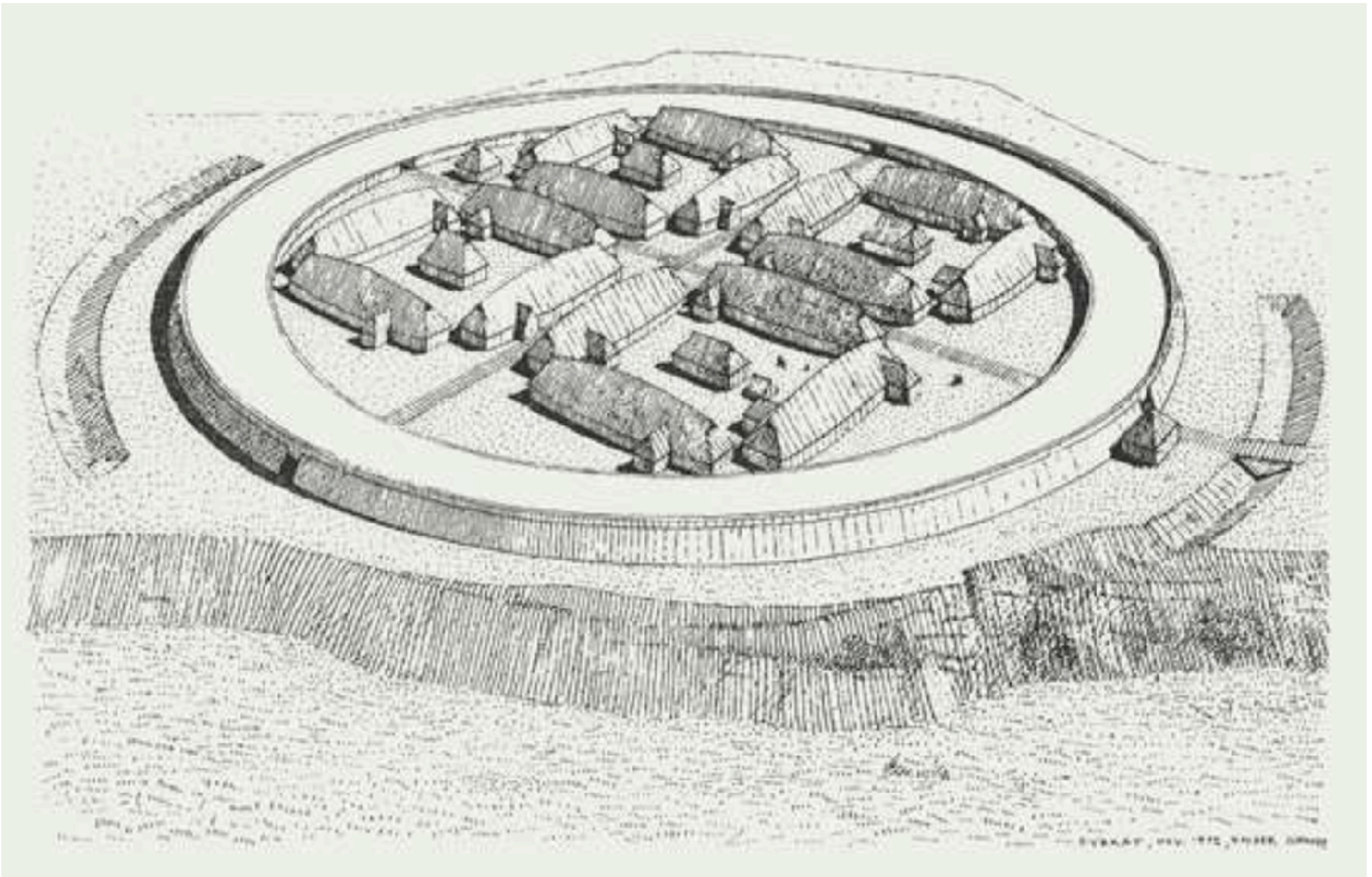




**STRATEGY DECK
HEALTHY LIVING &
LONGEVITY GLOBALIZER**

JUNE 2024





EXECUTIVE SUMMARY

Tackling a global phenomenon

More people than ever feel lonely and socially isolated. The US Surgeon General's 2023 report "our epidemic of loneliness and isolation", details the dangers on an individual and societal level. The WHO's Commission on Social Connection formed in 2024, also highlights the scale and impact of the problem. Social isolation affects longevity, mental health, safety, prosperity and governance. It's a global phenomenon, touching all age groups.

