

# BECOME AN AGE IRRELEVANCE CHANGEMAKER

A thought leading organisation actively  
leading and initiating change

## OBJECTIVES

Age Irrelevance is campaigning to spark a change in how the UK is making the most of the longevity dividend. Encouraging organisations and policy makers to prepare for people's longer lives and careers.

To keep pace with seismic demographic change, organisations need a radical rethink of employment strategies, education policy, health and housing planning assumptions, together with systems of financial support. Already, 11% of boys and 18% of girls born in 2023 are expected to live to 100+, ushering in an era of 50-year careers and multistage working lives.

## GOALS

The Age Irrelevance campaign is recognised as a key influencer with very clear objectives in six challenge areas:

- HOUSING
- TECHNOLOGY
- LEARNING
- FINANCE
- WORK
- HEALTH

Our ChangeMakers challenge their organisation / sector to understand what Age Irrelevance means. They find ways to take action and show the positive difference they can make. They are creating the insight that causes a shift in perspective that acts as a catalyst for wider change.

## OUR CHANGEMAKERS...

### 1. Prepare the UK for the 100 year life

Our ChangeMakers spark new ideas, actively leading and initiating change. They create innovative solutions, and take direct action to enable people and organisations to thrive.

### 2. Drive Transformation

Our ChangeMakers are often disruptors, advocates, or leaders who support our vision and drive transformation within their organisation, industries, or the world at large.

### 3. Inform and Influence our campaign

Our ChangeMakers have the opportunity to be part of one of our six specialist networks tackling our strategic work areas.



Join us ... in  
sparking change

## COMMITMENT

### AMPLIFY..CONNECT

- Promote your role as a ChangeMaker
- Have a clear aim to deliver a real change in your organisation/sector
- Share the evidence of that change to inspire others
- Support the campaign on LinkedIn



## SALLY GREENGROSS

An enduring vision

Shaping a new narrative  
in the era of longevity

[www.ageirrelevance.com](http://www.ageirrelevance.com)