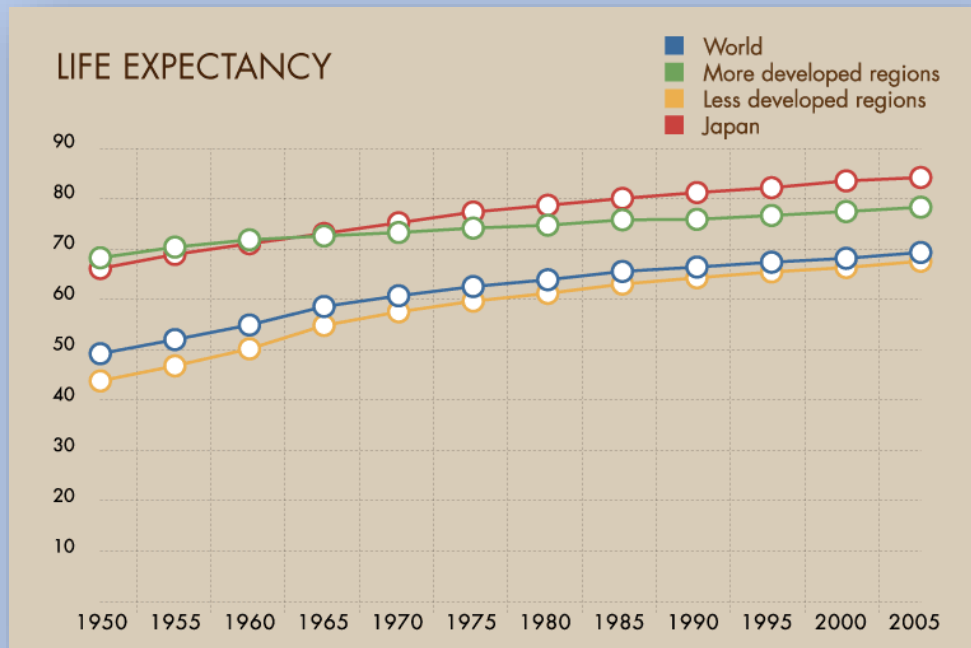
🕒 1000 CE      0.3 billion 🧑



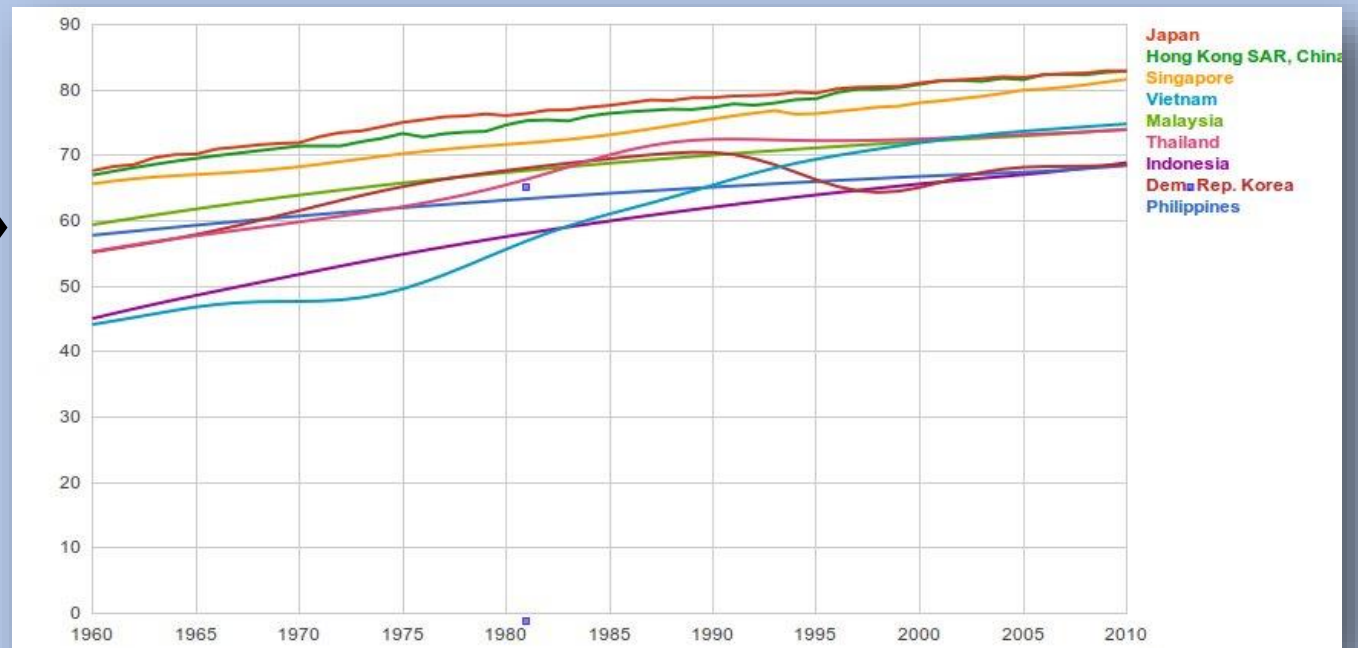


**Time to shape  
our future.**

# Humans are living longer



Source: Euromonitor

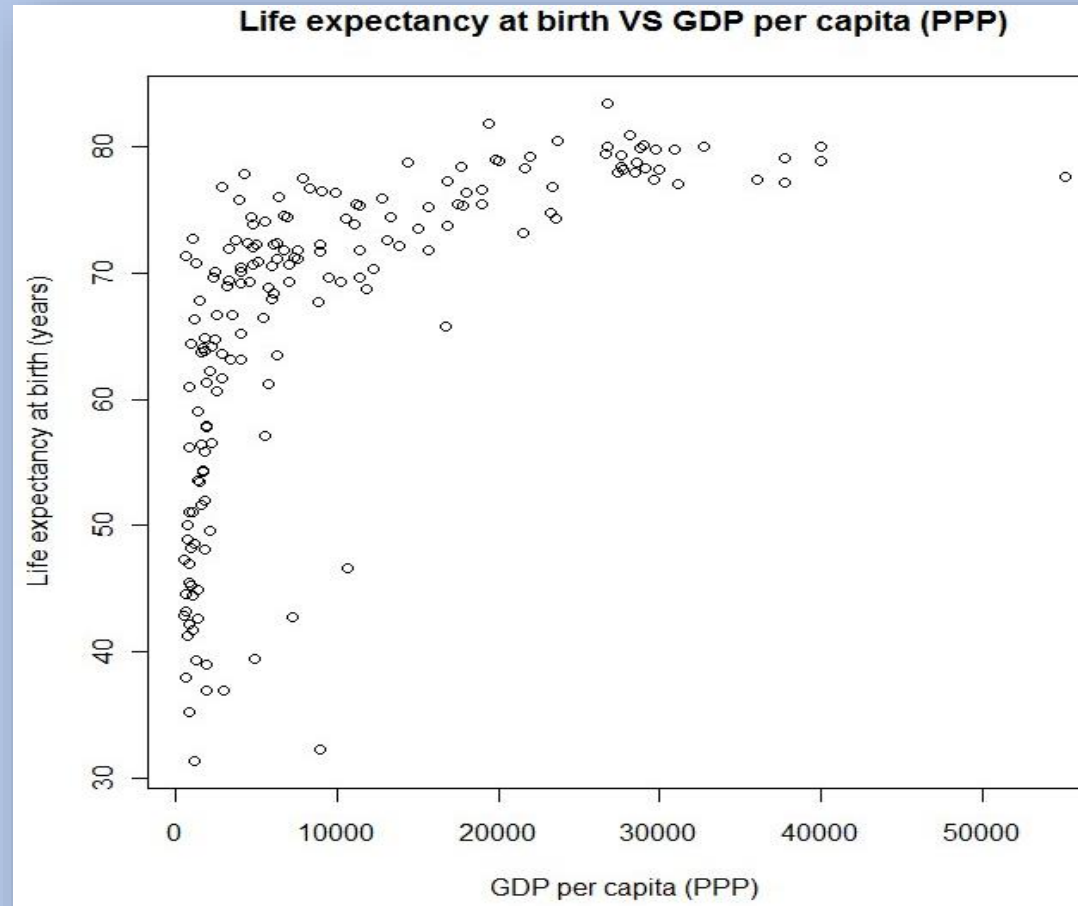


