

THE NO-AGE SOCIETY

and Meaningful Consumption



Presentation by Anne Lise Kjaer for Ageing Well Network March 2011

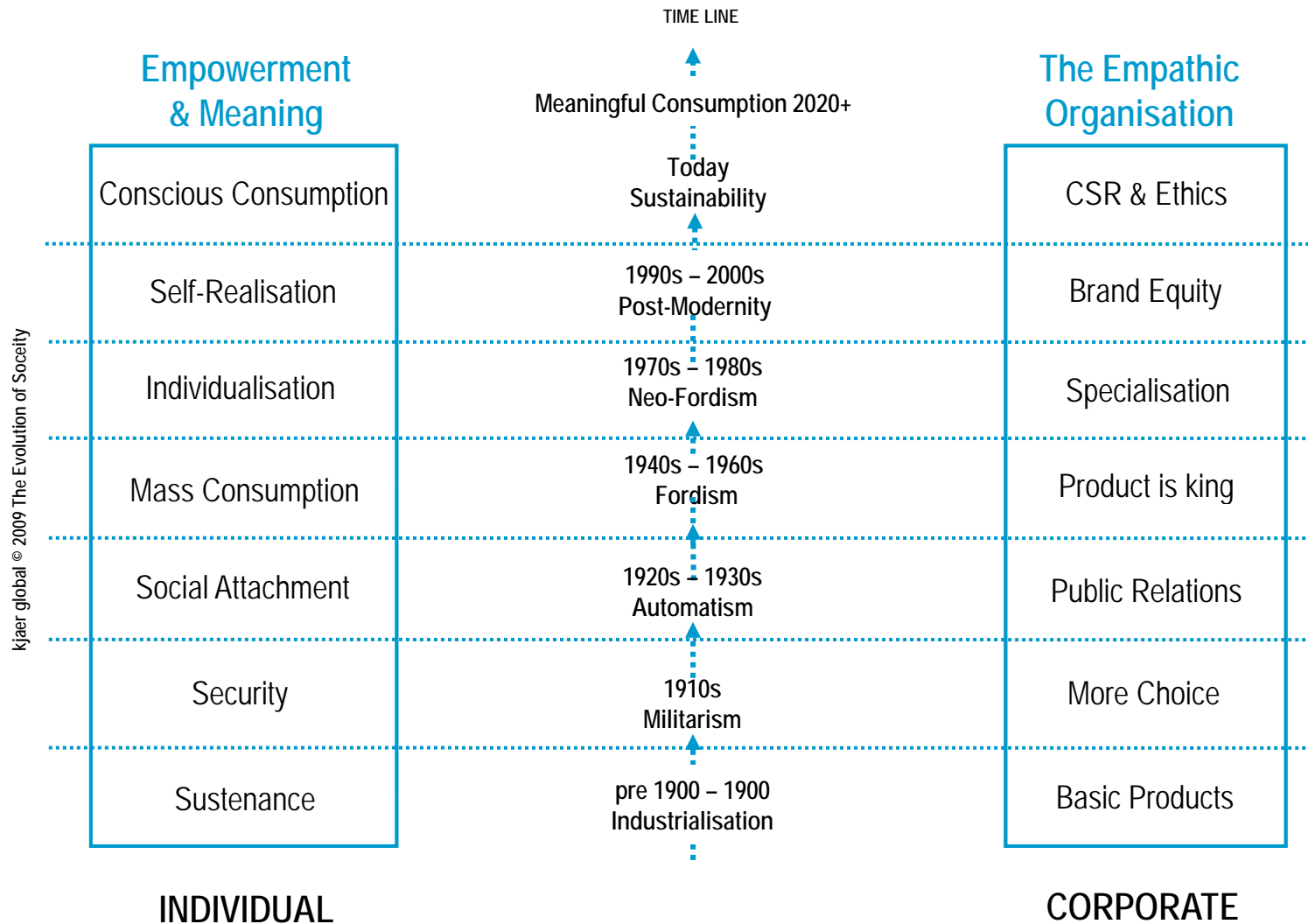
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THE JOURNEY

