B 1 Innovation in an Ageing Society

Demographic ageing creates economic and societal challenges for Germany. The skilled labour shortage will continue to worsen, with negative effects on the innovative power, productivity and growth of the economy. Besides, in an increasingly digitalized society, the participation of older people must be ensured. The financing of social security systems will also become more difficult with an ageing population. To meet these challenges, it will be increasingly important in the future to use the innovation potential of older people. Older people should be offered attractive and flexible options to remain in the labour force beyond retirement, be it as employees or entrepreneurs. To promote the social participation of older people, their digital skills must be improved, and innovations in the health and care system must be promoted to relieve the burden on social security systems.