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居場所

IBASHO: "A PLACE WHERE YOU CAN FEEL LIKE YOURSELF"



**COMMUNITY
IS SOMETHING
WE HAVE TO
NEGOTIATE AND
CREATE WITH
OTHERS, NOT
SOMETHING THAT
WE CAN PASSIVELY
RECEIVE.**



WE MUST MEET OUR FUTURE SELVES

“Those who age best are those who travel lightest.”

— *Anne Karpf*

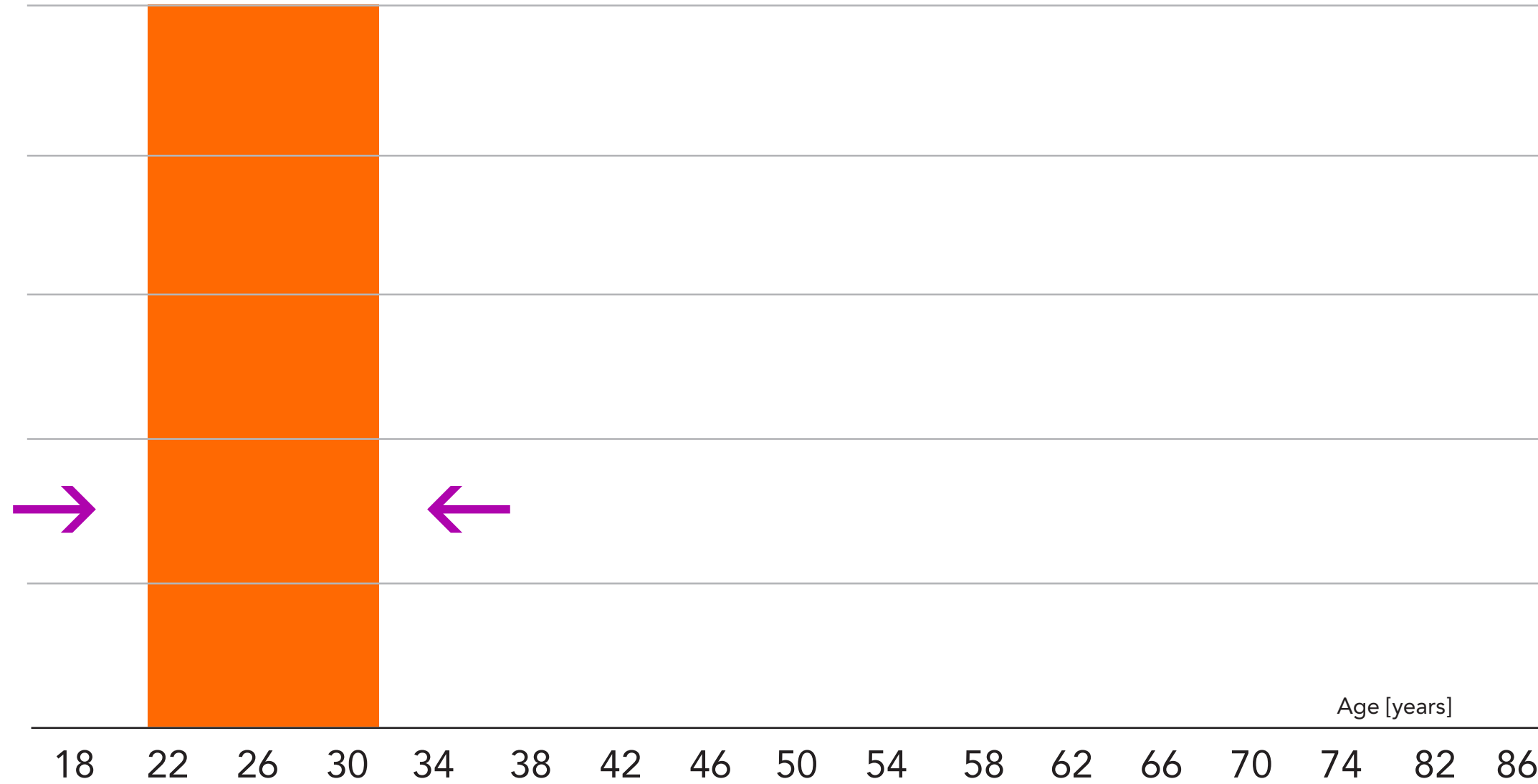
Have you ever lied about your age?

