

The WDA Forum

Our Next World – Rethinking Demography



The „power of demography“ is more than a buzzword for an upward trend in the 21st century. Demography is a complex phenomenon, which unfolds its forces by means of life expectancy, birth rates and migration flows.



Life expectancy, birth rates and migration – are all forces that shape nations as well as entire continents with respect to their societal, economic, environmental and political development.

Five Areas of Focus are the basis of the WDA Forum activities:



Demographic trends are hard to manage and cannot be controlled. However, we can prepare for them by gaining knowledge to familiarize ourselves. The **WDA Forum** provides a unique interdisciplinary platform to promote research, dialogue and expert exchange with regard of this global megatrend. Given the prospect of a continued increase in life expectancy, ongoing fertility declines and unpredictable migration flows, the burning challenges across the globe are:

- How can the developed nations figure out how to manage prosperity and welfare without having enough children to become tomorrow's workers and breadwinners?
- How can the emerging and developing nations create societies that offer employment opportunities to their young before ageing starts to manifest itself?

It is deceptive to think that 2050 seems far removed. In contrast to many other global topics there aren't any immediate dispensations regarding the issue of „demographic change & ageing“, however, a real discussion in business, society and governance is fundamental and is no longer just an option. It is a „must“ for the future of every country. As a consequence, it is essential to not only understand the different demographic scenarios but to also know that constructive solutions need to be implemented as well.

The ultimate mission is to discover and establish new standards for “Living and Working in an Age of Longevity - A 100 year life”!

The point is to safeguard the exclusive achievements of our longer, better and healthier life through innovations and competitive advantages. The necessary restructuring efforts in business, society and governance, require alignment across all the five areas of focus.

The **WDA Forum** constantly works on new ways on how these focus areas need to be designed, while specially taking global, national and regional trends into account. That is the reason, the **WDA Forum** is engaged at an international, national and regional level.

Switzerland, the home country to the **WDA Forum**, can benefit from other countries' experiences by critically reflecting on their practices and approaches.

The **WDA Forum** was founded in 2002 and acts as platform and Think Tank for the worldwide coordination of efforts and activities related to demographic change and ageing.

Sponsoring & Partnership

The WDA Forum welcomes sponsors, donors and partners who would like support our mission & activities. Please contact us for further information.

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