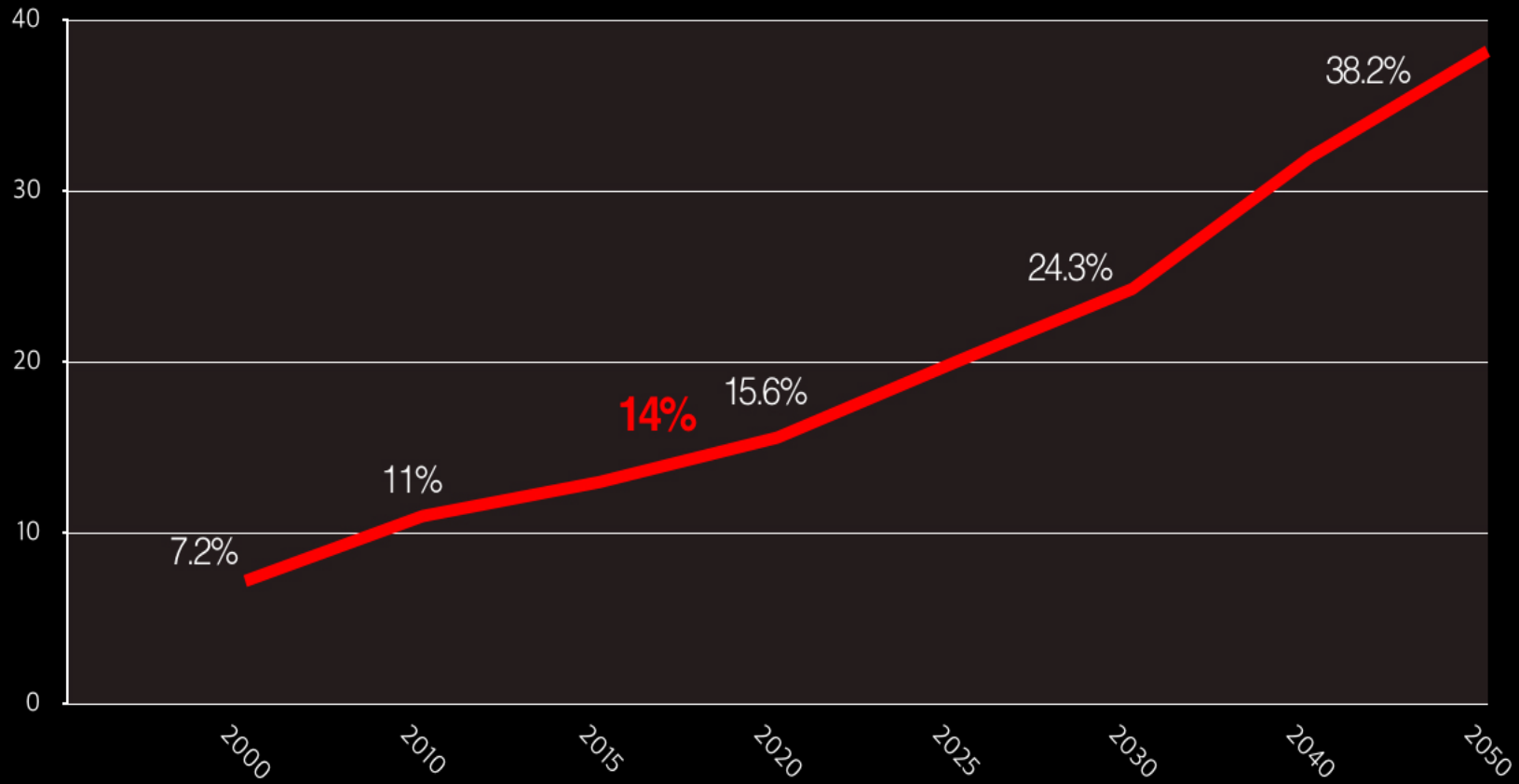


Unlocking the Potential of 50+ as a Social Capital 50+Policy, Seoul 50 Plus Foundation

World Bank Technical Deep Dive: Aging Cities

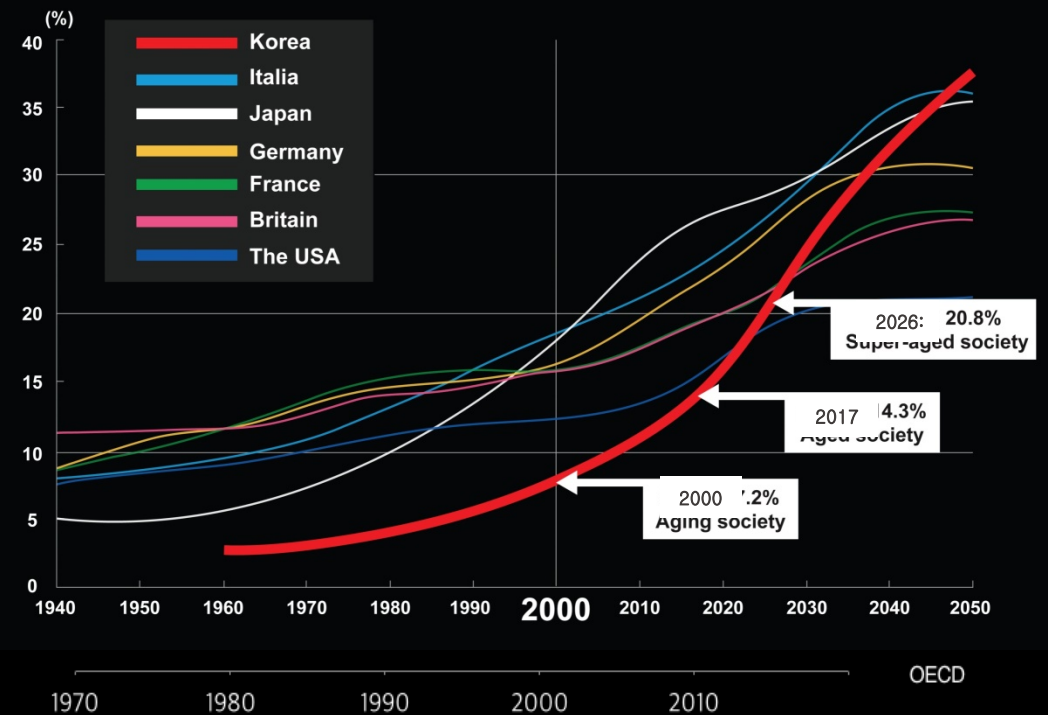
Hyeyoon Ayleen Jung
Policy Development Division, Seoul 50 Plus Foundation

DRASTIC INCREASE OF SENIOR POPULATION (aged over 65)