For more than 10 years, Cycling Without Age has been treating isolation in older adults by offering rides with volunteer pilots with great success. We are now present in 40 countries and have numbers to back our success. Our social initiative has raised more than 22 million euros and touched the lives of thousands of people. We have now realized there is more we can do. We measure our impact in numbers, but we have to start looking at the quality and sustainability of entire communities and the quality of each relationship we help build.

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The BIG Problem

People have experienced a significant decrease in the quality of social connection over the last 20 years. Despite the broadened geography of connections, the depth of engagement, especially with differing social groups, has decreased.



Proposed Systems Change

Cultivating community and quality social connections across differences to become a priority operating principle.

THE BIG PROBLEM OF LONELINESS

Current global estimates suggest that **1 IN 4 OLDER ADULTS** experience social isolation and between 5 and 15 per cent of adolescents experience loneliness.

Rates in low- and middle-income countries are comparable or higher than in high-income countries.

CONSEQUENCE

Less empathy and trust and more polarization and intolerance. More social connectedness is needed to tackle crisis like climate changes and conflicts

CONSEQUENCE

Individuals find it harder to deal with life challenges and stress

CONSEQUENCE

More mental health problems and early deaths

SYSTEMS THAT DRIVE THE PROBLEM

- People moving away from their communities, leaving behind the older adults, children growing up without intergenerational ties.
- Pricing of houses rising and forcing people to new neighbourhoods.
- Digital media consumption and a lack of value on non transactional relationships as well as work related stress and pressure to earn money.

SINGLE USE RELATIONSHIPS AS A MAIN ROOT CAUSE OF THE PROBLEM



CONSE-
QUENCES

PROBLEM

ROOT
CAUSES

Mental and physical health problems

Less empathy and trust,
and more polarization and intolerance

Individuals find it harder to deal with life
challenges and stress

Overall quality of life is decreasing

People in the Global North have experienced a significant decrease in the quality of social connection over the last 20 years. Despite the broadened geography of connections, the depth of engagement, especially with differing social groups, has decreased.

Consumption of social media

Propensity for single-use relationships

Intensive/ stressful
work schedules

Insufficient opportunities for
accessible / fun social
engagement opportunities
(volunteering, leisure, etc)

Profit-driven competition for people's
attention with little limitations

Less people focusing on
cultivating social relationships
and bonds (as women enter the
workforce)

Physical infrastructure:
few opportunities for
places to meet

Increased mobility

Not fully understanding the importance of quality human relationships for individual and societal wellbeing



TARGETED SYSTEMS CHANGE: HOW TO CHANGE THE SYSTEM



PLOT 1



Raising awareness and willingness to embrace cultivating community and quality social connections across differences

MILESTONES

- 1 Publications by 5 prominent independent research institutes on the dangers of lack of community/ relationships & benefits thereof.
- 2 This published research makes it to the agendas of top 5 gatherings of world's decision-makers – OHCHR, WEF, Skoll, Synergos, C40
- 3 This research makes it to the public (movie, social media).
- 4 Communities with quality social connections across differences are effectively communicated as a social proof and social pressure for others.
- 5 Index/ ranking for quality of communities and relationships is created among countries

PLOT 2



Building capacity of community members to be the initiators and orchestrators of stronger community bonds across differences

MILESTONES

- 1 Know-how on how to cultivate community and quality social connections across differences building on diverse indigenous practices is codified into toolboxes/ manuals/ training – by different roles
- 2 Three countries make cultivating communities and relationships part of school curriculum and communicate it
- 3 Sufficient training and support / mentoring opportunities for community members willing to be the initiators and orchestrators of stronger community bonds across differences



TARGETED
SYSTEMS CHANGE

CULTIVATING
COMMUNITY AND
QUALITY SOCIAL
CONNECTIONS ACROSS
DIFFERENCES TO
BECOME A PRIORITY
OPERATING PRINCIPLE.