Source: UN



## Reflection of progress

# Proven economic benefits

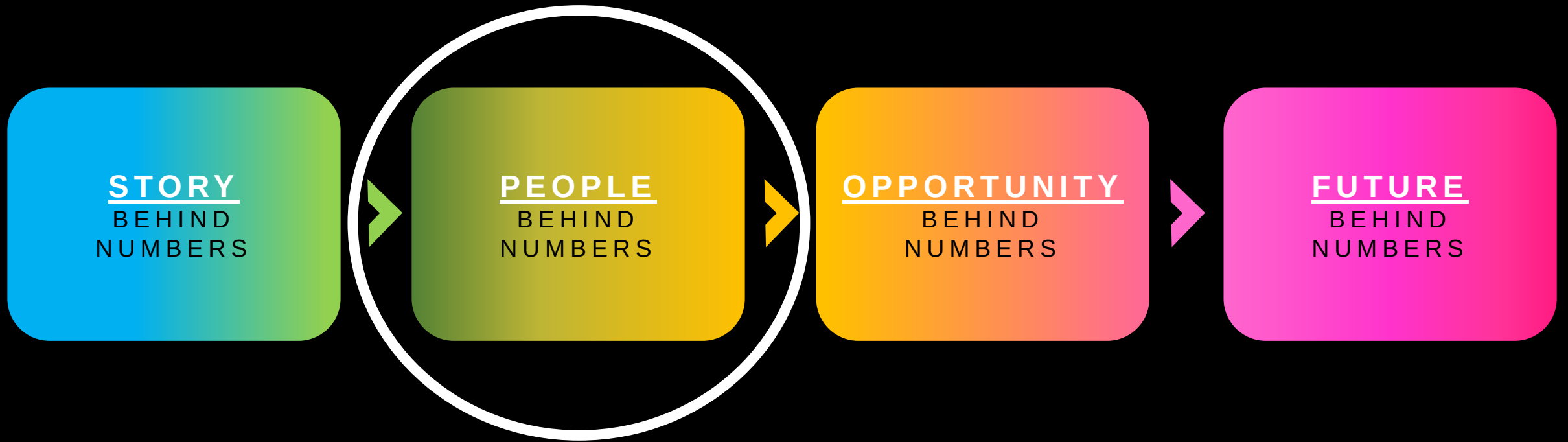


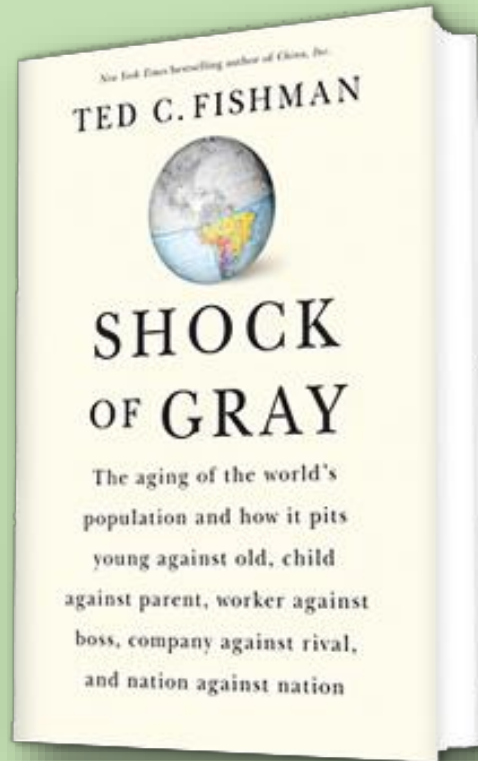
Source: Economist



Increased life  
expectancy  
(Ageing Society)

