



**TOWARDS A NEW VISION OF AGEING
7 FEB 2020**

THOUGHT LEADERSHIP DISCUSSION 7 FEB 2020

PREPARED BY



**SOCIAL
INNOVATION
MOVEMENT**

IN COLLABORATION WITH



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INTRODUCTION

On 7th February 2020, 25 stakeholders gathered for the “Towards A New Vision of Ageing” Thought Leadership Dialogue Discussion - the first in the series of thought leadership dialogues that will be conducted by Social Innovation Movement. The event was chaired by Dr. Ainurul Rosli, Director of Business Engagement, Brunel University London, United Kingdom, and Dr Jane Chang, Director of GRITSE, United Kingdom, and supported by Multimedia University (MMU).

The ageing phenomenon is set to affect all developed and developing countries over the coming decades. This demographic change poses a major social, economic and political challenge. In fact, by 2030, 15 percent (%) of Malaysia’s population will be aged 60 or over (Tan et al, 2016) and thus, the key challenge for Malaysia is planning and managing for the elderlies. Malaysia now has to think of ways to support the ageing society in the 21st century. Thus preparation for the economic and social shifts associated with an ageing population through Social Innovation (SI) models is required to ensure an inclusive society.

Therefore the aim of the dialogue session was to bring together relevant stakeholders to discuss challenges and opportunities in the current landscape, in an effort to facilitate synergistic collaborations and brainstorm potential solutions to bring forward the common agenda: Towards A New Vision of Ageing.

The roundtable carried out two sessions which were organized around two themes :

- 1.Digital Inclusion and Entrepreneurial Activities of The Third Age
- 2.Opportunities on Silver Economy in Malaysia

PARTICIPANTS

ORGANIZATION	NAME	DESIGNATION
1. Aged Care Group	Dr. Carol Yip	CEO
2. Aurelian Land Sdn Bhd	Joseph Chong	CEO
	Gerard Tan	COO
3. Baitulmal (Majlis Agama Islam Wilayah Persekutuan)	Damithah Bt Ibrahim	Ketua Unit Pembangunan Asnaf
	Kamarunnizam Bin Shahimi	Pegawai Unit Ekonomi
4. HireSeniors	Jasmin Amirul	CEO
5. Jabatan Kebajikan Masyarakat	Nor Armizi Bin Ariffin	Officer
6. MyAgeing (Universiti Putra Malaysia)	Dr. Fakhrol Zaman Rokhani	Head of Gerontechnology Program
	Chai Sen Tyng	Senior Research Officer
7. Multimedia University (MMU)	Dr. Shereen Khan	Lecturer, Faculty of Management
8. National Council of Senior Citizens Organizations Malaysia (NASCOM)	YBhg. Datin Dr. Zuriati Zakaria	Hon. Secretary General
9. Persatuan Gerontologi Malaysia	Dr. Molly Cheah	Vice President
10. Pusat Aktiviti Warga Emas	Tuan Haji Zainal Abidin Yahya	President
	YBhg. Datuk Azman Abd Rashid	Vice President
11. Senior Citizen Club, YMCA Kuala Lumpur	Adel	Chairman
12. Ronald McDonalds House Charities	Mohd Nasri Nordin	General Manager
13. Telekom Malaysia	Izad Ismail	Head of Corporate Responsibility
14. UMCares	Muhammad Asyraf Mansor	Deputy Vice Chancellor
15. University of Third Age (U3A)	Che Mansor	Hon. Secretary General



DIGITAL INCLUSION AND ENTREPRENEURIAL ACTIVITIES FOR THE THIRD AGE

In 2018, more than twice as many people over 75 used the internet as they did in 2011 (ONS, 2018). Despite recent rapid increases, there are still 4.8 million people over the age of 55 who are not online, making up 91% of the total elderly population (5.3 million people) who are not online. As more information is moving to online, the group that are not connected stand at a loss, especially for the senior citizen group that can benefit massively from the internet that offers the opportunities to improve health and quality of life, access to facilities and mobility, even communicating with loved ones.

During this session, the co-chair posed the question on how the various stakeholders can work together and make the Third Age entrepreneurial and digitally inclusive.

