



ANDREW J. SCOTT

The world's leading authority on the economics of longevity and co-author of 2 global bestsellers

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- World's Leading Expert on the Economics of Longevity
 - Award-Winning Author of Global Bestseller "The 100 Year Life"
 - Award-Winning Professor of Economics, London Business School
 - Experienced NED and Policy Advisor
 - Co-founder, The Longevity Forum
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The majority of children born today are expected to live into their 80s and 90s and face a

realistic prospect of living to 100. For the first time ever there are more people globally aged over 65 years than under 5. These two trends – longevity and aging – change every-thing, says Professor Andrew J. Scott, the world’s leading authority on the economics of longevity and co-author of global bestsellers “The 100 Year Life: Living and Working in an Age of Longevity” (Bloomsbury, June 2016) and “The New Long Life: A Framework for Flourishing in a Changing World” (Bloomsbury, 2020).

A professor of economics at London Business School, Scott shows us what individuals, businesses and society need to do to unlock the opportunities that flow from this enormously important trend. Drawing upon broad and in-depth knowledge and combining economics with the personal, Scott speaks passionately and with wit, wisdom and insight about the profound changes underway.

Faced with the prospect of these longer lives, a new human imperative has emerged – to age well. Given how the world is aging, this is truly the largest emerging market, according to Scott. A new multi-billion-dollar sector will emerge focusing on supporting this “evergreen” economy, drawing on new scientific developments and drug discoveries and a growing awareness of the fact that “all’s well that ages well.” Longer lives also mean more time ahead of us, leading to dramatic shifts in behaviour at all ages. This in turn will lead to major shifts in financial behaviour and create demand for new products focusing on supporting longer lives and providing longevity insurance.

It isn’t just in terms of products that firms will need to understand these twin forces of longevity and aging. In response to an aging society, firms that make the best use of older workers will gain competitive advantages. But doing so will require an understanding of how longer working careers will change the needs and behaviours of all ages.

Long neglected and frequently misunderstood, the topic of longevity and aging is rapidly rising up the agenda and Scott’s work is having a material impact across the world: “The 100 Year Life” has sold three quarters of a million copies and was the focus of Japanese Prime Minister Shinzo Abe’s commission “Design a 100 Year Life.” Scott has established “The Longevity Forum,” bringing together the extraordinary potential of scientific research around anti-aging with the behavioural and economic responses needed for longer lifespans. What started as a day of bringing together the brightest minds in this space from

all spectrums of industry, has developed into the annual Longevity Week with a packed schedule of international events.

Scott's agenda is to make sure we turn longer lives into healthy and productive ones. The most frequent response by participants to Scott's talks is a realisation that they need to live their lives differently and a commitment to do so. For firms, it is about recognising this emerging new market and the need to develop new products and adjust their people policies.

Scott previously held positions at Oxford and Harvard University and the London School of Economics. He is a consulting scholar at Stanford University's Center on Longevity and previously served as Non-Executive Director for the U.K.'s Financial Services Authority and is a Non-Executive Director for Genflow Biosciences. He has advised a range of corporations and governments and is on the advisory board of the U.K.'s Office for Budget Responsibility; a member of the Cabinet Office Honours Committee (Science and Technology); a member of the National Academy of Medicine's International Commission on Healthy Longevity and WEF Council Healthy Longevity and Aging.

Andrew J. Scott is available to advise your organization via virtual and in-person consulting meetings, interactive workshops and customized keynotes.

TEMAS

- Economics of Longevity
- Living and Working in an Age of Longevity
- Financing a Longer Future
- The Longevity Dividend
- The economic value of targeting aging

PROGRAMAS

The 100 Year Life: Living and Working in an Age of Longevity

Gains to life expectancy mean each generation is living around ten years longer than its predecessor, meaning that the biggest expanding demographics are the middle-aged and older cohorts. The fact that people are now living longer means that businesses, governments and the wider society must change its attitude toward this population and see it as the future area for growth. Based on Andrew J Scott's global bestseller, "The 100 Year Life", this presentation outlines current life expectancy trends and what they mean for people and their careers, health, relationships and education. As populations age, understanding the consumer and workforce trends will be central for seizing a competitive advantage. Adapting to longer lives will require fundamental social change which, in turn, means fundamental changes to key markets, products and services.