**Social &  
economic  
opportunity**



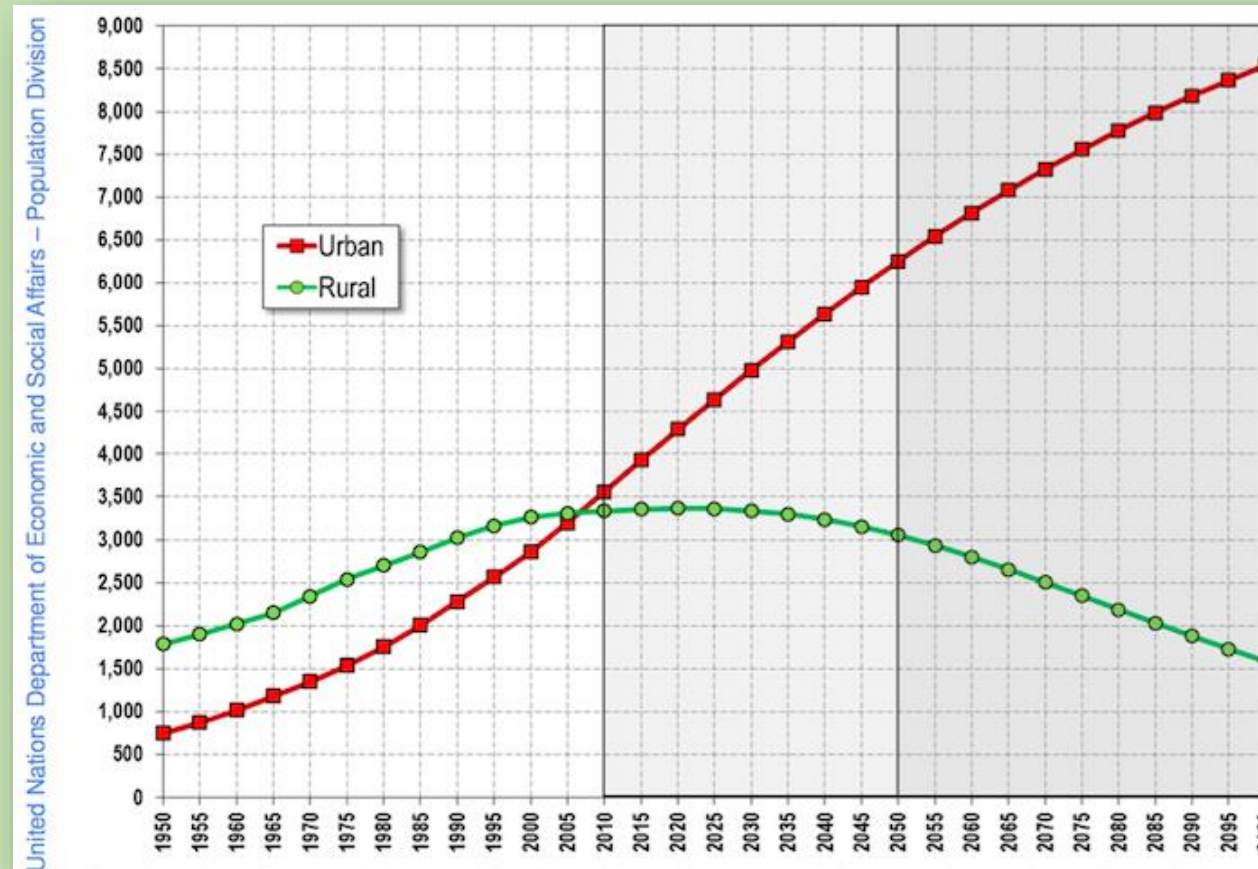


# Ageing population is next big 'segment'.

*(Specially in developed markets)*



# Largely urban centric



# Lifestyles influenced by urbanization



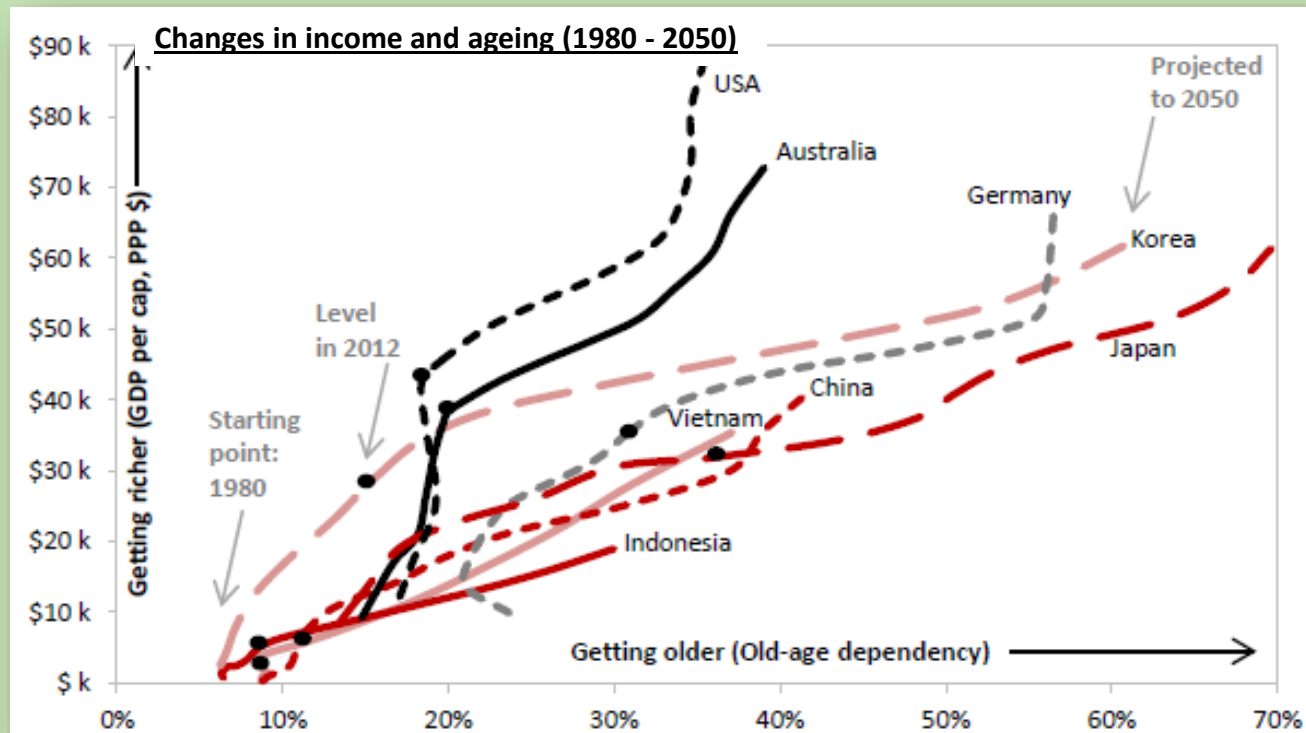


**Lucrative targets for  
several products/ services**



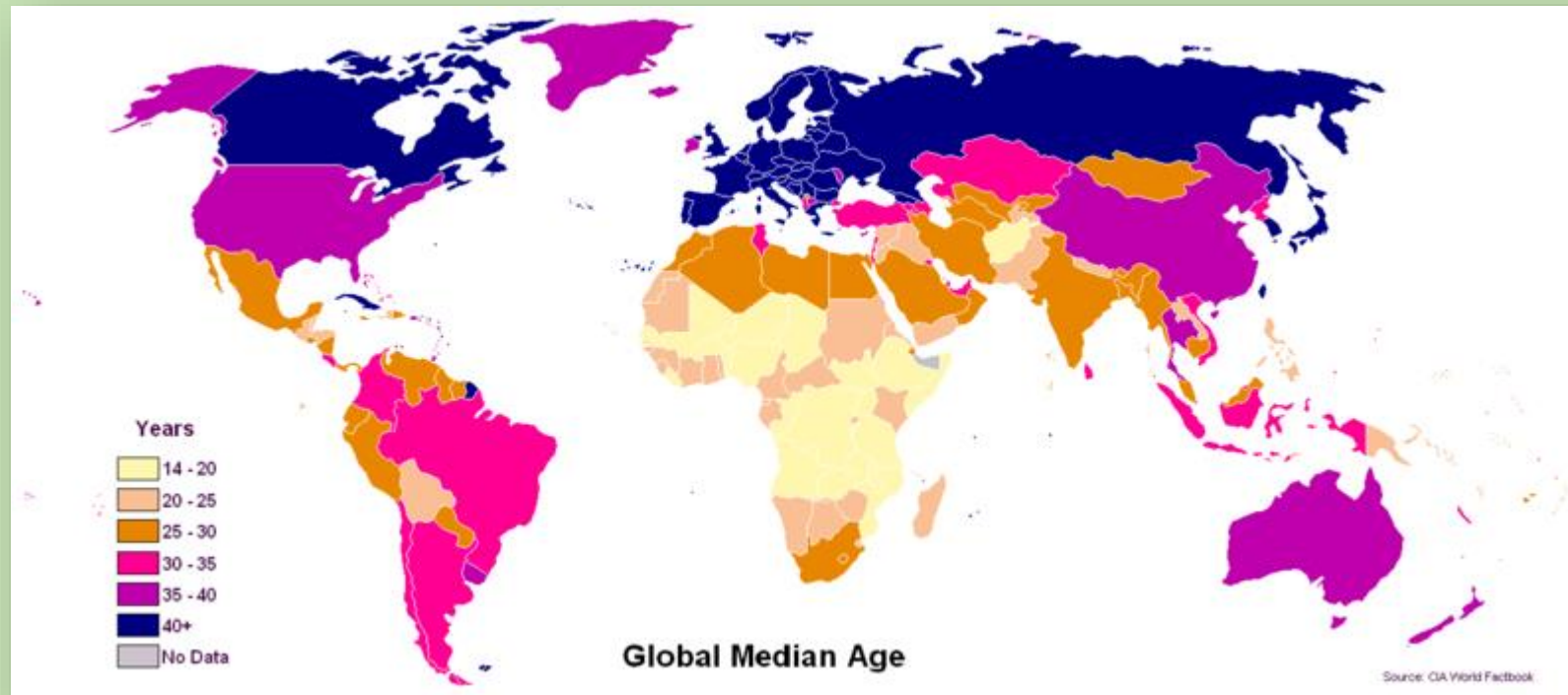
**How can we apply  
learning from the  
developed markets for  
developing world?**

# Asia is getting old before getting rich



Source: UN 2012

**Interestingly Asian markets also  
have high number of young**



# Young and ageing co-exist



**Challenge: how do we create 'one future' for two generations?**



**We need to understand their needs to  
create 'one future' for both  
generations**

“The paradox is that the things older people say they want are made hard by our systems and structures. They just want to be useful and recognized, to be helped at home when frail and end life surrounded by loved ones”

*Geoff Mulgan, CEO Nesta, in Business of Ageing, Toronto, 2012*



Media stereotyping  
has shaped attitudes  
and behavior of  
people towards each  
other

## The Telegraph

### World faces ageing population time bomb says UN

The world needs to take urgent action to cope with the impact of a rapidly ageing population, according to a new report, which forecasts that the number of people older than 60 would surpass one billion within a decade.

