

1st
WORLD
CONGRESS



19 – 22 March, 2012
ON HEALTHY AGEING

www.healthyageingcongress.org

Organised by:



Malaysian Healthy Ageing Society

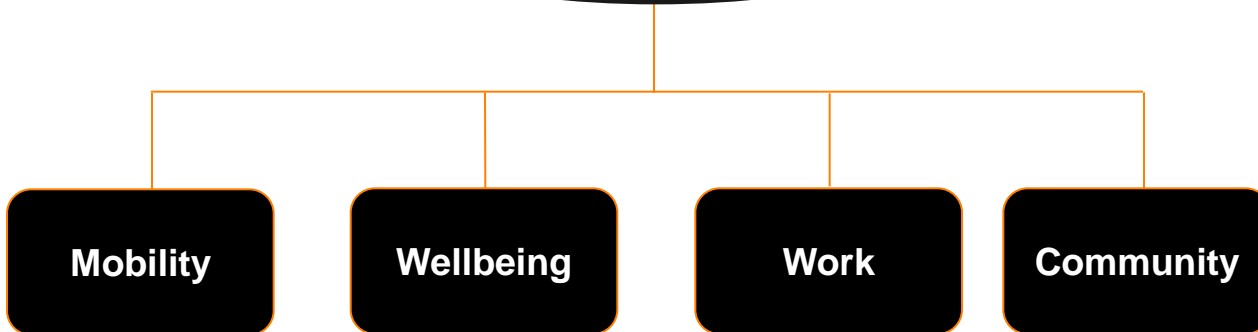
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Gregor Rae | BusinessLab | ActiveAge





The Competitive Advantage of Ageing: A possible discussion framework for public and private sector collaboration in Scotland

An ActiveAge Discussion Paper

This paper explores an opportunity to improve the competitive advantage of Scotland by maximising the potential of our 'older people'. It is argued that by focusing on our ageing population, Scotland can improve its economy and bring GDP growth in line with UK levels or beyond.

In discussing the possibilities for increasing the input of older people to the economy and raising the growth rate of the GDP, we need to reflect on our mindset to ageing. This entails exploring and challenging society's longstanding attitudes toward older people. In fact, to achieve a sustainable competitive advantage it is argued that our current perception of age needs to change. This is a huge challenge but one ActiveAge and the Scottish Government believes will be of great benefit for the growth of the economy.

Why our attitudes must change

The painting below, 'The Stages of Life', by German painter Casper David Friedrich is representative of the transience of life. The five ships are said to represent the five figures on the shore, and the ships' distances from the shore, reflect the stages of life and closeness to death of each individual.



Fig 1: The Stages of Life, c1835 by Casper David Friedrich

ADVA



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ADVANTAGENEWCASTLE



ADVANTAGENEWCASTLE

PERSONAL STRATEGIES



ASSISTED LIVING



ALL AGE CITY



SMART-AGE BUSINESS



AGE UK | BUSINESSLAB | CHARTERED INSTITUTE OF MARKETING | CONFEDERATION OF BRITISH
INDUSTRY
FEDERATION OF SMALL BUSINESSES | GATESHEAD COUNCIL | HEALTH INNOVATION AND
EDUCATION CLUSTER
INSTITUTE OF DIRECTORS | MICROSOFT CORPORATION | NEWCASTLE CITY COUNCIL | NEWCASTLE
COLLEGE
NEWCASTLE INTERNATIONAL AIRPORT | NEWCASTLE SCIENCE CITY | NEWCASTLE UNIVERSITY
NEWCASTLE UPON TYNE HOSPITALS NHS FOUNDATION TRUST | NEXUS | NORTH EAST CHAMBER
OF COMMERCE
QUALITY OF LIFE PARTNERSHIP