- * EVOLUTION OF SOCIETY
- * WHOLE BRAIN THINKING
- * KEY SOCIETY DRIVERS
- * TOMORROW'S SENIORS

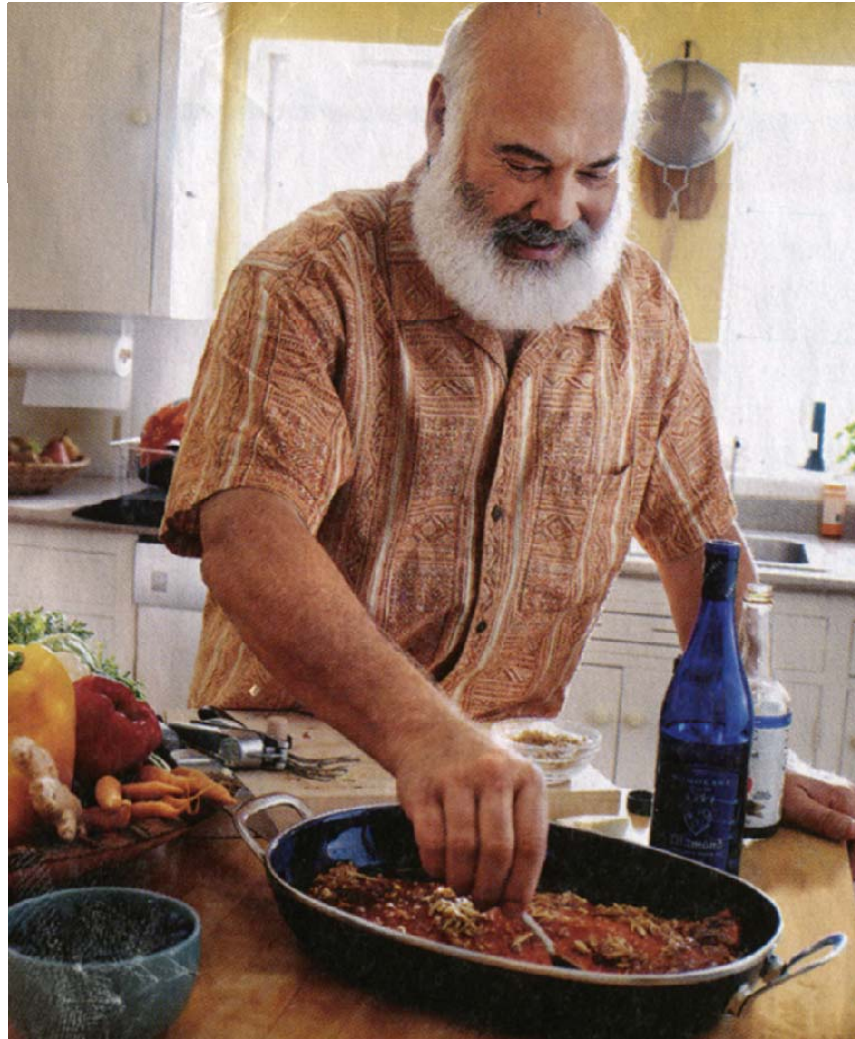
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EVOLUTION OF SOCIETY



Since we already know that money alone can't buy happiness, we are looking elsewhere for meaning

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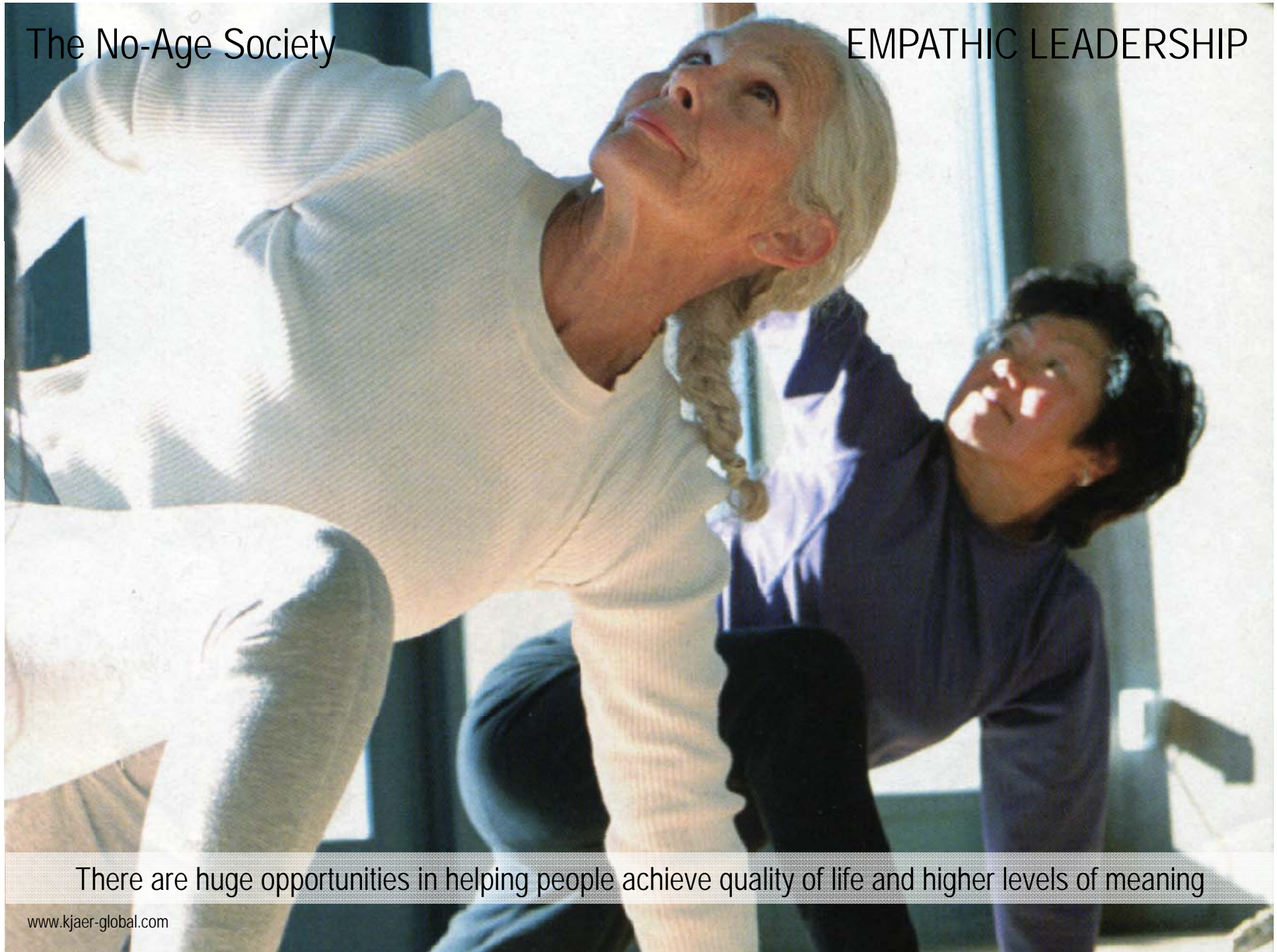
MEANINGFUL CONSUMPTION



