

## CULTURAL

Shifting perception, narratives, and mindset to recognize, support and value changemaking throughout life.

1

**From (What is)**  
Age is perceived as decline, fostering ageism, separating generations, and neglecting older adults' contributions to society. Care is seen as a burden and placed on individuals as a responsibility.

**To (What can be)**  
Every person is recognized as a powerful contributor across all stages of life, inspiring multigenerational collaboration and 'changemaking' as the norm. Care is a core societal value of empathy and mutual support.

2

## POLITICAL

Supporting all generations to recognize and act on their political influence throughout life.

**From (What is)**  
Inadequate legal protection for older adults' rights (work, autonomy, care); care economy often unregulated; reactive health policies.

**To (What can be)**  
Political activism of all ages is embraced; government agendas and budgets prioritize civic participation across the lifespan; every person stands for social connection, health, care, environment, learning, and lifelong contribution.

3

## LEGAL

Shaping or influencing policies to embed agency and changemaking throughout life.

**From (What is)**  
Inadequate legal protection for older adults' rights (work, autonomy, care); care economy often unregulated; reactive health policies.

**To (What can be)**  
Political activism of all ages is embraced; government agendas and budgets prioritize civic participation across the lifespan; every person stands for social connection, health, care, environment, learning, and lifelong contribution.

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## ECONOMIC

Creating demand for lifelong contribution through incentives, tax shifts, and new opportunities for work, caregiving, volunteering, and mentorship, generating income, and strengthening employability.

**From (What is)**  
Economic systems disincentivize older workers, undervalue care, and prioritize reactive health; insufficient support for caregivers.

**To (What can be)**  
Incentives redesign work to support longer lives and a multigenerational workforce; caregivers are paid as essential contributors to society; taxes are shifted from labor to harmful externalities.

5

## ORGANIZATIONAL

Building multigenerational physical, social, and digital environments that enable all generations to live well, learn, lead, and contribute.

**From (What is)**  
Organizational structures are often age-unfriendly, limiting access and creating silos that undermine intergenerational collaboration.

**To (What can be)**  
Multigenerational environments, including digital ones, remove barriers to participation, enable lifelong learning, and unlock intergenerational collaboration across institutions.

6

## TECHNOLOGICAL

Expanding digital infrastructure, access and literacy so every generation can fully participate and shape society.

**From (What is)**  
Technology is often inaccessible or not designed for older adults, limiting their agency and digital literacy; data governance is weak.

**To (What can be)**  
Inclusive, human-centered technology empowers all generations, strengthens digital and media literacy, and mitigates polarization; big data informs policy, and individuals have critical thinking online and agency over their data.

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## MEASUREMENT

Developing and using metrics that make lifelong contribution tangible

**From (What is)**  
Absence of "longevity-readiness" measures and standardized norms for lifelong contribution (work, care, volunteering, entrepreneurship); limited real-time health data use.

**To (What can be)**  
New, widely adopted "longevity-readiness" measures and clear labeling for pro-longevity practices; Unbiased data drives smarter policy for longer lives, helping close the gaps between lifespan, healthspan, workspan, and financial security.

# NEW LONGEVITY PARADIGM SHIFT

FROM AGING AS DECLINE TO LIFELONG CONTRIBUTION



Every generation. Every stage.  
Every Contribution. A better world for all.