

The 100 Year Lives Project



Longer, Better Lives For All.

Karen Hand PhD & Carolyn Odgers.
2026

Foreword

That one in three children born in Ireland today are expected to see their 100th birthday is testament to remarkable medical and economic progress. Life expectancy has reached levels that seemed unthinkable a generation ago. For many, however, longer lives are leading to uncertainty and new challenges rather than pure celebration.

Concerns about health, cognitive issues and the loss of independence top a list of vulnerabilities for people progressing through life. Coupled with the overall challenge of an aging workforce, what should be viewed as a positive becomes a negative, or even a crisis.

We are now invited to re-imagine the way we look at aging with new approaches to supporting longer and better lives for all. Ambitious in nature, each approach draws from the lived experiences of people across the country and best international practice. They offer leadership in addressing policy areas including housing, health and education.

Actions to promote Collective Wellbeing are informed by pioneering and successful housing models, including those which through an intergenerational approach seek to address both student housing shortages and social isolation in later life. New ways of education are among pilots proposed to deliver Lifelong Opportunities. There is a focus on financial literacy, AI literacy and ethics - with scope for people to be mentors which can deliver credits for future health and caring needs.

Green initiatives with involvement from cradle to grave are recommended to ensure Active Citizenship. Local Citizen Assemblies can promote ownership of those decisions which impact the lives of people of all ages. In addition, a Meitheal Mór programme can recognise and celebrate people promoting intergenerational community spirit.

As a philanthropic hub on a mission to ensure equality for all in strong and thriving communities, Community Foundation Ireland is proud to partner with this pioneering research. Setting ambitions shared by many philanthropists, the recommendations will inform our next steps to shape an Ireland where all ages can forge a supportive, empowering and inclusive economy and society.

Denise Charlton,
Chief Executive,
Community Foundation Ireland



Contents

- **Executive summary** 4
- **Background/Objectives** 8
- **Methodology** 11
 - Participative action research
 - Expert interviews
 - Citizen co-creation workshops
 - National polling
- **Context** 17
 - Why 100 Year Lives matter⁴
 - From Ageing Paradigm to Longevity Paradigm
 - Essential Shifts
- **Glass half empty - fears of living to 100** 29
 - The Ageing Paradigm
 - Citizen fears - quantitative
 - Citizen fears - qualitative
- **Glass half full - hopes of living to 100** 37
 - The Longevity paradigm
 - Citizens hopes - quantitative
 - Citizen hopes qualitative



Contents

• Mission based framework	44
• Why interconnected missions matter	
• Missions and systemic change	
• The opportunity for Ireland	
• Collaborative Leadership	52
• Why leadership matters	
• Where citizens want leadership	
• Shared leadership structures	
• Positive framing	58
• Why framing matters	
• Positive 100 Year Lives campaign	
• Rolling evidence base	
• Purposeful pilots	61
• Opportunities for philanthropy	82
• Summary	84
• References	92



Executive Summary

1. The 100 Year Lives Project is a participative action research project to develop a framework for all sectors of Ireland to work together to support and empower 100 year lives for everyone - cradle to grave.

- This involved 16 x expert interviews with leaders in longitudinal medicine, macro-economics, innovation, leadership, strategy, lifelong learning, education and social inclusion.
- It also included six extended citizen co-creation workshops in Dublin, Cork and Mullingar with people aged between 20 and 80. We did nationally representative citizen polling with people from 18 upwards.
- This project was funded and championed by the Community Foundation Ireland and included consultation with six of their grantees around the key findings and implications.

2. 100 Year Lives are increasingly a demographic reality around the world with up to a third of children born today in Ireland likely to live to 100.

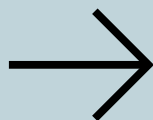
- Medical and economic progress has combined to ensure that people are broadly living longer but on average 20% of this lifespan can be experienced as 'disability' /poor health. On a structural and fiscal level, this is compounded by declining birth rates and reduced pension provisions.
- These demographic facts are systemically exacerbated by macro factors like global unrest, climate change, migration and AI , and cultural and psychological factors around trust and cohesion and individual stress, uncertainty, poor health and isolation.

3. Treating longer health expectancy through a Longevity paradigm versus an Ageing paradigm can move us from a crisis driven approach about 'elderly' burdens to a transformative systemic approach supporting longer better lives for all, from cradle to grave.

- In order to prevent increasing lifespans being a source of 'burden' and restriction for individuals, families and communities - we need to collectively re-imagine the societal structures we want to design and bring into being around these six essential shifts:

From

The 'Elderly'
Lifespans
Job for life
Financial survival
Skill redundancy
Care as dependency



To

All ages: Cradle to grave
Health-spans (all aspects)
Multi-stage life
Financial resilience
Lifelong contribution
Care as shared responsibility



Executive Summary contd.

4. Irish Citizens of all ages currently have fears and worries about living to 100, which reflects the Ageing paradigm.

- Key concerns including physical health issues (84%), cognitive issues (83%) and loss of independence (82%) top the list, followed by vulnerability, poor quality of life and being seen as a burden.
- Isolation, age discrimination and other health fears (mental health and end of life care) are concerns for around two-thirds of respondents.
- Technology, climate change, and inheritance pressure are comparatively the least concerning.

5. Irish Citizens of all ages can also see the potential positives of living to 100 as individuals and society, which reflect the Longevity paradigm:

- Seeing family members grow up (86%), benefiting from healthcare advances (80%), passing on wisdom (77%) and providing emotional support to family (77%) are the top highlights.
- Around 6 in 10 agree social connection (new friends, emotional support) and ongoing personal growth (learning new skills) are positives of living longer.

6. We propose a mission based framework that can help guide policy, people, plans and communities to support and empower people in this constantly changing world - 100 Year Flourishing Lives for All.

- There are three key interconnected elements - (a) Connected Wellbeing (including mental, physical, social and environmental health), (b) Lifelong Opportunities (including education, paid work, unpaid volunteering, mentoring etc). and Active Citizenship (upholding democracy, kindness, méitheal, community spirit etc).
- Maintaining health and fitness is the foremost action people believe will ensure a better life at 100, with older adults (55+) especially focused on this. Three-quarters agree that we need better education (73%) and a shared vision (73%) for 100-year wellbeing. 67% believe that Ireland needs a system to measure progress and address gaps in supporting people who live to 100.



Executive Summary contd.

7. Collaborative Leadership is critical to keep a focus on the initiatives, progress and measurement needed to support 100 Year Flourishing Lives for All.

- Medical experts (80%) and mental health professionals (77%) are seen as crucial for guiding healthier, longer lives, while politicians, charities, and private sectors like banks and tech firms receive more guarded trust
- Almost two-thirds (65%) would like to see collaboration between government, businesses, charities, and citizens, but less certain about government's capacity to deliver on long-term needs
- In Ireland, issues like Childhood Poverty have been given centralised leadership from the Taoiseach's Office. Other global precedents include the 100 Year Life Council in Japan, the Stanford Center on Longevity and the Welsh Future Generations Commissioner.
- It would be valuable to establish a 100 Year Lives Institute which can ensure collaborative and coordinated momentum, joined up thinking, joined up actions and transparent measurement and learning.

8. It is critical to have positive framing around 100 Year Lives to drive acceptance, funding and participation in the Longevity paradigm.

- This can mean positive role models, cases for investment and rolling evidence base to inspire and guide future programmes and initiatives and positive 'Good News' stories around proactive people, regenerative projects and communities.

9. We propose eighteen potential pilots grounded within key elements of the framework.

- These pilots can be initiated and led by coalitions from local government, businesses, NGO's, state-bodies, academia, media and citizens. We have already had positive engagements with local councils, businesses, citizen groups and academia around these type of pilots.

Collective Wellbeing

Marmot Cities, Sport for Life, Dutch Intergenerational Housing, Finnish Homelessness, Youth Mental Health Coalition, Kyrie Farm Model, Vienna Housing Model, Curam Care.

Lifelong Opportunities

School Food for Change, New Lifelong Education Model, Financial Literacy, Four-Day Week Next Gen.

Active Citizenship

Barcelona Decidim, Mandatory Voting, Local Citizen's Assembly, Green Machine, Plant for the Planet, Meitheal Mór.



Executive Summary contd.

- 10. Philanthropy can play an important role in shaping this systemic change, in line with Irish national policy , explicitly positioning philanthropy as a key collaborator in delivering public good.**
 - This can span roles including data and research, government and sectoral partnerships and capacity building as well as funding pilots that spearhead the Longevity paradigm.
 - Any philanthropic venture can be aligned with the mission-based framework of "100 Year Flourishing lives for All" by classifying all grants, funds and partnerships according to the extent to which they strengthen connected wellbeing, life-long opportunities and active citizenship.
- 11. In conclusion - embracing the Longevity paradigm provides a game-changing opportunity for Ireland as a nation, enabling all ages, stages and sectors to forge a supportive, empowering, inclusive society, economy and community.**
 - We look forward to partnering with all sectors to make this a reality and position Ireland as a pioneer in co-creating 100 Year Flourishing Lives For All.

Background/ Objectives



100 Year Lives Project - Background

- At a global level and an Irish level, people are living longer and life expectancy for babies born today is projected to keep rising.
- This can be seen negatively as a 'burden' and 'cost' for the individual, for families, communities, the economy and for the state through the **Ageing Paradigm**.
- Or it can be seen positively as an opportunity for the individual, families, communities, the economy and the state through the **Longevity Paradigm**.
- The 100 Year Lives Project was initiated to discover how Irish experts and citizens could collectively explore how we might better design Irish society to support flourishing lives for everyone across all life stages from cradle to grave.



100 Year Lives Project - Objectives

1. To build a groundswell of **shared momentum** behind re-framing positive 100 year lives for everyone across all life stages.
2. To harness **systemic knowledge** about what it takes to support human flourishing at an individual and societal level.
3. To highlight, generate and scale initiatives and pilots which **empower all individuals and communities to live purposeful interconnected lives.**



Methodology

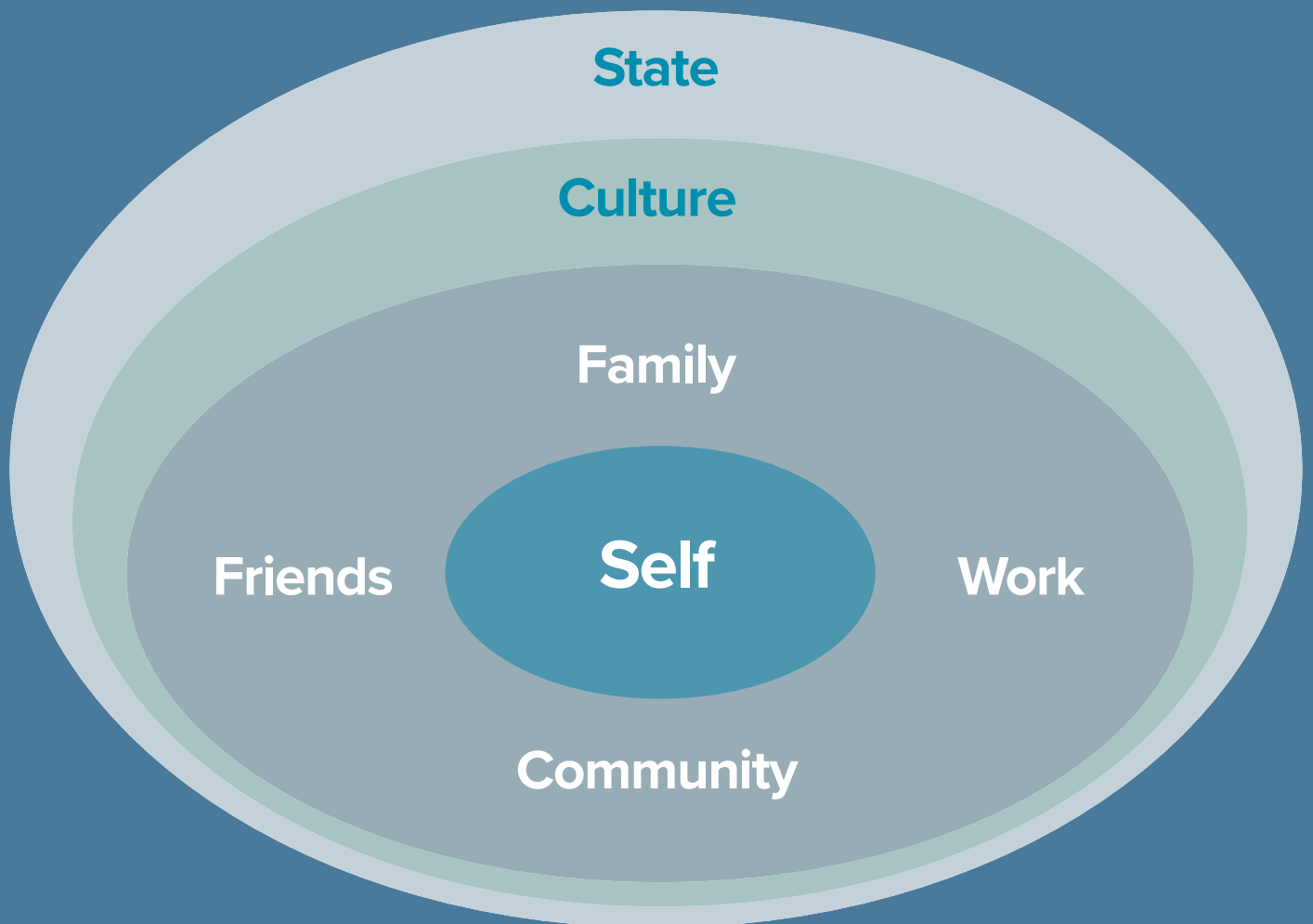


Methodology

- 100 year lives need to take place within social systems - a fact which is accepted by longevity scholars - whether from a macroeconomic, public health, anthropological or ecological psychology angle.
- Our research method is participatory action research which itself challenges the inevitability of the **Ageing Paradigm** - and asks people to co-design the social structures that can support us all as individuals.
- We worked with Irish and global experts to understand what might be keeping us from fully embracing the **Longevity Paradigm** within our social systems.
- We ran six extended citizen co-creation workshops with Gro Fieldwork which explored the barriers and opportunities around flourishing lives from 0 to 100.
- We carried out a nationally representative on-line quantitative study, with Amarach market research amongst 1000 adults 18+ in the Republic of Ireland to explore their hopes and fears of living to 100.
- We then explored our hypotheses for collaborative pilots with progressive NGO's, experts and activists across the life-stages.



100 Year Lives - A Social Systems View*



*Throughout the project and research - we applied a social systems lens exploring issues and acknowledging interconnections across the system.

*Ecological Systems View - following Bronfenbrenner (1979)



100 Year Life Project - 4 Stages

Literature Review
x Experts
4 x Seminars

**July 2024 -
December 2025**

6 x Citizen Co-Creation Workshops
Quantitative National Polling 15 x
Consultations

January 2025 - December 2025

Analysis/Synthesis
Grantee Engage x 6
Expert/CFI Align x 8

June 2025 - March 2026

Report Launch and Event Media Campaign Co-Creation Pilots

October 2026- March 2027



100 Year Lives - Work to Date

16 X Expert Interviews

Professor Rose Anne Kenny - Principal Investigator TILDA, WHO Leader in Longevity

Dr. Alan Barrett - CEO of the ESRI - Labour Economist

Dr. Carlotta Perez - Innovation Economist - Socio-Technological Paradigms - UCL

Professor Mark Ward - Professor of Sociology and Loneliness - TILDA

Dr. Fiachra Kennedy - Assistant Principal DPER - Sustainable Wellbeing & Public Policy

Fergus Finlay - Experienced HSE Executive, Former CEO Barnardos Ireland

Frieda Finlay - Disability Activist, Commission on Disability

Aldagh McDonogh - Strategic Leader, Future of Work, Cyber-Psychology

Paula Murphy - Group Director - Brand and Sponsorship - Bank of Ireland

Chip Conley - Founder of Modern Elder Academy and Regenerative Home/Learning Communities

Simon Parisca - Director General Eureka — Long Life Learning Initiative Colombia.

Elizabeth Sheehan - Strategy, Sustainability and Innovation Consultant - Retirement Villages

Professor Linda Doyle, Provost, Trinity College Dublin

Dr. Lollie Mancey, Anthropologist, Futurist, UCD Innovation Academy

Professor Laura Carstensen, Public Policy/ Psychology Stanford Center on Longevity

Dr. Martha Deevy Public Policy/ Financial Security Stanford Center on Longevity

4 x Seminars:

Office of Health Economics UK 2024. The Preventative Health Revolution:
Live Longer, Live Better. Dr. Andrew Scott, LBS.

Advances in Wellbeing & Policy in UCD Geary Institute.
Chaired by Dr. Liam Delaney, LSE Behavioural Economics.

ESRI Seminar - Separating needs and entitlement: a mixed methods study of
the impact of the UK's two child limit and benefit cap. Dr. Kitty Stewart, LSE.

MISA Annual Public Lecture: Impact of Arts on Public Health,
Professor Daisy Fancourt, Psychobiology & Epidemiology, UCL.

6 x CFI Grantees:

AONTAS

TASC

Alliance of Age Sector NGOs

Katharine Howard Foundation

Threshold

children's Rights Alliance

Dearbhail Lawless

Shana Cohen

Hugh O'Connor

Cliona Hannon

John Mark McCafferty

Tanya Ward

Citizen Co-Creation Workshops

Purpose: Deep Citizen Engagement in Designing 100 Year Lives for All. Locations: Dublin, Cork, Mullingar.