By Alex Spillius, and Julian Ryall in Tokyo  
6:38PM BST 01 Oct 2012

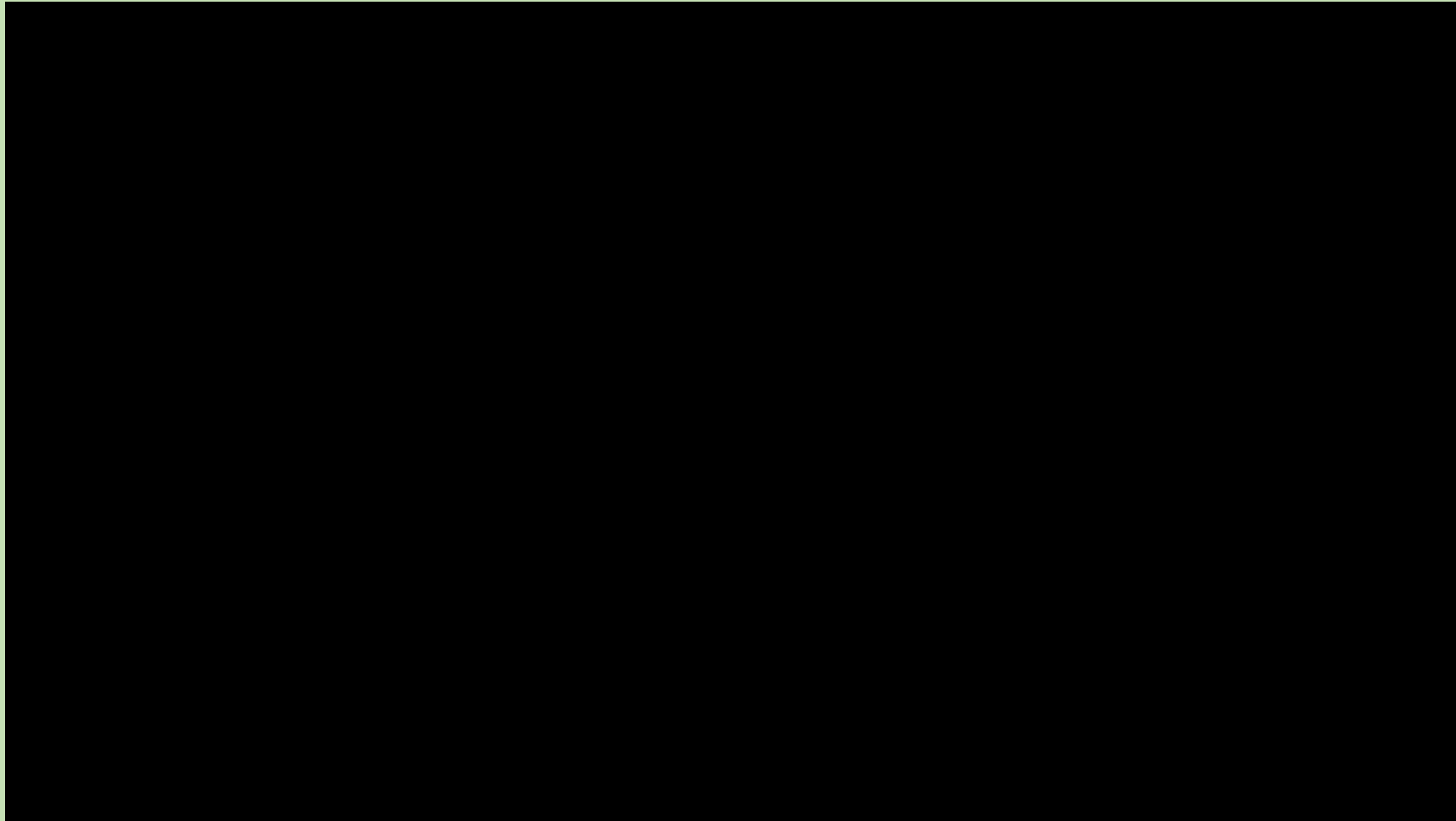
A major study published by the United Nations has warned that the growing numbers of the elderly presented significant challenges to welfare, pension and health care systems in both developing and developed nations.

And it bemoans the fact that skills and knowledge that older people have acquired are going to waste in societies rather than being used to their full.



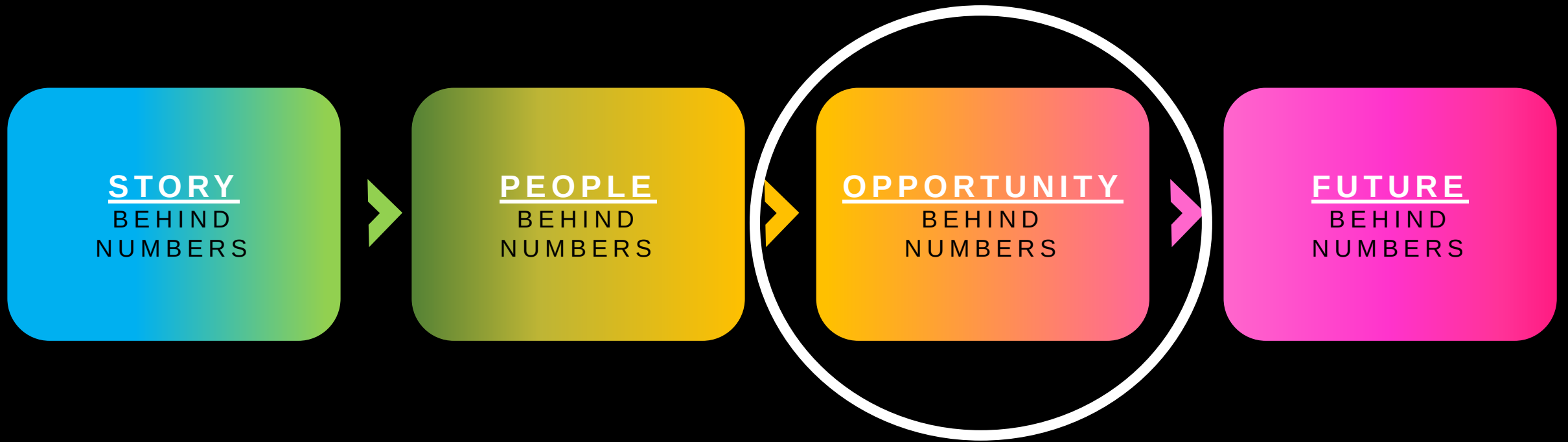
Japan is currently the only country with an older population of more than 30 per cent Photo: ALAMY