Self-empowerment and meaningful consumption have become a universal goal for many in the west. We now ask: "How can I get more out of life?"

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EMPATHIC LEADERSHIP

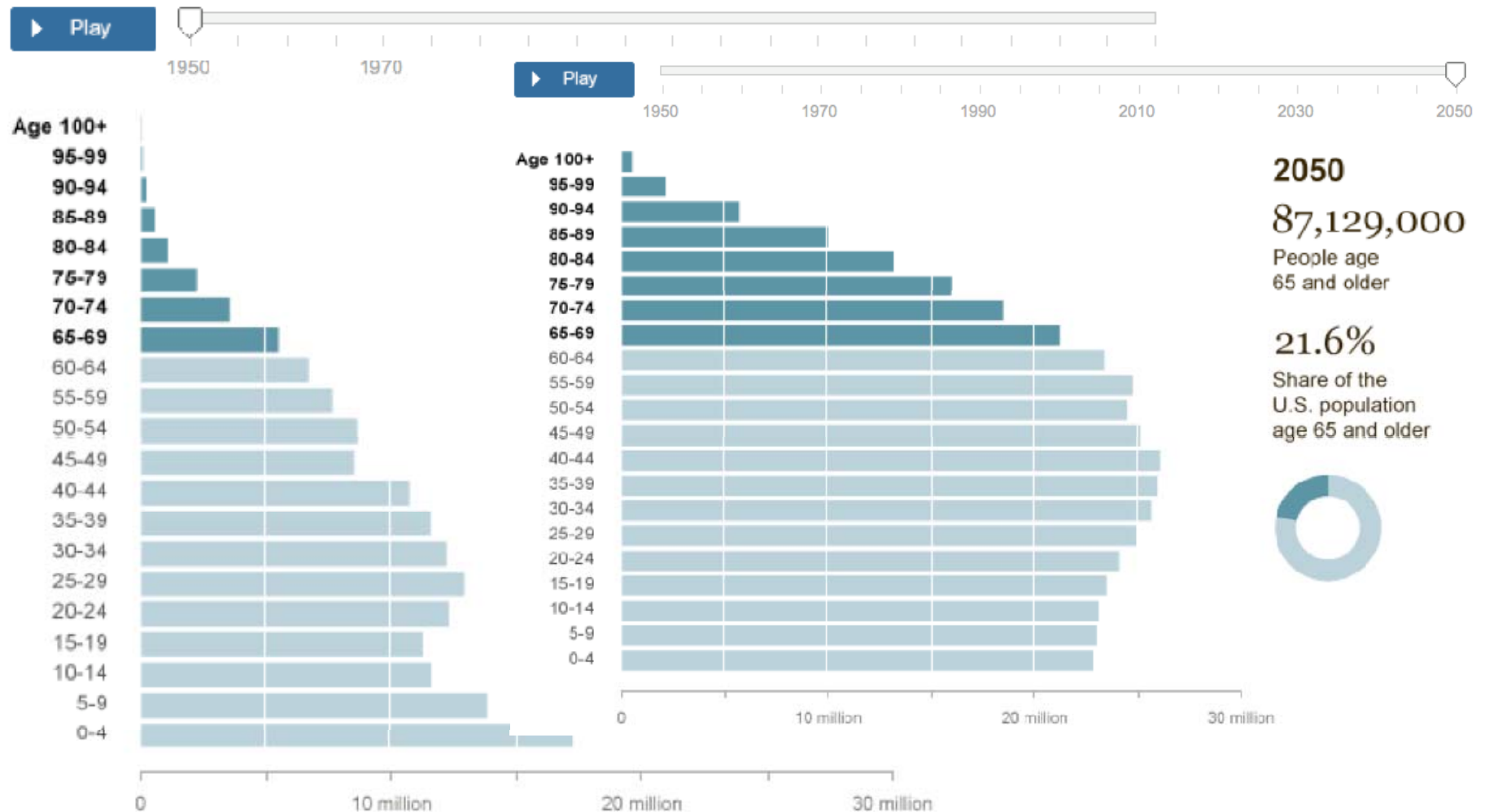


There are huge opportunities in helping people achieve quality of life and higher levels of meaning

www.kjaer-global.com

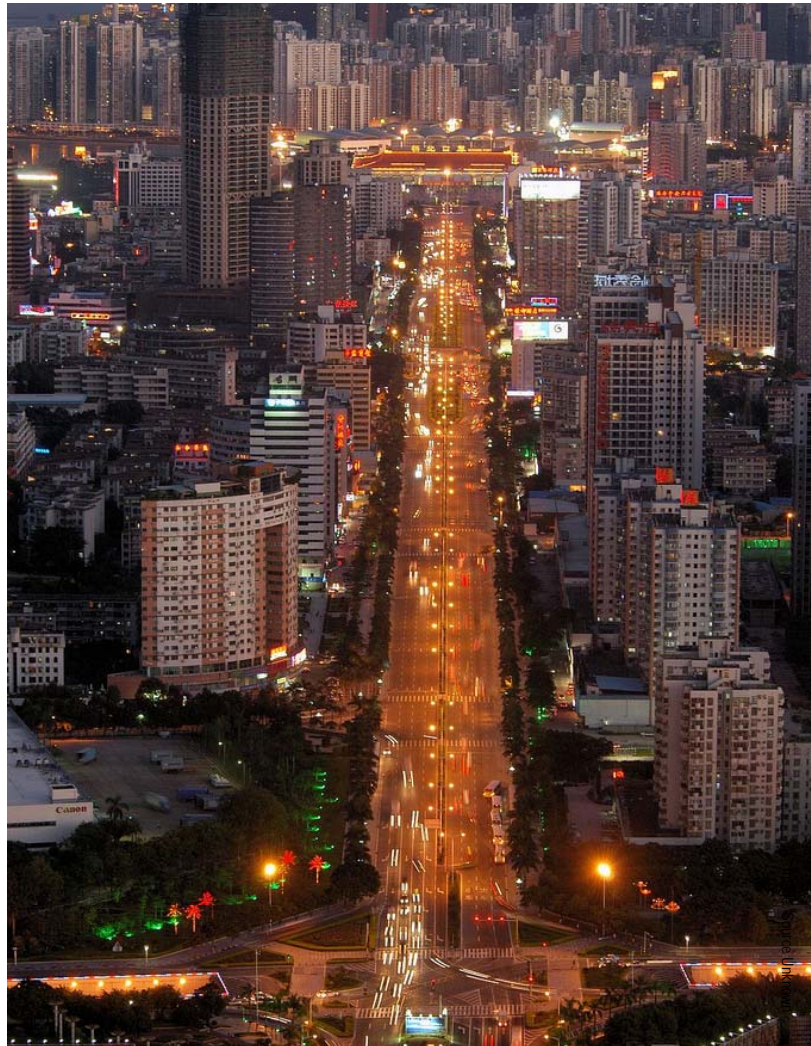
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EVOLUTION OF AGEING



It is estimated that by 2050 1 in 5 people in the US will be 65 and over and 1 in 8 people globally. Baby boomers have no intention of a quiet retirement - they aim to enjoy their considerable spending power

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FAST: Efficiency and material accomplishment

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CONTRASTING MINDSETS



SLOW: Happiness and the quest for meaning

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WHOLE BRAIN THINKING

4. SPIRITUAL

3. EMOTIONAL

2. SOCIAL

1. SCIENTIFIC

LEFT
• Logic
• Facts
• Realist

2. SOCIAL

1. SCIENTIFIC

3. EMOTIONAL

4. SPIRITUAL

RIGHT
• Feeling
• Imagination
• Possibilist

4. SPIRITUAL

QUALITY OF LIFE



Personal Coaching Mindfulness Alternative Therapies Happiness Hunting

UNIVERSAL AWARENESS



Karma Capitalism Spirituality/Science Convergence Anxiety Society

3. EMOTIONAL

HOLISTIC WELLBEING



Positive Eating Perma Youth Wholebrain Thinking Active Leisure

MEANINGFUL CONSUMPTION



Emotional Architecture Cultural Consumption Intelligent Reduction Made to Measure