Participants:

Young Age - 2 x 20-40, Mixed Gender, 1 x ABC1, 1 x C2DE

Middle Age - 2 x 40-60, Mixed Gender, 1 x ABC1, 1 X C2DE

Third Age - 2 x 60-80, Mixed Gender, 1 x ABC1, 1 x C2DE



Context

Why 100 Year Lives matter

Global factors - increasing life expectancy

- Some reports suggest that up to 50% of children born today will live to 100.
- It is predicted that by 2050 - less than 25 years away - that global life expectancy will be over 77 years - an increase of about 31 years over the course of a century.
- However the global average number of births per woman has fallen significantly, from 5 in 1950 to 2.3 in 2021, and is predicted to reach 2.1 by 2050.

Irish Factors - increasing life expectancy

- The average life expectancy in Ireland in 2026 for both sexes is 82.9 years, for women it is 84.6 years and for men 81.3 years
- This compares with 57.9 years for women and 57.4 years for men in 1926.

Irish Factors - declining birth rate

- In 2024, there were 54,062 registered births, a substantial decrease from the 67,462 births registered in 2014 and the 75,550 births in 2009.
- The fertility rate in 2023 was 1.5 children per mother, a significant drop from 2.0 in 2014, although it rose to 1.78 in 2024. This increase is not predicted to continue in 2025.
- According to CSO statistics, there were 13,665 births registered in Quarter 1 (Q1) 2025, a fall of 20.5% when compared with the 17,183 births registered in Q1 2015.
- If this sustains below the 2.1 replacement level the population will decline without immigration.

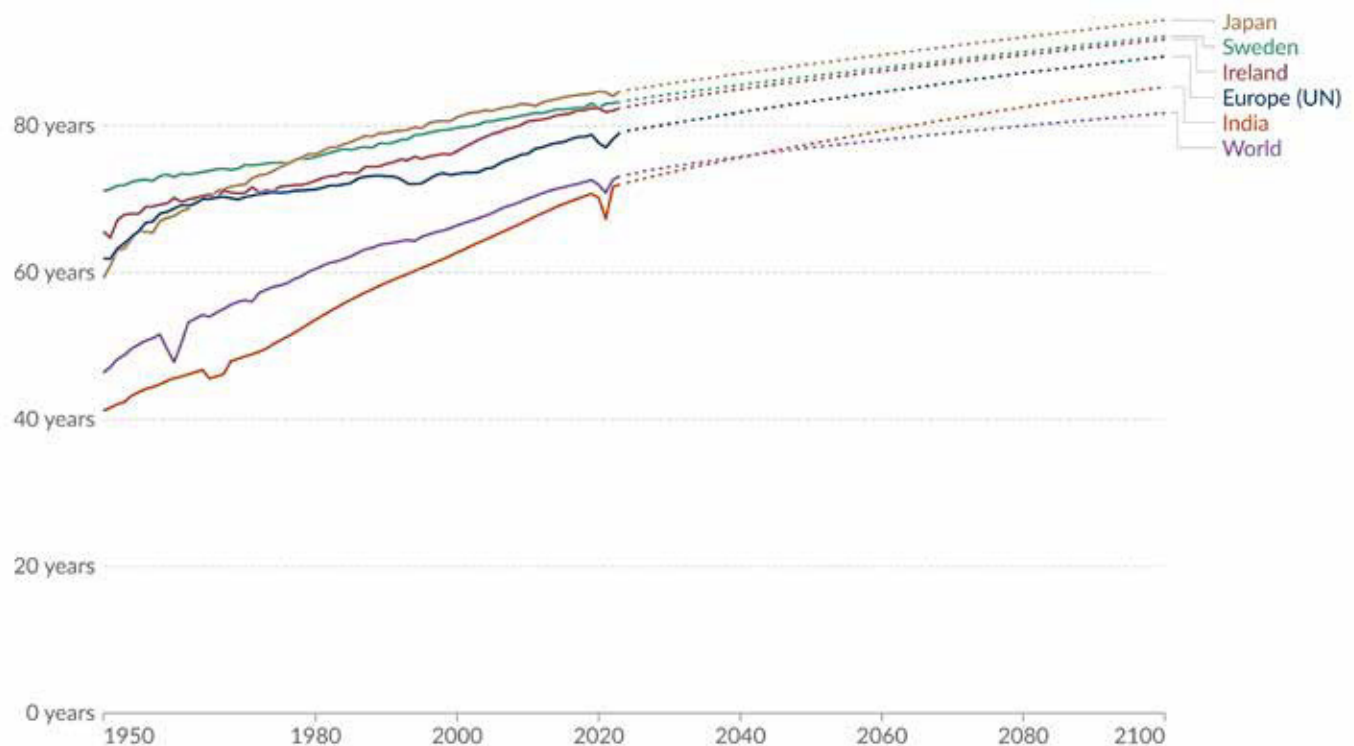


Life Spans Rising Globally

Life expectancy, including the UN projections

The period life expectancy¹ at birth. This includes the observed life expectancy since 1950, and the medium-variant projections for the future, based on estimates by the UN Population Division.

Our World
in Data



Data source: UN, World Population Prospects (2024)

OurWorldinData.org/population-growth | CC BY

1. Period life expectancy: Period life expectancy is a metric that summarizes death rates across all age groups in one particular year. For a given year, it represents the average lifespan for a hypothetical group of people, if they experienced the same age-specific death rates throughout their whole lives as the age-specific death rates seen in that particular year. Learn more in our articles: "Life expectancy" – What does this actually mean? and Period versus cohort measures: what's the difference?

Source: OurWorldinData.org/population-growth

Systemic Implications: Ireland

Social

- With a bigger older population, the demand for healthcare services and state pensions will rise significantly, causing huge pressure on government budgets.
- An ageing population requires more social and health support, which will strain the current infrastructure and resources available for older people.
- A falling birth rate means fewer children will be attending primary school, which could mean school closures or consolidation in the long term.
- If there is a sense of 'Intergenerational' unfairness or burden - this could lead to a sense of fractured communities or social unrest.

Economic

- A smaller workforce may mean a reduced economic output, as there are fewer workers, savers, and spenders.
- Fewer people working and paying taxes will mean less government money to fund the increasing costs of pensions and healthcare for a larger older population.
- It could be that consumer demand will shift towards the needs of an older population, requiring changes in the types of goods and services available.

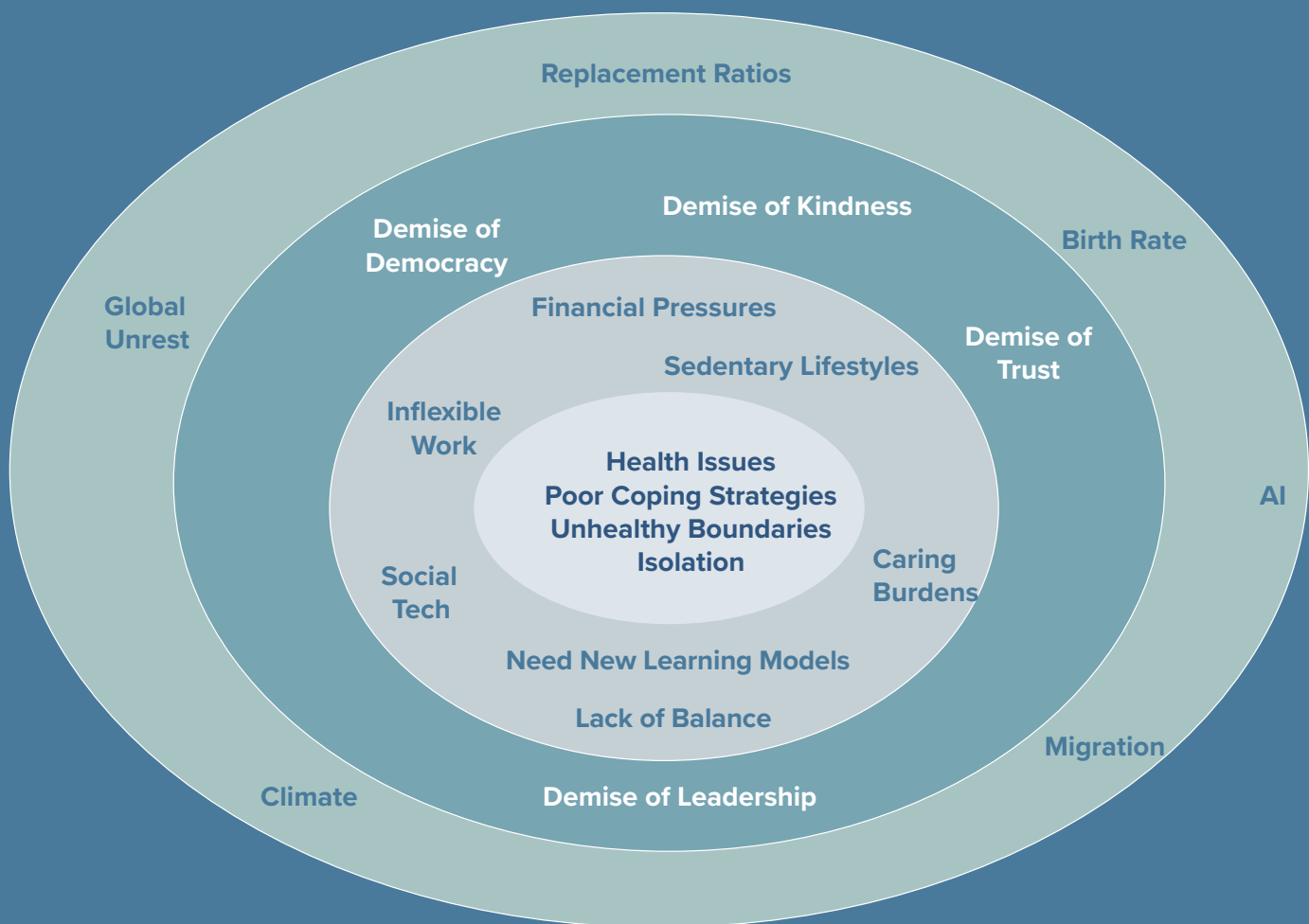
Additional Systemic Implications

- A shrinking workforce may lead to a shortage of workers in certain sectors. The country may need to address skills gaps through training or immigration to maintain competitiveness and sustain growth.
- The dependency ratio will increase, meaning a smaller working-age population will have to support a larger non-working older population, which could create intergenerational tension.
- Government will need to implement new policies to mitigate these challenges, such as encouraging later retirement, increasing productivity, or reforming the pension and healthcare systems.
- Individually and collectively we may need to invest in building 'growth mindsets' and 'psychological safety' so that everyone feels supported and valued over all life stages.



Systemic overwhelm

Not only are we living longer, but life is changing faster than ever and uncertainty is rife.



Systemic overwhelm

"20% of everybody's life is currently spent in states of 'Disability' - from mental health, to broken limbs, from arthritis to dementia - we need to half this 'disability' to 10% of people's lifespan"

(Expert, Longevity & Medicine)

“Quality of early life is a critical ingredient for quality of later life - the costs of not having a good start are very pronounced”

(Expert, Economics & Society)

“People are putting off having children until later, as they believe they are going to live longer - this may be a factor in declining birth rates”

(Expert, Economics & Society)

"I suppose technology would have a big supporting role and special places for collective living would need to multiply. But the cost of having a big proportion of the population not working and dependent (between children and octogenarians, nonagenarians and beyond) will be enormous. Fortunately technology can increase productivity a lot, but will it be enough? The welfare state has been weakened and the anti-tax lobby is very strong almost everywhere."

(Expert, Economics, Innovation & Society)

“The pension time bomb is NOT a myth - there is simply not enough money put into pensions now to pay the future requirement - as more people are living longer”

(Expert, Strategy & Society)

“There is an inherent “racism” against old people in Ireland, and while this is lessening, the lack of carers, and the poor way that older people are treated, is a huge issue”

(Expert, Health & Society)

Reframing 'Ageing' to 'Longevity'?

- **The case for substituting an ageing paradigm with a longevity paradigm reflects a fundamental shift in how societies conceptualise demographic change.** The traditional ageing paradigm frames extended life expectancy primarily as a process of biological decline, associated with rising dependency ratios and fiscal pressure. In contrast, the longevity paradigm reframes extended life expectancy as a structural transformation of the life course, emphasising opportunity, productivity, and adaptability. (World Health Organization, 2015).
- **First, the longevity paradigm is grounded in demographic reality.** Advances in medicine, nutrition, and public health have significantly increased life expectancy, with many individuals now living decades beyond traditional retirement age. The ageing paradigm interprets this shift through a deficit lens, focusing on the “burden” of older populations, whereas the longevity paradigm recognises that societies are not merely ageing but living longer (United Nations, 2019). This distinction is crucial, as it reframes demographic change from a crisis to a structural transformation.
- **Second, the longevity paradigm challenges the assumption of economic dependency in later life.** Traditional measures such as the old-age dependency ratio assume that individuals beyond a certain age are economically inactive. However, scholars such as Alan Walker (2002) argue that this framing is misleading, as older adults continue to contribute through paid work, unpaid care, and civic engagement. This aligns with the concept of active ageing, which emphasises participation and productivity across the life course (WHO, 2002).



Reframing 'Ageing' to 'Longevity'?

- Third, **the shift reflects changing patterns of health and morbidity.** While the ageing paradigm assumes that longer life entails prolonged ill-health, research on the “compression of morbidity” suggests that the period of illness may be shortened relative to total lifespan (James Fries, 1980). This supports a policy shift toward preventative health strategies and the promotion of functional ability, as emphasised in the WHO’s framework on healthy ageing (WHO, 2015).
- Fourth, **the longevity paradigm necessitates a reconfiguration of the life course.** The traditional tripartite model-education, work, retirement-is increasingly incompatible with longer lives. Lynda Gratton and Andrew Scott (2016) argue that longer lifespans require a multi-stage life involving continuous learning, career transitions, and flexible retirement. This perspective aligns with human capital theory, which emphasises ongoing investment in skills across the lifespan.
- Fifth, **the longevity paradigm addresses the social consequences of age-based categorisation.** The ageing paradigm often reinforces ageism, marginalising older individuals and framing them as dependent. In contrast, a longevity lens promotes inclusion and intergenerational integration, which has been identified as central to improving wellbeing and social cohesion (Organisation for Economic Co-operation and Development, 2020).



Reframing 'Ageing' to 'Longevity'?

- Finally, **adopting a longevity paradigm has important implications for policy sustainability and innovation.** Rather than framing population ageing as a fiscal crisis, it encourages proactive investment in health, education, and labour market flexibility. Moreover, it highlights the economic potential of the “longevity economy,” a term used to describe the growing market associated with older populations (World Economic Forum, 2020). This reframing positions longevity as a Driver of economic growth rather than merely a source of public expenditure.
- In conclusion, **the shift from an ageing to a longevity paradigm represents a move from a deficit-based model of decline to a capability-based model of extended life.** Supported by demographic evidence, economic analysis, and life-course theory, the longevity paradigm provides a more accurate and constructive framework for understanding and responding to population change.



100 Year Lives - From Ageing to Longevity

From

The 'Elderly'

Lifespans

Job for life

Financial survival

Skill redundancy

Care as dependency

To

All ages- cradle to grave

Health-spans (all aspects)

Multi-stage life

Financial resilience

Lifelong contribution

Care as shared responsibility



Essential shifts

“We should look to other countries and how they succeed in giving all children an equal start in life - they tap into the idea that children like to learn in smaller spaces”

(NGO, Children’s Rights)

“Confidence is key - when we encourage people from less well-off backgrounds to go on courses, they are ALL concerned that they won’t succeed, or that they can’t find the time. Once they do the course they just want to get onto the next one!”

(NGO, Inclusive Learning)

“Why not give people career breaks and get older people - who have stood back from the business - to stand in?”

(Expert, Leadership & Society)

“We should think about farmers as health care workers and food as medicine - to do this we need to create an instrument that pays farmers to “re-farm” - to do the right thing.”

Expert, Education, Society & Systems

“As people approach retirement, they should be given advice to prepare to become their own change agent. You have to be able to conceive, design and think about a new life for yourself. We need to encourage people to be their own version of old age.”

(Expert, Life Long Learning)

“It is imperative that we keep people in their own homes as long as possible.”

(Expert, Economics & Society)

“If you were designing a government now - it wouldn’t look like it does, it would need to be organised to Drive interdependencies between different policies and ideas - it’s not about spending more money, it’s about spending money that will have a positive outcome”

(Expert, Policy & Finance)



“For decades, governments and policy makers have been aware that a major demographic transition is underway. But the ageing society has diverted attention away from the most pressing problem. The challenge is NOT about how we deal with more old people in the FUTURE- it is about how we adjust to living for longer NOW.”

