

# “Don’t call me senior”

New rebels against old age attitudes



Ton Koper, powerAge

# Baby Boomer 2.0

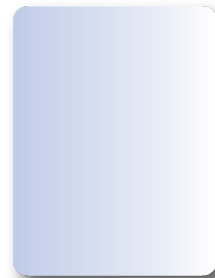
- > largest AAL end-user group
- > pensioners born 1946 to 1964
- > 25'000 new entries daily (EU/USA)
- > total 225+ million until 2027
- > 75% want or must remain active
- > again ready for change
- > underserved & undersold

# Notorious rebels

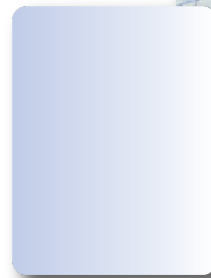
- > protest and pioneer generation
  - > anti-authority stamped
  - > change agents then and today\*
- \* pioneering longevity
  - \* pioneering the new third age
  - \* pioneering a late-active lifestyle

# Old age

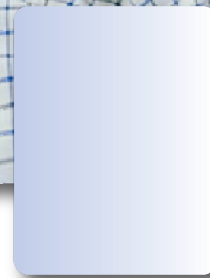
Age perspectives  
yesterday  
“Oldies but goldies”



Young



Adult



Senior

# New age

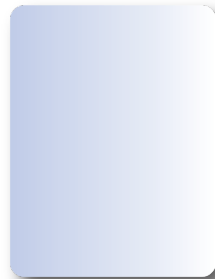
Age perspectives  
tomorrow

“Add a new  
age to life”

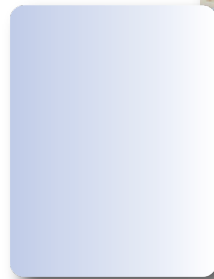


3<sup>rd</sup> Age

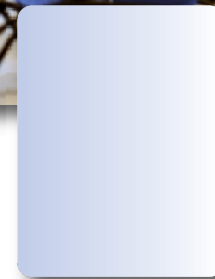
55 - 80



Young



Adult



Senior

# AAL Empowerment

## Enhance a late-active lifestyle for the new 3rd age

### Technical challenges

- > simplify and facilitate participation, collaboration and sharing
- > give access to new experiences and encounters in real life
- > create solutions that bring significant social interactions to end user

### Regional challenges

- > develop a new type of local eco-systems that are oriented towards a non-geriatric ageing lifestyle
- > let the end user experience new forms of identity, belonging and integration
- > invite the local economy as sponsors and co-producers