OUR BIG VISION

CYCLING
WITHOUT
AGE



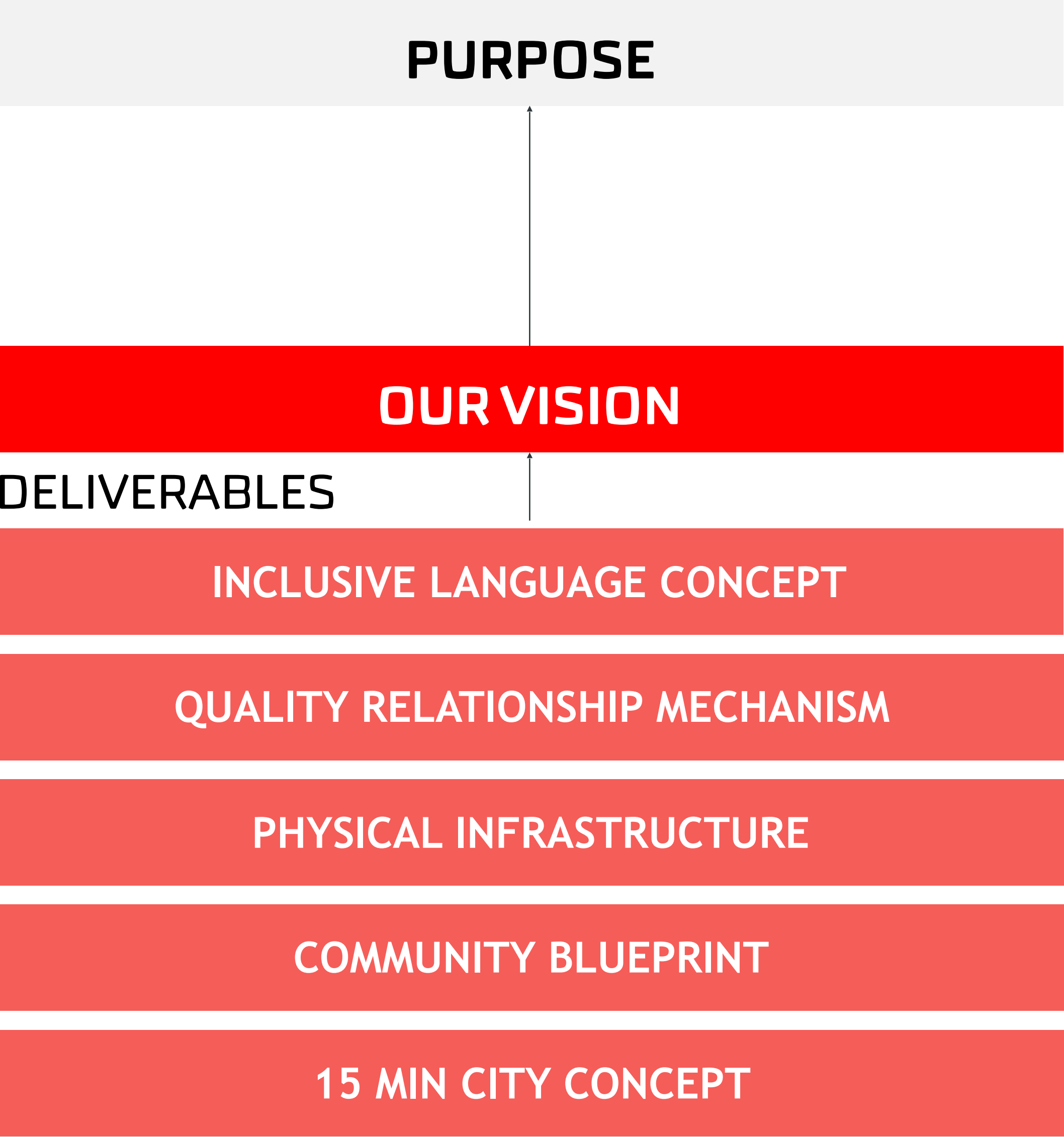
THANKS TO THOUSANDS OF CYCLING WITHOUT AGE LOCATIONS IN OPERATION AND A STRONG BRAND, WE WILL BE ABLE TO MAKE COMMUNITIES GLOBALLY AWARE OF THE IMPORTANCE OF THE QUALITY AND QUANTITY OF RELATIONSHIPS, NOT JUST THE NUMBER OF RIDES.