DIGITAL SKILLS & EMPLOYMENT

Align with the Eleventh Malaysian plan in supporting the elderly to lead productive and fulfilling societal roles, various measures are needed to provide a conducive environment for older persons to remain healthy, active, productive and fulfilled. This includes improving financial security and opportunities for employment. Additionally, in the strategic plan of the Ministry of Human Resource (2016-2020), one of the strategies under Thrust 2 highlighted was to optimize female participation, OKU and senior citizens and other vulnerable groups to be used as the country's human resource.

It was highlighted, during the dialogue session, that digital skills are one of the prominent aspects that employers look for in hiring the Third Age. HireSeniors shared, its organization is constantly looking for collaboration with training providers to upskill the seniors but are often too pricey and not within the disposable budget for the elderly. Hence, an affordable scheme or initiative is something that would address the gap and assist the elderly with gaining skills for employment.

Suggestion in addressing the gap includes Third Age associations and clubs present in the dialogue session such as The University of The Third Age (U3A), Pusat Aktiviti Warga Emas (PAWE) and Senior Citizen Club (YMCA) can lead in providing more affordable digital related courses. It is hence imperative that other stakeholders (government, corporate, non-profits, and institutions) support such programs to ensure digital literacy and subsequently employment and productive societal roles for the Third Age.

It was further suggested, an intergenerational initiative where the young and elderly exchange knowledge, specifically on digital skills could potentially address this gap as well.

"There are employers that are very open to hiring elderly, others have perception that retirees cannot work. We did a quick survey with employers, what will encourage them to recruit seniors? Most important is digital skills."

HireSeniors

INTERGENERATIONAL LEARNING

"I visited Iran and was so impressed with its intergenerational centre in their community. It becomes a platform for the seniors and the young to mingle and co-habit; daycare for the seniors and children as well as youth centre."

NASCOM

Among the strategies outlined in the Eleventh Malaysian Plan in ensuring enabling and supportive environments for older persons are to strengthen human governance and the enforcement of law pertaining to older persons ; accessibility and capacity-building of the organizations and intergenerational interdependence.

During the dialogue session, it was emphasized that an enabling environment is needed to support the seniors. The Third Age who are equipped with experience and expertise should be encouraged to share with the younger generation through mentorship.

Additionally, the 'Intergenerational Centre' concept was introduced. It was highlighted that Malaysia needs to strive towards having an 'Intergenerational Centre' such as in Iran where the community centres becomes a platform for the seniors and the youths to co-live, co-work and co-learn.



"What about using existing facilities like the previously called "Pusat Internet 1Malaysia"? There are more than 500 nationwide and they are being handled by TELCOs - TM is in charge of over 300"

Izad Ismail, TM

This suggestion aligns with PAWE's current program Intergenerational Project Through CrowdFunding with Multimedia University (MMU) students. From the program, they have launched crowdfunding activity for 5 PAWE active ageing projects which are urban farming (encouraging seniors to do gardening), home health (to give assistance to seniors with transportation care), senior citizen cafe, homestay (as a medium to generate income) and training provider. Potential collaborations were identified during the discussion, specifically urban farming programs with MyAgeing and training provider for HireSeniors.

Furthermore it was brought forward that an initiative to encourage individual senior citizens to be more open in allowing more involvement from the younger generation is needed. For example, the third age who are living alone can be more open to rent out rooms in their houses to students in exchange for living assistance and skills exchange. However such activities are not done due to senior citizens concerns on safety. Perhaps regulated initiatives can minimize these concerns.

It was informed that existing centres such as Internet 1Malaysia/Pusat Internet Desa, where there are more than 500 centres nationwide, could be of use for such initiatives. As these centres are equipped with computers and technologies, it was suggested that it should be seen as the needed infrastructure for the proposed intergenerational centres - what is needed to be developed are a series of programs to be carried out at the centres. Also noting that while this is beneficial for rural areas, such facilities are also needed in urban areas, specifically through a closed-loop program where other stakeholders can supply human resources to run initiatives.

"All senior citizens comes with experience and expertise that can be shared with younger generation and contribute to national economy. To enable this, we must help them with building an enabling environment."