THE FASTEST AGING COUNTRY

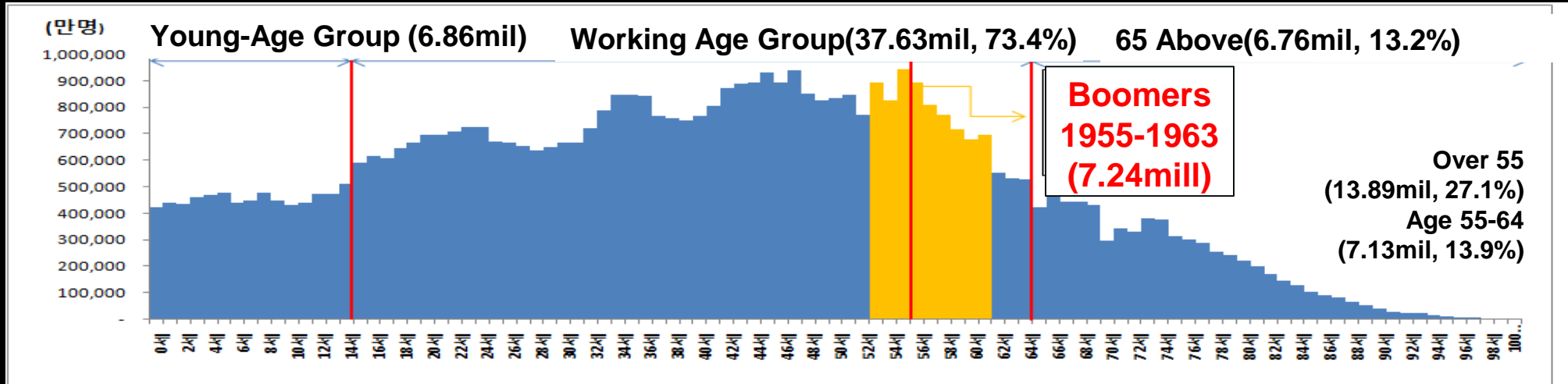
	AGING SOCIETY	AGED SOCIETY	SUPER AGED SOCIETY
KOREA	2000	17	2017
		9	2026
USA	1942	73	2015
		21	2026
JAPAN	1970	24	1994
		12	2006
GERMANY	1932	40	1972
		37	2009
FRANCE	1864	115	1979
		39	2018



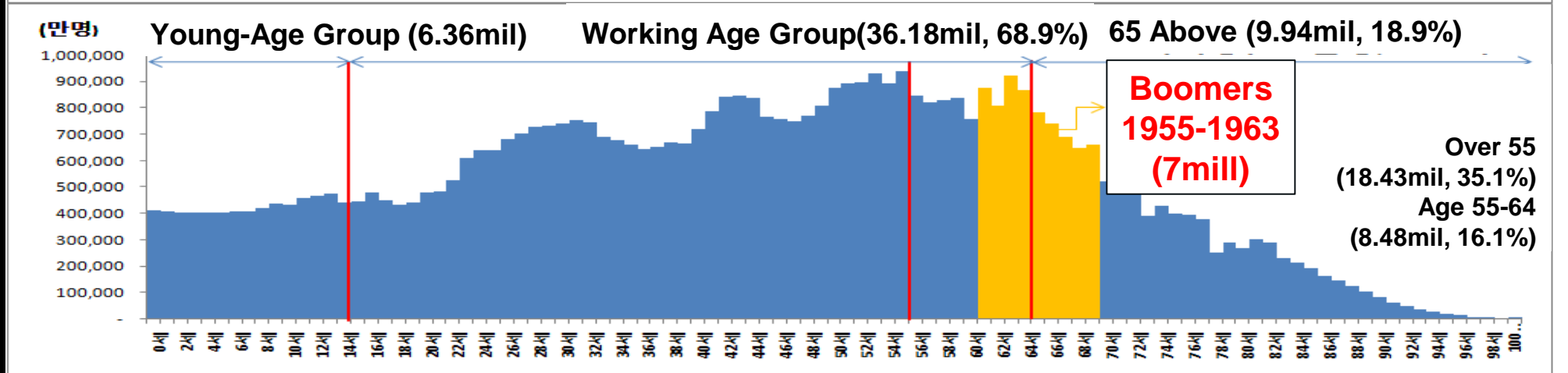
DEMOGRAPHIC CHANGE

Working age population started to decline from 2016 and all baby boomers will reach their retirement age by 2024