New Long Life: A Framework for Flourishing in a Changing World

Based on his new book, "The New Long Life" (May 2020), Andrew J Scott asks the question: How will technology and longer lives – together and separately – change our world and how we live? Powerful new technologies are rapidly developing and leading to fears that automation will catalyze brutal job losses. Given how we currently structure work and life, these developments bring about problems: assumptions that are no longer valid shape our existing habits and behaviours. In his presentation, Scott provides analyses on what is happening and how it will impact business, the economy and society, offering steps to take now to prepare personally and organizationally for this future. In a world where machines become ever more intelligent, we must realize the opportunities of smart, new technologies and longer lives, to become more human in all we do.

The Impact and Implications of COVID-19

COVID has truly shown us the meaning of the word disruption. But what can we expect from the economy over the next few years, and what will be the impact on the world of business? Drawing on his expertise in macroeconomics and his latest book "The New Long Life," those are the questions Andrew J Scott answers in this presentation. Starting with an overview of the likely short- and long-term economic implications of COVID, he draws recommendations around key corporate responses to high levels of uncertainty – a focus on

robust not optimal strategies and the need to use this time as a 'pitstop' to prepare for future trends. Rather than transform our futures, COVID has in many ways accelerated existing trends, especially around issues of technology and healthy ageing. COVID has also acted as a stress test revealing who is prepared for future shocks. Drawing together these themes Scott outlines a path for now and the future that needs to be followed by individuals, corporates and governments.

Financing a Longer Future

One of the industries most affected by increased longevity is the financial sector. Longer lives require more savings but also innovative financial products and new patterns of behaviour. With a more elderly population, firms providing the same set of existing products that support a now out-of-date life plan will find themselves struggling to retain customers. In this presentation, Andrew J Scott outlines how the financial sector can transform itself to support 21st-century lives, and in doing so capture the enormous opportunities of the world's fastest-growing age demo-graphic, the over 55. As longevity changes how we structure our lives, the financial system needs to respond with products and services that address unforeseen risks and offer different ways of shifting assets across time.

Education, Aging and the Machine

Technology and longevity will transform what skills we need; when we learn them; and from whom we learn them. At the same time, technology will lead to growth in new sectors, changing our existing jobs and requiring us to develop new skills. This has fundamental implications for learning, says Andrew J Scott. Rather than being front-loaded in the first stage of a life sequenced as "learn, earn and retire", learning will need spreading out throughout our (increasingly long) lives. It will require not only a change in what we learn early on but also the at scale growth of adult education and opportunities for retraining and upskilling. In this presentation, Scott elaborates on the challenges of our existing education and workforce training systems and offers practical strategies for how innovators in these industries can design the future. A transformed educational system will see new players and contemporary products emerge as individuals extend their learning over their lifetime. Representing a vital issue of social importance and a vast investment opportunity, it will be

crucial to each of us individually as we benefit from the wonders of new technology.

The Longevity Dividend

There is an emerging lucrative global market in supporting people toward realizing healthy, fulfilling and productive lives, with the potential to unleash a “longevity dividend” both for the individual and the economy. Based on his research and findings, Andrew J Scott expertly traces out the implications and actions required for us as individuals, investors, companies and nations to seize this longevity dividend. The so-called “silver economy” is estimated to be worth \$15 trillion globally by this year, making it the world’s biggest emerging market. However, this market is poorly understood and too often represented by the label “65 and over”. Due to demographic trends, firms will increasingly be reliant on the skills and engagement of older workers, yet few have policies in place to support this. A longevity dividend is there to be seized by both individuals and firms but to realize this, the new thinking and practices as presented by Professor Scott, need to be introduced.