SOCIAL CONNECTEDNESS IS GOING TO BE A SOLUTION TO THE POLARIZATION, LACK OF TRUST AND LONELINESS EPIDEMIC.

TARGET STATE: WE HAVE IDENTIFIED OUR FOCUS AREAS TO EVOLVE...

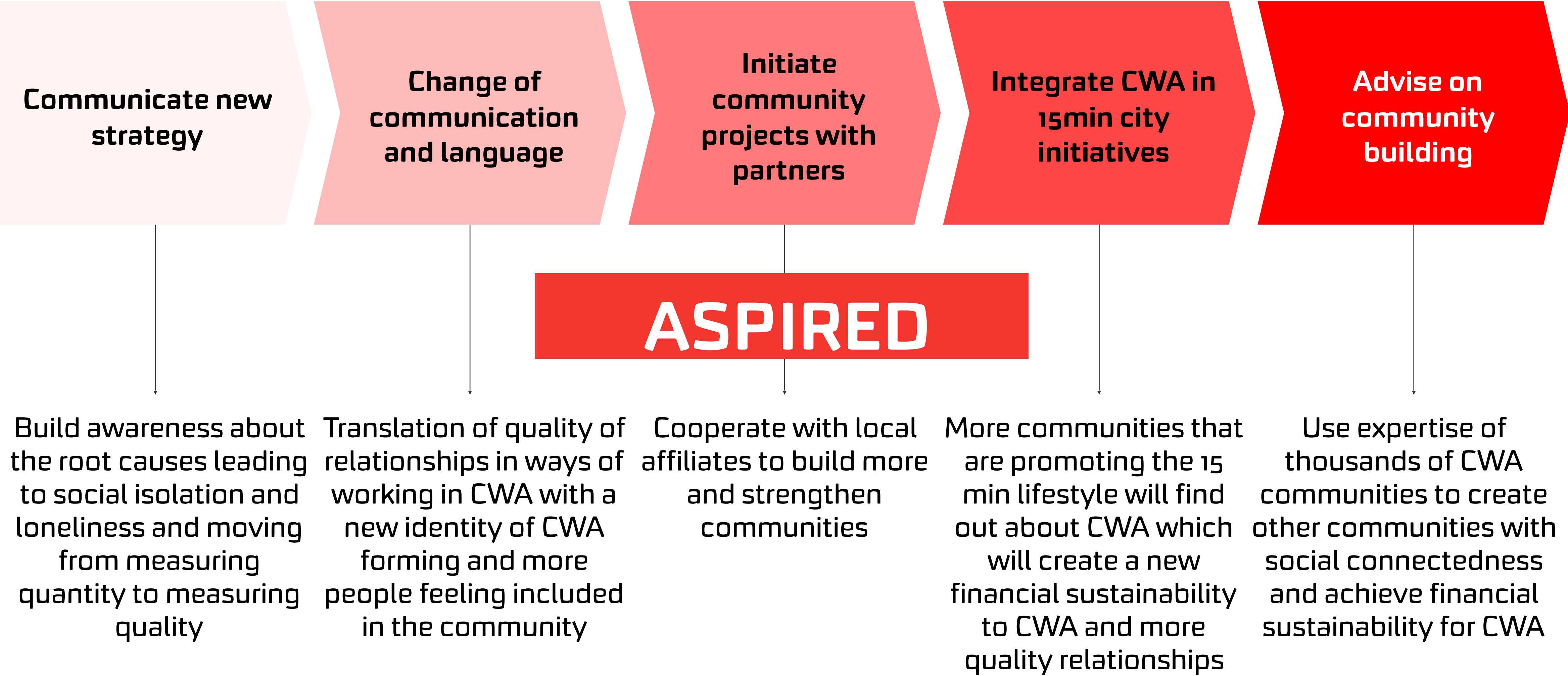
ROOT CAUSE	Opportunity for CWA to address the root cause		POTENTIAL TARGET STATE FOR CWA
	STATUS QUO	FUTURE POTENTIAL	
Propensity for single-use relationships	Medium	High	Increase the number of close relationships in its community <div>Here is our sweet spot</div>
Less people focusing on cultivating social relationships and bonds (as women enter the workforce)	High	High	
Not fully understanding the importance of quality human relationships for individual and societal wellbeing	Medium	High	
Physical infrastructure: few opportunities for places to meet	High	High	Increase access to parks and city centers, work with disability activists
Insufficient opportunities for accessible / fun social engagement opportunities (volunteering, leisure, etc)	Medium	Medium	Foster local community strength via trishaw usage for CWA rides
Intensive/ stressful work schedules	Medium	Medium	Help caregivers to have less stressful work schedules
Consumption of social media	Low	Low	Not focus for CWA
Increased mobility	Low	Low	
Profit-driven competition for people's attention with little limitations	Low	Low	

