

## Press release

### **Berlin Demography Forum: More than 250 high-ranking politicians, scientists and business leaders to debate topic January 9-10 in Berlin**

Berlin, January 2, 2013 - The Berlin Demography Forum is an independent, cross-party platform for solution-oriented dialogue. It was initiated by Allianz and the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ). The focus of this year's forum is "Generations - Learning - Prosperity". The Berlin Demography Forum will probe the subject in depth, focusing on the interdisciplinary, intergenerational and international facets of demography today.

Demographic change is progressing rapidly in many countries around the world, particularly in Europe and East Asia. This is accompanied by incisive changes in the workplace. Taking this into account, lifelong learning continues to grow in importance and is crucial for both personal success and for the economic success of companies.

Before the start of the Berlin Demography Forum participants have taken a stand on this topic of focus.

**Dr. Maximilian Zimmerer**, a member of the board of Allianz SE: "Demographics should not develop into a catchphrase synonymous with impending trouble, but should be seen primarily as a driver of innovation and a promoter of proactive, intergenerational action."

**Uwe-Matthias Müller**, Bundesverband Initiative 50Plus e.V: "2013 should become *the* year in which the image of old age changed. Demography is a chance for society, as older people make up our social reserves. The obsession with youth in our society has no future. Let's tackle the challenge together, as we have successfully done in the past."

**Arne Carlsen**, Director of the UNESCO Institute for Lifelong Learning: "Demographic challenges have to be met by lifelong learning for all."

What frameworks are necessary to get elderly workers to commit to a company? How can lifelong learning be actively promoted and how important is solidarity between generations in this context?

National and international experts from politics, business, academia and civil society, together with young professionals, will grapple with these and many other questions on January 9-10.

The Berlin Demography Forum aims to not only debate these issues, but to identify "best practices" and develop specific recommendations for action.

**About the BDF:**

The Berlin Demography Forum is a cross-party, international platform for debate on demographic change. The forum brings international politicians, scientists, economists and representatives of society together to debate potential solutions and to contribute to sustainable development. The idea is also to raise the general public's awareness of the significance of demographic change. The forum is held once a year; the first event took place in January 2012. It was initiated by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and Allianz. Ambassador Wolfgang Ischinger and Prof. Jörg Rocholl, PhD, are in charge of the conference. The forum is being organized by ESMT European School of Management and Technology.

<https://www.berlinerdemografieforum.org>

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