

WG E:

**Will Older Generations Dominate
the Future Rules of the Game?**

Conclusions / findings:

Opportunities

- New products

- New services

→ New communication and marketing concepts and tools

Threats

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Conclusions / findings:

Political

- Political inertia
- Tendency to hold on to vested rights

Economical

- Slow adaptation of the labour market

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Possible Solutions:

Political

- Attend more resources towards demographic aspects
- Pressure on politicians through rating agencies
(demography as a criteria)

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Possible Solutions

Economical

- **Adaptation of career plans**
- **Integration of senior workforce**
- **Innovative products**