

Game Changers

Game changers are visionaries, opportunists, individuals who uses that key moment in time to influence the promise and opportunity for a new and improved way of living in an ageing society.

Notwithstanding the power of any single person, the dramatic demographic shift and its consequences is highly regarded as the “game changer” of the 21st century. If left unchanged, social and economic structures will undoubtedly be negatively affected under the weight of misperception, discrimination and lost opportunities to recognize the social and economic value of older people.

It is these game changing events and the game changers amongst us that will set the stage for a bigger and brighter future, where the status quo is no longer relevant in today’s discussion.

Game changers in their own rights, this expert panel will speak to the bigger picture, the need to shift paradigms from status quo to innovation. Moreover, they will highlight disquiets such as gender and family roles and sustainability measures; and the concerns embedded within some volatile and uncertain economies.



Ms. Noor Al-Malki Al-Jehani, Qatar

Like the rest of the world, the Arab region is witnessing rapid and irreversible demographic transition, which will result in older populations everywhere. These changes have great human rights implications and they call for immediate attention to the rights of old persons in the region. Within this context, I would like to demand a special attention to the rights of old women in the region. It is true that men and women, in all regions of the world, are subject to discrimination in their old age, but at the same time, it is widely recognized that women are more adversely affected by ageing as the impact of the gender discrimination they endured throughout their lives is then revealed.

Old persons do not receive enough attention by policy makers at the national or regional levels and within the available strategies and polices, which sometimes lack consistent implementation and evaluation, the rights of old women are not adequately addressed. Likewise, non - governmental organizations in the region advocating for the rights of old persons tend to treat old person in general, disregarding the gendered nature of aging and the special needs of older women.

My intervention will be on the effective use of the Convention on the Elimination of all forms of Discrimination against Women (CEDAW) and its General Recommendation No. 27 on older women and protection of their rights to strengthen the rights of older women in the Arab countries that ratified it (all except Sudan and Somalia).

Biography: H.E. Noor Al-Malki Al-Jehani, Executive Director of the Doha International Family Institute (DIFI), member of Qatar Foundation for Education, Science and Community Development. She was a member of the Board of the Governors of DIFI since its establishment in 2006. Ms. Al Jehani is currently an expert in the Committee on the Elimination of Discrimination against Women (CEDAW). Before that, she worked as Secretary General for the Supreme Council for Family Affairs and a member of the National Committee for Human Rights in the State of Qatar since its formation in 2003 until 2011.

H.E. Ms. Al Jehani was Qatar's representative in the Arab Women Committee (Arab League) and Women Committee (UNESCWA) and head/member of many national delegations to regional and international conferences on the family, women and children's rights. She participated in drafting many national strategies and plans including Qatar's first national development strategy, 2011-2016 (as chair of drafting committee to the Sectorial Strategy on Family Cohesion and Empowerment of Women). She also participated in the review or drafting of several legislations pertaining to social and women's issues. She organized and supervised numerous workshops, panel discussions and awareness raising campaigns on women issues such as domestic violence, family law, and women's political rights.



Ms. Sally Susman, United States of America

Sally Susman is Executive Vice President, Policy, External Affairs and Communications for Pfizer, the world's largest biopharmaceutical company whose diversified health care and consumer products are sold around the world. She is a member of Pfizer's Executive Leadership Team, chairs Pfizer's Political Action Committee and is Vice Chair of the Pfizer Foundation, which promotes access to quality health care, nurtures innovation and supports the volunteerism of Pfizer's 100,000 employees.

Ms. Susman directs Pfizer's global communications and its public affairs activities, including high-level relations with the governments of all nations in which the Company has operations or markets products. Ms. Susman also heads the firm's corporate responsibility group and plays a key role in shaping the Company's policy initiatives.

Before joining Pfizer in 2007, Ms. Susman was Executive Vice President of Global Communications at The Estée Lauder Companies, where, for seven years, she directed global corporate affairs strategy for the company and its 28 brands. Ms. Susman served as a member of the company's Executive Committee.