For a more in-depth understanding of these topics, arrange an interactive workshop or confidential advisory meeting with Andrew J Scott.

THE ECONOMIC VALUE OF TARGETING AGING

Andrew J. Scott, London Business School • Martin Ellison, University of Oxford • David A. Sinclair, Harvard Medical School

THE ISSUE

The majority of children born in high income countries will live into their 80's and beyond. That creates a new health challenge – aging well



Life expectancy has increased substantially over the last 100 years

That means an increase in the burden of age related diseases

RESEARCH TOOLS



FOUR SCENARIOS

- STRULDBRUGG** Extending life but not improving health
- DORIAN GRAY** Improving health but not life expectancy
- PETER PAN** Delaying aging
- WOLVERINE** Reversing aging

We use the VALUE OF A STATISTICAL LIFE to measure economic value of targeting aging. It depends on

- Quantity of years that make up a life
- Quality of those years – in terms of health, leisure and consumption

KEY QUESTIONS

- What is the value of further life expectancy gains?
- What is the best way of responding to this rising disease burden?
- Which is more valuable – compressing morbidity or extending life?
- How will these issues evolve in the future?

RESULTS



- Increasing US life expectancy from 78.9 to 79.9 is worth **\$118k per person** but diminishes due to declining health. Another year of healthy life expectancy is worth **\$242k**

- It is more valuable for the US to achieve a full compression of morbidity than increase life expectancy further from its current level
- Delaying aging is most valuable of all as it increases health and longevity and exploits complementarities between them

A VIRTUOUS CIRCLE



- Treatments that can successfully delay or even reverse aging have enormous value compared to single disease treatments
- There is a virtuous circle connected to aging that makes it different from past health challenges. The better we age the more we value further improvements in aging.

READ THE PAPER ONLINE



\$38 TRILLION

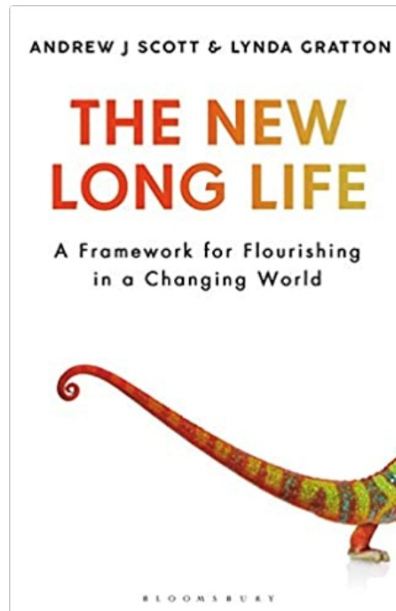
Based on the potential impact of metformin, the value of delaying aging is substantial and on a par with eliminating major diseases such as cancer or dementia

Delaying aging both aggregates across several disease but also increases the value of reducing each individual disease

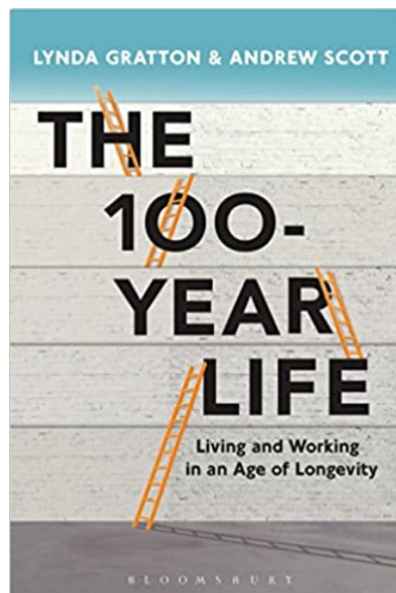
An increase in life expectancy of one year through delaying aging is worth \$38trn in the US, a ten year increase \$370trn

PUBLICACIONES

Libros



THE NEW LONG LIFE



THE 100-YEAR LIFE

CONDICIONES

- **Travels from:** London, UK
- **Fee Range:** Please Inquire