*Andrew Scott,
The Longevity Imperative (2024)*



Glass half empty

Key concerns of living to 100

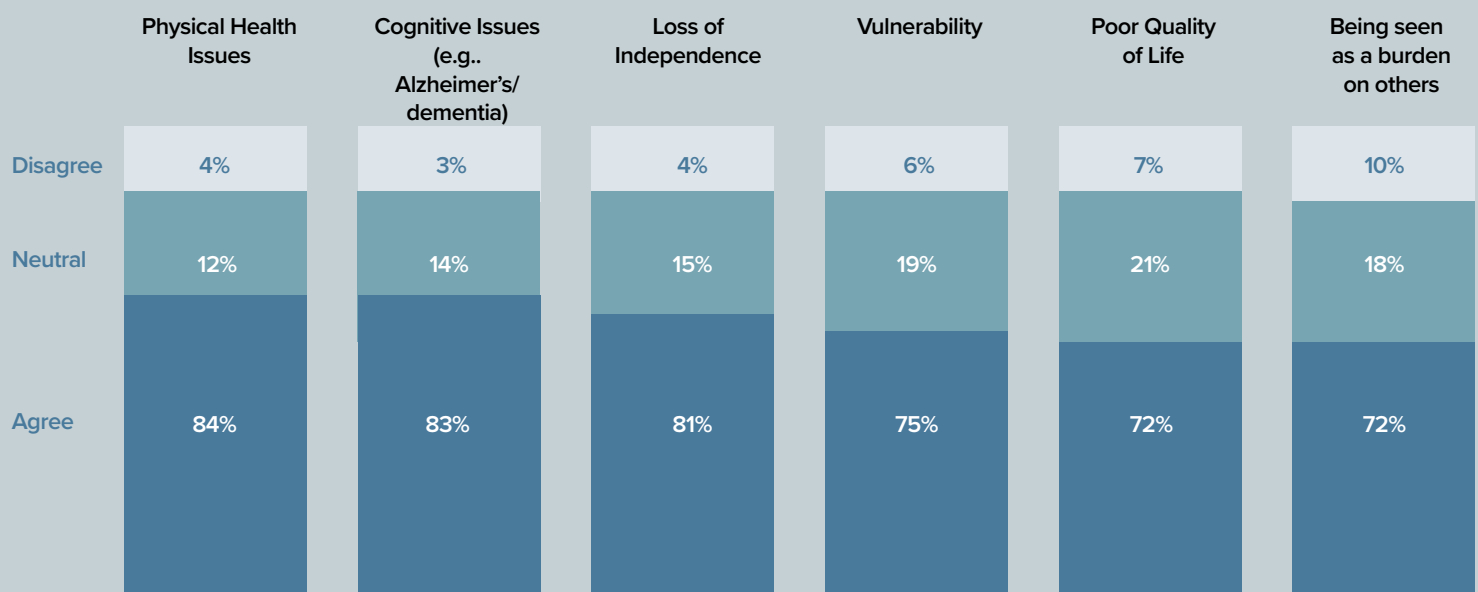
- The key concerns of living to 100 are all reflective of the **Ageing Paradigm** - expressed as physical, mental and social decline - together with being seen as a 'burden' for family, community and the state.
- Physical health issues (84%), cognitive issues (83%) and loss of independence (82%) top the list, followed by vulnerability, poor quality of life and being seen as a burden.
- Isolation, age discrimination and other health fears (mental health and end of life care) are concerns for around two-thirds of respondents.
- Technology, climate change, and inheritance pressure are comparatively of least concern.



Physical health issues and cognitive decline main worries of reaching 100.

(Base: All respondents - 495)

Q3. Here are some things that could be concerns of living until 100. Score them in terms of a Three -point Likert scale - Disagree /Neutral /Agree.



- There are no significant demographic differences noted among the top 5 concerns
- 45-54 year olds are the most concerned about having a poor quality of life when they are older

Physical Health and Cognitive Decline

"Thinking about living to a great age - makes me feel depressed, I'm pessimistic about growing old."
(Citizen, Male, Dublin, 59, ABC1)

"The birth rate is very low now, who's going to pay for older people so they don't have to live in abject poverty"
(Citizen, Female, Dublin, 51, ABC1)

"I'm lucky - still involved in choirs and the GAA - but it scares me to see other people my age losing their minds."
(Citizen, Male, Mullingar, 72, C2DE)

"I work for myself and I had an accident at work and fell off a ladder - I haven't worked since - in chronic pain - hard for my wife to support the family and nothing in place for the future."
(Citizen, Male Cork, 53, C2DE)

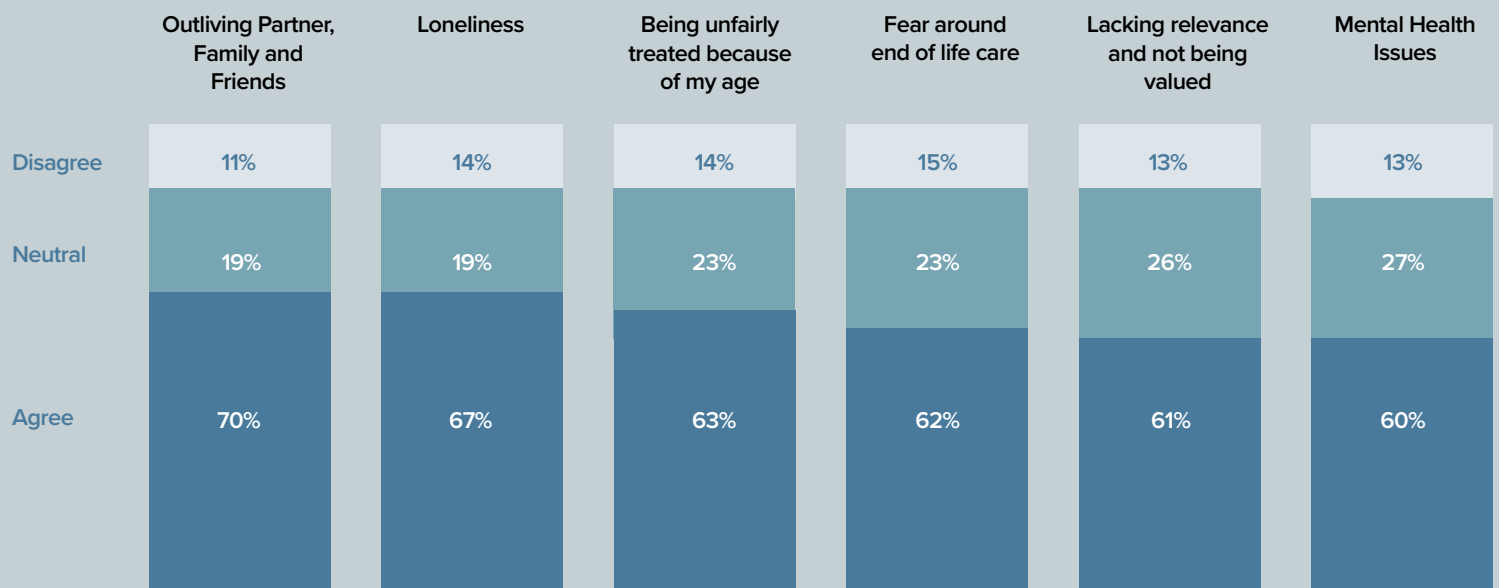
"We live in a rural area and I am able to pop in and see my mother a few times a week - but I worry that my own children may not live as near to me or have the time."
(Citizen Female, 42, Cork, ABC1)



Isolation, mental health and lack of value/relevance are also concerning.

(Base: All respondents - 495)

Q3. Here are some things that could be concerns of living until 100. Score them in terms of a Three-point Likert scale - Disagree /Neutral /Agree.



- 68% of women cite financial worries as their concern for their older age versus 45% of men.
- Young people (18-24) are the most concerned about being bored when they are older - over a third saw this as a key issue.

Isolation, Mental Health & Lack of Relevance

"We have reared our children to expect everything, if my daughter ladders her tights, she just gets a new pair, in my day that would have been a disaster."

(Citizen, Female, Mullingar, 70, ABC1)

"We need to equip and nurture kids to become older people. Give them the ability to overcome problems, and give them routes to empathy

Expert, Health & Society)

"I was in a really bad, abusive relationship between 20 and 30 - it caused a lot of mental health issues, but I got free mental health care, not everyone is that lucky.."

(Citizen, Female, Mullingar, 40, C2DE)

"Need to change the whole education thing, let's bring in more apprenticeships - lots of people don't know what they want to do, so they could maybe try something out for a day a week."

(Citizen, Male, Mullingar, 25, C2DE)

"Care is emotional not just financial, human interaction has real value. Maybe AI could help with patient care?"

(Citizen, Female, Dublin, 65, C2DE)

"Contact-less - takes on a new meaning when you are older."

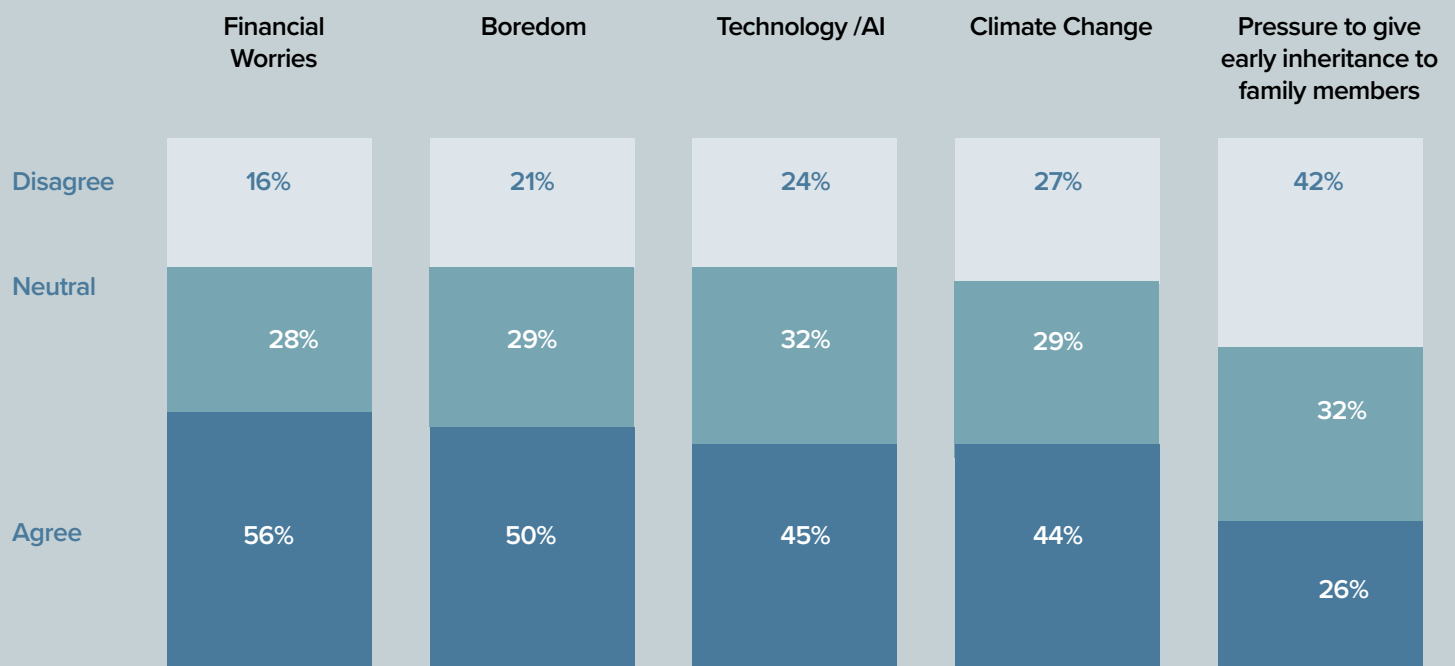
(Citizen, Male, Cork, 44, C2DE)



Finance, boredom, technology/AI and climate change also surface as worries.

(Base: All respondents - 495)

Q3. Here are some things that could be concerns of living until 100. Score them in terms of a Three -point Likert scale - Disagree /Neutral /Agree.



Finance, Boredom, Technology & AI

“A new vision for lifelong learning is needed - in fact there needs to a totally new model developed that empowers and equips people around AI”

(Expert, AI, Ethics & Society)

“Education needs to be more up to date and relevant - how do you run a household? How do you Drive a car? How do you change a lightbulb?”

(Citizen, Female, Cork, 50, C2DE)

“National adult financial literacy and numeracy are not good. We need to help younger people understand money better - and how to manage it. Not just school age kids but first jobbers etc.”

(Expert, Strategy & Society)

“We need to get people thinking about how AI can help them in their jobs, seeing it as complementary to human contribution, rather than displacement”

(Expert, Education & Citizens)

*“Will we have democracy in the future?
The leaders now are very dangerous”*

(Citizen, Male. Dublin. 68. C2DE)



Glass half full



Key benefits of living to 100

- The key benefits of living to 100 are linked to the **Longevity Paradigm**, emphasising opportunity, productivity, and adaptability.

Positives of Living to 100:

- Seeing family members grow up (86%), benefiting from healthcare advances (80%), passing on wisdom (77%) and providing emotional support to family (77%) are the top highlights.
- Making the most of life and being independent and financially secure also matter, though slightly less so.
- Around 6 in 10 agree social connection (new friends, emotional support) and ongoing personal growth (learning new skills) are positives of living longer.
- Technology adaptation is less appealing, with over half of respondents (53%) feeling neutral or negative about it.

Personal Well-Being & Outlook:

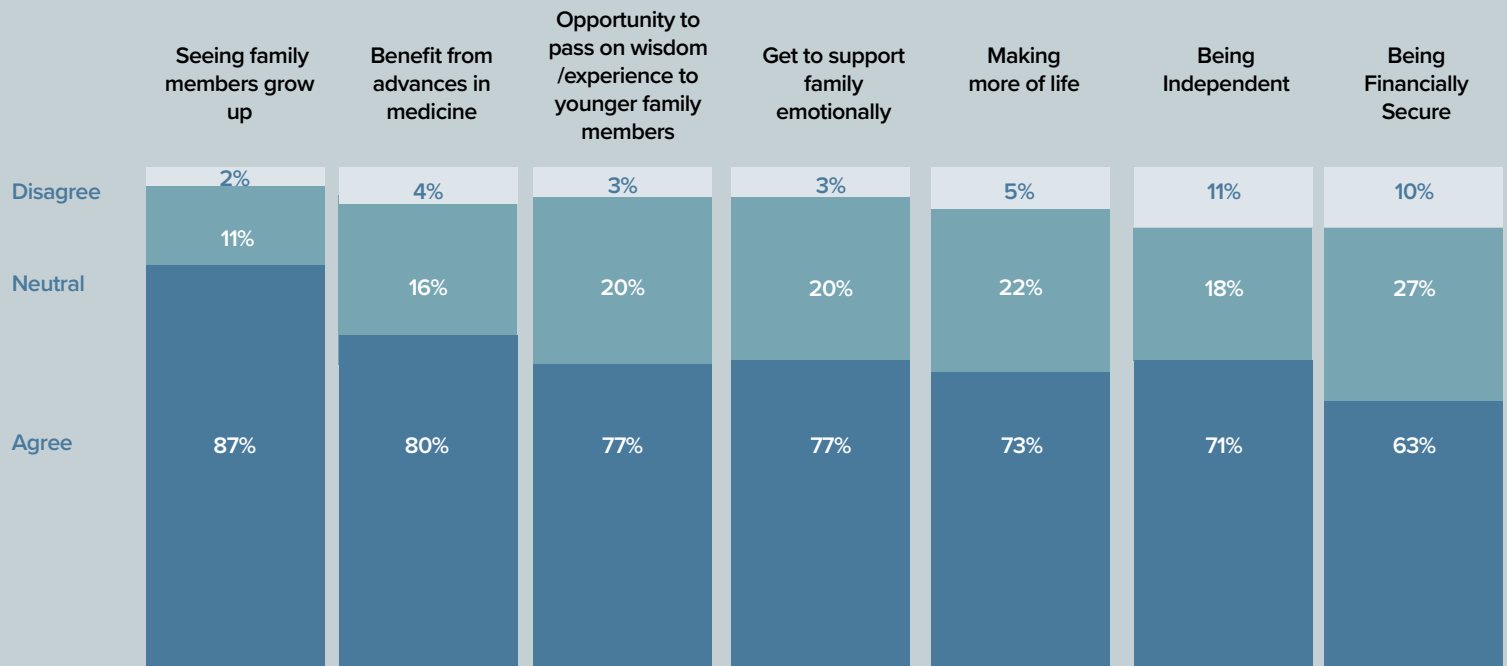
- People rate their willingness to learn and satisfaction with their local area and housing highly, though financial situation and religion/spirituality record poor ratings comparatively
- Adults aged 65+ tend to be more optimistic across multiple measures and are more likely to rate various aspects of life as “good.”
- Life satisfaction typically falls within the 6-8 range on a 0-10 scale, suggesting moderate to positive outlooks.
- While many feel confident in achieving personal goals (62%) and are optimistic about their future (51%), beliefs about Ireland’s future and government support is noticeably lower.



Majority agree that family connections and improved longevity are key positives of living to 100.

(Base: All respondents - 483)

What are the key positives of living until 100?



