In response to the rapidly ageing population globally, a number of global initiatives (such as the Decade of healthy ageing, the European Innovation Partnership on Active and Healthy Ageing) have been launched that are opportunities for stakeholders to work together to improve the lives of older people, their families, and the communities in which they live. An ethical framework that is holistic and collaborative, would ensure that ethical principles are upheld. In this talk I will elaborate on the development of the ethical framework, and also present the work of the Global Futures Council on Longevity, which is an interdisciplinary knowledge network established by the World Economic Forum and is dedicated to promoting innovative thinking on the future, on longevity. I will then (try to) link it to the various global initiatives that are working to improve the health and well-being of older persons.

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