A BETTER WORLD



The Real Thing Conscious Consuming One Planet Living Global Sustainers Bio Mimicry

2. SOCIAL

ALWAYS ON



Cloud Culture Informed Dialogue Smart Tech

PATCHWORK SOCIETY



No Age Seniors Redefined Families Creative Class Global Migration Female Empowerment Five Star Youth

WORK/LIFE BALANCE



Rethinking Work/Leisure Convenience Society

CARING COMPANIES



Cultural Capital Empowerment Brands

1. SCIENTIFIC

EMERGENT TECHNOLOGIES



Space Exploration Clean Tech Intuitive Technology DNA Mapping

ECONOMIC DRIVERS



Glocalisation Living the Brand Rising Economies Economic Challenges

GLOBAL POLITICS



Total Transparency Big Brother / Regulation Health Burden Resource Shortage

SUSTAINABILITY AGE



Urban Density Bio Diversity Climate Crisis

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NAVIGATING THE FUTURE



The Trend Atlas is a key tool for navigating complexity and understanding tomorrow's mindsets

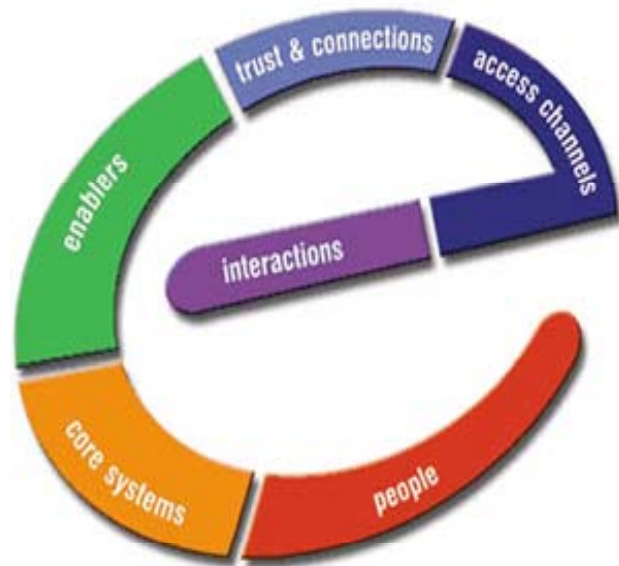
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KEY DRIVERS

- * TOTAL TRANSPARENCY
- * SMART TECHNOLOGY
- * ALWAYS ON
- * CULTURAL CAPITAL
- * 4G WORK FORCE
- * SOCIAL ENTREPRENEURSHIP
- * INTELLIGENT HEALTH
- * HAPPINESS HUNTING

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Transparency = TRUST



Transparent food and consumer product tracking

TOTAL TRANSPARENCY - Openness



Patagonia uses transparency as a storytelling tool



Comparison sites and peer reviews are here to stay

Transparency breeds trust – but it demands openness and clear communication of value(s) and ethics

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Nintendo DS brain-gymnastics

SMART TECHNOLOGY - Empowerment



Discounts by shopping together online



Tech sites for seniors - reviews, forums, help and more



Mobile security systems allow movement without fear

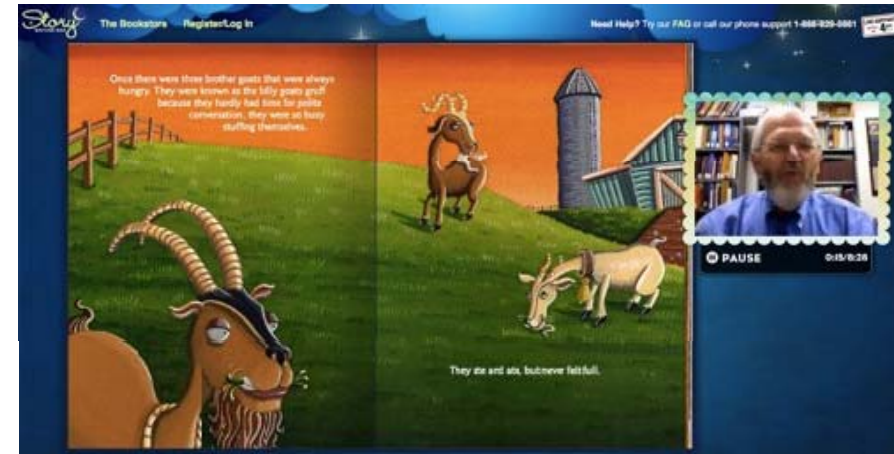
'Smart Tech' empowers people – keeping them connected and safe – facilitating work, play and health

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ALWAYS ON - Dialogue



Online universities for lifelong learning



Story Before Bedtime - remote story telling for grandparents



In a global world we can remain connected - for free!

