

Press release

Healthy, motivated, consumerist: active senior citizens advance societies

- *The surprising results of the "Demography-Compass", presented for the first time at the Berlin Demography-Forum (BDF)*
- *300 international experts from the fields of politics, business, and academia gather at the BDF to discuss the "activity, health, participation" of older people*
- *Among the participants: German Minister for the Interior Dr. Thomas de Maizière and Minister of Health Hermann Gröhe*

Berlin, March 19th, 2015 - "Ageing societies can in fact be innovative. A country's competitiveness can even be positively influenced by ageing. For this reason, we need to do more to reshape the 60+ life phase: important elements here are a more flexible approach to work, entry into retirement and involvement in society", says Professor Norbert F. Schneider, Director of the German Federal Institute for Population Research (BiB).

This is the core message of the new "Demography Compass", which BiB developed on behalf of the BDF. According to the data, a new population group is currently emerging in Germany, consisting of highly active older citizens aged between 60 and 79: these agile seniors are healthy, enjoying life, and are set to continue their involvement in society. Many of them are wealthy, active consumers and in this sense are a new source of demand and therefore profit for a number of industries. The population of Germany has aged rapidly over the last few decades, a development that is still to come in many other countries. Germany could therefore use its experience to its advantage, possibly even as an export model.

The academic's thesis is based on the 18 indicators of the "Demography-Compass", which will be presented today at the BDF and allows for a differentiated comparison of nine countries for the first time (Germany, Italy, Spain, France, UK, USA, Korea, Japan, China). The indicator "Share of population between 65-79 years in need of care", for example, shows that only a small portion of this population requires long-term care, between 3% and 6% depending on the country. The way the respective society deals with voluntary work and social commitment in general is demonstrated by the "Civic involvement of 50 year olds and older" indicator. For instance, 41% of US citizens aged 50+ are involved in some kind of social work, but only 2% of the Chinese. The BDF booklet (attached) provides a comprehensive overview.

Politics and business: basic conditions must be fulfilled

The potential of an ageing society is also recognized by policymakers and business representatives, although, in their contributions to the BDF, they also stress the urgent need for new basic conditions. As German Minister for the Interior, Dr. Thomas de Maizière, states: "The aim is to offer every individual the chance to develop their potential and abilities over the course of a long and healthy life, in a way that corresponds to their living situation and age. We will only achieve this if politics, businesses and citizens work hand in hand to develop ways of shaping our lives together in keeping with the demands of demographic change." Federal Minister for Health, Hermann Gröhe, emphasizes how important it is "that, everywhere in Germany, people in urban and rural regions can continue to rely on a modern healthcare system that works well and is financially feasible in the long-term."

Dr. Maximilian Zimmerer, member of the Allianz SE Board of Management, highlighted the challenges of demographic aging: "The rapid rise in the number of pensioners and the strong decline in the labor force is placing pay-as-you-go systems under increasing pressure. This includes state pensions, health and long-term care. At the same time, we need to modernize the funded occupational and private pensions systems which are being affected by extremely low interest rates."

Dr. Mark Speich, managing director of the German Vodafone Foundation, reminds politics and society not forget the young generation when talking about the demographic change: "We can only overcome the challenges posed by demographic change if our young people understand the requirements of the future and can rely on basic conditions that allow their potential to unfold."

The BDF is taking place at the Allianz Forum (March 18), Pariser Platz 6, and at the ESMT (March 19 and 20), Schlossplatz 1.

You can find further information and the program at www.berlinerdemografieforum.org

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About the Berlin Demography Forum

The Berlin Demography Forum is a cross-partisan, international platform for debate on the topic of demographic change. The Forum brings together international stakeholders from government, industry, academia and civil society to jointly discuss possible solutions and to contribute to sustainable development. At the same time, the importance of demographic factors should be anchored in the broader public debate. Since the inaugural event in January 2012, the Forum is held once a year. Initiators are the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and Allianz. The conference is led by Ambassador Wolfgang Ischinger and Prof. Jörg Rocholl, PhD. The Forum is hosted by ESMT European School of Management and Technology. The Vodafone Foundation Germany is this year's partner of the Berlin Demography Forum. More information is available at: <https://www.berlinerdemografieforum.org>

About Allianz

Together with its customers and sales partners, Allianz is one of the strongest financial communities. About 85 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks. In 2014, around 147,000 employees in over 70 countries achieved total revenues of 122.3 billion euros and an operating profit of 10.4 billion euros. Benefits for our customers reached 104.6 billion euros. This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

About the Vodafone Foundation Germany

The Vodafone Foundation is one of the large company-related foundations in Germany. As an independent, non-profit institution and socio-political think tank, it supports and initiates programmes with the goal of providing impetus for social progress. Focusing on the fields of education, integration, and social mobility, the foundation's mission is to recognise challenges and chances, to give support and eventually to make a difference.

The Vodafone Foundation sponsors the "Young Expert Panel", which consists of twelve international young experts who will participate in the BDF. Thereby members of the next generation get involved in the discourse. This may have positive effect on the BDF's diversity.

About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and the management of technology. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school, accredited by the German state, AACSB, AMBA, and FIBAA. Since 2013 ESMT has the right to grant PhDs. www.esmt.org

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