- There are no significant demographic differences
- Citizens in Leinster (excl Dublin) and Munster are more likely to see ageing as an opportunity to pass on their wisdom and experience

Family connections and improved longevity

“How do we address the key community challenge of isolation and loneliness - thus negating the “wishing to die” factor?”
(Expert, Longevity & Medicine)

“Younger people need to be taught about longevity - it’s important to have exchanges between different generations, everyone can learn from anyone”
(Expert, Lifelong Learning)

“There’s a great community family project starting in October - women are recruited to go on home visits to help nurture families. They are fully trained and paid”
(NGO, Children & Society)

“Older people need a young advocate - would help both of them”
(Citizen, Male. Cork. 43. C2DE)

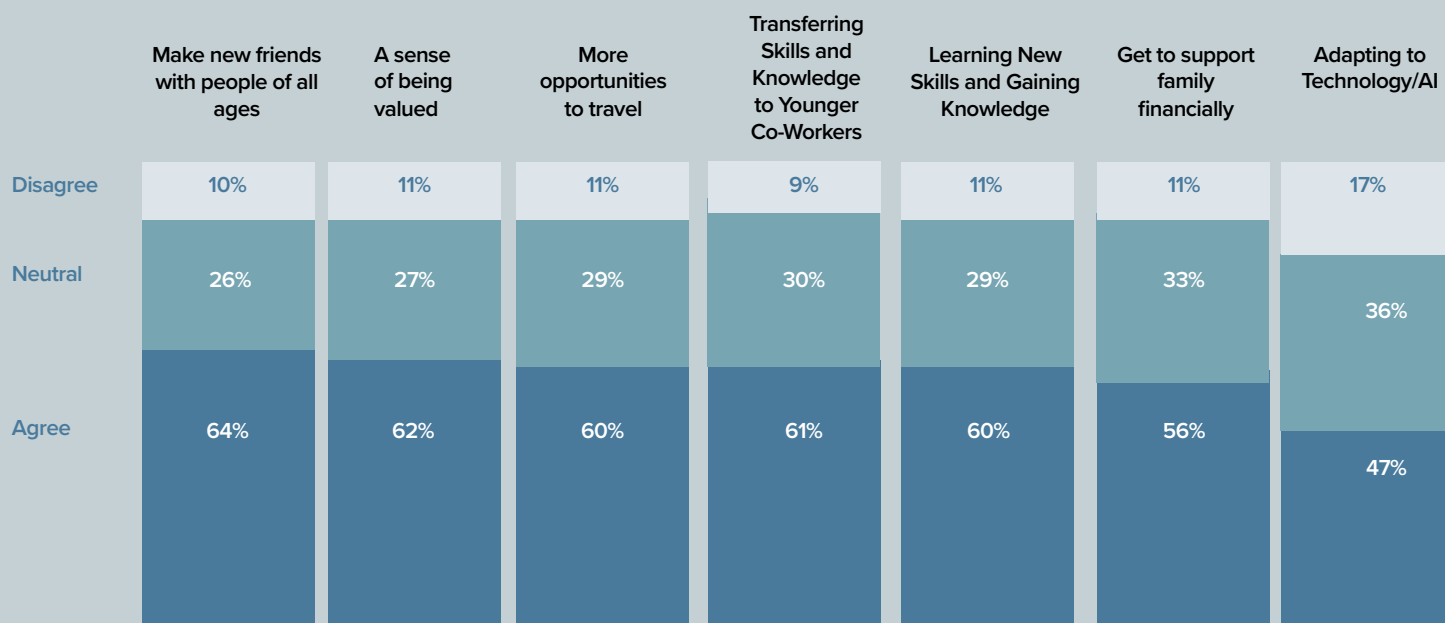
“So much to look forward to - going to matches with my grandchildren, having time to spend with people I love, keeping healthy so I can use the free time I have to enjoy life”
(Citizen, Male. Dublin 76. C2DE)



Social connection and personal growth are also reported as positive factors.

(Base: All respondents - 483)

What are the key positives of living until 100?



- 25-34 year olds are more likely to see living longer as giving them more opportunities for travel
- 18-24 year olds are the cohort most likely to believe that growing older allows people to support their family financially

Social connection & personal growth

“Sometimes it feels like we don’t know how to have fun anymore - everything’s so serious. Bring back the days of hanging around the sand dunes.”

(Citizen, Female, Cork, 58, C2DE)

“Younger people have a very clear direction of travel around the role of work in their lives, they’re more informed and want more balance - workplaces need to be more flexible re presenteeism”

(Expert, Leadership & Society)

“I play hockey and we have a 74 year old on our team - who is also a full-time solicitor - if I could be anything like her.....”

(Citizen, Female, Cork, 37, ABC1)

“How do we ensure the less privileged understand the opportunities available to them?”

(Expert, Leadership & Society)

“In Ireland, nursing homes are seen as 'the last resort' - in Holland - you put your name down early - everyone wants to get a place in a thriving community”

(Citizen, Female, Mullingar, 62, C2DE)

“I wonder where I will live when I am older - I hope there will be a deadly island where old people are treated like gods..”

(Citizen, Female, Dublin, 54, ABC1)



Citizens back themselves to change but need to see nation and government step up

(Base: All respondents - 976)

Q9. To what extent do you agree or disagree with the following statements:

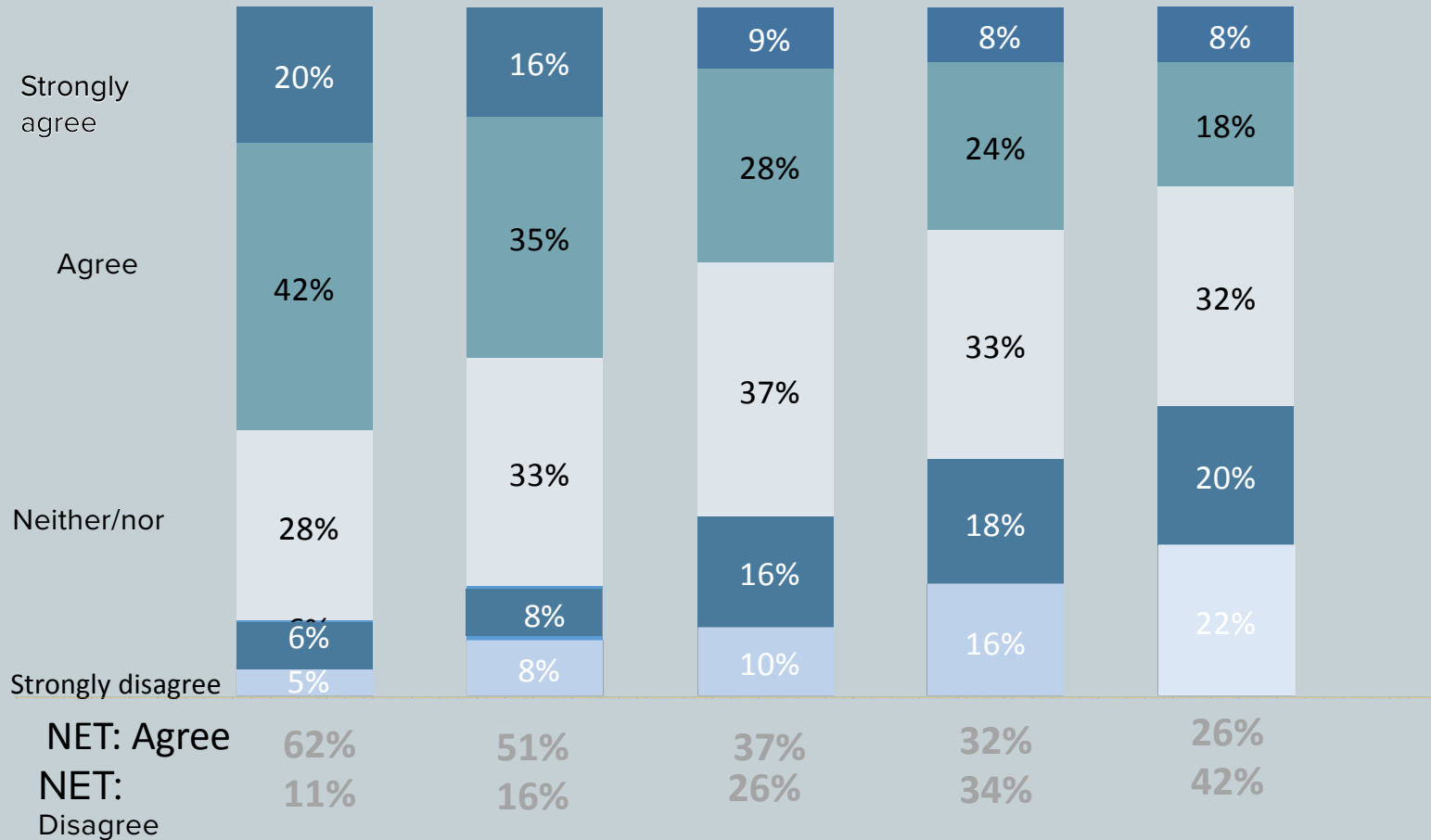
I believe that I can succeed in meeting most goals and tasks to which I set my mind

I am optimistic about the future for myself

I believe that people in Ireland will support and back each other to meet shared goals and tasks for common good

I am optimistic about the future for Ireland

I believe that the government can meet the goals and tasks to support the best future for all the people of Ireland across their whole lives



Somewhat disagree

Mission based framework



Why Mission Based Framework Matters

A longevity paradigm isn't just about living longer- it's about living well for longer. If you only extend lifespan without addressing the broader system of wellbeing, you risk creating longer lives with poorer quality, higher dependency, and greater inequality. A longevity paradigm must be inherently multidimensional because the conditions that extend life are the same conditions that sustain its quality. The World Health Organization defines healthy ageing not simply as survival, but as the maintenance of functional ability-the capacity to meet needs, learn, build relationships, and contribute to society.

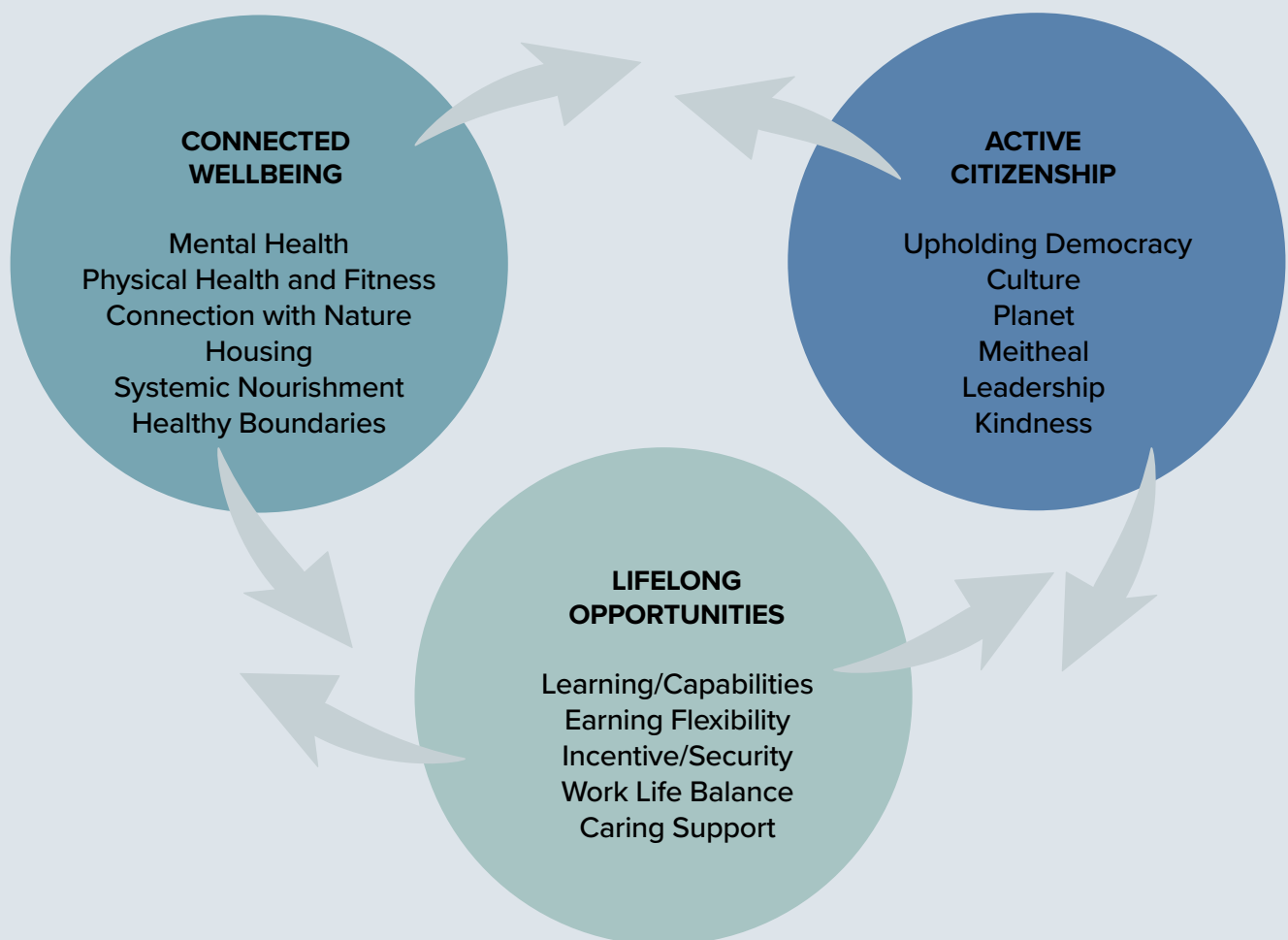
This framing is strongly supported by empirical evidence. The Harvard Study of Adult Development demonstrates that close relationships are among the most powerful predictors of long-term health and happiness, while Julianne Holt-Lunstad's meta-analysis finds that strong social ties increase survival likelihood by approximately 50%, placing social connection alongside major behavioural risk factors. Irish evidence from The Irish Longitudinal Study on Ageing reinforces this, showing that social participation, volunteering, and integration are associated with better physical, cognitive, and mental health outcomes, while also positioning older adults as active contributors rather than dependents.

At a systems level, the OECD highlights that wellbeing extends beyond income to include health, social connection, and economic security, warning that financial insecurity and capability gaps can undermine outcomes even where economies perform well. Complementing this, the Blue Zones literature illustrates that long lives emerge not from isolated behaviours, but from environments that embed purpose, belonging, movement, and social cohesion into daily life.

Taken together, this evidence demonstrates that longevity cannot be reduced to biomedical intervention: it is produced through the interaction of physical, psychological, social, economic, and civic conditions across the life course. Extending lifespan without these foundations risks prolonging exposure to inequality and decline; a true longevity paradigm must therefore prioritise multidimensional wellbeing as its core infrastructure.



Framework: 100 Year Wellbeing For All



Citizen priorities for positive 100 Year Lives

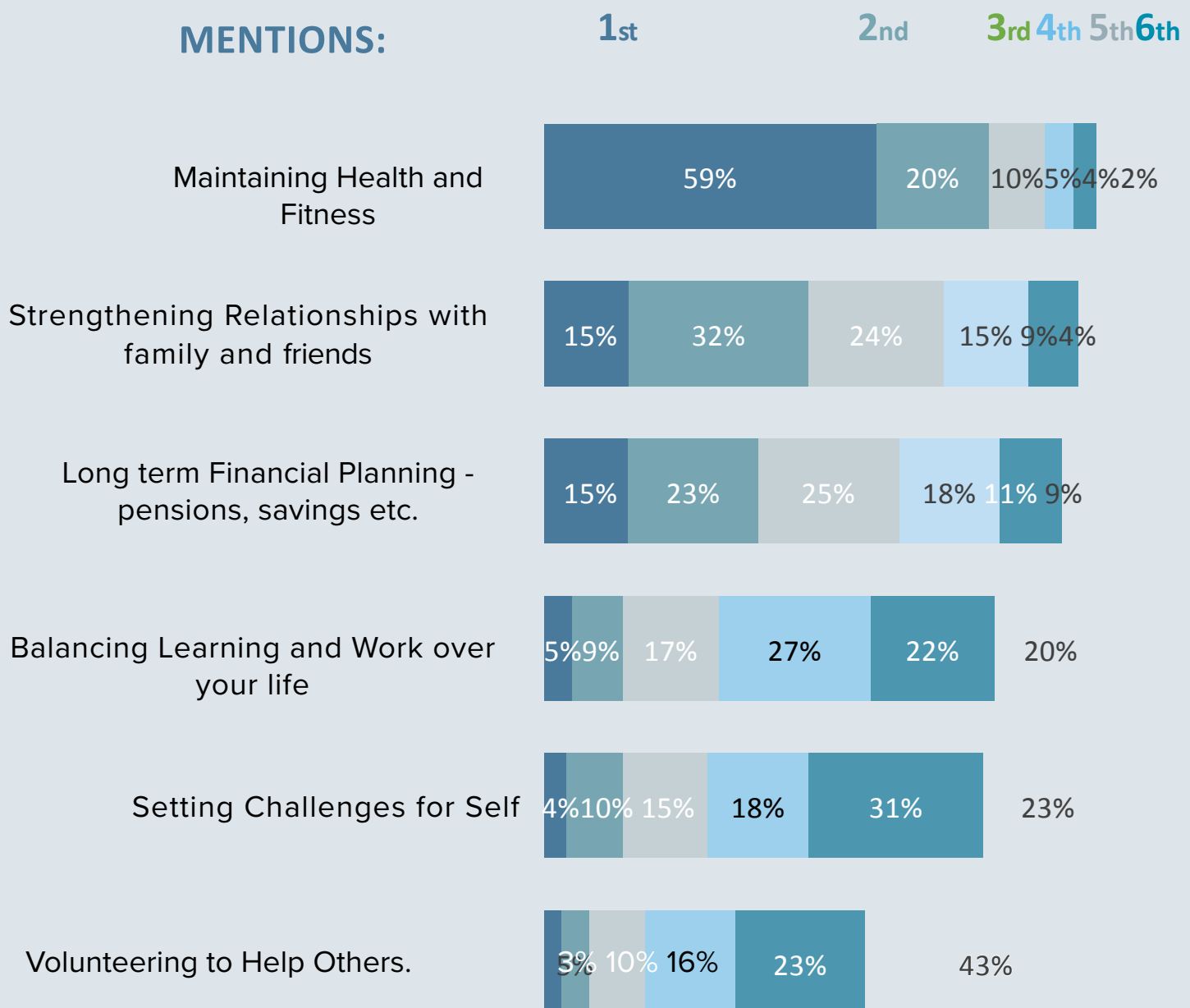
- Citizens reflect this interconnected longevity framework in their personal priorities to support positive 100 year lives - taking proactive steps around health, fitness and relationships, financial resilience and life-long learning.
- Maintaining health and fitness is the foremost action people believe will ensure a better life at 100, with older adults (55+) especially focused on this.
- Three-quarters agree that we need better education (73%) and a shared vision (73%) for 100-year wellbeing. 67% believe that Ireland needs a system to measure progress and address gaps in supporting people who live to 100.
- Older respondents (65+) show the strongest support across all six priorities.