Joseph Chong, Aurel Sanctuary

This session concluded with a consensus that while there are many existing and potential programs that can be carried out on digital inclusion, it was underscored that there is a need for a body, or facilitator to initiate and monitor such campaigns and initiatives.

OPPORTUNITIES ON SILVER ECONOMY IN MALAYSIA

STREAMLINING COLLABORATION THROUGH STRUCTURAL CLEARING HOUSE

Through the discussion, the concept of having a centralized and streamlined platform was mentioned multiple times. It was with unanimity that there is no shortage of current programs on active ageing. In fact, Jabatan Kebajikan Masyarakat (JKM) under the Ministry of Women, Health and Community (KPWKM) have introduced the concept of healthy ageing long ago. It was discussed that what is missing is structured collaborations amongst stakeholders such as streamlined activities, delegated focus, as well as impact monitoring. As such, a centralized body is needed to ensure visibility to all elderly-focused initiatives and facilitate collaborations.

Specifically, it was shared that many programs and initiatives have been carried out, yet a lot of the resources went to waste. It was suggested by multiple parties during the dialogue that perhaps in the long term there is a need for a Ministry of Ageing.

Ministry of Ageing : A Necessity?

"To me, a new vision of ageing is a vision to set up a Ministry of Ageing in Malaysia. A lot of initiatives in Malaysia are done in sylo. There is a need for umbrella body to look into ageing across the board to connect the dots"

Dr. Carol Yip, AgedCare

"Perhaps there is no need for a Ministry yet, for now, what we can do is to empower 'Majlis Penasihat Perundingan Warga Emas Negara (MPPWEN) to be better. Its a great platform to be utilized as it is chaired by Deputy Prime Minister" Nor Armizi Ariffin, Bahagian Warga Emas, JKM

"Malaysia will have big population of elderly very soon. Ministry must be set up urgently. It will be very costly to the nation. A Ministry will be able to consolidate efforts in public and private efficiently. If not Ministry who will take charge?"

Joseph Chong, Aurel Sanctuary

"Will having a Ministry solve problems or create another level of bureaucracy? We can achieve the same effect without a Ministry through existing bodies and collaboration. We need to understand how local government works."

Chai Sen Tyng, MyAgeing

It was further discussed, that there needs to be a clearing house or platform to connect, systemize and share all ageing and elderly-related programs and initiatives as well as the practitioners and other stakeholders related to ageing. It was furthermore shared that Singapore's Integrated Health Systems (IHIS), the information technology arm of the Ministry of Health, is a great example of such clearing house. Currently, as pointed out during the discussion, such clearing house is separated; Jabatan Kebajikan Masyarakat (JKM) has a database of elderly (registered) care operators, whereas, MyAgeing has a database on elderly care operators for (registered and unregistered) care operators - which is now registered with ROS as a national association for old folks operators association of Malaysia and soon to set up state branches. Additionally, MyAgeing is also a clearing house for research on ageing. However there is no centralized database or platform that links all other activities and programs and initiatives in regards to ageing.

"There are many initiatives that I hear about today. How can we collaborate together? Is there a clearing house for all things elderly? At the moment, we have MyAgeing as research clearing house. We need a platform that is tech driven to connect everyone."

Dr. Molly Cheah, Persatuan Gerontologi Malaysia

THE NEED FOR LOCAL AND DEEP INSIGHTS

It was iterated again that the issues presented and discussed are not new issues. There have been plenty of initiatives and programs proposed and carried out throughout the years especially on importing solutions that are implemented in other countries. There needs to be an understanding that there are difficulties in implementing imported solutions as we operate differently on a governmental level. There is a need to dissect deeper on what can be done at a basic level.

The session concluded with an emphasis on collaboration. It was brought forward the need to expand collaboration beyond age group and linking to others beyond the same cause and agenda. Initiatives and programs need to start being sustainable and outreach to other communities and tap on each other's strength.

As part of its initiative for Collaborative Transformation, Social Innovation Movement shared that they are currently doing system mapping on Ageing ecosystem to enable meaningful collaboration in its future pipeline. MyAgeing is delighted to share and contribute its current work towards such initiatives.