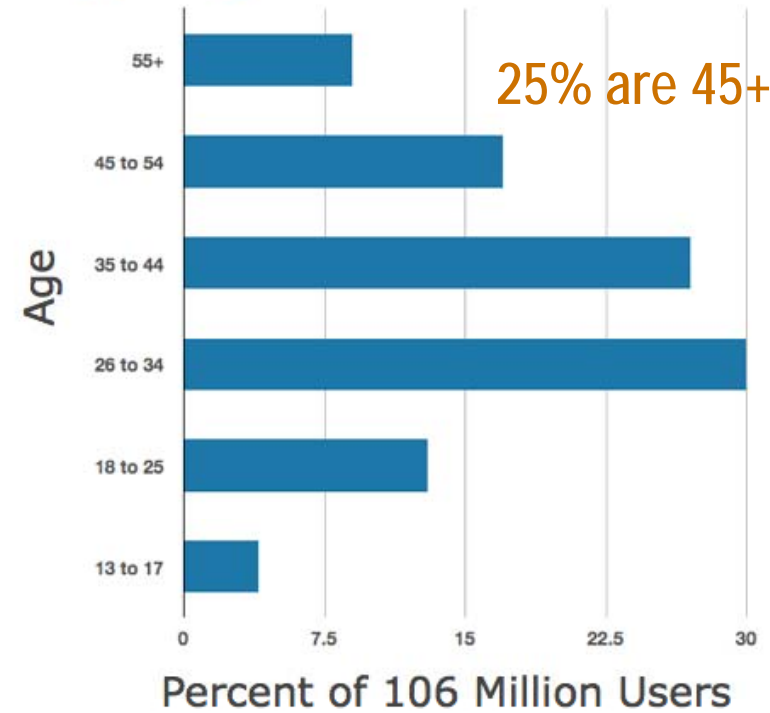
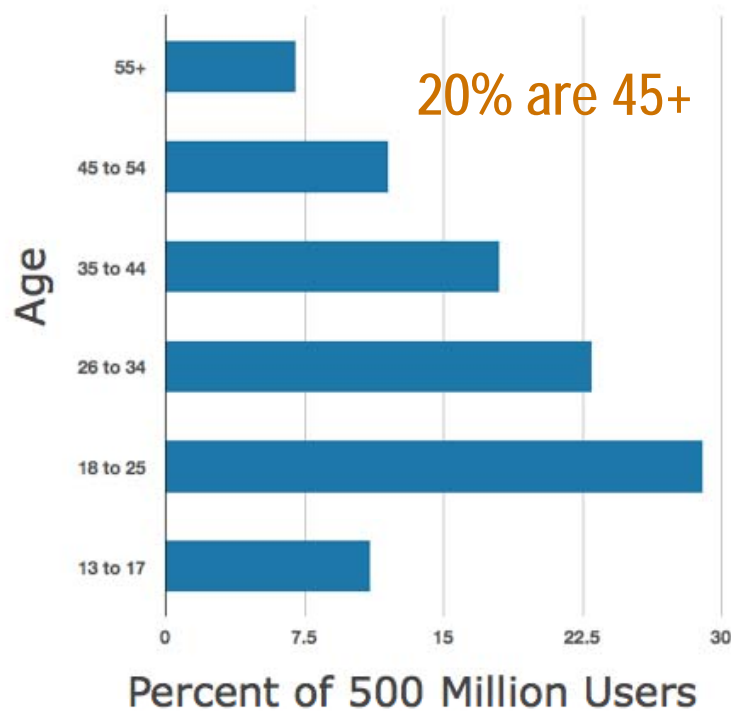


Saga Zone – seniors social networking site

'Real-time' exchange, networks and communities – a dialogue driven society with access for all



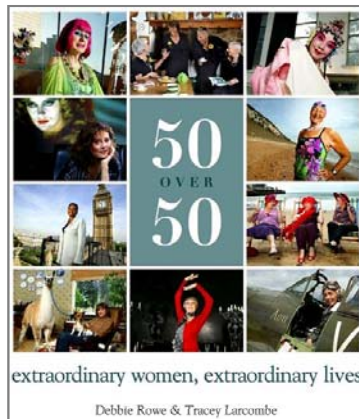
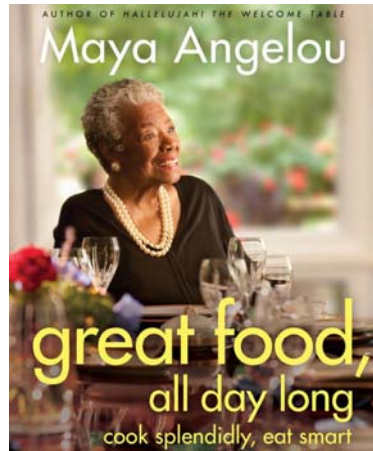
Who's On by Age?