Ms. Susman has also held several high-level communications and government relations posts at American Express Company and was responsible for the company's international positioning. From 1995 to 1997, she was based in London, where she was responsible for corporate communications and government relations for American Express throughout Europe.

Earlier in her career, Ms. Susman spent eight years in government service focused on international trade issues. Her positions included Deputy Assistant Secretary for Legislative and Intergovernmental Affairs in the U.S. Department of Commerce and Legislative Assistant for the U.S. Senate Committee on Commerce, Science and Transportation.

Ms. Susman holds a B.A. in government from Connecticut College; she has also studied at the London School of Economics. She serves on the following boards: WPP, a world leader in advertising and marketing based in the UK; The International Rescue Committee; and the U.S. India Business Council.



Ms. Anne Connolly, Ireland

Drawing on the lessons from other transformative and global social movements, Anne will explore whether we have and whether we need an "older adults" movement and "how fares the state of play" at present.

She will give a very personal perspective on what she sees as some of the key challenges such a movement faces – particularly when some of the strongest ingredients in other movements appears to be missing – anger and outrage

targeted at dismantling legal and attitudinal discriminations, global thought leaders garnering public support developing radical new approaches.

She questions whether we can work together to develop broad agreement on a “New Agenda on Ageing” with compelling priority outcomes that resonate across borders and cultures. She explores the challenges in doing so when in fact there are effectively three discrete elements to such an agenda and we need to find ways of joining them up in a consistent manner.

Firstly, the quality of life of too many older adults is unnecessarily poor – but can we develop consensus on what the key issues are and can these translate into a limited number of agreed priorities as effectively happened in other movements.

Secondly the speed and scale at which our world’s population is ageing requires both disruptive innovation and incremental change. She suggests this will need a very broad engagement of diverse groups– from philosophers, academics and radical thinkers to new forms of collaboration between government, business, civil society, academics and experts – informed and guided by the voice of older people. These changes need to happen across a wide range of areas – healthcare, pensions, social care, local government, education, transport, culture, politics and many others.

Lastly there is a need for a new ‘paradigm’ on ageing a new way of thinking and a new language that challenges commonly held perceptions around ageing. Can we, as Marc Freeman suggests “develop a new map of life fitted to a new length of life?”

Biography: Anne is the Executive Director of the Ageing Well Network – an Atlantic Philanthropy funded independent group of 75 senior policy makers, civil society and business leaders, academics and others which acts as a Think Tank and catalyst for Social Innovation – focusing on the shared vision of “Making Ireland the best country in the world in which to grow old”.

Previous careers included heading up her own strategy consultancy company, Head of Strategy with Kingspan (Irish multinational building providers), MD of Magill a leading current affairs magazine and in her early years founder and CEO of the Well Woman Centre.

She has been a member of a number of state and private boards – currently serving on SEAI (Sustainable Energy Agency Ireland), the Fabulous Beast Dance Company and as Chair of the National Youth Work Advisory Council. Prior board positions include a 5 year period as a member of the Board of An Post (national postal service), ICC Bank and APSO the state body for personal service overseas.

Moderator



Dr. John Beard, Switzerland

Dr. John Beard, MBBS PhD, is Director of the Department of Ageing and Life Course at the World Health Organization in Geneva. He is responsible for increasing global awareness of ageing as a driving force in shaping 21st century public health; building a sound evidence base on ageing related issues; and developing relevant policy, standards, interventions and tools. This involves working with all levels of government, non-government organizations, civil society and academia in the 194 WHO member states, and with senior members of many international organizations. He is chair of the World Economic Forum's Global Action Council on Ageing and a member of the Advisory Board of the World Demographic & Ageing Forum. John started his career as a clinician before holding a range of senior academic and public health roles in

Australia and the United States. He has published widely in the international literature and remains actively involved in several large international research studies.