Citizen priorities support 100 year wellbeing

(Base: All respondents - 978)

Q4. Between now and turning 100, there are things you can do to ensure a better life for yourself when you do reach 100. Rank the actions from 1 -6 in terms of which you believe would have the biggest impact on your life at 100.



Opportunity for Ireland

The countries showing real leadership tend **to do three things well:**

- 1 treat longevity as a whole-of-society opportunity,**
- 2 integrate health + work + social participation, and**
- 3 actively redesign institutions for longer lives**

A small number of countries have begun to move beyond an “ageing society” framing toward what can more accurately be described as a longevity paradigm—one that treats longer lives not as a fiscal burden, but as a structural transformation requiring institutional redesign. These cases demonstrate that leadership in longevity policy is not defined by life expectancy alone, but by the extent to which states re-organise work, health, and social participation to align with extended life courses.

In Japan, longevity policy is embedded in systems that prioritise social participation and purpose. Community-based integrated care and flexible employment through Silver Human Resource Centre;s enable older adults to remain active contributors, reframing later life as a period of continued engagement rather than withdrawal. Similarly, Denmark exemplifies a preventive welfare model, where early intervention and home-based care maintain functional ability and reduce institutional dependency.

In contrast, Singapore represents the most explicit example of a state-led longevity strategy, integrating lifelong learning, preventive health, and age-friendly urban design under a coordinated national framework. Longevity is treated as a form of human capital, with policies such as SkillsFuture enabling continuous reskilling across the life course.



Opportunity for Ireland

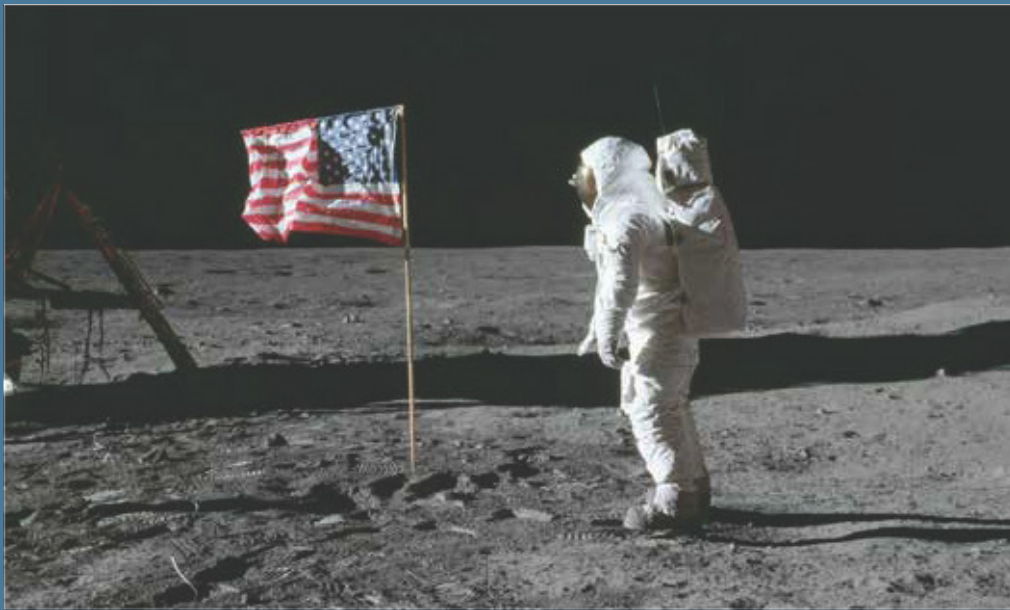
Meanwhile, the United Kingdom and the United States have played a leading role in reframing longevity as an economic and societal opportunity. Institutions such as the Centre for Ageing Better and the Stanford Center on Longevity have advanced the concept of multi-stage lives, challenging the traditional linear sequencing of education, work, and retirement.

Across these cases, a common pattern emerges: longevity leadership involves the integration of three domains-health as capability, work as a lifelong process, and participation as a core societal function. By contrast, Ireland remains institutionally organised around a shorter-life paradigm, with policy still fragmented across ageing, health, and pensions. However, its strong community infrastructure and emerging wellbeing framework suggest that it is not structurally behind, but rather under-integrated in its response. The transition to a longevity paradigm in Ireland will therefore depend less on new policy domains than on the strategic coordination of existing ones.

What distinguishes genuine leadership in the longevity paradigm is not demographic fortune but institutional intent: the deliberate reorganisation of society around longer lives. The critical challenge, therefore, is not policy invention but policy integration. Moving to a longevity paradigm requires a shift from managing older populations to redesigning systems for longer lives-transforming longevity from a perceived cost into a defining asset of social and economic development - at every stage of life.



Mission based approach: focus, alignment, accountability*



It works because:

1. Clear, Ambitious Goals
2. Cross-Sector Collaboration
3. Innovation-Driven
4. Value Based Systemic Change
5. Long-Term Perspective
6. Public Engagement
7. Accountability and Measurability

**Mazzucato, M. 2018. Mission-oriented research & innovation in the European Union. European Commission, 36.*



Collaborative leadership



Why Collaborative Leadership Matters

Collaborative leadership is central to mission-led systems change, as complex societal challenges require coordinated action across interdependent actors rather than siloed interventions. Traditional hierarchical governance models are insufficient for addressing problems that span sectors, institutions, and time horizons. Instead, collaborative governance approaches bring together public, private, and civil society actors in shared decision-making processes, enabling more holistic and adaptive responses (Ansell & Gash, 2008; Emerson et al., 2012). This shift reflects a broader move toward networked governance, where leadership is distributed and relational rather than concentrated within a single institution.

Mission-oriented policy frameworks further reinforce the importance of collaborative leadership by emphasising direction-setting and cross-sector alignment. Missions require governments not only to regulate or correct market failures, but to actively shape markets and coordinate diverse actors toward shared societal goals (Mariana Mazzucato, 2018). From this perspective, the state plays a catalytic role, but effective delivery depends on the alignment of capabilities across sectors. International policy frameworks similarly highlight that tackling complex challenges requires whole-of-system approaches that integrate policy design, implementation, and learning across institutional boundaries (OECD, 2022).

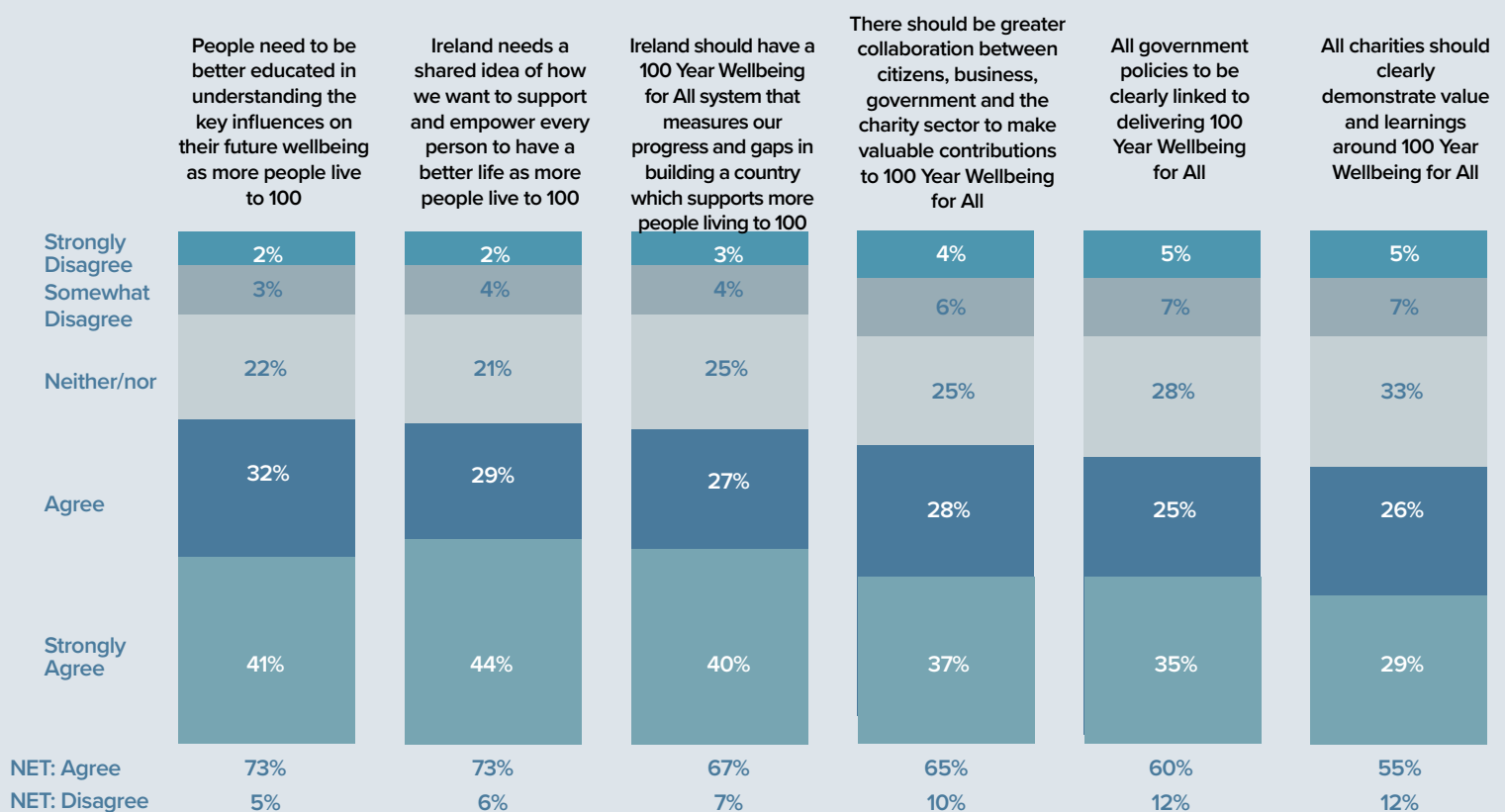
Taken together, these perspectives suggest that **collaborative leadership in mission-led systems is not simply about working together, but about designing institutional arrangements that enable alignment, learning, and accountability across sectors.** Ensuring that this role contributes positively to systemic change requires careful attention to transparency, public value, and the balance of power within collaborative arrangements.



Leadership critical for tackling this systemic challenge

(Base: All respondents - 978)

Q5. To what extent do you agree or disagree with the following statements in relation to priorities for more people living to 100?

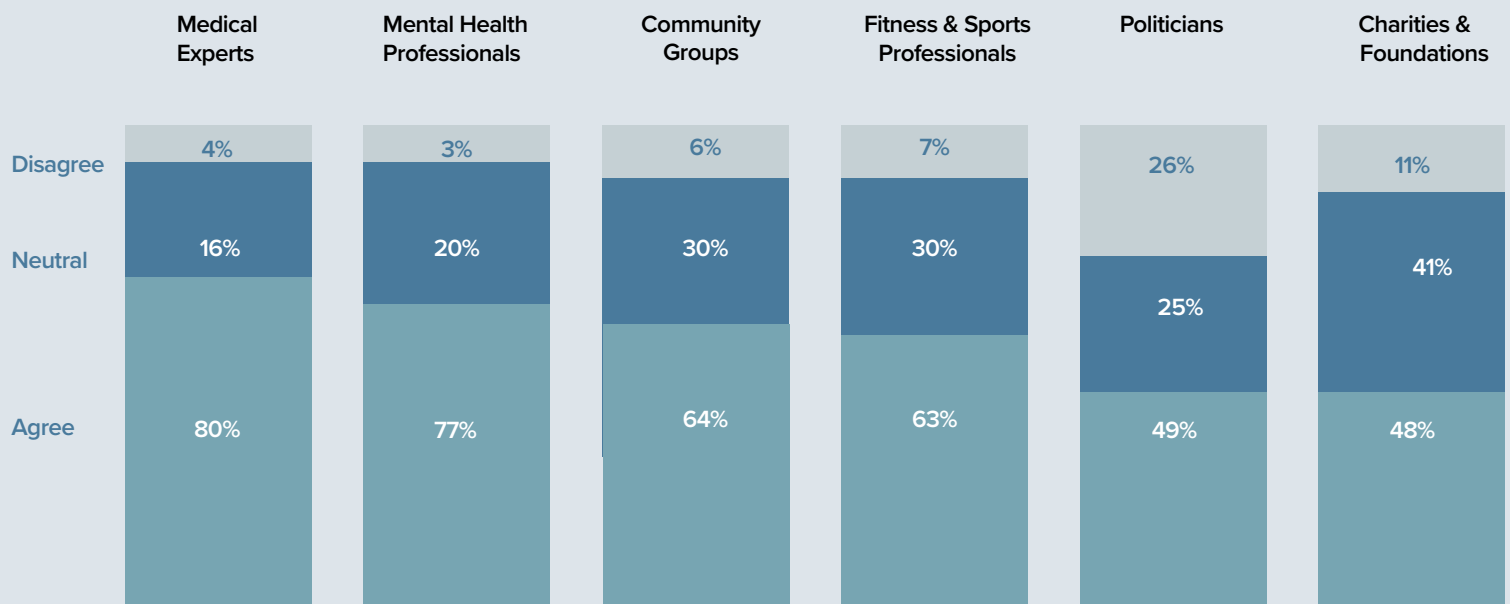


- 73% agree that education and collective vision should be the top priority for 100 year flourishing - with no significant demographic differences
- 65+ year olds feel more strongly about all the ideas than the other cohorts
- Citizens living in Connaught felt the least strongly but overall are still positive about the idea

Leaders across all sectors must play a role

(Base: All respondents - 483)

Q6. Who are the most important people to show leadership in supporting us all to live better 100 year lives?

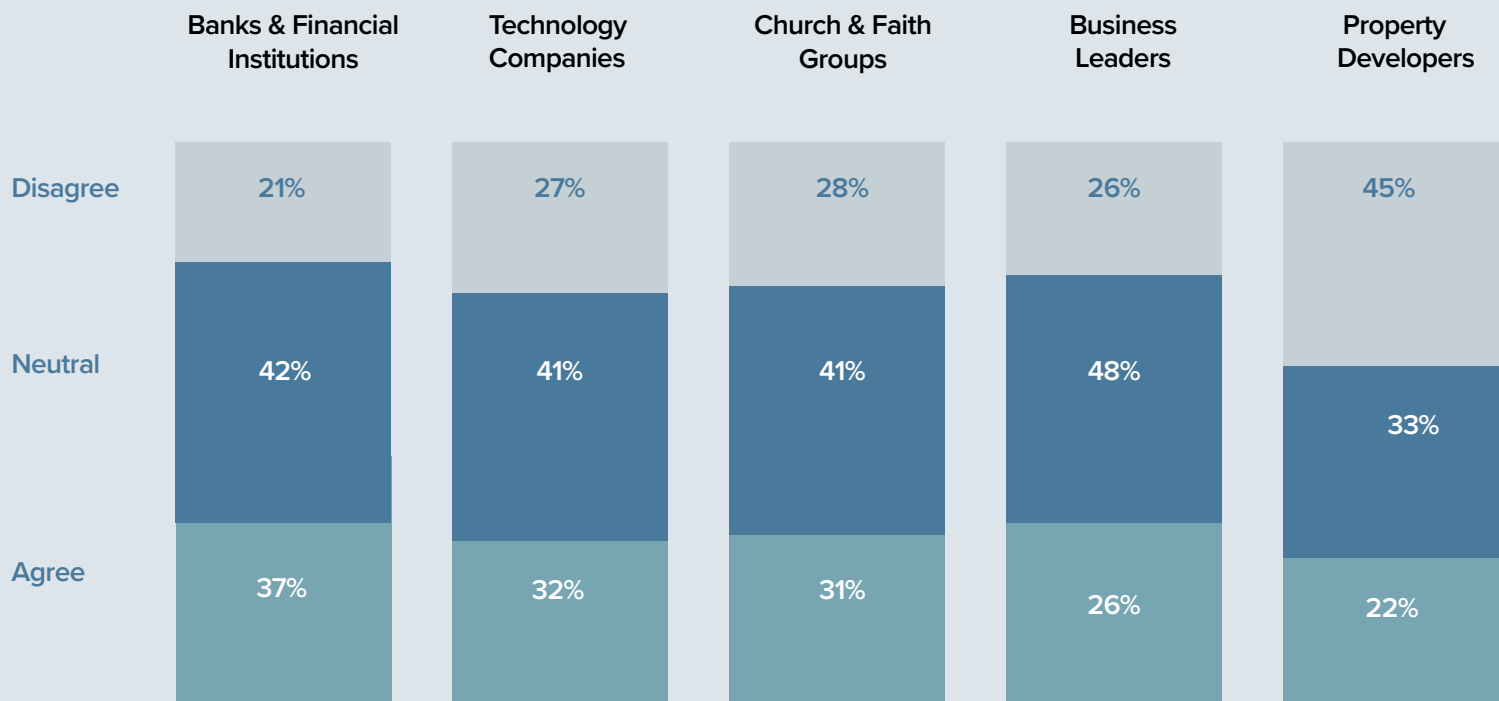


- Unsurprisingly 65+ year olds believe more sternly than other ages that Medical experts and professionals are key to supporting 100 year wellbeing
- Connaught and Dublin citizens are least likely to see politicians as the people best suited to supporting us all to live better 100 year lives

Leaders across all sectors must play a role

(Base: All respondents - 978)

Q6. Who are the most important people to show leadership in supporting us all to live better 100 year lives?



