

PIXI VIDEO SCRIPT

TO CAMERA

Park with swings. Children on swings being pushed by middle aged parents or grandparents

Marc standing in park.

The world's population is getting older.

It's not just in developing countries it's everywhere in the world.

The average age of the world's population is at its highest ever.

The number of people over 60 has tripled since 1950 and there are more than 900 million out of 7.5 Billion today and predicted to be 2.1 billion. [Moving world population pyramid](#)

The world's population is ageing because of better living conditions

– advances in medicine, nutrition and the like.

[Quick shot of modern hospital, healthy food market full of smiley people](#)

Add to this a decline in world-wide births. – people for a number of reasons across the globe just don't have as many children.

Too many old, too few young, this is the “demographic time bomb” we hear about.

Not enough young people to support us old 'uns.

[Back to park -parents and grandparents now on the swings being pushed by the children](#)

VOICE OVER USING FOOTAGE

So- what are the challenges?

Increased longevity – more old people. [Picture transition of old people](#)

Not enough babies- this reduces the overall number of younger people [Picture transition of children in fewer numbers](#) and it is this of the two that is the greater problem. In Europe by 2050 34% of us will be over 60 more than anywhere else in the developed world.

This challenges the policies around families, education and the labour market.

[Picture transition of family, school and work place.](#)

It affects our strategies for Social protection and care, pensions and health – these all involve a significant share of public finance so we also have a challenge to fiscal sustainability.

As well as the EU, other countries are aware of this; Japan, Canada, The USA and China are all working hard at finding a solution.

So what IS the solution?

Japan, for instance, has spent millions in advanced health care and on a strategic level has encouraged employers to create part time jobs for older workers.

Pictures of these 3 examples?

Paid work and unpaid work – volunteering give material wellbeing as well as psychological benefits through social interaction.

Some Japanese supermarkets have dedicated aisles where the elderly can find what they want as well as providing medical assistance on site.

Canada has introduced a 'retirement insurance' within their pension schemes.

The UK has taken a step by increasing the retirement age to 67 for men, 63 for women and the EU has commissioned a survey to look into "Ageing Europe"

Keeping older workers in the labour market is often quoted as the most viable solution. A phased in retirement; fewer hours but more years spent in employment.

Older B&Q workers

We desperately need a culture change in the employment sector and the great obstacle of ageism must be overcome.

Pictures of young and old lollipop women

Too young.

Too old.

Employers prefer younger to older – they are usually cheaper too. But older physically able people need to be encouraged to stay in or re-enter employment.

Older teachers, supermarket workers

We must promote and reward volunteering where a phased in retirement is not feasible for say, health reasons. Unpaid activities improve the qualities of the social fabric, contribute towards the economy and reduce healthcare costs.

Greeters in NHS hospitals

The immediate family can play a vital role by simply looking after their own.

Spanish/Italian families Nursing homes should be the last resort as they are in many of the larger Catholic countries. There, the family unit is paramount. Our government's must tackle this more seriously.

A failure to do so will lead to an ever-widening gap between the young and old. An insufficient workforce; migrant workers? A solution the politicians don't like talking about but you can't sweep it under the carpet.

The younger generation will have to pay for the upkeep of the older generation.

Living a long and healthy life is a blessing and an ever more increasing possibility for an ever more increasing number of people.

But it doesn't come cheap.

Japan, due to its huge ageing population is the frontrunner in establishing new ways to deal with the issues of living longer and having low fecundity.

MARC TO CAMERA

Europe cannot be left behind, we must act now and defuse this time bomb before it goes off.

Elderly person/people on swing nobody pushing them