IF YOU COULD STAY THE SAME AGE FOREVER, WHAT AGE WOULD IT BE?

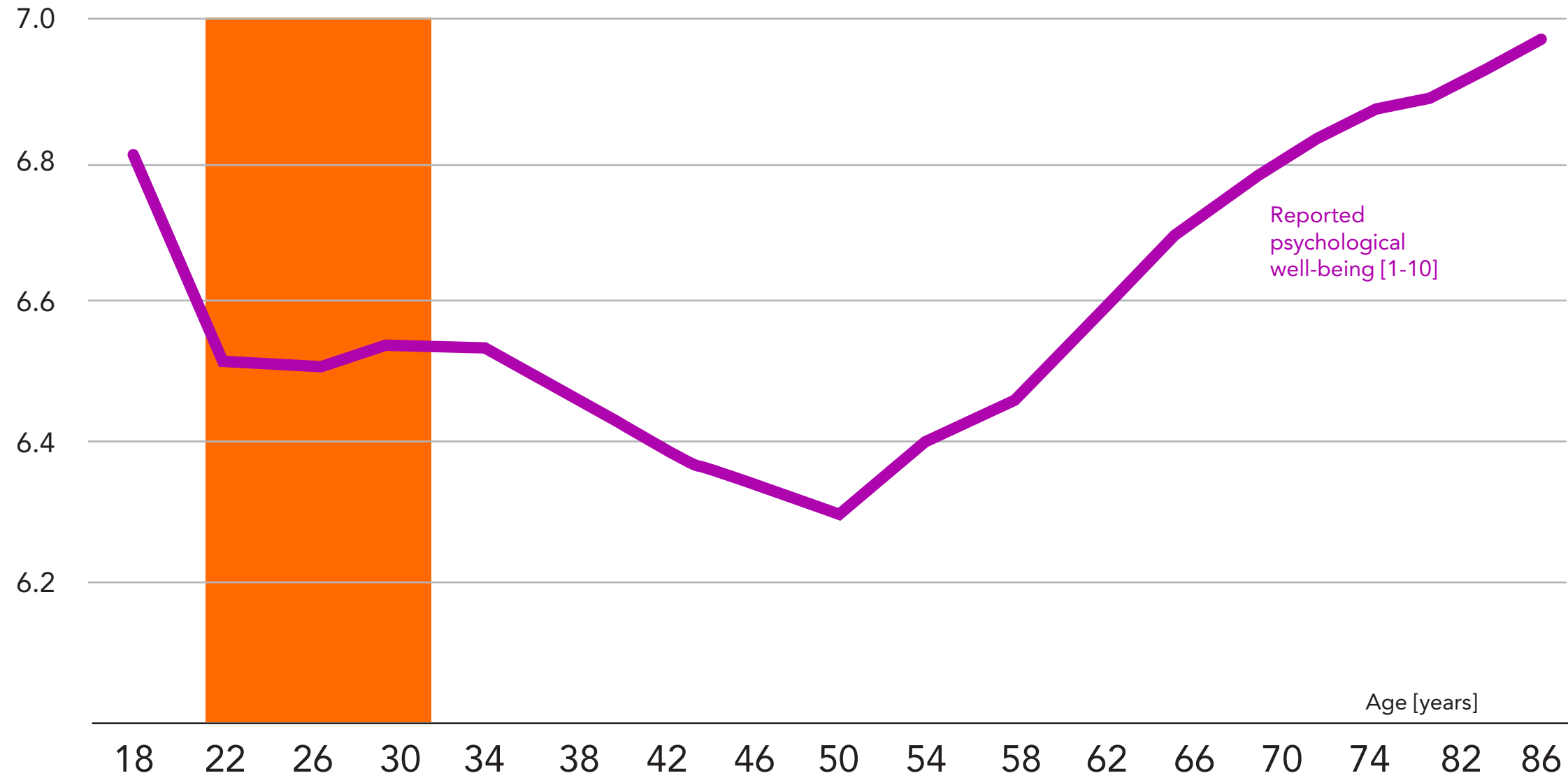
Age [years]

18 22 26 30 34 38 42 46 50 54 58 62 66 70 74 82 86

IF YOU COULD STAY THE SAME AGE FOREVER, WHAT AGE WOULD IT BE?