- 47% of citizens living in Leinster (excluding Dublin) believe that banks and financial institutions should show leadership in supporting everyone live longer, better lives, this is significantly higher than other regions.
- Younger people aged 25-34 and Dubliners are the people which most strongly believe that tech companies have a leadership role.

Collaborative leadership recommendations

- Global learning demonstrates the need for **formalising commitment towards long term goals through formal structures and joined-up thinking.**
- In Ireland, issues like Childhood Poverty have been given centralised leadership from **the Taoiseach's Office.**
- Global precedents have included initiatives like the **100 Year Life Council in Japan, the Stanford Center on Longevity , the Welsh Future Generations Commissioner and the Trinity Institute for Longitudinal Ageing.**
- It could be valuable to establish **a 100 Year Lives Institute** which can ensure collaborative momentum, joined up thinking, joined up actions and transparent measurement and learning. *(This could also be situated in an existing institute or agency if there are synergies in missions and measurement).*
- Proven exercises in **deliberative democracy** and leadership like Citizen Assemblies or digital citizen platforms in Barcelona/New York/Mexico City /Taiwan could also ensure that citizen priorities are continually central in on-going leadership.



Positive framing



Why Positive Framing Matters

Positive framing is central to how longevity is understood and governed within mission-led systems change, particularly in the Irish context.

Foundational work in Framing Theory demonstrates that the presentation of an issue shapes both individual decision-making and policy priorities (Amos Tversky & Daniel Kahneman, 1981; Robert M. Entman, 1993).

In Ireland, population ageing is frequently framed through fiscal sustainability concerns-particularly pressures on pensions, healthcare expenditure, and dependency ratios-**reinforcing a narrative of demographic burden.** Such deficit-based framing risks narrowing policy responses to cost containment, rather than enabling a broader reconfiguration of the life course. Empirical research indicates that these narratives shape both societal attitudes and institutional priorities, reinforcing ageist assumptions and limiting investment in later-life capability (Reuben Ng, 2021, 2024; Amundsen, 2022).

However, Irish policy developments also reflect an emerging shift towards a more positive longevity framing. Initiatives such as Sláintecare and the Healthy Ireland Framework emphasise prevention, wellbeing, and life-course approaches to health, aligning with the World Health Organization's conceptualisation of healthy ageing as the maintenance of functional ability rather than the management of decline (WHO, 2020; Keating, 2022). This reframing opens space for policy innovation across labour markets, education, and community participation, positioning longer lives as a site of economic and social contribution.

In summary, **positively framing longevity is not a neutral communicative choice but a structuring force that determines how longevity is interpreted, governed, and lived.** Whether increased life expectancy is understood as a fiscal burden or a societal asset fundamentally shapes policy responses, resource allocation, and individual behaviour. In this sense, the shift from an 'ageing' to a 'longevity' paradigm is not semantic but institutional-reconfiguring responsibility from individuals to systems, and from late-life management to life-course design.



Positive framing recommendations

Positive role models

- Neuroscience and positive psychology consistent show that 'learned optimism' and positive role models can build individual confidence and collective efficacy around tackling complex challenges (Aue & Singer, 2021, Lee et al., 2019, Seligman, 1991)
- Throughout the country there are numerous examples of people leading and championing flourishing lives for all life stages. Examples include Gaisce Awards, Super Agers, Volunteer Ireland Awards, Tidy Towns, National Lottery Good Causes Awards & GAA.
- Initiatives like Meitheal Mór have potential to celebrate and encourage us all build, strengthen and amplify community spirit and meitheal.

Rolling evidence base

- A rolling evidence base can help support the learnings and progress from the mission-based framework and allow citizens, collaborators and media to share these stories with others.
- This is a shared repository of programmes and their metrics and progress towards supporting positive 100 Year Lives. e.g.. Project Drawdown - an extensive database of climate solutions.

Positive good news stories

- Regular positive communications around successful schemes and people on social, local and national media. e.g.. Reasons To Be Cheerful - a non profit online magazine that show-cases 'good news stories' and seeks to be a 'tonic for tumultuous times'.



Purposeful Pilots



Why Pilots matter

Pilots are not the end goal; they can be the bridge between Missions and impact* as part of a 100 Year Lives Strategy Lab.

Pilots can help build collective momentum through:

- Testing and Learning at Small Scale
- Reducing Risk of Large-Scale Failure
- Engaging Stakeholders and Building Buy-In
- Generating Evidence for Policy and Funding
- Creating a Scalable Blueprint

We have looked globally and across Ireland to identify some best-practice proven pilots that could accelerate positivity behind 100 Year Lives.

Pilots also allow us to start harnessing Collaborative Leadership from public, private and philanthropy sectors, while building a rolling evidence base and helping to reframe from Ageing to Longevity through real resonant stories.

*Mazzucato, M. 2018. *Mission-oriented research & innovation in the European Union*. European Commission, 36.

Marmot Approach to Inclusive Health & Social Care



WHAT IT IS

Marmot Review (2010) emphasised the social determinants of health and equity in improving health and social outcomes. Six principles:

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities
3. Create fair employment and good work for all
4. Ensure a healthy standard of living for all
5. Create and develop healthy and sustainable communities
6. Strengthen the role and impact of ill-health prevention.

Elements have been recommended in the Healthy Ireland Framework (2013) and Sláintecare.

On May 15, 2025, Limerick announced a Health Equity Region Oversight Group, comprising key state and community agencies to outline the vision for a Marmot-inspired programme.

HOW IT WORKS

- This is a long term systemic approach which requires longitudinal measurement and learning, underpinned by 'Proportionate Universalism'
- Building healthy people and communities requires social and family support as well as individual services.
- Organisations like Community Families, AONTAS, Community Gardens and Tidy Towns can also strengthen meitheal

Canada: Sport for Life - Society



WHAT IT IS

This is a Canadian non-profit which promotes a Long Term Development in Sport and Physical Activity Framework - focusing on building physical literacy, sport and activity across all life stages, including 0-6 children and all child and adult age groups and training trainers at all ages.

HOW IT WORKS

- Physical literacy for whole population
- More structured age- appropriate pathways
- Early skill development and lifelong activity
- Better access for marginalized communities
- Improved training and youth retention
- Cross- sector partnerships promoting activity
- Integration with policy focus

Dutch Intergenerational Housing Models



WHAT IT IS

The Netherlands has pioneered several innovative intergenerational housing initiatives that foster connections between younger and older generations. They address challenges such as student housing shortages and elderly social isolation by creating mutually beneficial living arrangements. These programmes include:

- Humanitas Deventer: Students and Seniors Living Together
- Beekmos Project in Houten: Elderly Mentors for Young Mothers
- De Benring in Voorst: A Multi-Generational Community

HOW IT WORKS

- Resident satisfaction and wellbeing
- Increased sense of community
- Delayed entry into residential care
- Cost effectiveness and housing efficiency
- Social Cohesion
- Return on Societal Investment

Finnish Housing First Initiative



WHAT IT IS

Launched in 2008, this policy prioritizes providing permanent housing to homeless individuals without age restrictions or any preconditions, such as sobriety or participation in treatment programmes. Once housed, individuals are offered tailored support services to address issues like mental health, substance abuse, and unemployment. The Finnish government collaborates with municipalities and non-governmental organisations to provide housing and support services. The Y-Foundation, one of Finland's largest housing providers, plays a pivotal role by offering affordable rental units. The program emphasises individualized support, recognizing that some residents may require intensive assistance, such as a 2:1 staff-to-resident ratio, to maintain stable housing.

HOW IT WORKS

- Between 2008 and 2019, Finland achieved a 35% decrease in homelessness, with a notable decline in long-term homelessness.
- By 2021, the number of homeless individuals had dropped to 4,396, including 1,318 experiencing long-term homelessness. “Sleeping rough” has been largely eradicated in Helsinki, where only one 50-bed night shelter remains.
- Studies indicate that the Housing First model results in substantial savings for society. For instance, analysis in Tampere revealed savings of €250,000 in one year.
- Overall, providing housing and support services to a homeless person can save society at least €15,000 per person annually, primarily due to reduced reliance on emergency healthcare, police, and judicial services

Vienna Housing Model



WHAT IT IS

Vienna's renters on average pay roughly a third of their counterparts in London, Paris or Dublin, largely because the city is landlord (owner) of approximately 220,000 social rented apartments. The largest home owning city in Europe. A quarter of the people who live in Vienna are social tenants - if you also include the approximately 200,000 co-operative dwellings built with municipal subsidies, it's more than half the population. Vienna's social housing programme is more than a policy - in the city it is a foundational ideal that is a source of immense pride*.

HOW IT WORKS

- Creates a high % of affordable housing - over 60% of Vienna's residents living in social housing
- Integrated 'mixed' living prevents ghettos developing
- Lower poverty rates, less homelessness and better health outcomes
- Sustainable urban development
- Global best practice (OECD)

**Premrov, T. and Schnetzer, M., 2023. Social mix and the city: Council housing and neighbourhood income inequality in Vienna. Urban Studies, 60(4), pp.752-769.*

Australia: Youth Mental Health Coalition



WHAT IT IS

A coalition between main mental health players uniting to improve youth access to services, destigmatization and building resilience and empowerment, through digital mental health tools and school-based programming and workshops. In Ireland, this could include SOAR, Jigsaw, ISPCC, Turn2Me and other youth serving organisations like National Youth Council of Ireland, Foróige and GAA.

HOW IT WORKS

- Increases in wellbeing and resilience
- Increases in social belonging
- Increases in empowerment and agency
- Positive mental health and physical health
- Integration with broader policy
- Align with CHIME - overall youth mental health resilience framework -

Kyrie Therapeutic Farm



WHAT IT IS

Kyrie Farm has a transformative purpose to enable people who are experiencing challenges that affect their mental health and well-being to live to their fullest potential. It will create a unique and optimum healing environment combining the benefits of nature, meaningful participation, community and therapy. Our inaugural therapeutic farm in County Kildare is set to open in 2026. The project is led by leaders within mental health and draws from proven practice within established therapeutic farms around the globe*.

HOW IT WORKS

- Increases in personal wellbeing and resilience
- Increase in empowerment and agency
- Decreases in re-admission to mental health services
- Professional satisfaction and lack of burn-out
- Social return on investment

**Heatherington, L., Bonner, B.L., Rosenberg, D., Patterson, R.D. and Linsley, J., 2019. Sustaining outcomes research in residential treatment: A 15-year study of the Gould Farm program. Psychological services, 16(4), p.675.*

UK: Curam Care

-Transformative Social Care



WHAT IT IS

Curam Care is a transformative social care platform in the UK which enables people who need care match with a carer who meets their needs. The carers earn significantly more than agency carers and the clients pay less. Carers are vetted and the platform enables easy scheduling, care-plans, communication and invoicing.

HOW IT WORKS

- Higher client satisfaction and better client empowerment and independence
- Higher carer satisfaction, earning and retention
- Lower systemic costs and higher efficiency for carers and clients
- Can connect with other health care and social care stakeholders and systems.

EU: SchoolFood4Change pilot



WHAT IT IS

This is a **Whole School, whole system intervention which targets children across their school course, from 0 years to 18 years**. Pilot currently operates across 12+ European countries and targets 3,000 schools / 600,000 students and focuses on building food literacy around why and how to grow, cook and eat food at a policy, community and individual level. International models suggest that food literacy emerges not from information provision alone, but from the alignment of institutional environments with desired behaviours, where children repeatedly experience, practice, and internalise healthy and sustainable food practices (WHO, 2021; OECD, 2020).

HOW IT WORKS

This evaluates **school food as a system to be transformed, not a service to be delivered** - it goes beyond short-term nutrition into long -term social value. Key measures include:

Health outcomes (dietary behaviour changes, uptake of healthier meals)

Environmental outcomes (carbon footprint of school meals, sustainability of supply chains)

Social outcomes (inclusion: access to healthy food)

Economic outcomes (cost -effectiveness of sustainable meals, local economic impact)

Financial Literacy Gamification/AI



WHAT IT IS

To help low-income young adults build basic financial literacy skills, FableVision developed a series of online games for Commonwealth. The games - Farm Blitz (interest compounding, debt, savings), Bite Club (saving for retirement), and Refund Rush (tax time saving) - teach consumers how to better manage their money. Bite Club is the first vampire-themed financial literacy game that encourages savings. The game is a resource management game where players learn key financial information about the importance of paying off debt and saving for retirement by taking on the role of a vampire club owner.

HOW IT WORKS

- Players improve financial literacy skills
- Players feel empowered supported and entertained
- People are more likely to retain and apply knowledge
- Can be repeated at different life-stages in relevant, resonant formats

New Education Model



WHAT IT IS

A personalized learning curriculum which builds 21st century skills and capabilities for people - in a world where careers and jobs will be speedily changing. This approach will also build creativity and citizenship and equip people with AI literacy and ethics so they can ensure they are more than 'mindless machine minders' as the century unfolds. There will also be scope for people to be mentors and to have education credits over their life-times to ensure they balance life-long learning and life -long earning with their own health and caring needs.

HOW IT WORKS

- Empowers people with capabilities over their life time
- Builds an ongoing connection between work and learning
- Facilitates people to balance learning and work with caring responsibilities and wellbeing
- Ensures that people feel confident around AI and technology rather than being overly cynical or frightened.
- Manage personal boundaries around work and technology to ensure connected wellbeing.

4 Day Working Week - Next Generation



WHAT IT IS

4 Day working week has already demonstrated better worker satisfaction and higher productivity in multiple sectors in Ireland and around the world. Scope now to move it on and explore additional parameters, e.g..The Buurtzorg Community Nursing model empowers small self-managed teams or 10-12 nurses to deliver high quality patient care with minimal bureaucracy*.

HOW IT WORKS

- Higher patient satisfaction.
- Better patient recovery outcomes
- Increased nurse job satisfaction and retention.
- Cost-effective: reduces hospital admissions and overhead costs.

**Kreitzer, M.J., Monsen, K.A., NanDram, S. and De Blok, J., 2015. Buurtzorg nederland: a global model of social innovation, change, and whole-systems healing. Global advances in health and medicine, 4(1), pp.40-44.*

Barcelona: Deliberative Democracy - DECIDIM



WHAT IT IS

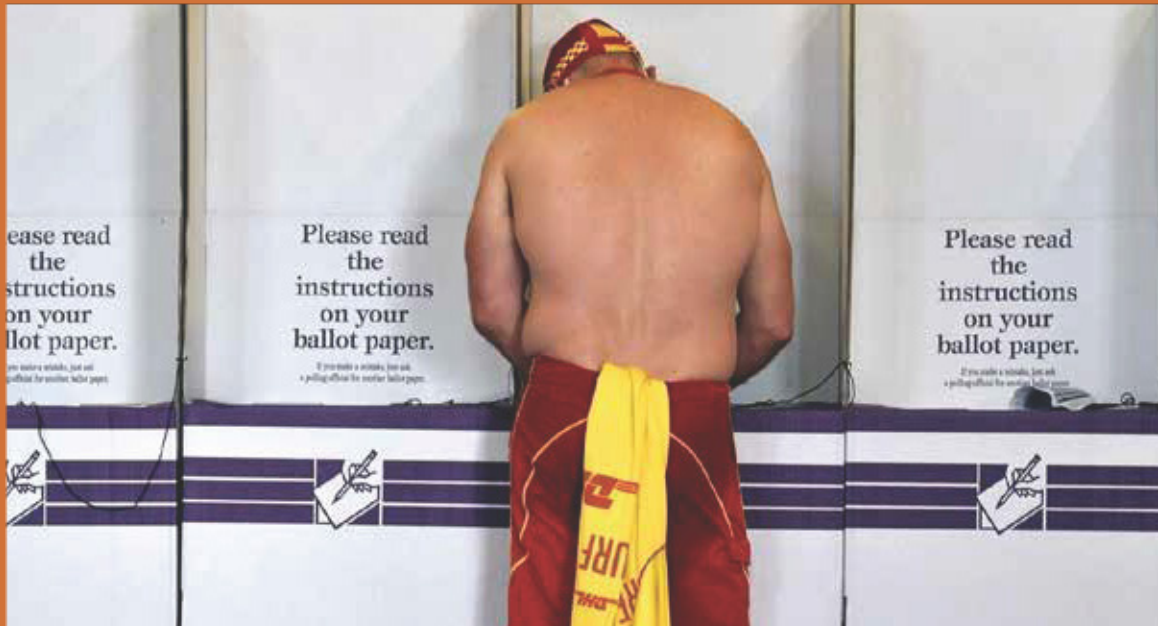
Barcelona Decidim is an open-source digital platform launched in 2016 by the Barcelona City Council to support citizen participation in policy-making and urban planning. Citizens can vote and participate on ideas and on budgeting. Government policies can be tracked and there is open debate on policies*.