... AND DESIGNED A TARGET STATE TO ACHIEVE OUR VISION



- Stay relevant as Cycling Without Age as a main driver for community development all over the world vs. “a mere superficial experience”
- Develop a blueprint for “How to build community” to be replicated by municipalities
- Build strong local communities that break down stereotypes and establish mutual care
- Highlight the importance of quality relationships in communities
- Build long lasting relationships in the community based on reciprocity, geographical proximity and psychological and physical safety
- Change communication and language to highlight a bi-directional connection of driver and rider and focuses quality of relationship vs. quantity
- Nurture relationships that involve nurturance, affection, intimacy, wellbeing, understanding, validation and care by attracting older and younger generations as well as people depending on each other
- Include physical infrastructure as as a center to meet and build relationships
- Develop a blueprint to establish communities based on quality relationships to be replicated based on learnings and characteristics of CWA communities
- Cut down on unnecessary travel requirements and also promote local community engagement with outdoor public space and enhanced livability of neighborhoods with faster fulfillment of essential needs making cities less stressful

IMPLEMENTATION PLAN: AN IMPLEMENTATION FOLLOWS A 5-STAGE APPROACH...



...TO CAPITALIZE ON THE EXPERIENCE ALONG THE WAY

	Communicate new strategy	Change of communication and language	Initiate community projects with partners	Integrate CWA in 15min city initiatives	Advise on community building
Steps to take	<ul style="list-style-type: none">• Communication at CWA International Summit in Copenhagen June to obtain buy-in from participants	<ul style="list-style-type: none">• Work on vision and mission and what changes to be on website• Change of terminology about CWA on website, social media, internal communication, etc.	<ul style="list-style-type: none">• Looking outside of existing community for collaborations with priority for existing partners (e.g. local NGOS for shared projects)	<ul style="list-style-type: none">• Collect data from CWA community locations and share best practices	<ul style="list-style-type: none">• Cycling Without Age to act as consultants to strengthen communities through quality relationships and social connectedness
Toolkit	<ul style="list-style-type: none">• New Longevity strategy deck to be distributed in the existing CWA community• Editable strategy deck to be distributed in the CWA community together with presentations and Q&A	<ul style="list-style-type: none">• Updated website with messaging about research, and information about quality relationships, e.g. fact box mentions new relevant information• Susan Pinker’s presentation at the summit• Quality relationship testimonials• Rules: Requirements to establish more quality relationships based on co-creation approach with community• Audits: check-list, self-assessment	<ul style="list-style-type: none">• Application to become a partner of CWA will include a description of how partners will work with quality relationships in the local community and will receive data about why it’s important• 15 min city is integrated into applications made by CWA	<ul style="list-style-type: none">• The locations that are doing CWA in a community/15 min city are allowed to experiment with CWA, which will serve as marketing to CWA (without central managing)	<ul style="list-style-type: none">• Mechanism to measure quality relationships• CWA helps 15 min cities implement their activities (maybe even beyond rides)
Key internal changes	<ul style="list-style-type: none">• Moving from autonomy of relationships to commitment/reciprocity	<ul style="list-style-type: none">• Create toolkit and share resources on how to build community	<ul style="list-style-type: none">• CWA local chapter to send in impact reports where they say which relationships were built or maintained	<ul style="list-style-type: none">• CWA is a community based initiative (not a volunteer organization), part of the 15 min city blueprint	<ul style="list-style-type: none">• CWA is represented by local NGOs, not a global centralized entity (diversity, variation)
Leadership changes	<ul style="list-style-type: none">• Moving from being encouraging to being directive towards community	<ul style="list-style-type: none">• Experts on quality relationships on board of directors	<ul style="list-style-type: none">• Develop tools to measure success	<ul style="list-style-type: none">• CWA to measure number of new communities doing rides	<ul style="list-style-type: none">• Consultancy of 15 min cities
KPIs to measure progress	<ul style="list-style-type: none">• Number of Presentations website and social media platforms• NPS (4 over 5)	<ul style="list-style-type: none">• Number of self assessment done• Result on self assessment• Community to find existing bright spots and pitfalls. Results to be shared on the website.	<ul style="list-style-type: none">• Number of proposals sent asking for collaboration• Number of collaborations per year	<ul style="list-style-type: none">• Number of proposals sent asking for collaboration• Number of presentations done per City Initiative	<ul style="list-style-type: none">• New relations created per city• Social engagement in online platforms