Maestros Academy Italy. LEO BURNETT



**We got to think how do we induce  
an attitude and behavior change for  
positive outcomes**

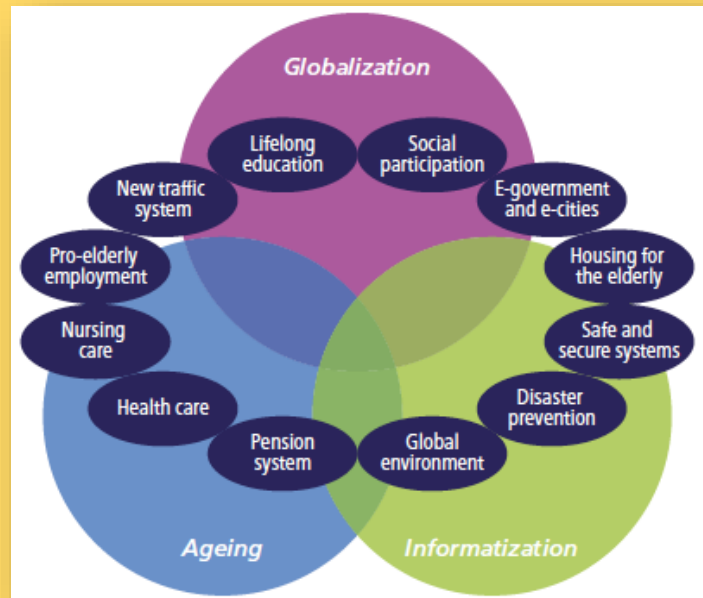




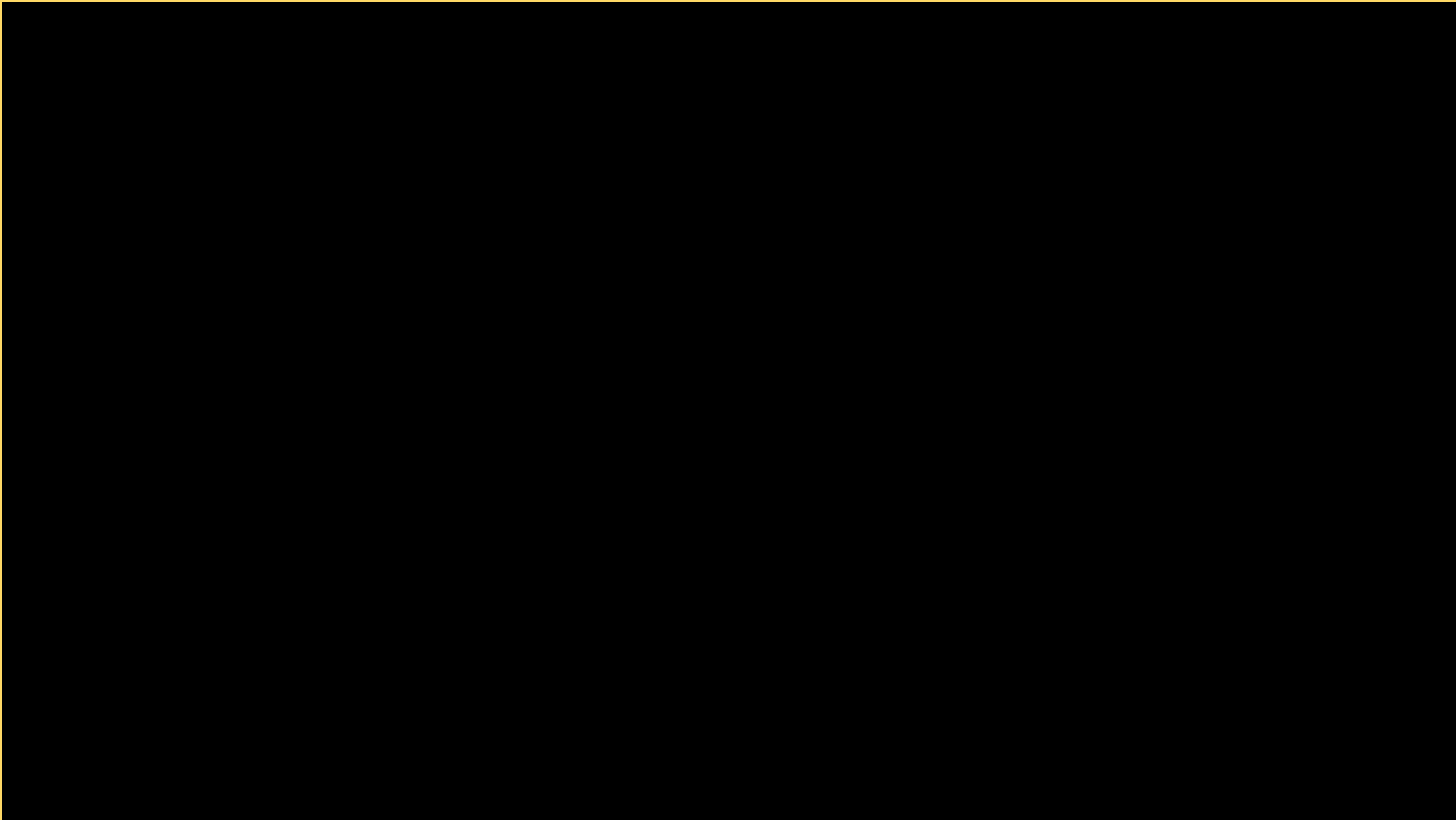
# We need innovative solutions



# These innovations needs to be in line with social trends and ageing society's needs



Solutions for a better planet. IBM



Microsoft®

## Case Studies

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What are these?

Business Impact Article

Rate This Evidence: ★★★★★

Posted: 3/23/2009

## ANSES (Administración Nacional de la Seguridad Social)

## "Grandparent's PC" Improves Quality of Life for Senior Citizens in Argentina

**Working with the Microsoft PTA team, the government of Argentina created a public-private partnership that provides senior citizens with technology and resources to access government services, enable ongoing learning opportunities, and connect with family and friends.**

Improving the way public services are conceived and delivered is the perennial challenge of politics. More and more, governments are turning to technology to make public services accessible and citizen-centric in order to improve public policy outcomes. Yet technology is only one of the means to advance policy goals and its adoption does not guarantee success. However, when technology is embedded in the right reform package, with complementary efforts by all stakeholders, its transformative potential is unlimited. The Microsoft® Partnerships for Technology Access (PTA) initiative takes this ecosystem approach, forming public-private partnerships (PPPs) to help governments optimize IT investments to achieve public policy priorities and empower citizens. Technology can be a powerful enabler of development goals when overlaid on targeted public services and delivered through a partnership that harnesses the strengths of the public and private sectors. With a complementary partnership mix premised on win-wins, the PTA solution offers technology that is affordable and relevant to countries and communities that have the most to gain.



“ We are grateful to Microsoft Argentina because this has been a complex project and they have brought dedication,

## Argentina's Vision for Reforming Pension Service Delivery

Since 2002, Argentina has sought to modernize its social security system with the goal to deliver more and better services with greater efficiency to its elderly citizens. However, PC penetration among this segment of the population is low. This presented a puzzle: unless a significant number of senior citizens could be provided access to PCs, the continuing push to bring services online would have limited impact on pensioners. In 2007, the government launched a national initiative that, to date, has provided personal computers, software, and training to more than 50,000 senior citizens in Argentina. The number of visitors to the ANSES Web site has grown from approximately 200,000 per month in 2005 to nearly 7 million per month today. Overall, the pension application process has become simpler and more convenient to use, and computer ownership has opened up opportunities for

## SOLUTION OVERVIEW



Play Video

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**Organization Size:** 10000 employees

**Organization Profile**

The Administración Nacional de la Seguridad Social (ANSES) administers retirement and pension funds for more than 4 million elderly citizens of Argentina.

**Vertical Industries**

Government

**Country/Region**

Argentina

**Languages**

English

Persona Initiative. VODAFONE



## Fujitsu's Raku Raku Senior Friendly Smartphone To Go On Sale In US And Europe



GizmoChina

Earlier this year we reported that Fujitsu had a smartphone designed for the elderly called the [Raku Raku](#). The device was initially limited to the Japanese market, but the good news is that if you were hoping for a similar device to give to your parents or grandparents, you might be interested to learn that Fujitsu has plans to launch the Raku Raku phone in the US and Europe come 2013. Fujitsu is hoping that by expanding overseas, they will be able to ship more phones and are estimating about 10 million devices shipped in 2014. Given that Panasonic had such lofty goals themselves which did not work out, we certainly hope that Fujitsu will fare better.

Fujitsu Raku Raku.



## Pictured: The robot legs that will help people take the weight off their feet

By DAILY MAIL REPORTER  
UPDATED: 16:54 GMT, 7 November 2008



[View comments](#)

People with tired and aching legs can look forward to a new robotic device that takes the weight off their knees.

Honda has unveiled its latest wearable assisted walking gadget - which looks like a bicycle seat connected by mechanical frames to a pair of shoes.

The robotics giant envisions factory workers and the elderly will use the device, which is designed to support bodyweight, reduce stress on the knees and help people get up steps and stay in crouching positions.



© AP

[Enlarge](#)

Ouch: Honda's latest assisted walking device looks like a bicycle seat connected by mechanical frames to a pair of shoes

The new design follows the presentation of the HAL - or 'hybrid assistive limb' - a battery-controlled, belted suit that helps people walk around.



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## Robot tech gets seniors walking comfortably again

July 30, 2012

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By KANAME KAKUTA/ Staff Writer

A company world-famous for its cars and motorcycles is also working to get more people walking.

Honda Motor Co. is applying technology from the Asimo, its bipedal robot, to a device that assists people who have trouble walking.

The automaker is teaming up with the National Center for Geriatrics and Gerontology (NCGG) to launch a joint test for the device in late August.