HOW IT WORKS

- High participation levels - 400,000 users
- Real impact on policy - millions of euros spending have been discussed
- Transparency & accountability - users can track policies, open - source architecture
- Scaleable & replicable - adopted by Mexico City and New York

**Monge, F., Barns, S., Kattel, R. and Bria, F., 2022. A new data deal: The case of Barcelona.*

Australia: Democracy - Mandatory Voting



WHAT IT IS

Since 1924, in Australia, all eligible citizens are legally required to vote in federal, state, and local elections. This is enforced by the Australian Electoral Commission and small fine paid for non-compliance. You do not have to choose a candidate - can choose to spoil your vote. There is a tradition of food around elections to support this.

HOW IT WORKS

- Extremely high voter turnout - 90-95%
- Political legitimacy - included under-represented groups better
- Higher civic engagement - part of the social contract
- Higher political literacy - everyone participates at some level

Poland: Democracy - Local Citizens' Assemblies



WHAT IT IS

In Poland, Gdańsk Citizens' Panel has been in operation from 2016 - present. It was developed after civic unrest and involves local level citizen panels with binding influence on municipal decisions. Issues include flood prevention, air quality and transportation. Mayor committed to implement citizen recommendations with at least 80% approval.

HOW IT WORKS

- Improves citizen ownership and engagement with local decisions and issues
- Underpins greater legitimacy for the local government.
- Build shared progress towards societal goals.

Green Machine - Citizen Climate Action Mobilisation



WHAT IT IS

Community engagement around citizen climate actions - which allows healthy competition between communities and within communities. Platform helps nudge decisions and produce dashboards. Events help communities have fun and build a shared sense of identity and purpose around specific climate change goals (e.g. transport, growing food, energy use, house refits)

HOW IT WORKS

- Nudges positive behaviour change individually and collectively
- Creates positive shared social norms around climate action
- Helps people demonstrate clear progress and feel empowered around climate change
- Connects and collaborates with other community efforts (Tidy Towns etc.) and with other non-profits and community groups.

Global: 'Plant for the Planet'



WHAT IT IS

A leading global youth empowerment programme - which fuses education, leadership development and immediate climate action like planting trees, leading climate action projects. Programme originated in Germany but now active in 70+ countries and has trained 100,000 plus 'Climate Justice Ambassadors'. Mexico is the flag-ship example where youth participants work with 20,000 hectares of restoration land, planting millions of trees, employing local workers and producing scientific research evidence to support global scaling..

HOW IT WORKS

- Large scale youth mobilisation
- Peer-to-peer empowerment model
- Youth -led governance structures
- Behavioural activation (real-world action)
- Youth 'change agents' influence older generations
- In Mexico - scientific evidence for global scaling.

Meitheal Mór - championing community volunteers all ages



WHAT IT IS

A pioneering national prestigious award recognising and celebrating older people and people of all ages building community spirit in Ireland.

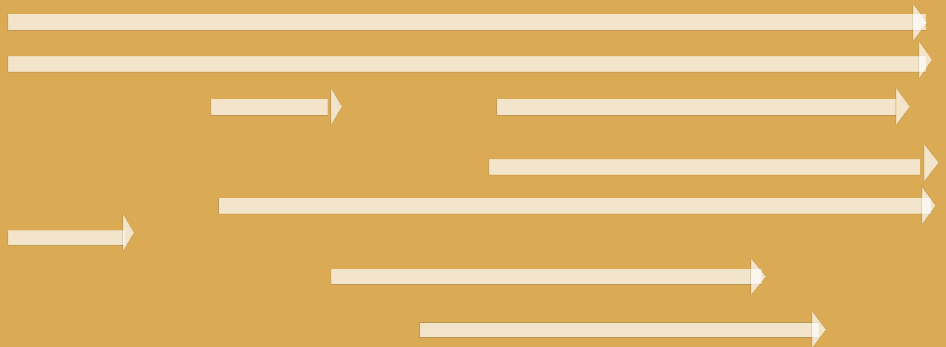
HOW IT WORKS

- It would amplify, celebrate, recognise and cultivate the achievements of older people building community spirit.
- It would inspire people of all ages to engage in volunteering across their life-course.
- It would ideally work with and amplify other relevant awards for older people in Ireland and beyond Ireland (e.g. Tidy Towns, Age-Friendly Awards, Méitheal Awards etc.)

How do Pilots work within Missions and across our cohorts

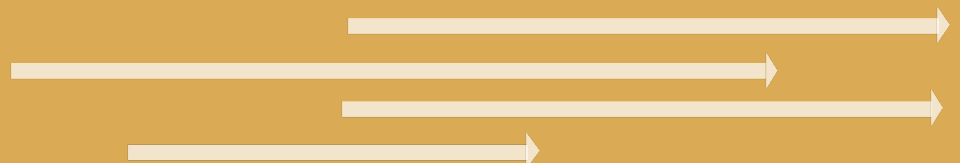
CONNECTED WELLBEING

Marmot Approach
Sport for Life
Intergenerational Housing
Finnish Homelessness
Vienna Housing Model
SOAR/ISPC/ Jigsaw Collaboration
Kyrie Farm Model
Curam Care



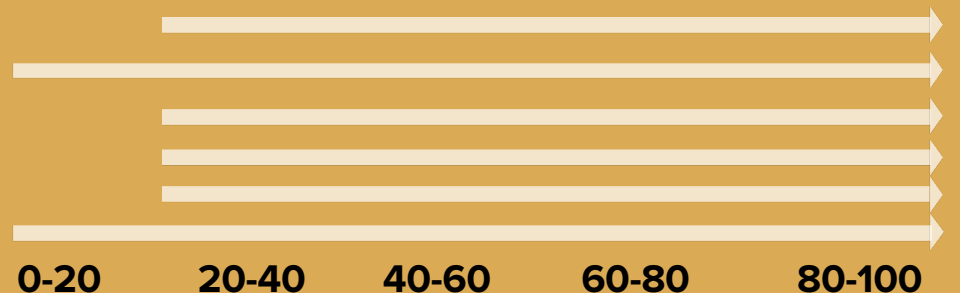
LIFELONG OPPORTUNITIES

Financial Literacy New Lifelong
Education Model
Four-day Week Next Generation
School Food Coalition



ACTIVE CITIZENSHIP

Meitheal Mór
Green Machine
Barcelona DECIDIM
Mandatory Voting
Local Citizens Assembly
Plant for the Planet



Opportunities for philanthropy



Opportunities for philanthropy

From an Irish perspective, **philanthropy's role in systemic change is increasingly being formalised through a partnership model** rather than treated as a purely private or charitable activity. (Baron, 2026)

Ireland's National Philanthropy Policy 2024-2028 **explicitly positions philanthropy as a collaborator in delivering public good, with objectives spanning data and research, government and sectoral partnership, and capacity building.** In practice, this points toward a best-practice model of Irish philanthropy that is place-based, evidence-informed, collaborative, and long-term.

Examples such as government-backed pilot place-based philanthropy projects, Community Foundation Ireland's strategic giving model, and Rethink Ireland's venture-philanthropy approach suggest that **philanthropy can play a distinctive systems role by convening actors, funding experimentation, and strengthening organisational and community capacity.** At the same time, maximising the value of philanthropy depends on robust governance, public-benefit orientation, and transparency to ensure that philanthropic influence remains legitimate and accountable (Powell et al., 2019).

Any philanthropic venture can be aligned with the mission-based framework of "100 Year Flourishing Lives for All" by classifying all grants, funds and partnerships according to the extent to which they strengthen connected wellbeing, life-long opportunities and active citizenship. Rather than replacing existing thematic priorities, this overlay provides a second strategic lens that links equality, place and climate investments to long-term human flourishing across generations



Summary

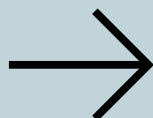


Summary

- 1. The 100 Year Lives Project is a participative action research project to develop a framework for all sectors of Ireland to work together to support and empower 100 year lives for everyone - cradle to grave.**
 - This involved 16 x expert interviews with leaders in longitudinal medicine, macro-economics, innovation, leadership, strategy, lifelong learning, education and social inclusion.
 - It also included six extended citizen co-creation workshops in Dublin, Cork and Mullingar with people aged between 20 and 80. We did nationally representative citizen polling with people from 18 upwards.
 - This project was funded and championed by the Community Foundation Ireland and also included consultation with six of their grantees around the key findings and implications.
- 2. 100 Year Lives are increasingly a demographic reality around the world with up to a third of children born today in Ireland likely to live to 100.**
 - Medical and economic progress has combined to ensure that people are broadly living longer but on average 20% of this lifespan can be experienced as 'disability' /poor health. On a structural and fiscal level, this is compounded by declining birth rates and reduced pension provisions.
 - These demographic facts are systemically exacerbated by macro factors like global unrest, climate change, migration and AI , and cultural and psychological factors around trust and cohesion and individual stress, uncertainty, poor health and isolation.
- 3. Treating longer health expectancy through a Longevity paradigm versus an Ageing paradigm can move us from a crisis driven approach about 'elderly' burdens to a transformative systemic approach supporting longer better lives for all, from cradle to grave.**
 - In order to prevent increasing lifespans being a source of 'burden' and restriction for individuals, families and communities - we need to collectively re-imagine the societal structures we want to design and bring into being around these six essential shifts:

From

The 'Elderly'
Lifespans
Job for life
Financial survival
Skill redundancy
Care as dependency



To

All ages: Cradle to grave
Health-spans (all aspects)
Multi-stage life
Financial resilience
Lifelong contribution
Care as shared responsibility



Summary contd.

4. Irish Citizens of all ages currently have fears and worries about living to 100, which reflects the Ageing paradigm.

- Key concerns including physical health issues (84%), cognitive issues (83%) and loss of independence (82%) top the list, followed by vulnerability, poor quality of life and being seen as a burden.
- Isolation, age discrimination and other health fears (mental health and end of life care) are concerns for around two-thirds of respondents.
- Technology, climate change, and inheritance pressure are comparatively the least concerning.

5. Irish Citizens of all ages can also see the potential positives of living to 100 as individuals and society, which reflect the Longevity paradigm:

- Seeing family members grow up (86%), benefiting from healthcare advances (80%), passing on wisdom (77%) and providing emotional support to family (77%) are the top highlights.
- Around 6 in 10 agree social connection (new friends, emotional support) and ongoing personal growth (learning new skills) are positives of living longer.

6. We propose a mission based framework that can help guide policy, people, plans and communities to support and empower people in this constantly changing world - 100 Year Flourishing Lives for All.

- There are three key interconnected elements - (a) Connected Wellbeing (including mental, physical, social and environmental health), (b) Lifelong Opportunities (including education, paid work, unpaid volunteering, mentoring etc). and Active Citizenship (upholding democracy, kindness, méitheal, community spirit etc).
- Maintaining health and fitness is the foremost action people believe will ensure a better life at 100, with older adults (55+) especially focused on this. Three-quarters agree that we need better education (73%) and a shared vision (73%) for 100-year wellbeing. 67% believe that Ireland needs a system to measure progress and address gaps in supporting people who live to 100.



Summary contd.

7. Collaborative Leadership is critical to keep a focus on the initiatives, progress and measurement needed to support 100 Year Flourishing Lives for All.

- Medical experts (80%) and mental health professionals (77%) are seen as crucial for guiding healthier, longer lives, while politicians, charities, and private sectors like banks and tech firms receive more guarded trust
- Almost two-thirds (65%) would like to see collaboration between government, businesses, charities, and citizens, but less certain about government's capacity to deliver on long-term needs
- In Ireland, issues like Childhood Poverty have been given centralised leadership from the Taoiseach's Office. Other global precedents include the 100 Year Life Council in Japan, the Stanford Center on Longevity and the Welsh Future Generations Commissioner.
- It would be valuable to establish a 100 Year Lives Institute which can ensure collaborative and coordinated momentum, joined up thinking, joined up actions and transparent measurement and learning.

8. It is critical to have positive framing around 100 Year Lives to drive acceptance, funding and participation in the Longevity paradigm.

- This can mean positive role models, cases for investment and rolling evidence base to inspire and guide future programmes and initiatives and positive 'Good News' stories around proactive people, regenerative projects and communities.

9. We propose eighteen potential pilots grounded within key elements of the framework.

- These pilots can be initiated and led by coalitions from local government, businesses, NGO's, state-bodies, academia, media and citizens. We have already had positive engagements with local councils, businesses, citizen groups and academia around these type of pilots.

Collective Wellbeing

Marmot Cities, Sport for Life, Dutch Intergenerational Housing, Finnish Homelessness, Youth Mental Health Coalition, Kyrie Farm Model, Vienna Housing Model, Curam Care.

Lifelong Opportunities

School Food for Change, New Lifelong Education Model, Financial Literacy, Four-Day Week Next Gen.

Active Citizenship

Barcelona Decidim, Mandatory Voting, Local Citizen's Assembly, Green Machine, Plant for the Planet, Meitheal Mór.



Summary contd.

- 10. Philanthropy can play an important role in shaping this systemic change, in line with Irish national policy , explicitly positioning philanthropy as a key collaborator in delivering public good.**
 - This can span roles including data and research, government and sectoral partnerships and capacity building as well as funding pilots that spearhead the Longevity paradigm.
 - Any philanthropic venture can be aligned with the mission-based framework of "100 Year Flourishing lives for All" by classifying all grants, funds and partnerships according to the extent to which they strengthen connected wellbeing, life-long opportunities and active citizenship.
- 11. In conclusion - embracing the Longevity paradigm provides a game-changing opportunity for Ireland as a nation, enabling all ages, stages and sectors to forge a supportive, empowering, inclusive society, economy and community.**
 - We look forward to partnering with all sectors to make this a reality and position Ireland as a pioneer in co-creating 100 Year Flourishing Lives For All.

100 Year Life Project - 4 Stages

DISCOVERY A

Literature Review
x Experts
4 x Seminars

July 2024 -
December 2025

DISCOVERY B

6 x Citizen Co-Creation Workshops
Quantitative National Polling 15 x
Consultations

January 2025 - December 2025

DEBRIEF

Analysis/Synthesis
Grantee Engage x 6
Expert/CFI Align x 8

June 2025 -
March 2026

DESIGN & DELIVER

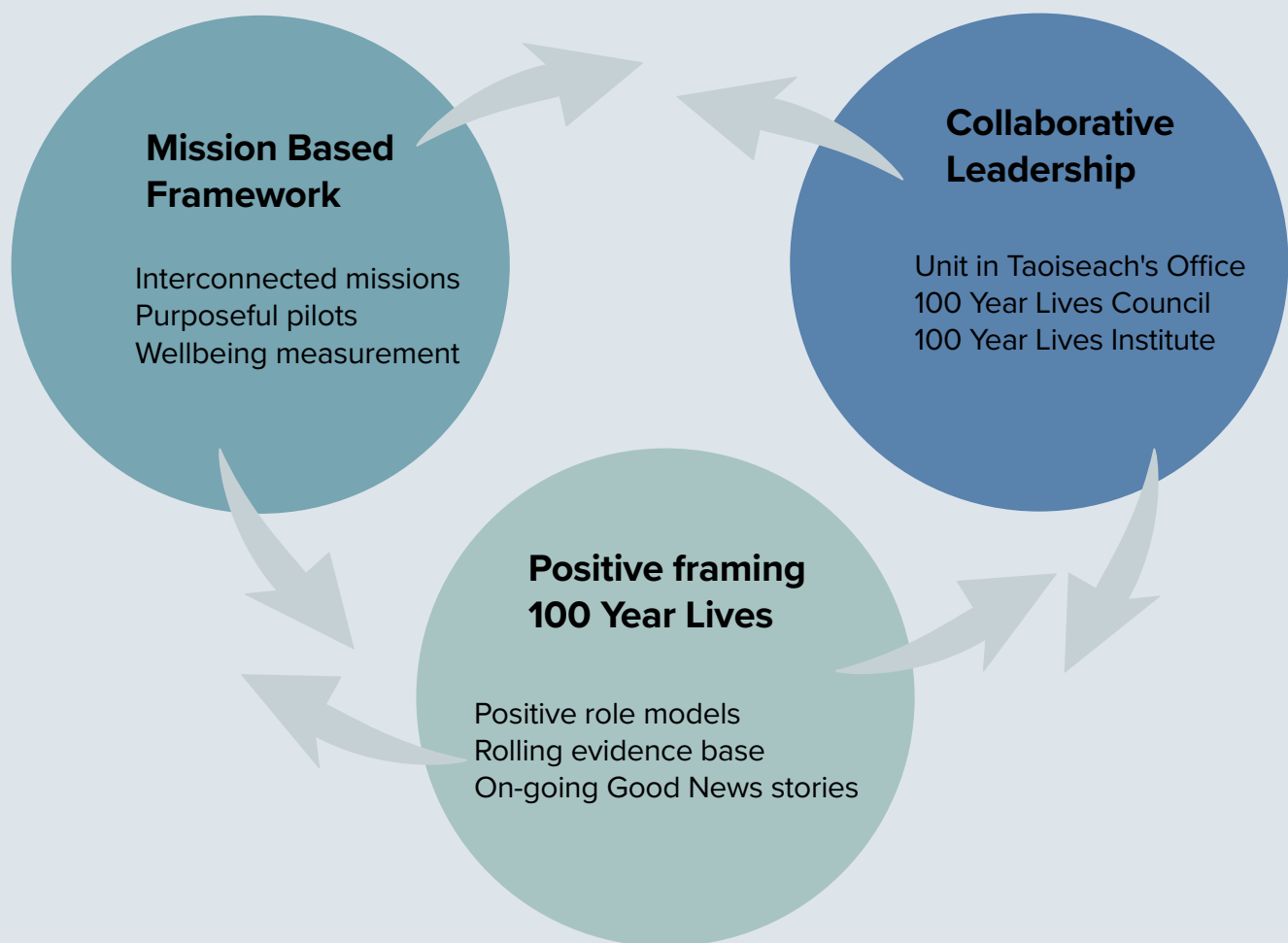
Report Launch and Event
Media Campaign
Co-Creation Pilots