Mental models underlying the problem

While the average **life expectancy** has increased globally by 25 years between 1950 and 2022 – from 46.5 to 71.7 (UN data), and while people often enter this latter stage of life with **more free time**, as well as **life experience and knowledge** that could make them valuable contributors to their families, communities and society at large, many older people do not live healthy, fulfilling and financially secure lives

old age = a time of decline and obsolescence



Old age can be a time of enormous contribution to families, communities, employers, society

People who are best positioned to contribute to society = young people



Every age offers unique resources for society

Older people have little to offer to families, communities, employers, society



Resources that older people have to offer to families, communities, employers, society include life experience, wisdom, empathy, time

In the intergenerational interaction young people are giving, older people are receiving (one-way exchange)



In the intergenerational interaction, the exchange of value is mutual: people of all age groups give and receive

Old age is far away / I will never get that old



I will likely live long and I am aging now. I want to spend the latter years of my life in sound physical and mental health, financially secure, connected to people I care about and contributing meaningfully

Care for people with physical & mental decline is a burden and a responsibility of families and institutions.



We were cared for and we will be caregivers one day. Caregiving is everyone's responsibility should be supported and valued

Elements	Application	Examples
1.Cultural	Change the narrative on aging and create the conditions for people <u>of all ages</u> to reach their full potential.	Families, universities, publishers, media, cultural influencers, citizen sector
2. Political	Engage the 65+ demographic as a powerful political force with an enormous potential not only to self-advocate but to advocate for everyone.	Citizen coalitions
3. Legal	Design legal frameworks that safeguard the rights of older individuals and advocate for approaches that empower rather than limit their participation in society.	Statute of the Elderly in Brazil, Insurance
4. Economic	Create demand for lifelong contribution.	Get America Working, job creation and new categories of jobs, Universities (lifelong learning)
5. Organizational	Design environments that enable multigenerational connection and lifelong contribution.	Families, organizations, Age-friendly companies, cities, communities, universities
6. Technological	Design technology to create more opportunities for older people to connect, contribute and exercise their agency.	Increase digital literacy and inclusion, use of big data for better healthcare, advocacy to remove biases in AI, Digital Public Infrastructure
7. Measurement	Amplify the data showing the connection between lifelong engagement and contribution and longevity to drive cultural shifts and catalyze investments in economic, political, legal, and organizational reforms.	Changemaker Index (CMI) and Changemaker Density (CMD)

