2023 marks a key milestone for the Tsao Foundation and we invite you to join us in the first of our year-long activities celebrating our 30th anniversary:

**Tsao Foundation Longevity Forum**

**The Promise of 100-Year Lives**

As many as half of today’s schoolchildren may live to be 100. Drawing data and insights from two new global reports and on-the-ground experiences, the Longevity Forum will advance actionable ideas on how we can better prepare for happier and healthier 100-year lives.

We hope you will be alongside Tsao Foundation as we stimulate new thinking and shift the narrative from “ageing as a burden” to “embracing longevity.”

**Welcome Address**

by Dr Mary Ann Tsao, Chairperson of Tsao Foundation

**Navigating Longevity**

**with a New Map of Life**

Keynote by Prof Laura Carstensen, Professor of Psychology, Stanford University; Founding Director, Stanford Center on Longevity.

Based on the principles of the New Map of Life by the Stanford Center on Longevity, Prof Carstensen advocates for a major redesign of our lives, communities and economies to better support century-long lives.

Her talk will:

- Identify actionable steps to help older adults to not just live longer, but thrive, mentally and physically.
- Distinguish between the biological process of ageing and the conditions that support long life.
- Focus on tips and tricks to optimise well-being at all stages of life for all people.

**Business Innovation in the New Age of Opportunity**

Unlocking the potential of the Longevity Economy

Led by Dr Jean Accius, President and CEO, Creating Healthier Communities (Zoom) From the USA, Dr Accius was formerly AARP’s Senior Vice President for Global Thought Leadership and International Affairs. He was lead author of a recent global report on the Longevity Economy.

**From Lifespans to Healthspans**

How can we embrace prevention and maximise well-being throughout our lives

Led by Professor David Halpern, CBE, Behavioural Insights Team From the UK, Prof Halpern CBE is the CEO of the Behavioural Insights Team (BIT) – the world’s first nudge unit. He has led BIT in delivering thousands of projects in more than 80 countries. He was also a tenured academic at Cambridge, Oxford and Harvard, and has written several books including “Inside the Nudge Unit”.

**Connect, Collaborate and Care**

How to build longevity-ready communities and social networks for the future

Led by Mr Marc Freedman, Founder and Co-CEO, CoGenerate From the USA, Mr Freedman is one of the nation’s leading experts on the Longevity Revolution. He is also an award-winning social entrepreneur, thought leader and author.

**Closing Remarks**

by Mr Say Kwee Neng, CEO of Tsao Foundation