2016

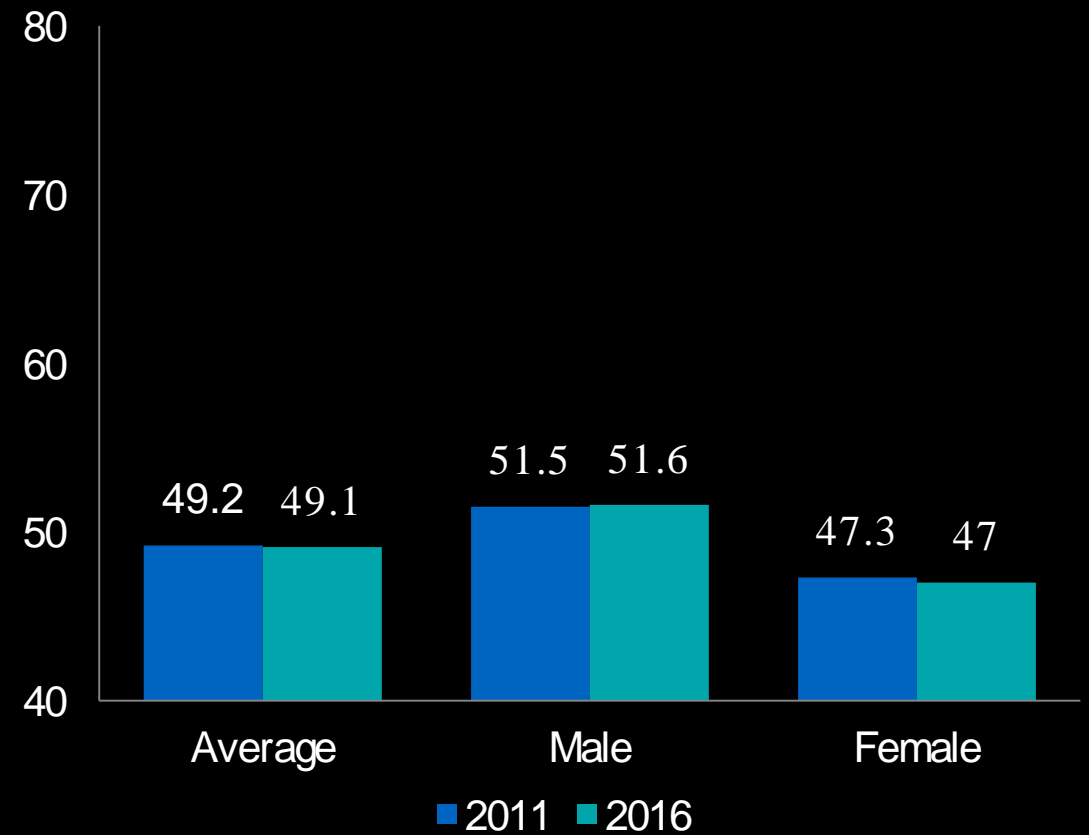


2024



AVERAGE RETIREMENT AGE FROM LIFETIME MAIN JOBS

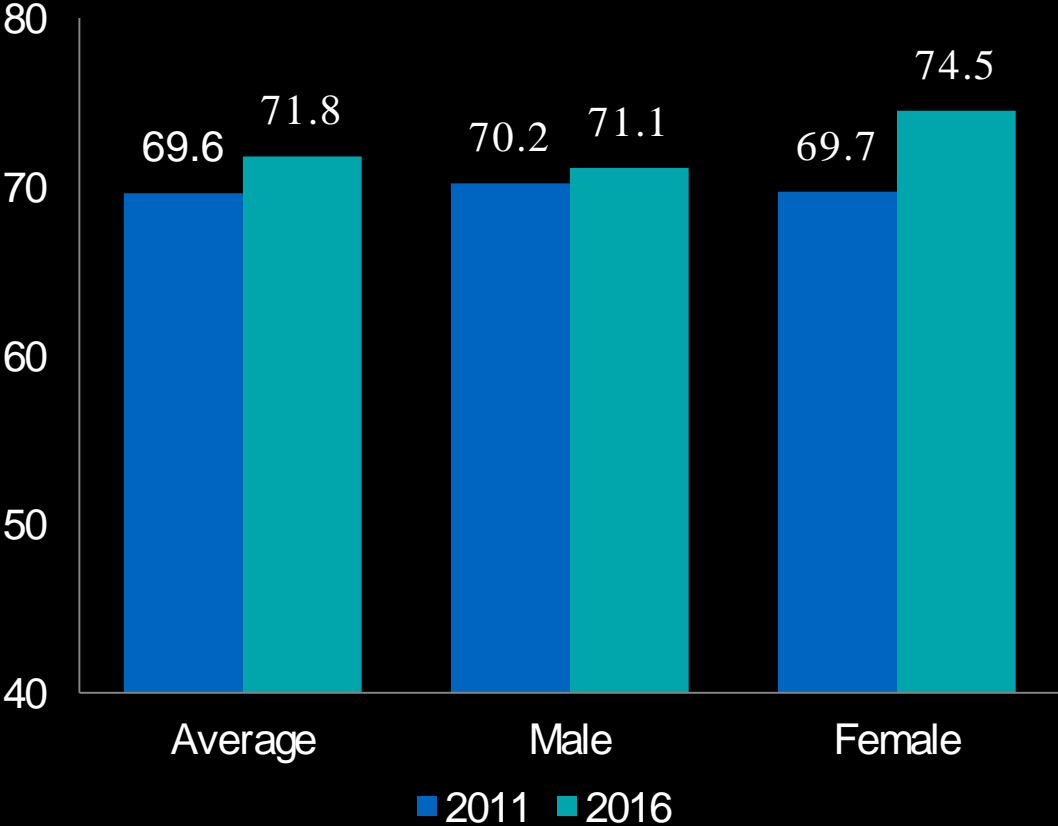
52



Source: National Statistic Office

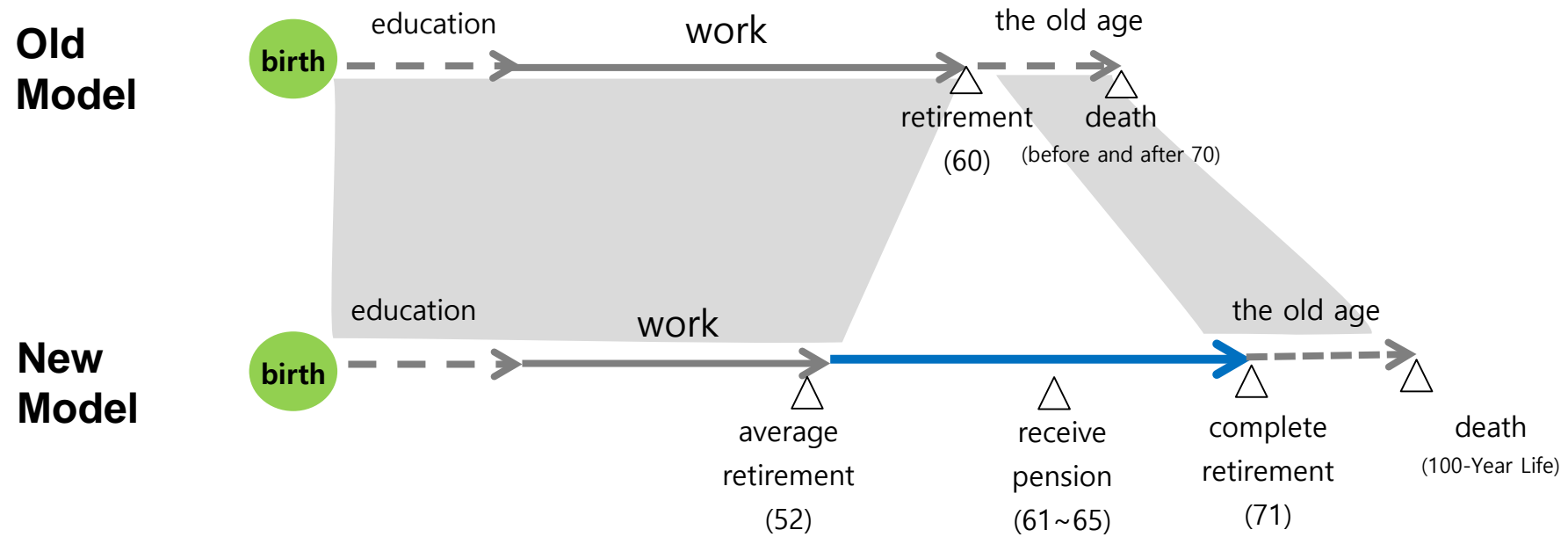
AVERAGE RETIREMENT AGE FROM ALL ECONOMIC ACTIVITIES

71



Source: National Statistic Office

CHANGE IN A RETIREMENT MODEL IN A 100 YEAR LIFE



50+ Generation?



The 1st Humanity
to live the 100-Year Life

Era of Homo Hundred, **New Stage of Life -Cycle**
(50+, The Third age, active senior)

H O M O - H U N D R E D *

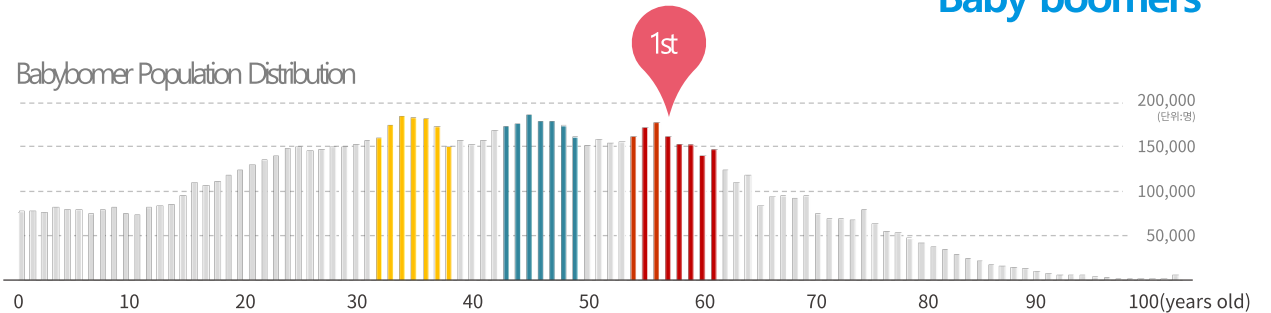
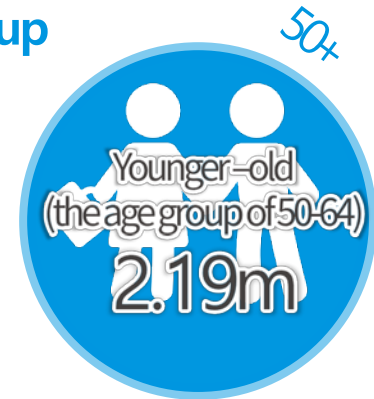
50+ GENERATION : Demographic group of the age 50~64
- 1 out of 5 people of Seoul's population is 50+Generation**
Emergence of the LARGEST population group