"JKM has many initiatives and recipients. Its social worker ratio is 1:300. What can communities do? Instead of giving more funds, we are currently proposing to MOF to improve CSO management"

Chai Sen Tyng, MyAgeing



OTHER MATTERS DISCUSSED:

The dialogue session was an informative and insightful session, covering a range of topics regarding the Third Age in Malaysia. A series of dialogue to focus on each highlighted issue is needed to understand the issues deeper and to collaboratively discuss actionable solutions. Some of the aforementioned issues and topics discussed are :

2. Autonomy for Private Initiatives :

Retirement villages are everywhere globally. However, locally, private developers for the Third Age are experiencing difficulties in implementing such initiatives as it cuts across multiple ministries and are not currently gaining any ministerial support. Suggestion of Retirement Village Act was brought forward to enable private initiatives to develop such concepts.

2. Accessibility to Encourage Active Ageing :

a) There is a need to develop better infrastructure for the elderly in public spaces. Currently senior citizens are experiencing difficulties in public spaces as there are lack of accessibility such as seats in malls, railings, walking assistance and physical supports in waiting areas. These might deter the elderly to be more active.

b) A need for senior citizen card that is useful in supporting financial sustainability and mobility of senior citizens.

3. Mindset Change :

a. One of the biggest challenges is the mindset of elderly and society.

i) Mindset of the elderly in participating in active ageing : Many senior citizens are unwilling to participate in a more active ageing lifestyle. For example, many Third Age are too focused on religious learning but not on other active ageing activities.

ii) Mindset of caretakers : There needs to be a more realistic and adaptive approach to elderly care.

iii) Mindset of program curators : There is a need to encourage ageing stakeholders to develop a more entrepreneurial mindset instead of focusing solely on government intervention.

iv) Mindset of the young generation : It was brought to attention during the dialogue session, there is lack of empathy and assistance from the younger generation.

"Senior card can help indicate to public they need help. For example, they cannot calculate fare anymore. In Singapore, many supermarkets give discounts to holder of senior citizen card"

Datin Dr. Zuriati Zakaria, NASCOM

"We support pension system where everyone receives it. And on provision fund, why is there no equality? Why wealthy people get more?"

Chai Sen Tyng, MyAgeing

"In Japan, the retirement age is 70 whereas in Australia, you can retire at any age. We should be able to work as long as we like"

Joseph Chong, Aurel Sanctuary

"Its hard to change the mindset of the elderly such as my community in Bangi. The elderly has houses with empty rooms but refused to rent out to students. There are mistrust about other people stealing etc"

Datin Dr. Zuriati Zakaria, NASCOM

4) Financial Security, Protection and Retirement Age for The Third Age

- a) Increasingly, the seniors are vulnerable to financial abuse. More initiatives to protect the senior citizens against such abuse is needed.
- b) It was suggested that a more fair pension system is needed, specifically a standardized retirement scheme for the public and private. EPF (KWSP) needs to have a system that pays provident funds fairly across all income brackets.
- c) There is a need to look into the retirement age in Malaysia. A higher retirement age may ensure the third age to stay active longer. Furthermore, it was suggested, the withdrawal of provident funds can be reconsidered as well. Currently, the age of retirement is 60 years old while the withdrawal of provident fund is 55 years old.



IMMEDIATE ACTIONS

The following key recommended actions was derived from the dialogue session :

