

CHANGING THE NARRATIVE

Employment where age is irrelevant

IMPACT & ACTIVITY

Engage the CIPD as a Changemaker, key note speech at its conference. Amplify message through active Changemakers working with employers on age inclusion. Roundtable with employers and relevant Ministers.

OUTPUTS

Every CIPD member in the UK is aware of the Age Irrelevance campaign.

CHANGE MECHANISMS

Changing hearts and minds by setting out the compelling narrative of the 50 year career to influence employment policy.

OUTCOMES

We see a change in employers' attitudes to the 50 year career, intergenerational working, retirement and age inclusion.

SUCCESS

160,000 CIPD members know about Age Irrelevance

Governments' narratives on employment include age inclusion

UK employment data is produced on age inclusion



Join us ... in sparking change

OUR GOALS

1 million influencers believe in the Age Irrelevance mission to redefine life horizons in the era of longevity.

All 160,000 CIPD members know about the longevity imperative and are inspired to future-proof employment growth to support the 50 year career, drive economic growth and redistribute the tax burden.

There is increasing understanding of the different talent that age brings and the accommodations needed.

Shaping a new narrative in the era of longevity

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An enduring vision
Sally Greengross