The 'No-Age' society and social media in 2010 - the senior segment is growing fast

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CULTURAL CAPITAL - Community



Reach people at the roots of their culture



Active, healthy & no longer invisible



Online 'Boomer' lifestyle magazine

Nurture cultural capital to create 'real value' – community and togetherness leverage people's passions

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4G WORK FORCE - Flexibility



Respect & feeling valued breeds motivation



Buster, 94 year old Pimlico Plumber



*Poster woman for the SYLO generation
(Staying Younger Longer)*



An increase in senior 'career-bridgers'

The workforce will soon span four generations, requiring a positive corporate mindset toward ageing

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SOCIAL ENTREPRENEURSHIP - Participation



'Fire in the belly' - not reserved for the young



Individuals who volunteer live longer



Social Philanthropy and participation



Our need for to create a better world finds outlet in social participation and value-related self-expression

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Spa Culture - optimism promotes health



"Don't grow old - grow vegetables"



Healthy living for vitality

INTELLIGENT HEALTH - Vitality

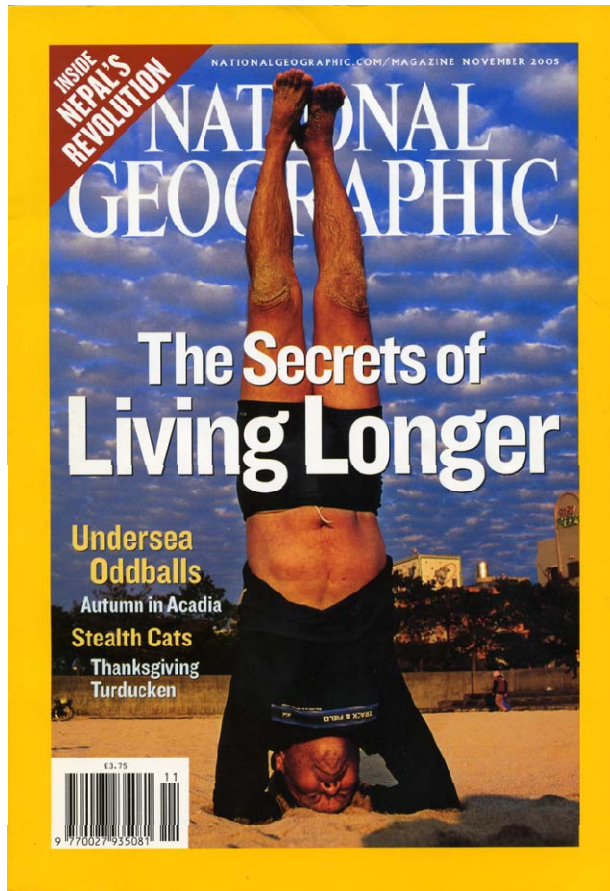


Inclusive - the successful Dove Pro-age campaign

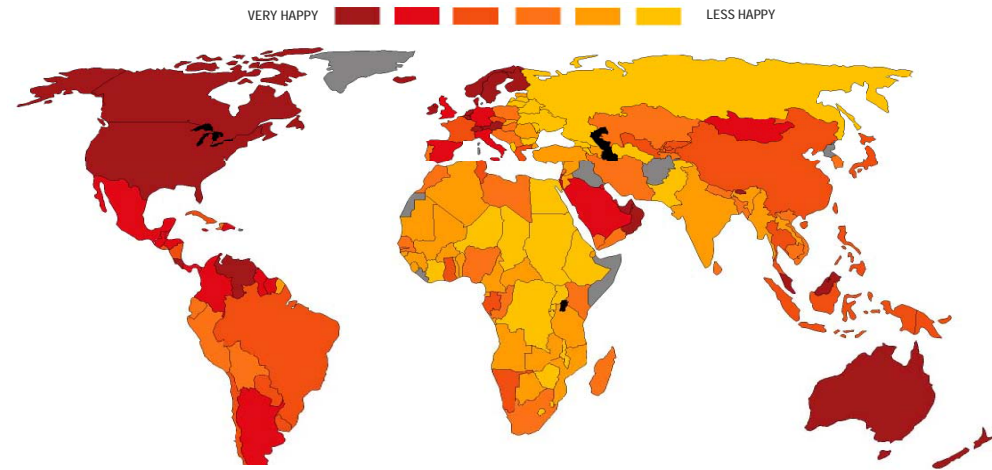
Holistic and intelligent health schemes are key as more of us prioritise a balanced life in the 'slow lane'

