



Regional Seminar "Challenges and Opportunities of Population Aging: The Silver Economy"

Tuesday, June 18 and Wednesday, June 19, 2024
Raúl Prebisch Room, ECLAC Headquarters, Santiago, Chile

Concept Note

Population aging is one of the main demographic phenomena in the world, as well as in Latin America and the Caribbean. In the region, it is estimated that in 2024 the number of people aged 60 and over reach 94.9 million, constituting 14.2% of the total population. It is the fastest growing age group, accounting for 25% of the total population by 2050. The accelerated process of population aging in Latin America and the Caribbean presents several challenges and opportunities and requires adequate public policy responses to face a future characterized by greater longevity and a higher proportion of older persons in society.

This demographic shift is reshaping our economies and societies. It presents challenges for public policies on topics such as social protection, health, care, as well as the labor market, where many older people remain active beyond retirement age due to insufficient pensions and the lack of other sources of income. In addition, multiple forms of discrimination against older persons hinder the full enjoyment of their human rights, especially when considering the intersection of age with characteristics such as gender, socio-economic status and disability status, among others.

However, the aging population is also driving demand for products and services, presenting a substantial opportunity for both global and local markets. The "silver economy", defined as that part of the economy focused on the needs and demands of the older people, entails opportunities in fields such as telemedicine, information and communication technologies, tourism, smart home systems, healthcare and home care, among others. This approach challenges stereotypes about older persons, promotes healthy and active ageing, and seeks to adapt pension, education and savings systems, as well as labor markets, to this new reality. The "silver economy" also has the potential to help create new jobs, particularly in health and care sectors.

In this context, the ECLAC-BMZ/GIZ Strategic Alliance Program "Challenges and Opportunities of Population Aging: Care and the Silver Economy" aims to promote knowledge about the economic impact and opportunities associated with population aging for current and future generations. The study promotes knowledge about the opportunities offered by the silver economy, particularly in the field of care (especially long-term care), for both present and future generations. This initiative aims to support the design of public policies and the strengthening of national capabilities. Within the framework of the program, a study analyzes future scenarios of consumption growth of older persons, both public and private, in six countries representing different stages of the demographic transition (Argentina, Brazil, Chile, Costa Rica, Paraguay and Peru), based on the National Transfer Accounts (NTA) and previous research in this area. The NTA represent a valuable analytical tool that provides data on aggregate economic flows across age and time groups, providing key information for assessing economic and social policies, as well as how population ageing may affect people's lives in the future.

Objectives of the Seminar

This Regional Seminar aims to discuss, reflect and dialogue on the challenges and opportunities of population aging, with a focus on the "silver economy". During the event, the main findings of the new study on the future scenarios of consumption growth of older people will be presented. In addition, the event is an opportunity for participants to exchange experiences, to discuss the design and management of specific public policies, including the needs to strengthen national capacities to respond to population aging, covering areas such as care, social protection systems, socio-labor inclusion of the older people. To this end, representatives of academia, the public sector, the United Nations System, the private sector and civil society will participate.

The meeting will be held in a hybrid format (in person and virtual). Simultaneous interpretation will be provided from Spanish to English.

To attend the event in person, please register by sending your personal information (full name, ID, mail and phone number) to María Ester Novoa (mariaester.novoa@cepal.org), with a copy to Margot Rovira (margot.rovira@cepal.org).

To participate virtually, please register through the Zoom link below:

ZOOM (4) (EVENT) | Raúl Prebisch Room

Event information

Topic: Regional Seminar for the Closing of the ECLAC-Germany Cooperation Program (BMZ/GIZ Future Fund)