Honda's latest walking device, called the Stride Management Assist, is based on the Asimo and weighs 2.4 kilograms. It is attached to the body from the waist to the thighs and supports the locomotion with motors at the base of the legs. With this device, Honda said, people with limited walking ability can comfortably walk with a longer stride.

Honda provided 40 units of the new device to a planned NCGG exercise program designed to help elderly people avoid becoming dependent on nursing care services. The program will be held at a seniors' health center that opened on July 29 in Obu, Aichi Prefecture, where the NCGG is located.

On the opening day of the center, some 20 seniors took the new Honda device for a spin.

"I felt like I was unconsciously directed to move my legs up and down," said Ayako Toyama, 74, who she said takes 10,000 steps every day. "I felt like my body had gotten lighter. I sometimes get pain in my knees in the evening, but I think I can walk more easily with this device."

Hirovuki Shimada at the NCGG said, "This is the world's first survey to see

An elderly device take



# TIME

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AGING

## Brain Aging: What's Nintendo Got to Do With It?

Grandpa and grandma may be wrestling the grandkids for the Nintendo, thanks to a study showing Brain Age can improve cognitive function

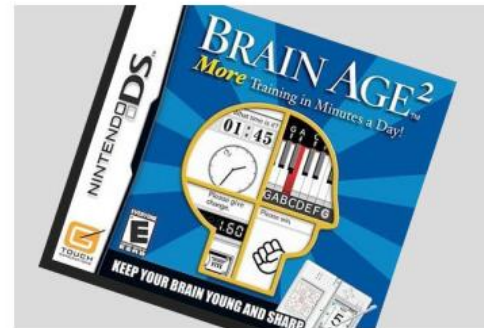
By Laura Blue | Jan. 12, 2012 | [Add a Comment](#)

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Who says video games are a waste of time?

Researchers from Tohoku University in Japan show that elderly men and women playing the game Brain Age, made by Nintendo, can improve some of their declining cognitive abilities.

For the new study, 32 elderly Japanese participants were tested for cognitive function and then randomly assigned to play either Brain Age, which is touted by its makers as a “brain training game,” or the classic arcade game Tetris, in which players arrange an onslaught of differently shaped blocks to form a solid line, for about 15 minutes per day, at least five days per week for four weeks. At the end of the four-week study period, the participants were then tested again for

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## Nintendo Wii In Nursing Homes

Nintendo's Wii Popular in Nursing Homes The Wii's new twist on video games incorporating arm motions with a motion-sensitive control bar the players holds makes the games accessible for the elderly. Nursing Homes Buying the Nintendo Wii For Their Patients Because It allows them to participate in sport activities, and they can still be sitting in their chair if they want and it brings them up to date with technology. Good to see the elderly finding a way to exercise.

[For More Details click Here](#)

### Wii Becoming A Smash Hit



[The Khedive Entrance has re-opened -- Click for more updates on the ground floor clinic relocations.](#)

Education at Baycrest

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Insights Into Aging 101

▼ **Smart Aging**

Healthy eating

Physical fitness

Mental health

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## Smart Aging



Healthy eating

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[Curried Lentil & Wheatberry Salad with Mango](#)

[Important Links Between Diet and Brain Health in Later Life](#)

[That danish will go straight to your brain](#)

[Brew for your brain](#)



Physical fitness

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[Exercise and the Brain](#)

[Lace up those walking shoes for a mind and body workout](#)

[The Power of Physical Activity](#)

[Last month's poll: Can the distribution of body fat, hips vs. belly, affect your brain health?](#)

[Strong muscles may benefit the brain](#)





## Introducing R2-D2's Cousin, the Intelligent Toilet

Posted on September 6, 2010



Japanese techno-gurus have engineered an intelligent toilet that swallows up [poop and pee](#), provides a free drug test without a probation officer standing over your shoulder, and measures blood measure, to name a few.



Designed by toilet manufacture Toto for Japanese homebuilder Daiwa House, the intelligent toilet offers users “an instant health check-up” every time a user visits the lavatory, reports AFP. This checkup includes urine analysis, blood pressure measurement, body temperature measurement, user weight measurement, and more.

“Our chairman had the idea when he was at a hospital and saw people waiting for health checks,” a spokesman for Daiwa House told AFP. “He thought it would be better if they could do the health tests at home.”

Once information about the user has been collected, it's automatically submitted to his or her PC, after which it can be emailed to a Doctor. Plus Sony plans to integrate the next version of Everquest with the toilet, meaning creating an avatar will be reduced to going to the bathroom to blow out a load of beans.



| Feature                     | National"s Varishta                                                   | New India Senior Citizen   | Star's Red Carpet                     | Apollo Munich Optima Senior                                                                    | MaxBupa Heartbeat Individual - Silver Plan  |
|-----------------------------|-----------------------------------------------------------------------|----------------------------|---------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------|
| Min and Max Age             | 60-80 Yrs                                                             | 60-80 Yrs                  | 60-75 Yrs                             | Min 61 Yrs                                                                                     | No limit                                    |
| Max renewal                 | 90 Yrs                                                                | 90 Yrs                     | Lifetime                              | Lifetime                                                                                       | Lifetime                                    |
| Min & max SI                | Min Rs.1 lakh and Max Rs.2 lakh (critical illness cover)              | Rs.1 lakh and Rs.1.5 lakh  | Min Rs.1 lakh and Max Rs.5 lakh       | Min Rs.2 lakh and Max Rs.5 lakh                                                                | Silver - Min: Rs. 2 lakh and Max: Rs.3 lakh |
| Pre Hospitalization         | 30 days                                                               | 30 days                    | 30 days                               | 30 days                                                                                        | 30 days                                     |
| Post-Hospitalization        | 60 days                                                               | 60 days                    | 60 days                               | 60 days                                                                                        | 60 days                                     |
| Pre existing disease        | 1 Yr. But Diabetes and BP covered from day on with additional premium | 18 months                  | 12 months                             | 3 Yrs                                                                                          | 48 months                                   |
| Medical Check up            | Yes (expenses by Proposer)                                            | Yes (expenses by Proposer) | Not required                          | Based on age and 50% reimbursed after acceptance                                               | Yes                                         |
| Waiting Period              | 30 days                                                               | 30 days                    | 30 days                               | 30 days                                                                                        | 90 days                                     |
| Co-Payment                  | 10% and if increased by 20% then discount of 10% in premium           | 10%                        | 50% for existing and 30% for eligible | 15% for a shared accomodation; 30% for single accomodation; 30% for certain specified diseases | 20%                                         |
| Waiting period for Accident | 0                                                                     | 0                          | 0                                     | 0                                                                                              | 0                                           |

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**Age & Reason**  
by Michael Hodin

Read more about the fiscal implications of aging on today's society on *The Fiscal Times'* dedicated aging blog.

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**Most Recent Posts:**

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[The 5 Key Planks of a Strategic Aging Policy](#)

8/27/2014

[3 Positive Lessons from Robin Williams's Untimely Death](#)

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[The Wisdom of Marketing to Aging Boomers](#)

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[A New Way to Tackle the Worst Killer Diseases](#)

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Hodin is now a featured *Huffington Post* blogger.