Actions	Proposed Stakeholders
<p>A need to create a body or effort that consolidates all ageing related efforts - may it be a digital platform and clearing house, or stronger and more inclusive department of Elderly on a ministerial level to enable seamless collaborations and impactful outcome.</p>	<p>Government :</p> <ul style="list-style-type: none"> • To be the body that facilitate a consolidated 'clearing house' for all things Ageing related • To build a more inclusive and stronger department of Elderly <p>NGOs & CSOs :</p> <ul style="list-style-type: none"> • To share programs and initiatives to be contributed into the 'clearing house'. <p>Aged care provider :</p> <ul style="list-style-type: none"> • To share programs and initiatives to be contributed into the 'clearing house'. <p>Senior Citizen Clubs :</p> <ul style="list-style-type: none"> • To share programs and initiatives to be contributed into the 'clearing house'. <p>Researchers :</p> <p>To share knowledge and information to be contributed into the 'clearing house'.</p>
<p>A need to establish current use of existing facilities as intergenerational centre with a holistic close loop system involving multiple parties (community, corporate and institutions) to enable digital inclusion amongst the elderly to assist on health, social and economic well-being.</p>	<p>Government :</p> <ul style="list-style-type: none"> • To support and endorse 'intergenerational centre' initiatives <p>Corporate :</p> <ul style="list-style-type: none"> • Corporate to support through CSR initiatives <p>NGOs & CSOs :</p> <ul style="list-style-type: none"> • To run digital intergenerational programs <p>Senior Citizen Clubs :</p> <ul style="list-style-type: none"> • To run and participate in the intergenerational programs <p>Education Institutions:</p> <ul style="list-style-type: none"> • To support 'intergenerational centre' initiatives • To encourage students participation in intergenerational programs
<p>A need to collaborate beyond existing network to ensure sustainability of programs and initiatives.</p>	<p>All stakeholders to set mission to create more collaborative programs across stakeholders in Ageing and beyond Ageing</p>

PLEDGES

The following are pledges made by participants during the dialogue session :

"I am already exercising my contribution to the ageing society through Aged Care where I personally take effort in creating ecosystem for care on active living in the form of digital and offline. Pledge to create a network for age friendly cities in Malaysia and age friendly conference"

"I offer myself to be part of a national task force in creating guideline for community stay active for retirement village act"

"I offer venue partnership to run projects for the elderly that is aligned with our foundation's objectives"

"We offer to collaborate with our programs and network, and pledge to not just depend on government fund to execute programs"

"I offer expertise on all aspects of ageing. And would like to explore collaboration with other organization."

"Offer experience and expertise from Australia, Japan and New Zealand and to help set up council to table various issues"

"We have resources and expertise on senior life. Can offer these to change mindset"

"USA organizes programs and courses to anybody that needs trainings"

"To share knowledge and create awareness"

"To share network especially on CSO database to contribute to a bigger clearing house database"

"MyAgeing Gerontechnology knowledge on architectural design for age-friendly cities. Would like to collaborate with everyone on this"

"To share knowledge on intergenerational project such as the one with PAWE currently with other interested universities"

"To share input from senior citizen's needs and perspectives"

"Suggest impact regulations for activities and offer volunteers from UM"

"To suggest Dana Kebajikan for Warga Emas"

"To empower Penasihat Perundingan Warga Emas Negara (MPPWEN) to better their initiatives"

"Continue to provide jobs for seniors. Sharing of partners and network"

"To continue encouraging society of elderly from various races in various places and to inform members to be more aware of the issues discussed today"

"To be the intermediaries for respective organizations working with beneficiaries. To bring all stakeholders together and link communities to maximize resources and reduce wastage"

ABOUT SOCIAL INNOVATION MOVEMENT



ABOUT OUR ORGANIZATION

Social Innovation Movement is a think tank that aspires to lead purposeful social innovations through research impact and systematic community development. We believe in collective intelligence for impact, particularly through working closely with corporates, academics, civil society organisations, government and local communities. Bringing together our own and others' initiatives, we are building a shared body of knowledge, evidence and insight about how communities are rewiring and reframing social innovation approaches.

ABOUT COLLABORATIVE TRANSFORMATION

As part of Social Innovation Movement's initiative, Collaborative Transformation designs effective pilot partnerships between relevant stakeholders towards achieving common thematic agendas. Aiming to drive social innovation frameworks holistically, it is a curated and structured avenue to identify opportunities and co-create solutions to achieve goals in a sustainable and impactful way.

Collaborative Transformation emphasizes an important discipline in open innovation: co-creation as a form of collective intelligence in action. In essence, various stakeholders come together to discuss targeted agendas openly and constructively; make actionable decisions with alignments; gather and share resources effectively; and pilot and scale impactful solutions collaboratively. With a long-term vision to build and strengthen the impact ecosystem, Collaborative Transformation advocates for social innovation capital.

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