Meeting Number: 882 4674 6808

Meeting password: 049973

To start or join the online meeting

Go to: https://cepal-org.zoom.us/webinar/register/WN_8E3FKQ0DQcmh0MRSGwXJbA

Preliminary Agenda

Tuesday, June 18

10.00 - 10.20 a.m.	<p><i>Opening session</i></p> <ul style="list-style-type: none">- Simone Cecchini, Director, Latin American and Caribbean Demographic Center (CELADE)-Population Division, ECLAC- Manfred Haebig, Senior Adviser, ECLAC-BMZ/GIZ Programme- Claudia Asmad, National Director of SENAMA, Chile (as Chair of the Intergovernmental Conference on Ageing and the Rights of Older Persons in Latin America and the Caribbean)
10:20 - 11:25 a.m.	<p>Challenges and Opportunities of Population Ageing: Care and the Silver Economy</p> <p><u>Moderator:</u> Pamela Villalobos, Senior Social Affairs Officer, CELADE-ECLAC Population Division</p> <ul style="list-style-type: none">- Zulma Sosa, Coordinator of the Population and Development Area, CELADE-ECLAC Population Division, Trends in Population Aging, Care and the Silver Economy (20 min)- Pablo Comelatto, Consultant, CELADE-ECLAC Population Division, Main findings of the study on future scenarios of consumption growth of the older persons (20 min) <p><i>Comments and questions (25 min)</i></p>
11:25 - 11:55 a.m.	<p><i>Coffee</i></p>
11:55 a.m. - 1:00 p.m.	<p>The silver economy in Latin America and the Caribbean</p> <p><u>Moderator:</u> Marco Dini, Economic Affairs Officer, Production, Productivity and Management Division, CEPAL</p> <ul style="list-style-type: none">- Masato Okumura, Inter-American Development Bank (IDB), Silver Economy: Aging as an Opportunity for Innovation, Entrepreneurship and Inclusion (virtual) (20 min)- Miriam De Paoli, Long Data, Presentation of the map of the silver economy in Latin America (20 min) <p><i>Comments and questions (25 min)</i></p>
1:00 - 2:30 p.m.	<p>Lunch</p>
2:30 - 4:00 p.m.	<p>Challenges and Opportunities of Population Ageing: Labor Market, Pension and Care Systems</p> <p><u>Moderator:</u> Ramón Pineda, Economic Development Division, ECLAC (20 min)</p> <ul style="list-style-type: none">- Sonia Gontero, International Labor Organization (ILO) Southern Cone, Longevity and new employment realities (20 min)- Juan Vila, Social Development Division, ECLAC, Challenges of Pension Systems (20 min)- Carmen Álvarez, Gender Affairs Division, ECLAC, The Care Society and Older Persons (20 min) <p><i>Comments and questions (30 min)</i></p>
4:00 - 4:30 p.m.	<p><i>Coffee</i></p>

4:30 - 5:50 p.m.	<p>Towards harnessing the opportunities of an ageing population: perspectives from the private sector, academia and civil society</p> <p><u>Moderator:</u> Raúl Holz, Population Affairs Officer, CELADE-Population Division of ECLAC</p> <ul style="list-style-type: none"> - Gloria Moya Coloma, Regional Director of Corfo Metropolitano, Chile - Verónica Montes De Oca, Coordinator of the Interdisciplinary University Seminar on Aging and Old Age (SUIEV) of UNAM Mexico - Alejandro Amicone, Director of the Peruvian Association of Silver Economy <p><i>Comments and questions (10 min)</i></p>
5:50 - 6:00 p.m.	<p><i>Closing session of the day</i></p> <ul style="list-style-type: none"> - Simone Cecchini, Director, CELADE-Population Division, ECLAC

Wednesday, June 19

10:00 - 11:15 a.m.	<p>Towards harnessing the opportunities of an ageing population: perspectives from the public sector (1)</p> <p><u>Moderator:</u> Francisca Gallegos, Ministry of Social Development and Family, Chile</p> <ul style="list-style-type: none"> - Ana Amélia Camarano, Coordinator of Gender, Race and Equality of Generations of the Directorate of Studies and Social Policies, IPEA Brasil - Mauricio Soto Rodríguez, Director of Supervision of Collective Schemes of the Superintendence of Pensions, Costa Rica - Mirtha Rázuri Alpiste, General Director of the Bureau of Pension Standardization Peru <p><i>Comments and questions (15 min)</i></p>
11:15 - 11:35 a.m.	<p><i>Coffee</i></p>
11:35 a.m. - 12:50 p.m.	<p>Towards harnessing the opportunities of population ageing: perspectives from the public sector (2)</p> <p><u>Moderator:</u> Ministry of Social Development and Family, Chile (to be confirmed)</p> <ul style="list-style-type: none"> - Tania Mora Biere, Legal Advisor of the SENAMA of Chile - Norma Medina, General Director of Technical Production of the INE of Paraguay - Marina Baras, National Director of the Institute for the Older Persons of Uruguay - <p><i>Comments and questions (15 min)</i></p>
12:50 - 1:00 p.m.	<p><i>Closing session</i></p> <ul style="list-style-type: none"> - Javier Medina-Vásquez, Deputy Executive Secretary of ECLAC