October 2026 - March 2027



Shaping 100 Year Lives

- key success factors



*“...whatever is
given can always
be re-imagined...”*

Seamus Heaney. The
Settle Bed (1991)

References

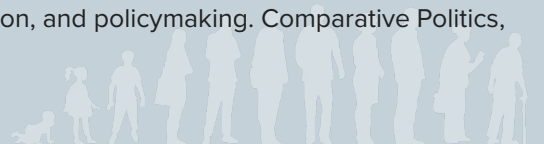
References

- Acemoglu, D., 2025. The simple macroeconomics of AI. *Economic Policy*, 40(121), pp.13-58.
- Alexander, J. and Conrad, A. 2022. *Citizens: why the key to fixing everything is all of us*. Canbury Press.
- Alliance of Age Sector NGO's. 2024. *Taking Stock: Is Government keeping its commitments to older people*.
- ALONE. 2025. *Transforming ageing at home: evaluating ALONE's impact through enhanced community care*.
- Amarach. 2025. *Consumers on the Edge: consumer confidence in Ireland*. April 2025.
- AnDr.é, C., Gal, P., Pereira, Á., & Schief, M. (2024, June 17). Demographic challenges to productivity: How to reconcile population ageing with economic growth? ECOSCOPE.
- Attia, P. (2023). *Outlive: The science and art of longevity*.
- BBC Radio 4- Word of Mouth. 2024. The words we use about getting older and why they matter. Michael Rosen and Dr. Lucy Pollock. August 2024.
- Berlingieri F., Colagrossi M., Mauri C. 2023. Loneliness and social connectedness: insights from a new EU-wide survey. *Fairness policy brief 3/2023*. European Commission - Joint Research Centre, JRC133351.
- Bloom, D. E., Chatterji, S., Kowal, P., Lloyd-Sherlock, P., McKee, M., Rechel, B., ... & Smith, J. P. (2015). Macroeconomic implications of population ageing and selected policy responses. *The Lancet*, 385(9968), 649-657.
- Brooks, A.W. 2025. *Talk*. Random House USA.
- Campbell, T. T. 2024. The four-day work week: a chronological, systematic review of the academic literature. *Management Review Quarterly*, 74(3), 1791-1807
- Canada Life, 2024. *100+ Report*. Exploring longevity to build financially secure futures.
- Carstensen, L. 2022. *The new map of life*. A report from the Stanford Center for Longevity.
- Chenhuichen et al. 2024. The lived experience of frailty: beyond classification and towards a holistic understanding of health. *European Geriatric Medicine* (15), 435-444.
- Clear, J. and Clear, J., 2018. *Atomic habits: Tiny changes, remarkable results*. Avery.
- Conley, C. and Rauth, I.R, 2020. *The emergence of Long Life Learning*.
- Covey, S.R., 2020. *The 7 habits of highly effective people*. Simon & Schuster.
- Dasgupta, S.P., 2021. *The economics of biodiversity the Dasgupta review abridged version*.
- Domènech-Abella, J., Mundó, J., Haro, J.M. and Rubio-Valera, M., 2019. Anxiety, depression, loneliness and social network in the elderly: Longitudinal associations from The Irish Longitudinal Study on Ageing (TILDA). *Journal of affective disorders*, 246, pp.82-88.
- Dooley, B., O'Connor, C., Fitzgerald, A. and O'Reilly, A., 2019. *My world survey 2: National study of youth mental health in Ireland*. Jigsaw and UCD School of Psychology [online]
- Department of Rural and Community Development. (2021). *National volunteering strategy 2021-2025*. Government of Ireland.
- Department of Rural and Community Development. (2026). *Collaborating for impact. Mapping Irish and International public-private models and advancing a strategic framework for Government- Philanthropy Engagement*. Government of Ireland, Prepared by Michael Barron & Jaime Nanci.
- Economist, 2017. *The man trap*. Traditional ideas of masculinity persist in the workplace, even though men are now expected to do more of the household chores - and work longer hours. Emily Bobrow, June 2017.
- Economist, 2024. *Why paying women to have more babies won't work: Economies must adapt to baby busts instead*.
- Economist, 2025. *Too many adults are absolutely clueless*
- Economic and Social Research Institute. (2024). *The Annual Economic Survey of Ireland 2024*. Dublin: ESRI.
- Economic and Social Research Institute. (2019). *Projections of demand for healthcare in Ireland, 2015-2030: First report from the Hippocrates model (Research Series No. 92)*. Dublin: ESRI.



References

- Economic and Social Research Institute. (2023). Population ageing and the labour market in Ireland (SUSTAT Report No. 134). Dublin: ESRI.
- EuroHealthNet and Institute of Public Health, 2024. Creating an impactful and sustainable Wellbeing Economy for better public health. Institute of Public Health.
- Evelyn Partners and The Centre for Future Studies, 2022. Decades of change for life's milestones.
- Financial Times, 2018. Japan begins to embrace the 100 Year Life.
- Financial Times. 2025. China's marriage problem: fewer young people and fewer weddings.
- Fine Gael Policy Lab, 2024. A new framework for positive ageing.
- Fortune Magazine. 2024. Jamie Dimon says the next generation of employees will work 3.5 days a week and live to 100 years old.
- Frameworks Institute, 2024. Seeing upstream: Mapping the gaps between Expert and Public understanding of Health in the United Kingdom.
- Fullerton, J. 2015. Regenerative capitalism: How universal principles and patterns will shape our new economy. Capital Institute. The Future of Finance.
- Fulmer, T., & Volmert, D. (2018). Reframing aging: Growing "old at heart,". Stanford Social Innovation Review.
- Gavin, A., Költő, A., Lumney, L., Moloney, R., Walker, L., Gabhainn, S.N. and Kelly, C., 2024. The Irish Health Behaviour in School-aged children (HBSC) Study 2022: April 2024. Health Promotion Research Centre, University Galway.
- Gilmore, O. 2019. A 4-day week for Ireland? A Report on the Feasibility of the Four-Day Working Week in Ireland. Forsa.
- Goldin, C. 2021. Career and family: Women's century-long journey toward equity. Princeton University Press.
- Goldin, C., 2024. Nobel Lecture: An Evolving Economic Force. American Economic Review, 114(6), pp.1515-1539.
- Government of Ireland, 2013. The national strategy for positive ageing.
- Government of Ireland, 2022. National philanthropy policy 2024 - 2028.
- Gratton, L. and Scott, A.J., 2016. The 100-year life: Living and working in an age of longevity. Bloomsbury Publishing.
- Haidt, J., & Rausch, Z. 2025. An EdTech Tragedy: a groundbreaking UNESCO book on the damage wrought by edtech during COVID school closures around the globe. After Babel.
- Hamaoui, J. and Cardinale, K, 2021. The anatomy of a transition. Modern Elder Academy.
- Heaney, S., 2010. Seeing things. Faber & Faber.
- Heatherington, L., Bonner, B.L., Rosenberg, D., Patterson, R.D. and Linsley, J., 2019. Sustaining outcomes research in residential treatment: A 15-year study of the Gould Farm program. Psychological services, 16(4), p.675.
- Holt-Lunstad, J. 2024. Social connection as a critical factor for mental and physical health: evidence, trends, challenges, and future implications. World Psychiatry, 23(3), 312-332.
- Hughes, T., 2020. Justice, wellbeing and social capital (No. 20/01). New Zealand Treasury Discussion Paper.
- Hurst, R., Ogilvie, L., Asike, I., Voyce, A., & Carson, J. (2025). One ring to rule them all: Applications of the CHIME framework of mental health recovery. Social Work and Social Sciences Review.
- Lamb, S. (2017). Successful aging as a contemporary obsession.
- Laranjeira C, Dixe MA, Querido A, Stritch JM. Death cafés as a strategy to foster compassionate communities: Contributions for death and grief literacy. Frontiers of Psychology. 2022.
- Lusardi, A. and Mitchell, O.S., 2023. The importance of financial literacy: Opening a new field. Journal of Economic Perspectives, 37(4), pp.137-154.
- Mansergh, L. and Thomson, R., 2007. Election pledges, party competition, and policymaking. Comparative Politics, pp.311-329.



References

- Martin, J. P. 2018. Skills for the 21st century: Findings and policy lessons from the OECD survey of adult skills.
- Mazzucato, M., 2024. The inclusive entrepreneurial state: collective wealth creation and distribution. *Oxford Open Economics*, 3(Supplement_1), pp.i1031-i1039
- Mazzucato, M. 2018. Mission-oriented research & innovation in the European Union. European Commission, 36.
- McEvoy, D., Sweeney, C., Ryan, L., Wilson, C., Healy, C., Mongan, D., Sheaf, G., Higgins, A., Gallant, A. J., Doyle, L., Darker, C. D., Keogh, B., Kartalova-O'Doherty, Y., Murphy, R., Fitzgerald, C., Staines, L., Lyne, J. P., O'Connor, K., Anand-Vembar, S., O'Keeffe, D., Nic Aodha, C., Cannon, M., Donohoe, G., Longe, O., McDonald, C., Burke, S., Breen, O., Thomas, R., Doody, M., & Cotter, D. (2026). A systematic review identifying personally modifiable factors for self-harm recovery in young people and the barriers and facilitators to their implementation. *Journal of Psychiatric Research*.
- McGarrigle, C. and Ward, M., 2018. 3. Quality of life and relationships. Wave, p.25. Trinity Institute of Longitudinal Ageing.
- McHugh Power, J., & Swader, C. (n.d.). The loneliest nation in Europe? Ireland as a case study, and implications for policy.
- McKinsey Health Institute, 2025. Investing in the future: how better mental health benefits everyone. Herbig, B., Coe, E., Enamoto, K. & Tatwawadi, P. April 25.
- Mees, H. L. (2022). Why do citizens engage in climate action? A comprehensive framework of individual conditions and a proposed research approach. *Environmental Policy and Governance*, 32(3), 167-178.
- MIT AgeLab. (2021). AI and longevity: Consumer and expert attitudes toward the adoption and use of artificial intelligence. Massachusetts Institute of Technology.
- Mitchell, D. S., & Lynne, G. (2017). Driving retirement innovation: Can sidecar accounts meet consumers' short- and long-term financial needs? Aspen Institute Financial Security Program.
- Monge, F., Barns, S., Kattel, R. and Bria, F., 2022. A new data deal: The case of Barcelona.
- Morland, P., 2024. No one left: Why the world needs more children. Hachette Publishing.
- Ni Chléirigh, L. N. 2023. Loving Mother Earth: Exploring education for sustainable development and the circular economy concept in an Irish primary school context (Doctoral dissertation, National University of Ireland, Maynooth (Ireland)).
- Oeppen, J. and Vaupel, J.W., 2002. Broken limits to life expectancy.(Policy Forum: Demography). *Science*, 296(5570), pp.1029-1031.
- Oliver, J. (Host). (2026, January 8). Age Disgracefully (No. 6) [Audio podcast episode]. In *Reset Your Health with Jamie Oliver*. Audible Originals.
- Orlandini, L., Patrizio, E., O'Halloran, A.M., McGarrigle, C.A., Romero-Ortuno, R., Kenny, R.A., Proietti, M. and Cesari, M., 2024. Social Vulnerability, Frailty and Self-Perceived Health: Findings from The Irish Longitudinal Study on Ageing (TILDA). *The Journal of Frailty & Aging*, 13(1), pp.50-56.
- Partanen, A., 2017. The Nordic theory of everything: In search of a better life. Prelude Books.
- Petersen, A.H., 2021. Can't even: How millennials became the burnout generation. Mariner Books.
- Perez, C. 2024. AI is part of a larger technological revolution. Project syndicate magazine.
- Perez, C. & Murray Leach, T. 2022. Technological revolutions: which ones, how many and why it matters: a neo-Schumpeterian view (BEYOND4.0 deliverable D7.1). London: BEYOND4.0.
- Powell, A., Ditkoff, S. W., & Twersky, F. (2019). How philanthropic collaborations succeed, and why they fail. *Stanford Social Innovation Review*.



References

- Premrov, T. and Schnetzer, M., 2023. Social mix and the city: Council housing and neighbourhood income inequality in Vienna. *Urban Studies*, 60(4), pp.752-769.
- Roantree, B., Maitre, B., and Russell, H., 2024. Poverty, income equality and living standards in Ireland: Fourth Annual Report. ESRI - Economic and Social Research Institute - Ireland.
- Rose, N. (2007). *The politics of life itself*.
- Rix, R., & Remucal, J. (2025, September 3). One hundred years of permanence? The Climate Action Reserve is reenvisioning its approach to permanence in its voluntary protocols. Climate Action Reserve.
- Sandel, M.J., 2020. *The tyranny of merit: What's become of the common good?*. Farrar, Straus and Giroux.
- Scott, A.J., 2024. *The longevity imperative: building a better society for healthier, longer lives*. Hachette UK.
- Scott, A., & Gratton, L (2016). *The 100-year life*.
- SchoolFood4Change. (2022). *Whole School Food Approach framework*. European Union Horizon 2020 programme.
- Sinclair, D. (2019). *Lifespan: Why we age- and why we don't have to*.
- Skrodzka, M., Jay, S., & Muldoon, O. T. (2026). Village Identification, Village Support and Collective Efficacy Among People Living in Poverty in Nepal. *Journal of Community & Applied Social Psychology*, 36(2), e70246.
- Sen, A., 2008. The idea of justice. *Journal of human development*, 9(3), pp.331-342.
- Steiner, S. 2020. *Remain silent*. Random House.
- Stiglitz, J.E., 2024. *The road to freedom: Economics and the good society*. Random House.
- Sunday Times, 2024. The joy of ..a death café. Emma Freud, April 16. 2024.
- Tamayo, J., Doumi, L., Goel, S., Kovacs- Ondrejko, & Sadun, R. 2023. *Reskilling in the age of AI*. Harvard Business Review.
- The Guardian. 2024. The social housing secret: how Vienna became the world's most livable city.
- The Loneliness Taskforce Research Network. 2024. Available at: <https://lonelinessresearch.org/>
- TILDA. 2025. *Shaping the future: longitudinal trends and opportunities for transformation in health and social care in Ireland. Wave 6 Report*. The Irish Longitudinal Study on Ageing.
- TIME Magazine, 2024. *Modern Elder Academy - World's Greatest Places, 2024*.
- Twenge, J.M. 2023. Gen Z really does have a work ethic problem or maybe we all do? Medium November 2023.
- United Nations Development Programme. (2021). *Plant-for-the-Planet: Scaling global reforestation through digital innovation*.
- Van Schalkwyk M.C., Bourek, A., Kringos D.S., Siciliani L., Barry M., De Maeseneer, J., & McKee, M. 2020. The best person (or machine) for the job: rethinking task shifting in healthcare, *Health policy*.
- Vidal, I., et al. (2025). The Whole School Food Approach: A European framework and implementation to promote healthy and sustainable school food systems. *Preventive Medicine Reports*.
- Waldinger, R., 2015. What makes a good life. Lessons from the longest study on happiness.
- Waldinger, R. J. (2023). The secret to a happy life — lessons from 8 decades of research [Video]. TED. https://www.ted.com/talks/robert_waldinger_the_secret_to_a_happy_life_lessons_from_8_decades_of_research
- Ward, M., McGarrigle, C.A. and Kenny, R.A., 2019. More than health: Quality of life trajectories among older adults—Findings from The Irish Longitudinal Study of Ageing (TILDA). *Quality of Life Research*, 28(2), pp.429-439.



References

Ward, M., May, P., Normand, C., Kenny, R.A. and Nolan, A., 2021. Mortality risk associated with combinations of loneliness and social isolation. Findings from The Irish Longitudinal Study on Ageing (TILDA). *Age and Ageing*, 50(4), pp.1329-1335.

Ward, M., McGarrigle, C.A., Carey, D. and Kenny, R.A., 2021. Social capital and quality of life among urban and rural older adults. Quantitative findings from the Irish longitudinal study on ageing. *Applied Research in Quality of Life*, 16(3), pp.1399-1415.

Wellbeing Economy Alliance. (2023). Wellbeing economy policy design guide (app). Wellbeing Economy Governments Partnership.

World Economic Forum. 2024. Putting skills first: a framework for action.

World Economic Forum. (2025). Future-proofing the longevity economy: Innovations and key trends (in collaboration with Mercer).

World Health Organization (2015). World report on ageing and health. World Health Organization.

World Health Organization. (2023). Health for all-transforming economies to deliver what matters: final report of the WHO Council on the economics of health for all. World Health Organization.

WHO (2024). Ageing and health. World Health Organization

Yahya, M.S.S., Abd Aziz, M.G. and Ab Jalil, M.A., 2024. The Future Of Gen Z Talent In 2030 Adapting Talent Management Strategies For A New Workforce Era. *Education, Sustainability & Society (ESS)*, 7(1), pp.45-49.

The 100 Year Lives Project



Longer, Better Lives For All.

Karen Hand PhD & Carolyn Odgers.
2026