Children(Under14)
1.20m

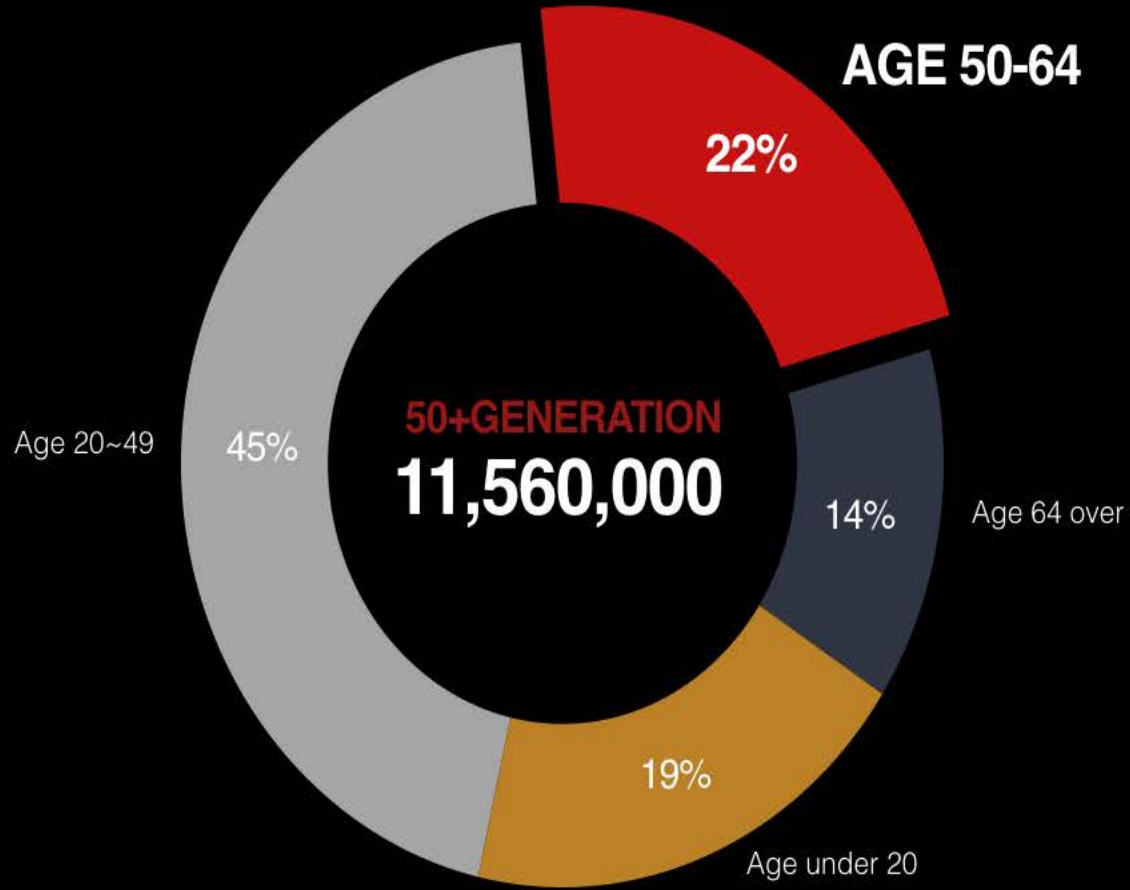


Senior(Above65)
1.26m



Baby boomers

Drastic Increase of Boomers' Retirement in next 30 years



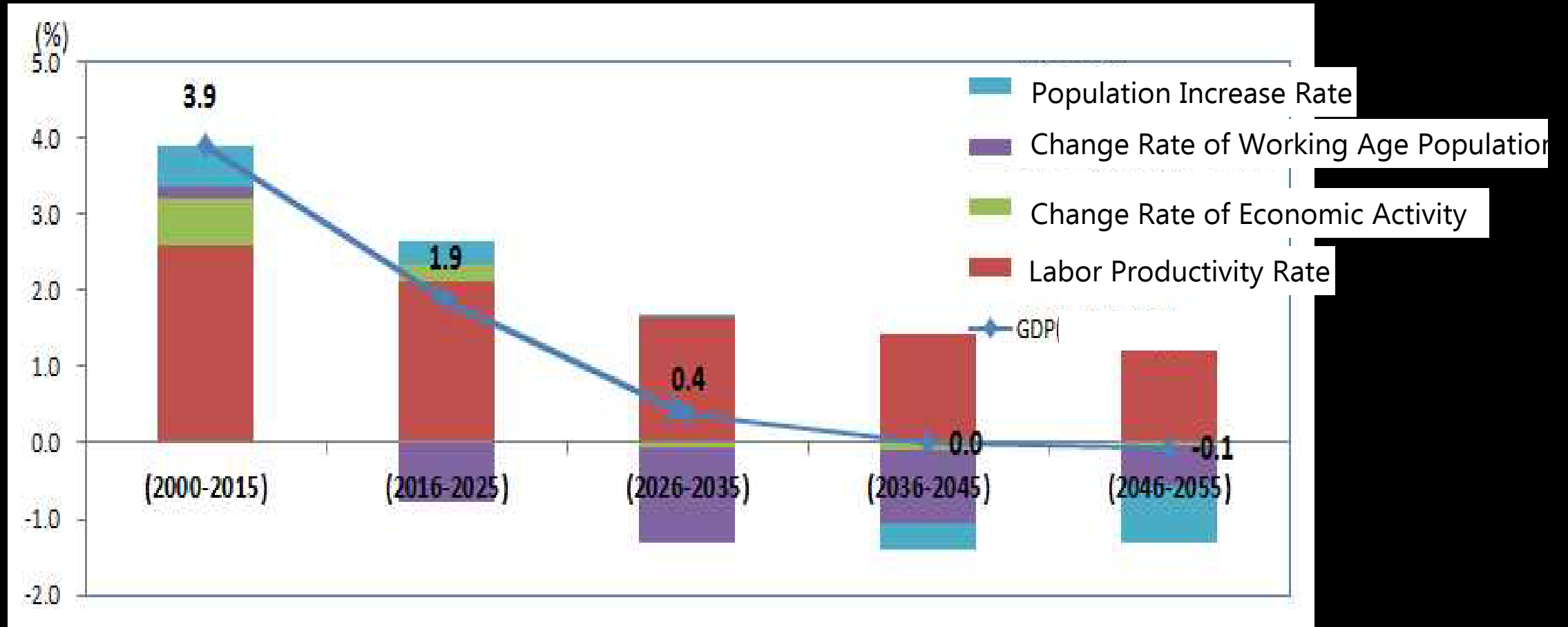
KOREA'S POPULATION BY AGE GROUP (DEC 2016)