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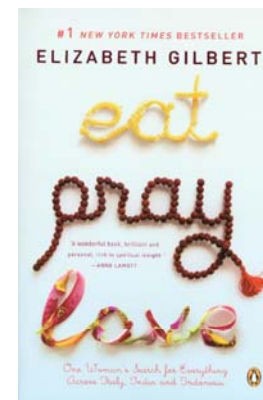
HAPPINESS HUNTING - Meaning



Happy people live longer and work better



World map of happiness



Following your personal path to quality of life

Happiness is big business and brands now look beyond the bottom line to facilitate 'meaningful encounters'

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THE PATCHWORK SOCIETY

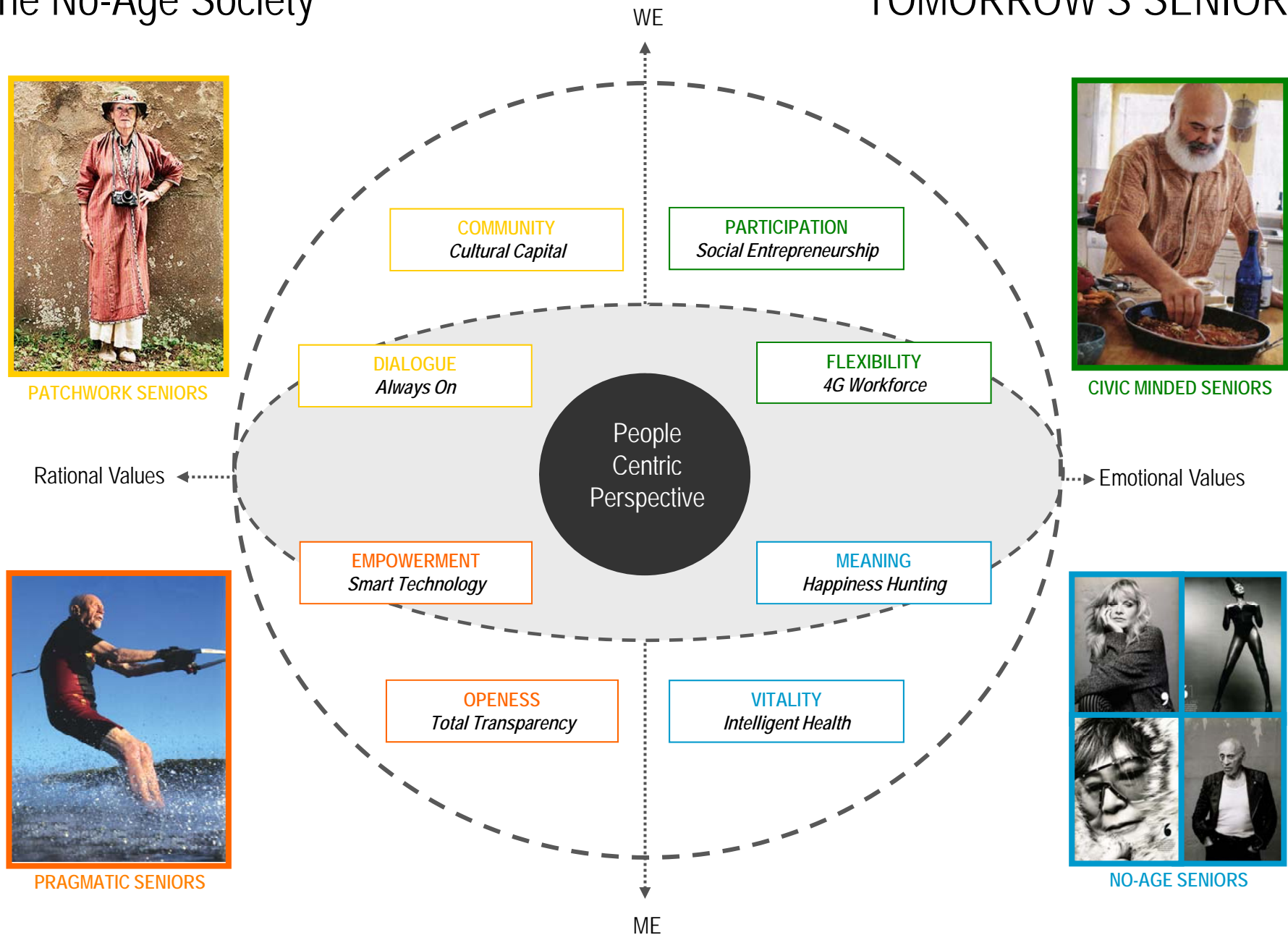


Image: via Flickr. Photographer unknown

Society drivers are closely linked to the value sets of tomorrow's people – reflecting their lifestyle choices

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TOMORROW'S SENIORS



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CONCLUSION



In a No-Age Society people expect empowerment on all levels. Tomorrow's successful brands think from the outside in - engaging with seniors in an inclusive and meaningful manner