STEP CHANGE ECONO

MIES

PRO
BUSINESS
ENVIRONMENT

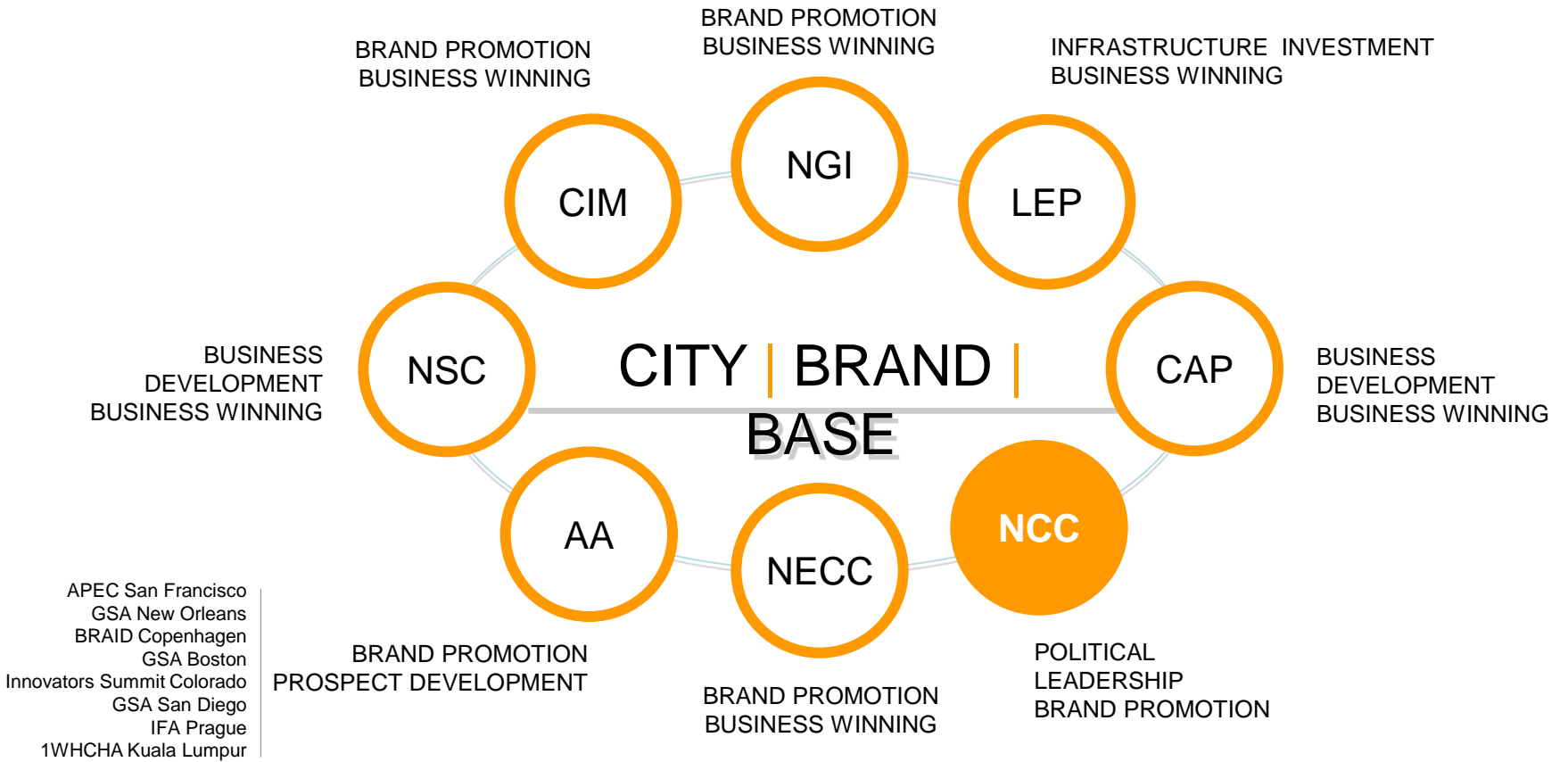
ACADEMIC
ENGAGEMENT

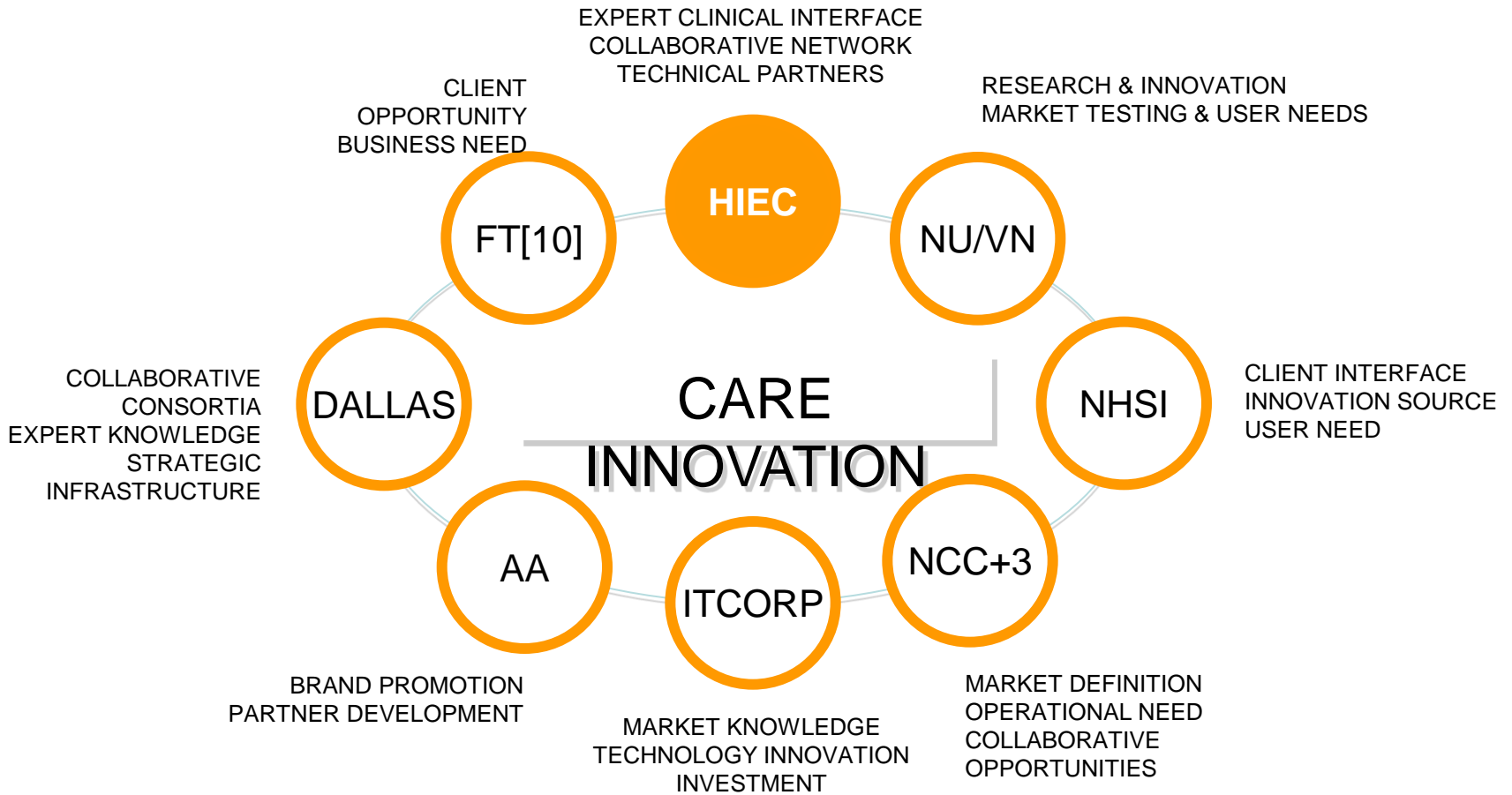
POLITICAL VISION
& LEADERSHIP

ENTREPRENEURIAL
INVESTMENT

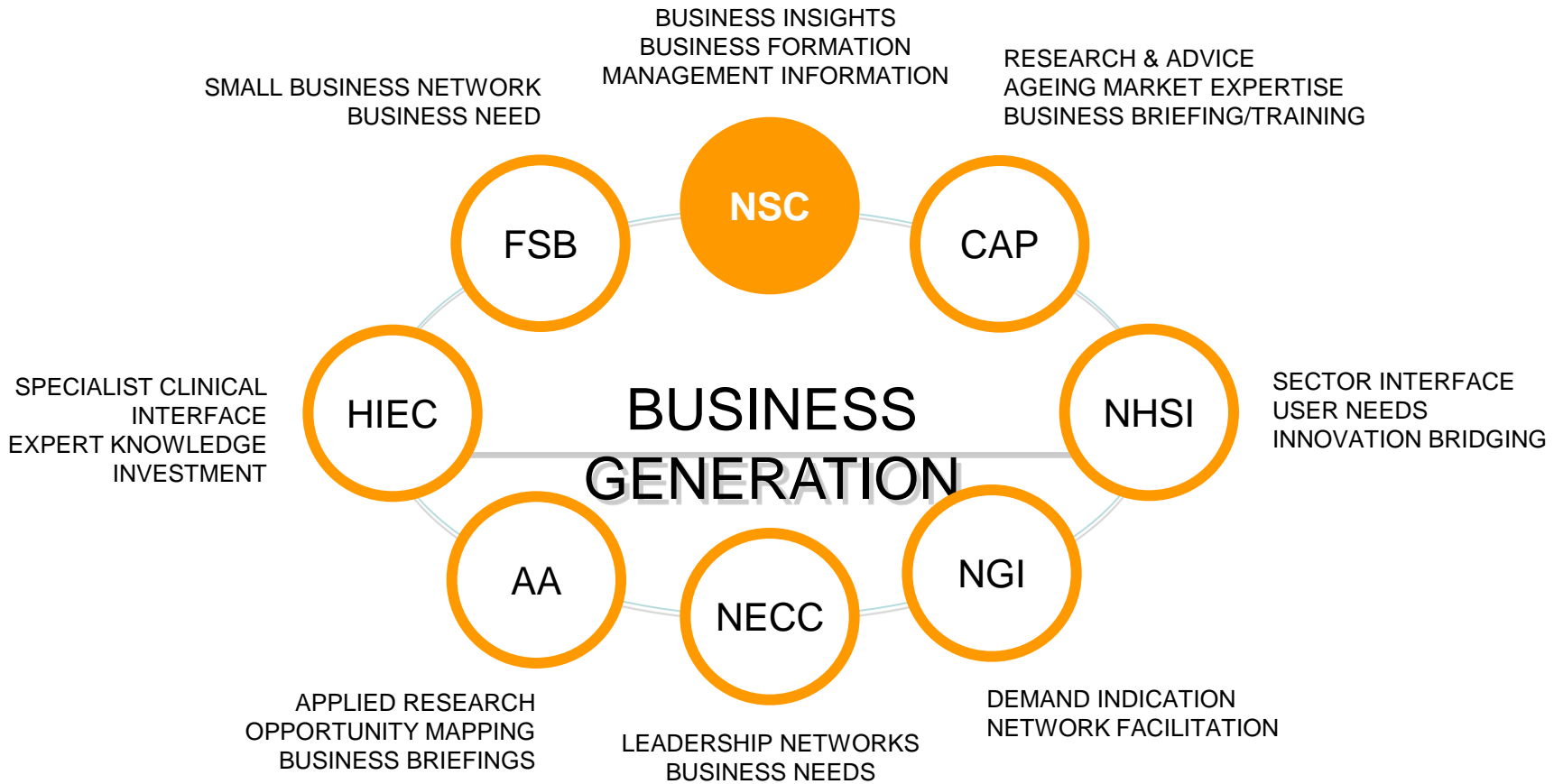


A SENSE OF URGENCY!!



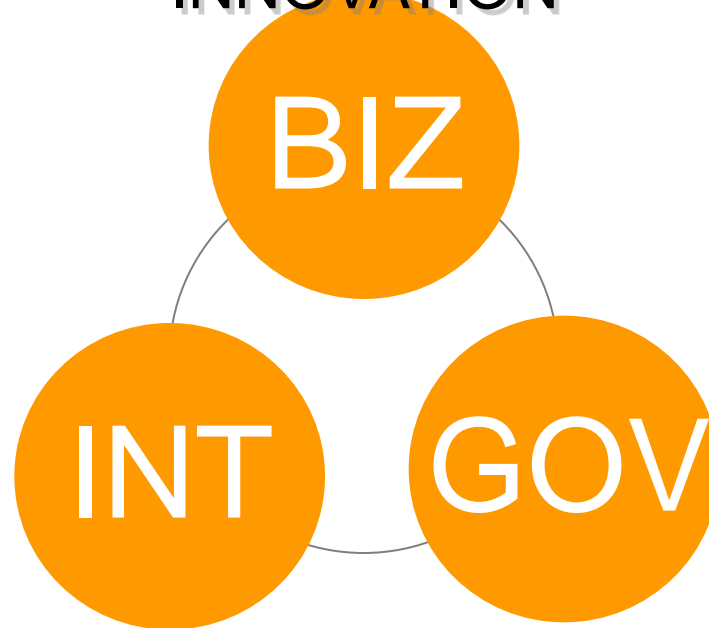


- | | |
|--------|--|
| AA | ACTIVEAGE |
| DALLAS | NEWCASTLE TSB CONSORTIUM |
| FT[10] | CITY/REGIONAL FOUNDATION TRUSTS |
| HIEC | HEALTH INNOVATION AND EDUCATION CLUSTER |
| ITCORP | TECHNOLOGY BASED CORPORATE PARTNERS |
| NCC | NEWCASTLE CITY COUNCIL + THIRD SECTOR PARTNERS |
| NHSI | NHS INNOVATIONS |
| NU/VN | NEWCASTLE UNIVERSITY/VOICE NORTH |



- AA ACTIVEAGE
- CAP CHANGING AGE PROGRAMME
- FSB FEDERATION OF SMALL BSUINESSES
- HIEC HEALTH INNOVATION AND EDUCATION CLUSTER
- NCC NEWCASTLE CITY COUNCIL + THIRD SECTOR PARTNERS
- NECC NORTH EAST CHAMBER OF COMMERCE
- NHSI NHS INNOVATIONS
- NGI NEWCASTLEGATESHEAD INITIATIVE
- NSC NEWCASTLE SCIENCE CITY

CARE
INNOVATION



BUSINESS
GENERATION

CITY | BRAND | BASE



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