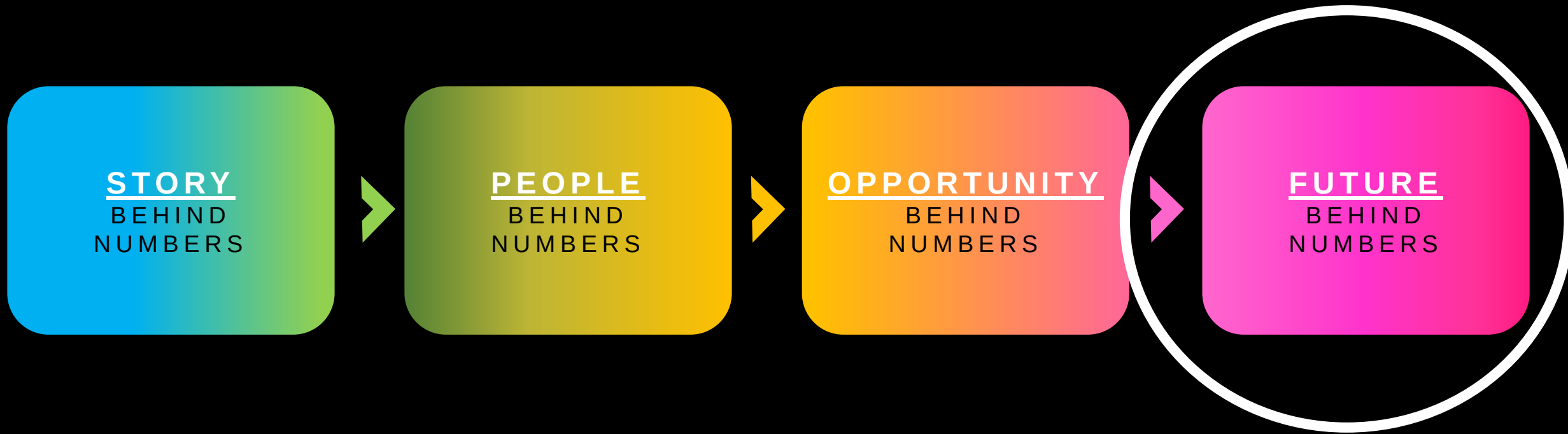
## Welcome to the Global Coalition on Aging

During the 20th century, our lives have been extended by a stunning three decades. The consequences of this "longevity miracle" are even more profound today as many countries experience the combination of low fertility rates and the bulge of the 65+ population: worldwide 450 million people will turn 65 over the next 20 years, thus significantly increasing the proportion of people over age 65 compared to those under. Global aging will have immediate impact on the fiscal sustainability and political stability of nations worldwide. And yet, there has been neither public policy shifts nor social and cultural transformation in how we live that aligns to this truly massive change in human affairs.

The Global Coalition on Aging is committed to a vision where innovative market solutions enabled by progressive public policy create a framework for healthy and active aging. We will shape the public discussion on how policymakers, businesses and society at large can comprehensively address these new demographic realities and apply innovative solutions that recognize the opportunity of global aging.

### Recent News





**Innovation alone is not good  
enough.**

**People need to adopt it for it to have  
an impact for the ageing society.**

**Just as we are attracted to people who have a clear purpose, we are drawn to purpose brands & innovations.**





**When a brand is purpose-inspired, meaningful acts that touch the hearts of people are often one of the best ways to bring that purpose to life.**



## Leo Burnett's 4 Ps

People  
Purpose  
Participation  
Populism

HumanKind as our philosophy and approach.  
Our deep understanding of people, culture, environment and our special ability to create stories, acts that inspire people to respond and to change behavior. HumanKind is based on the Leo Burnett values and approach to creating great advertising. Our kind of advertising.

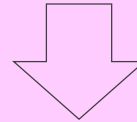
## Principle 1

**Everything we do needs to be done  
through the eyes of human beings** not  
marketers, policy makers... or even consumers

Who is most important to make the change?

What's the defining behavior?

What's the cultural fuel?



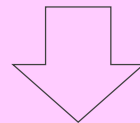
**PEOPLE**

## Principle 2

**Everything we do should be inspired by a human purpose...** more powerful than a positioning or promise could ever be

What does the organization/ brand believe?

Why does the organization/ brand exist?



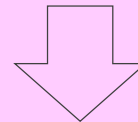
**PURPOSE**

### Principle 3

**Everything we do should be rooted in the belief that creativity can create powerful HumanKind acts...not just ads/ information**

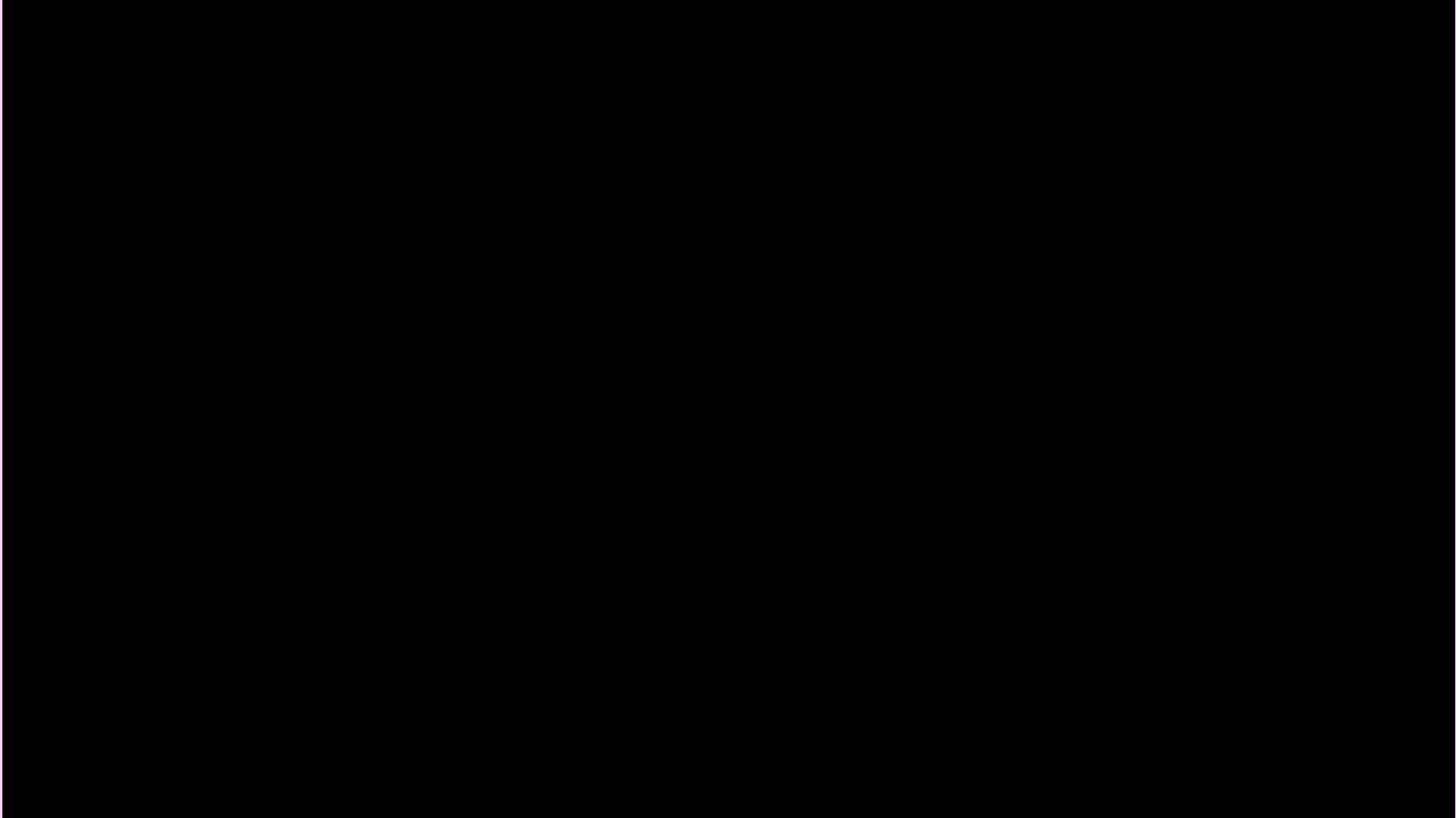
What ideas gestures, experiences can we create that will transform the way people think, feel, behave?

Where should we create these experiences?