2017 KOREA POPULATION: 51.7M

RETIREMENT

ECONOMIC GROWTH SCENARIO BY AGING POPULATION

Unless, the middle aged (5060s) group participate in the labor market and improve the productivity, Korea's economic growth will fall into the 1 % level from 2020



Source: The Bank of Korea, Economic Research Institute

Characteristics of Seoul's 50+ Generation 50+



Different from the existing senior generation

- Higher education
- Higher household income
- Role as a Casting Vote



Important transitional period in one's life cycle

- Transitional period in household structure + living pattern
- The 3rd Age



Blind spot of social security

- Sandwiched to look after their elder parents and raise children
- Time gap between retirement and pension receiving

50+ are subject to **policy support**, but they can **contribute** to the society with their lifelong wealth of experiences and skills

Bottom-up, Civil Society Driven Policy



2013 Operation of the <Post-Retirement Support Center>

Derived from the 2006 Initiative <Happy Senior> led by the NGO Hope Institute
Hope Institute headed by Mayor Wonsoon PARK, before being elected Mayor
Strong political belief and a social consensus on 50+ policy support

2014 - 15 <50+Policy> as Mayor Wonsoon PARK's 6th Local Election Pledge

- '14. 04. Developed <Comprehensive Plan for the Baby-boomer Support Plan>
Execution Research for the 50+Foundation/Campus
- '14 . 11. Needs Assessment on Post-Retirement Support for 50+
- '15. 02 . Feasibility Study for the <Establishment of the Seoul 50Plus Foundation>



2015 Laid Institutional & Legal Foundation for 50+Policy & Establishment of the 50+Foundation

- '15. Introduced <Post-Retirement Support Team> within SMG through an organizational restructuring
Formed <Post-Retirement Support Implementation Team> composed of 50+program experts
- '15. 04. Enactment of the Autonomous Legislation <Post-Retirement Support for the Middle-Aged>
- '15. 10. Proclaimed the Autonomous Legislation of the <Establishment and Operation of the 50+Foundation>

2016 Announcement of the <Comprehensive 50+Assistance Plan> & <50+Foundation Establishment>

- '16. 04 Announced the <Comprehensive 50+Assistance Plan> of the Seoul Metropolitan Government
- '16. 04 Established Seoul-city invested/associated organization <Seoul 50 Plus Foundation>
- '16. 05 1st 50+Campus <Western Campus> in operation

3 Major Concerns of 50+

50+



Feel
Insecure



Have
Nowhere to go



Want to
Work

Comprehensive 50+ Assistance Plan (2016) 50+

Developed from a Bottom-up Initiative, pilot tested to support boomers from 2013



A policy **driven** by the 50+ Generation
Translating **Personal Experiences** of 50+ to **Social Capital**

A **Think-Tank** and **Network Hub** to lead 50+ policy



Research & Development

General Planning, Contents Development



Network Hub

Partnership Development & Building



50+ Campus Operation



남부캠퍼스
남부캠퍼스

50+ Campus, 50+ Center



A platform for a **50+Life Transition** in a 100-Year Life

An activity space to provide information at the **Community Level**



50+ Campus



50+ Center



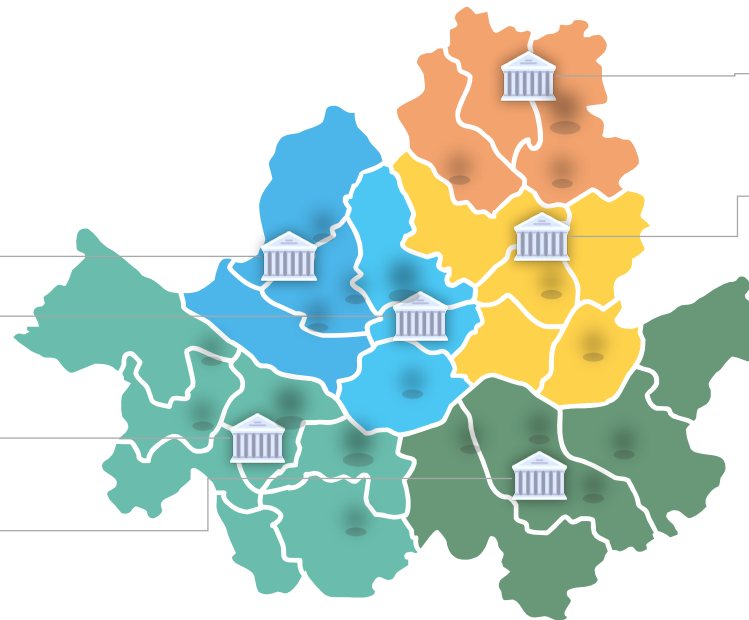
50+ Center (tentative)

1 WESTERN(2016)
Generation integration
Public employment

2 CENTRAL(2017)
Startup & Media

3 SOUTHERN(2017)
Collaboration
Village & University

4 SOUTHEASTERN(2020)
Social Venture & Company
Partnership



5 NORTHERN(2020)
Culture Industry
STARTUP & Training

6 EASTERN(2020)
Collaboration
University & Corporation

50+Campus
Six campuses by 2020 (3 in-operation)

50+Center
Nineteen centers by 2020 (5 in-operation)

100-Year Life, a Compass to 2nd Act of Life

50+ Comprehensive Counselling

50+



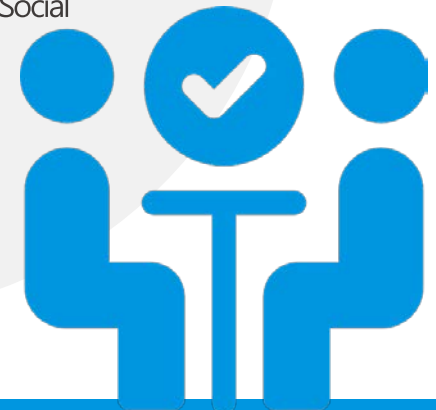
50+ Counselling

- Peer-to-peer counselling by 50+Consultants
- Counselling services on life redesigning are provided at 50+campus, centers and lifelong learning centers across Seoul

As of Dec 2017

25,494 CASES

on 7 Major Life Planning Themes
Jobs, Social Contribution, Family Relations, Social Relations, Leisure, Finance, Health





Kwangphil Jeong
Dean of 50+ Life School

100-Year Life

A Life Compass to 2nd Act of Life

It was a pleasure to live a relentless life for my family and my work until today. But I feel I have lost myself along the way.

We needed a school for those in 50's

who have got out of prolonged lethargy or empty nest syndrome and have been seeking for answers to **'Who I am', 'What I can do the best'**.

