



## Your DE&I Business and Lifestyle Brief

August 2024

### Ageism: An Age-Old Problem

With people working longer than ever due to the rising pension age, squeezed incomes, and the desire to stay social and active, the modern workforce now comprises five generations. Having an age-diverse workforce brings with it great benefits, but the issue of ageism remains a significant barrier to those impacted.

“Ageism is the prejudice that’s hidden in plain sight. We see and hear casual ageism every day, it’s embedded in our society and even accepted as normal by many of us who are older” says Dr Carole Easton, chief executive at the Centre for Ageing Better.

And we are paying a heavy price due to ageism being endemic. The stereotypes, prejudices, and discrimination against someone because of their age is not only damaging to individuals, scarring their lives; but according to a report from the [National Audit Office](#), also highlights that relatively low levels of employment among older workers costs the economy between £19bn and £31bn a year.

Furthermore, [The Centre for Ageing Better’s State of Ageing report](#) reveals:

- A third (32%) of people over 50 who are struggling financially reported experiencing ageism at least sometimes in the last year compared to fewer than one in ten (8%) people in the same age group who are living comfortably.
- Two in five (41%) individuals with long-term conditions that greatly affect daily activities said they experienced ageism at least sometimes in the past year compared to around one in eight people (13%) with no long-term conditions at all.
- The new data analysis also reveals that being a woman or having a Black, Asian or Minority Ethnic (BAME) background also increases the likelihood of experiencing ageism.

Our Brief brings together research insights and curated resources to help you better understand what needs to be done to combat ageism, as well as facilitate your own learning journeys.

### Insights



#### State of Ageing 2023/24 Report

Being poor or disabled can make a person up to four times more likely to be subjected to ageism. This



#### The Unretirement Uprising

An independent study into the experiences of more than 4,000 over-50s across the UK reveal that 65% of



#### A Guide to Challenging Ageism

The way people currently talk about ageing and older age is largely negative. To change this conversation

research starkly highlights just how embedded in society ageism is, and the potential it has to cause significant harm. Discrimination based on more than one characteristic has the power to increase the harm and impact of inequality. Read [here](#).

respondents believe their age works against them when applying for jobs, while 70% feel it is difficult to pursue new career opportunities. Despite this, older workers are keen to do what it takes to remain in the workplace, with six in 10 open to reskilling for a new role. Read [here](#).

we need to stop reinforcing these beliefs – and tell a new story. Small changes to the ways that we speak and write about ageing and older age, if applied consistently, could have a big impact. Download [here](#).

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## What Our Clients Have To Say



*"We continue to receive positive feedback on how much people learned and the impact it had on them. Folks left feeling seen, inspired and ready to take action. It's safe to say it was a big success – and you played a significant role in that achievement."*



- **Novanta**

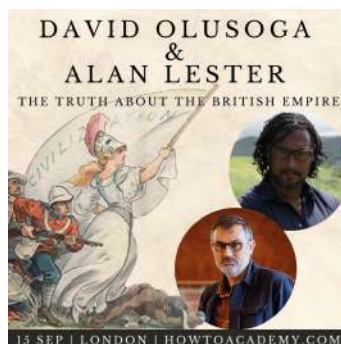
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## Upcoming Events



### **Building Culturally Intelligent Teams | 23 September**

Learn how Cultural Intelligence CQ® elevates your inclusive leadership practice, giving you the tools to adapt to diversity, in our complimentary webinar. Gain insight into cultural values and how they impact the ways in which you bridge differences to build high-performing teams. [Register here](#).



### **The Truth About the British Empire | 15 September**

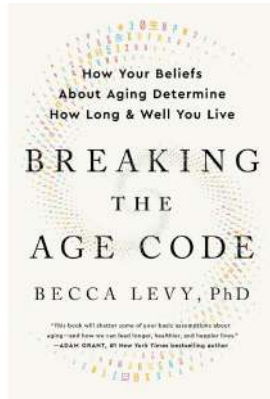
Historians David Olusoga and Alan Lester reveal the dark realities of Empire, reflecting on the importance of historians amid the culture wars and resurgence of nationalism. Britain's imperial past is continually distorted in favour of a celebratory, whitewashed version of our national story. [Book here](#).



### **Your DE&I Masterclass | 26 September | Dublin, Ireland**

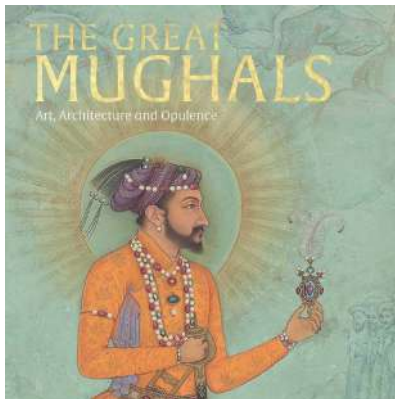
Our Masterclass is an in-person learning experience designed to build practitioner competencies and knowledge-share good practice. Alongside fellow cross-industry DE&I practitioners, we bring you expert facilitators to ensure you walk away with evidence-based insights. [Enquire here](#).

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## Read Breaking the Age Code

Based on her innovative research, stories that range from pop culture to the corporate boardroom, and her own life, Levy shows how age beliefs shape all aspects of our lives. This is a landmark work, presenting a blueprint to reduce structural ageism for lasting change and an age-just society. Buy [here](#).



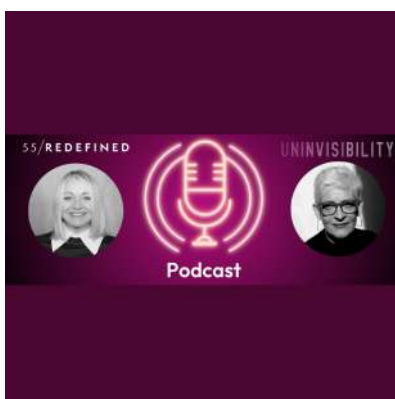
## Visit The Great Mughals: Art, Architecture and Opulence

As it is South Asian Heritage Month, this major exhibition will celebrate the extraordinary creative output and internationalist culture of the Golden Age of the Mughal Court (about 1560 – 1660) during the reigns of its most famous emperors: Akbar, Jahangir and Shah Jahan. Book tickets [here](#).



## Watch Let's End Ageism

It's not the passage of time that makes it so hard to get older; it's ageism. "Aging is not a problem to be fixed or a disease to be cured," Ashton Applewhite says. "It is a natural, powerful, lifelong process that unites us all." Watch [here](#).



## Listen Invisibility, Women & Older Workers

Employers must invest in older workers to attract and retain the best talent in an ageing society, argues Jane Evans, the founder of The Uninvisibility Project. Jane shares her experience of being invisible as a business woman, lifelong learning, breaking down walls and older workers. Listen [here](#).



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