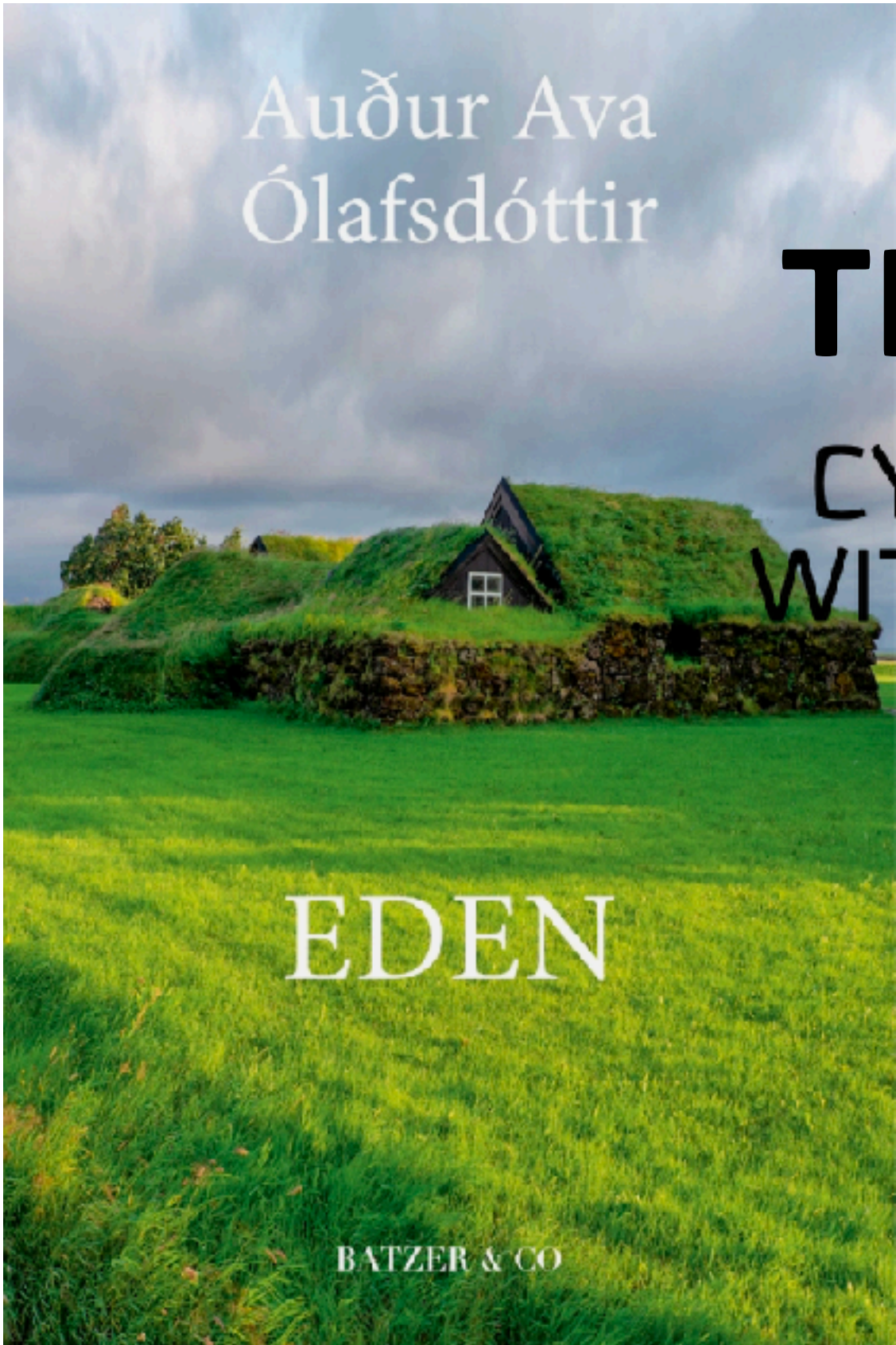


QUESTIONS TO ADVISORS



1. Which **project in your organization** could be carried out through Cycling Without Age?
2. Do you know of toolkits and **measurements of quality relationships** that Cycling Without Age can use to carry out our vision?
3. Have we **understood the problem** and do you think it is the right move to make?
4. What are **major pitfalls** for the implementation of our strategy?
5. Do you have **evidence** that supports or contradicts our assumptions?
6. How do we **integrate our existing CWA community** in the best way in this process? (existing infrastructure, affiliates, volunteers)
7. How to build on the **existing strengths and resources** of the community?

THE RIGHT TO
WIND IN YOUR
HAIR



THANK YOU

CYCLING
WITHOUT
AGE