Finding your path to 2nd Act of Life



| Connected services from counselling, education & trainings to finding social jobs & activities



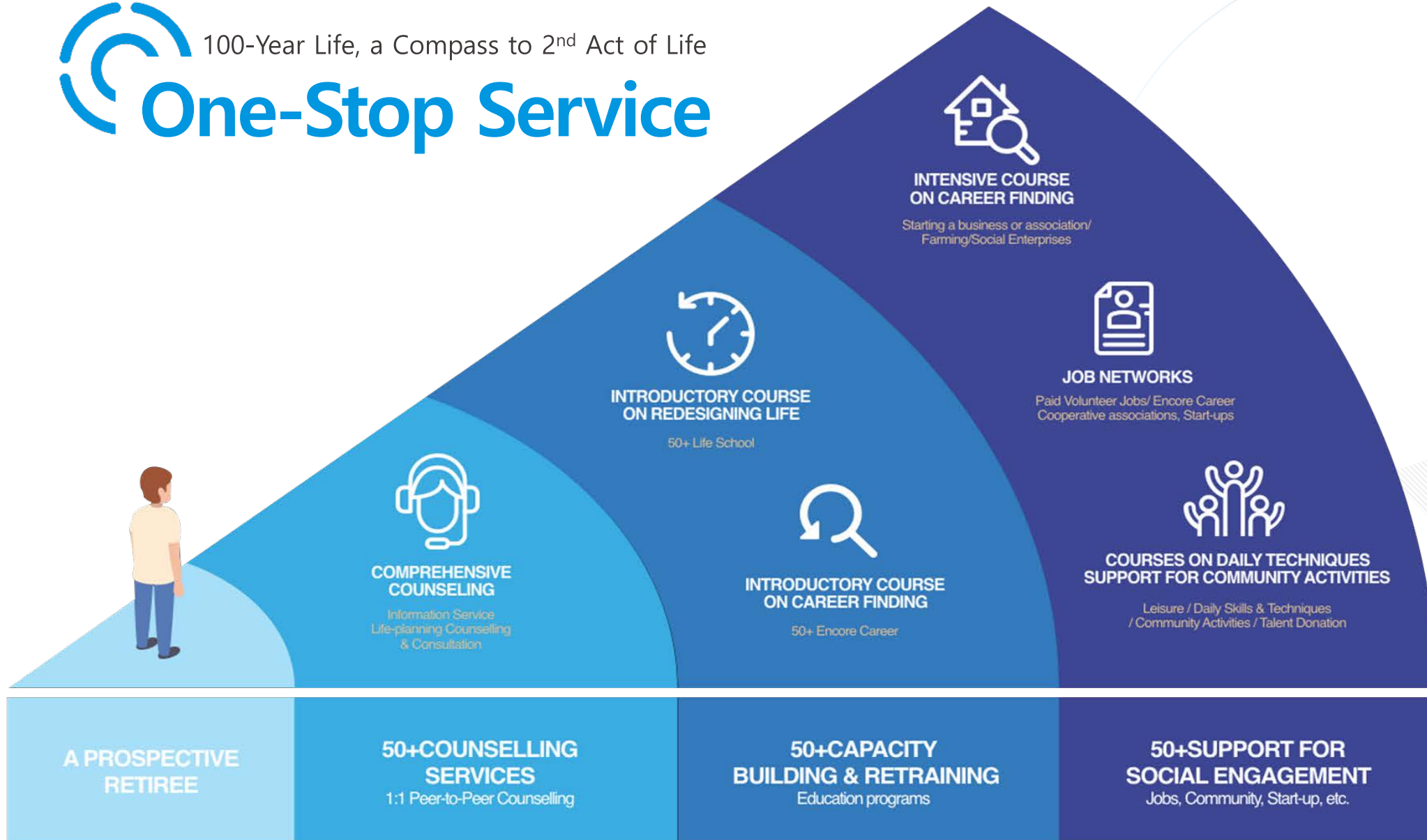




100-Year Life, a Compass to 2nd Act of Life

One-Stop Service

50+

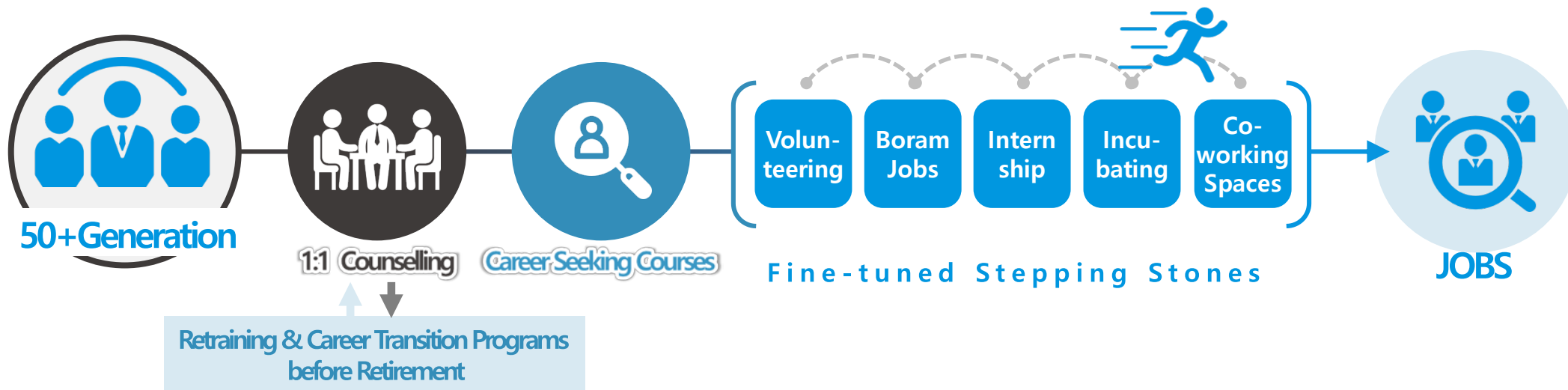


ENCORE CAREER



Utilizing 50+ Experiences & Passion

50+ Jobs for Social Commitment & Contribution





Utilizing 50+ Experiences & Passion

Types of 50+ Jobs



Major Type of 50+ Career

Type	Purpose	Period	Working Hour
Volunteering	Public, Non-Paid	Various	Part time
Social Purpose Type	Public purpose actual expense support Budget from central or provincial government	Generally within 1 year	Part-time
Social & Livelihood Blended Type	Public, but profitable transfer or create new jobs based on experiences and capabilities demand and supply from market	long-term	Part-time or Full-time
Livelihood Jobs	Jobs for livelihood and income	long-term	Full-time

Utilizing 50+ Experiences & Passion

50+ Jobs for Social Commitment & Contribution



Purposeful Work for 2nd Half

Paid or non-paid jobs in the 2nd half of life that fulfill diverse range of personal desire from **personal meanings, achievements, social impacts, and value**