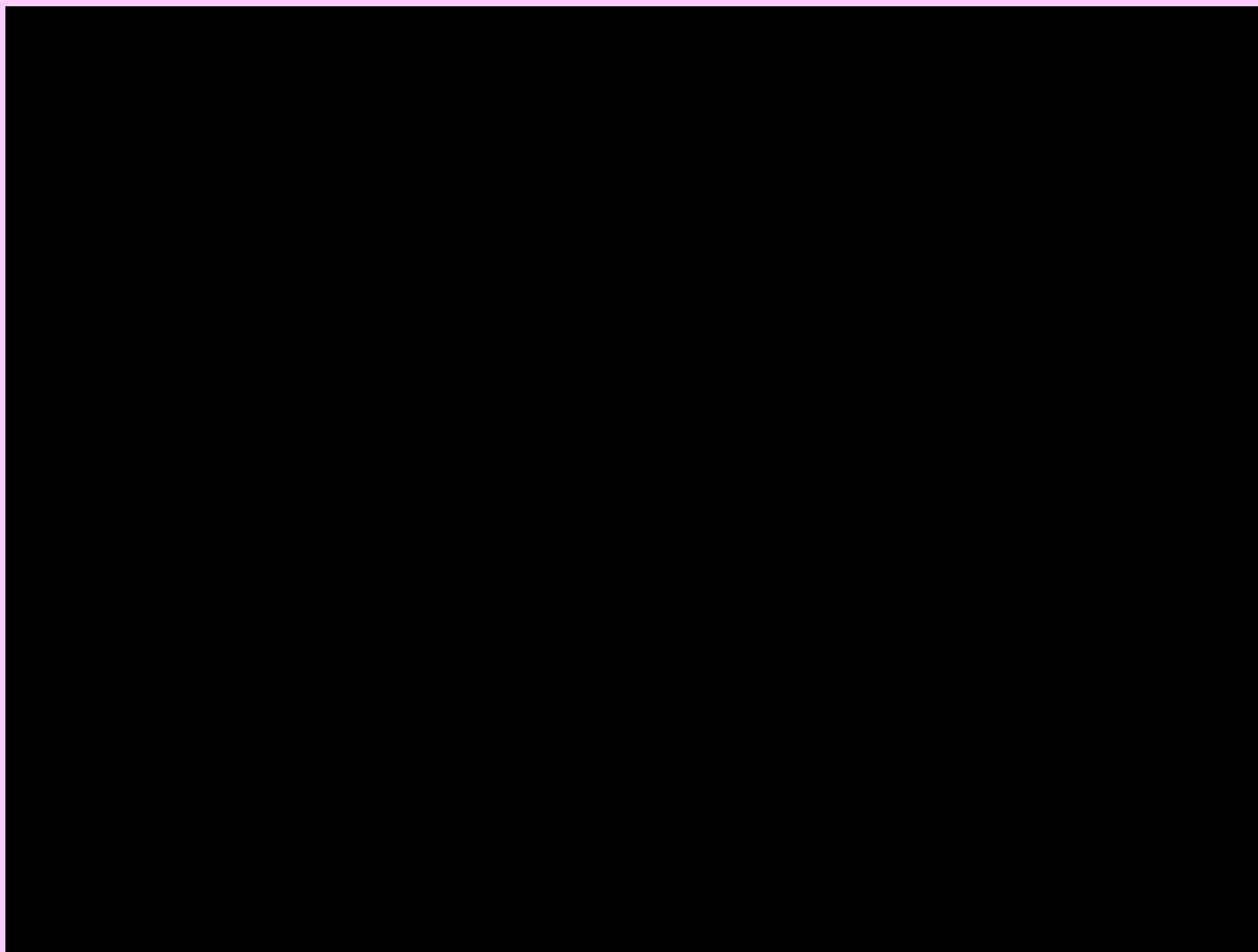


**ACTS**

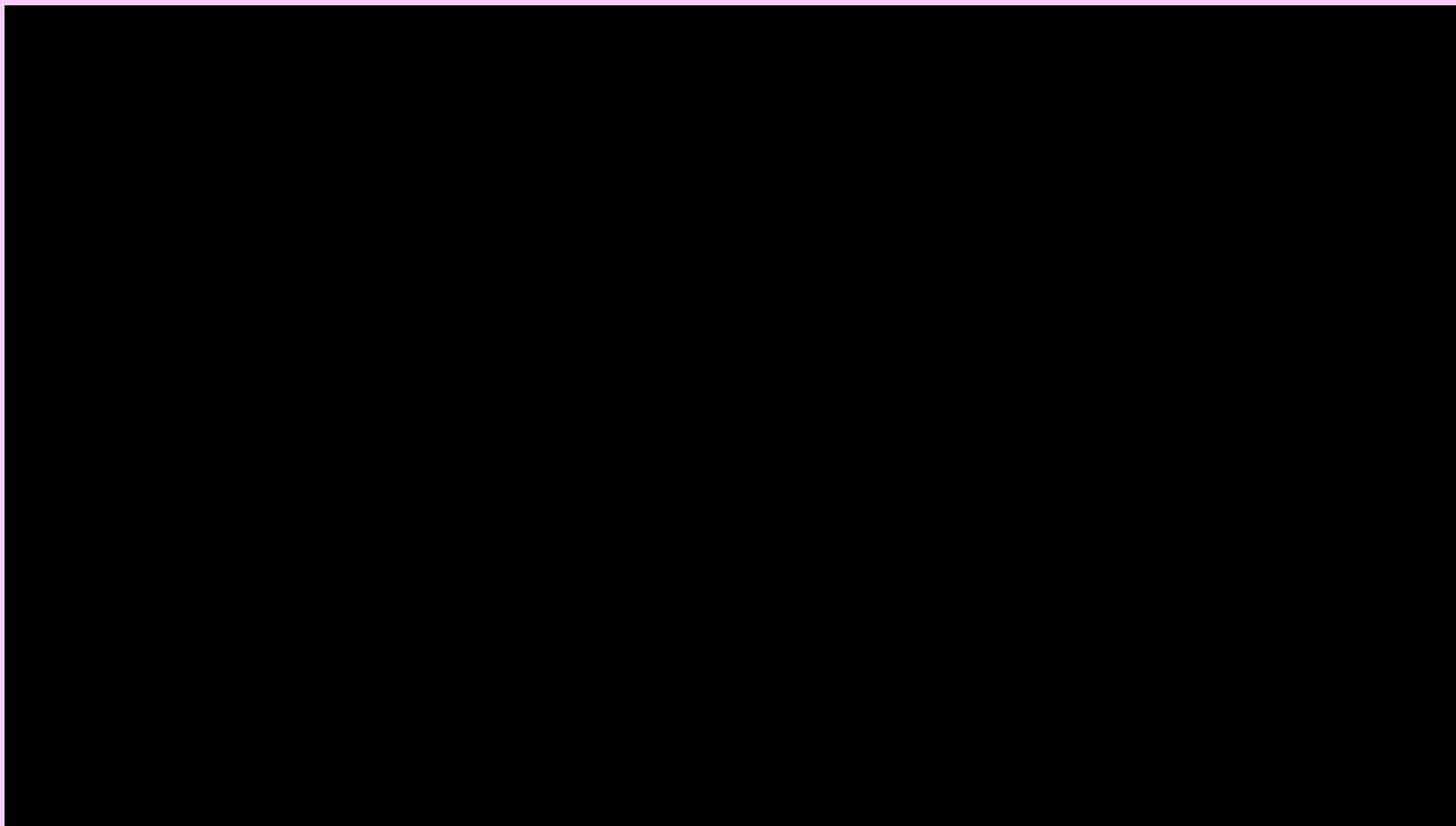
#worldneedsmore. LEO BURNETT, NY.



Beautifully Imperfect. LEO BURNETT, MALAYSIA.



Bentley Burial. LEO BURNETT, BRAZIL.



**Ageing society is a reality.**

**We at Leo Burnett believe, it a time to  
celebrate HumanKind's success in  
increasing life's expectancy.**

**The onus now is on us, all of us in this room,  
to take the baton forward and convert this  
HumanKind's success into a social and  
economic opportunity.**

**Through innovations in technology,  
products and services.**

**Defining our business purposes in a way  
that motivates people, across generations,  
to rally behind and support our ideas and  
innovations.**

**And finally creating ACTS that can lead to  
BEHAVIOR CHANGE amongst people  
towards our desired social and economic  
goals.**

