

WDA Forum

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WDA Global Longevity Council

Purpose

- To guide business, society and policy makers successfully through on-going population dynamics, demographic ageing and interdependencies with other megatrends.
- To identify new ways of doing business and thus capture new opportunities in a world of demographic change.
- As such, this Council serves as a global discussion platform for strategy and planning efforts guided by demography and has a global view on demography and related other megatrends with a time horizon till 2050.
- Clear thinking and careful analysis are the prerequisites of this Global Council with dedicated experts from all continents.

Objectives

- To monitor/assess longevity globally including the factors enhancing or limiting the trend of longer life spans. Where will life expectancy continue to rise and where not? How will our planet look in 2050 from the perspective of demography?
- To assess/compare the ongoing population dynamics at a regional/national level and the special role of health for a sustainable future of mankind.
- To develop/assess new tools and approaches addressing demographic issues and thus improve decision making both in the public and private sector (Demographic Heat Maps, etc.).

- To determine the impact of longevity on the achievement of health objectives under the SDG Agenda 2030.
- To develop recommendations for consideration by business, society and policymakers.
- To advise the WDA Forum on the further development of their activities.
- To publish/share the work done by the Council in journals, media and at international conferences.

Burning Questions to be addressed by the Council

- How will ongoing demographic changes impact life spans/quality of life in the coming 2-3 decades on a global, regional and country level?
- What are the prerequisites to make ageing a success/achievement across the globe?
- What are the challenges of ageing societies in general and in terms of their health?
- Why does „health” matter? What is the relevance for business, society and policy makers?
- How will morbidity and mortality patterns change with transformation of human lifetime?
- Which new health challenges need risk assessment/management (epidemics, pandemics, antimicrobial resistance (AMR), climate change, etc.)? How are they related to population dynamics?
- Which challenges in healthcare provision need to be addressed/tackled and how can access to healthcare be made more accessible for everybody?

Strategy

- A group of 7-9 dedicated demography and health experts from all continents is the unique asset of this Council. They meet 4 times a year for a digital meeting led by the Council Chairman and organized by World Demographic & Ageing Forum (WDA Forum).
- The outcome of these meetings is one brief policy paper per year on longevity opportunities and challenges in business and society. In addition, Council Members share the results at international conferences.

Organizational Frame & Faculty Members

- **Chairman of the Council:**
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Faculty Members with Global/Regional Demography Expertise

- **Europe:**
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About the WDA Forum

As a Think Tank, the WDA Forum actively shapes the discussion on demographic topics. We work closely with the Institute of Insurance Economics at the University of St. Gallen as well as other educational and research institutions including the Harvard T.H. Chan School of Public Health in Boston, Stanford University in California, American Enterprise Institute in Washington/DC, Population and Ageing Centre at the University of New South Wales in Sydney, the Fudan University in Shanghai, and Swissnex Network of Science and Technology.

The WDA Forum has been founded in 2002 and is based in St.Gallen/Switzerland

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