By Marc Freedman, Founder & CEO of Encore.org



Utilizing 50+Experiences & Passion

Concept of 50+Job Career Services

50+



Solutions for Social Problems



Diverse Asset Type of 50+ Generation



real estate



financial asset

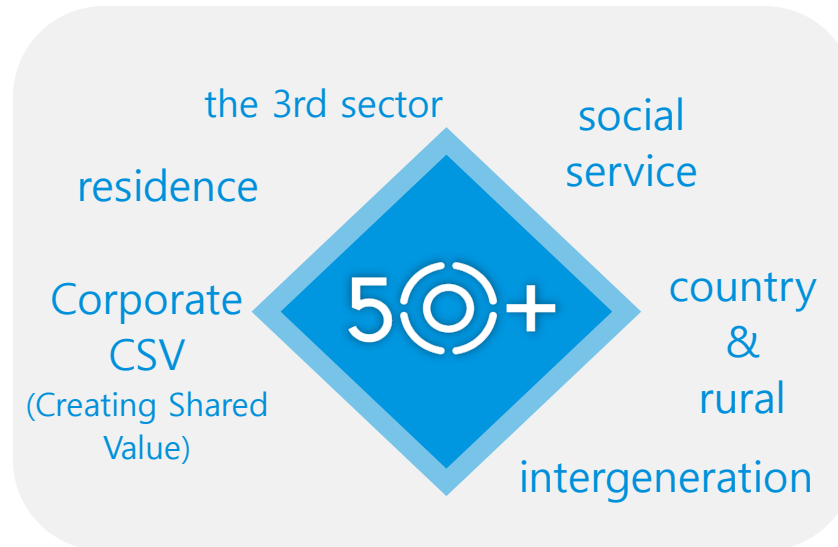


expertise

...



human network



Sector	target	region/ environment
sector 1 — gov. — provincial gov — public welfare	teenager Education Job living	urban village
sector 2 — SMEs — small business — traditional market — corporate CSV	young adults capability combination	rural area
	elderly education care	overseas
sector 3 — non-profit — social — enterprise — cooperative — village-unit — company	vulnerable such as disabled	environment

Utilizing 50+ Experiences & Passion

50+ Boram Jobs

50+



What is Boram Job?

50+ generation is engaging in activities which they can contribute to society with their experience and capability. Seoul Metropolitan Government provides them with new career searching opportunities.

Who can join?

- People at age 50~67 and who are living in Seoul
- Support actual expenses (activities less than 57 hours a month) and accident insurance
- 2017: \$400(monthly), accident insurance **2,569 participants as of 2017 Dec**

50+
Boram
Jobs



Social Services

Senior Job Coordinator,
Senior Community Center
Coordinator



**Intergenerational
Mentorship**

50+ Career
Consultants, School
Safety Supporter



Local Community

Our Town's MacGyver,
Community Life guide



**Counselling &
Repair Services**

Zzock-bang Counselor
Assistance to low income or
vulnerable older adults



Utilizing 50+Experiences & Passion

Case Study: Home Sharing Coordinator



Partnership with
• Seoul Metropolitan Government

- Type: 50+generation integration, 50+housing
- Channel: Seoul Metropolitan Government, Job Forum
- Type of Work: 50+Jobs for Social Contribution

Open Innovation

- **OUTLINE:** Connects seniors who have empty rooms and college student who need a place to live for better life management and social activities

PARTNERSHIPS

Seoul Metropolitan Government

Directs and promotes business, connects with other provincial offices, try to improve living environment, Boram job business

50+ Foundation

PR, mobilize coordinator, operation, research

subsidi

경향신문

“노인·대학생 ‘한집 살림’ 좋은 점 많아요”

2014년 03월 17일 월요일 01면 사회

노원구 ‘한지붕 세대공감’ 플랫폼 사업 큰 인기

“한지붕 세대공감” 서울시가 지난해 12월 시범, 정식 노년과 대학생들 연을 함께 살도 추구하는 사업이다. 대학생 주거비 부담을 줄고 노년과 대학생들 협조하는 ‘한지붕 세대공감’ 사업이 인기를 끌었다. 노원구 지역 대학생들이 노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다. 노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다. 노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다.



노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다. 노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다. 노원구에서 노년과 대학생들 함께 살림을 꾸리는 경우가 늘었다.

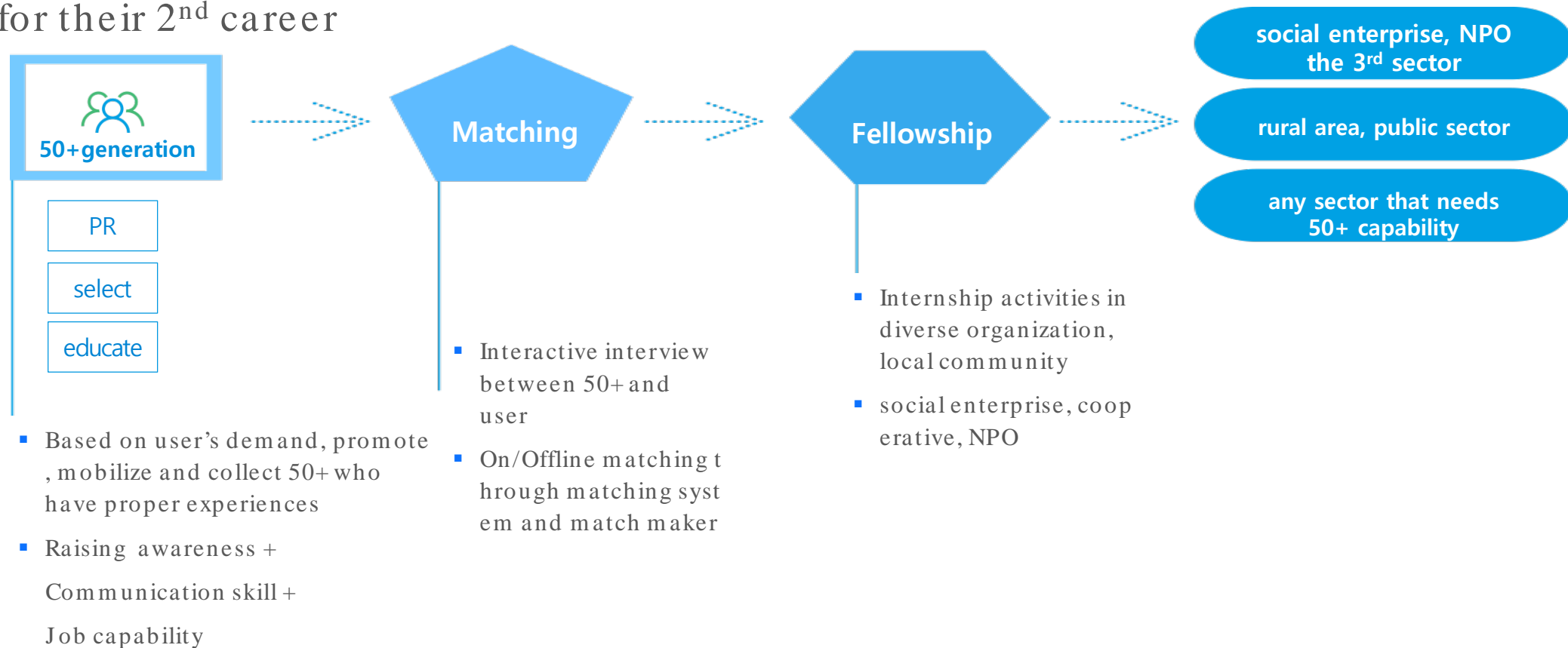


1) News article about Home Sharing
2),3) Coordinators' activities at college and senior center

50+ Fellowship



Based on demand from social enterprises or NPO, 50+ generation will be selected, trained and provided with internship opportunities to experience and test their appetite for their 2nd career





Utilizing 50+ Experiences & Passion

Case Study: Public Procurement Support for Social Enterprises



Seoul Social Economy Support Center

- Type: 50+, the 3rd sector
- Channel: public and private partnership
- Type of Work: Social Purpose -> Blended Type



Open Innovation

- **OUTLINE:** After participating in public procurement activities in social enterprises, 50+ generation with marketing or public experiences are getting new careers at the 3rd sector
- **PARTNERSHIPS**
Seoul Social Economy Support Center Explore demand from social enterprises, establish public procurement support group in each local gov. and secure budget
50+ Foundation: program PR, mobilize participants with marketing or public career, education, organize and manage project

Interconnected, Convergence Policy



Interconnected &

Multifaceted

Social Policy





Conclusion

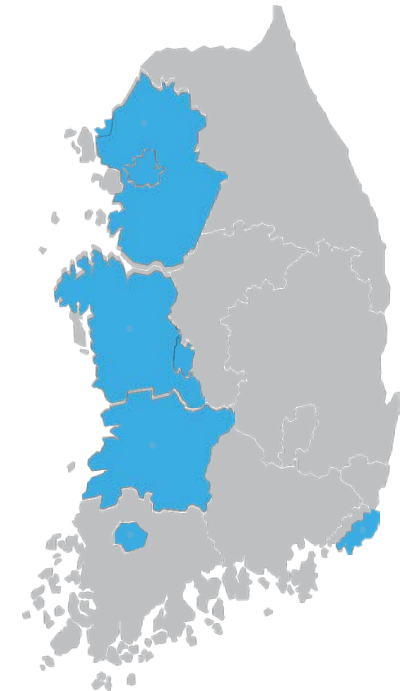
Nationwide Replications

50+

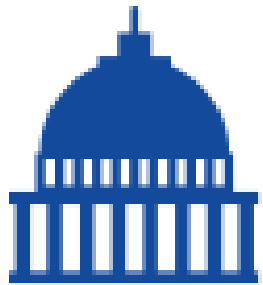
LOCAL AUTHORITIES



2015	2016	2017
Seoul Daejeon Chungcheongnamdo	Busan Gyeonggido	Gwangju Jeollabuk



Following Seoul's announcement to support the baby boomer in 2015, city and provincial governments have made announcements of 50+ support plans and enactments of the autonomous legislation from 2015



GOVERNMENT

Inter-Ministerial Plan

Initiative to **Support 3rd Act Life Planning for the New Mid-Lifers** (Aug 2017)

The 3rd Basic Plan for Older Employment Promotion “**55+ Employment Policy**” (Dec 2017)

Ministry of Health & Welfare, National Pension Service

Establishment of the **New Mid-Lifers Recharge Center**, 229 centers by 2022 (July 2017)

Future Preparedness for 50+

Combating Late-Life Anxiety
through life planning

Reducing Income Gap
through 50+Jobs, Start-ups

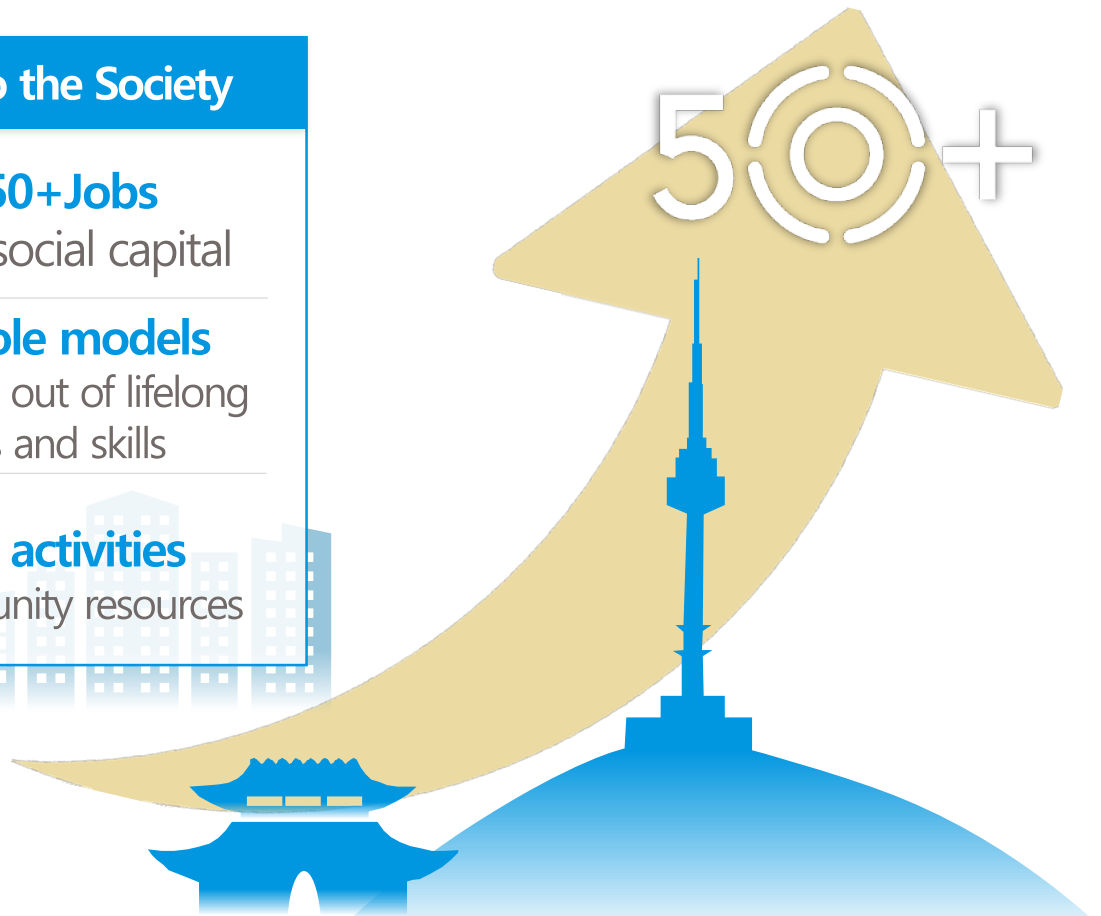
Improving Quality of Life
through enjoying leisure, culture
and social relationship

New Vitality to the Society

Creating 50+Jobs
to utilize as a social capital

Providing role models
by making most out of lifelong
experiences and skills

Community activities
enriching community resources



Lifetime experiences and skills of 50+ provide **niche opportunities to address social problems** thus, translate as a **social capital** to value-add to the society

Positive communications and marketing on 50+ are crucial to remove deeply-seated stereotypes and attitudes on older population

Building partnerships and networks with various partners are important to avoid policy overlapping, particularly with elderly welfare sector, but to create synergies and fill the policy gaps.

Sharing knowledge and experiences with national and international partners are increasingly necessary for **effective and contextual replications**

THANK YOU