THE U-SHAPE OF HAPPINESS



Adapted from: Stone, A. et al. "A snapshot of the age distribution of psychological well-being in the United States." PNAS, Vol. 107, no. 22, Apr. 2010.

THE GRAY MIRROR EMPATHY TOOL



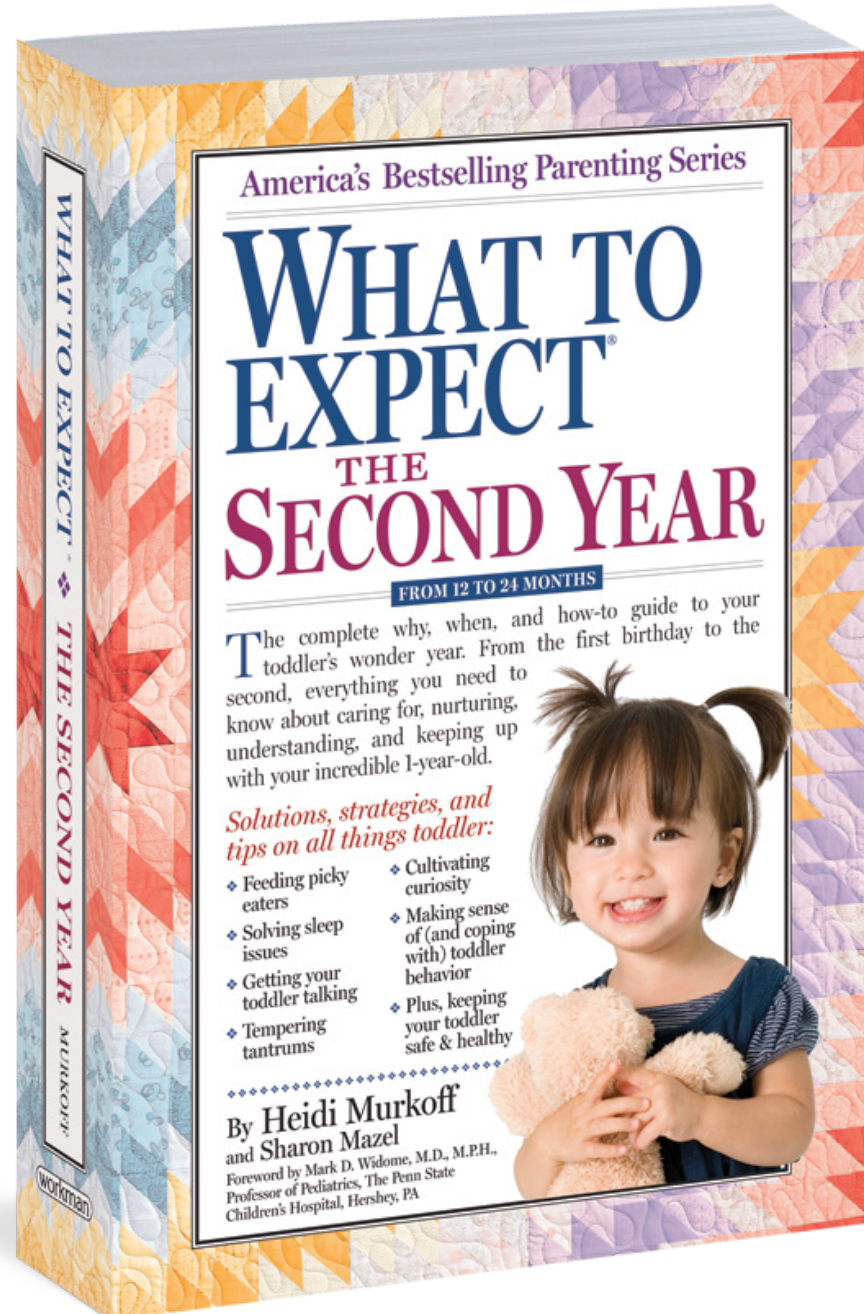


**NOBODY IS
DEFINED BY
THEIR AGE**

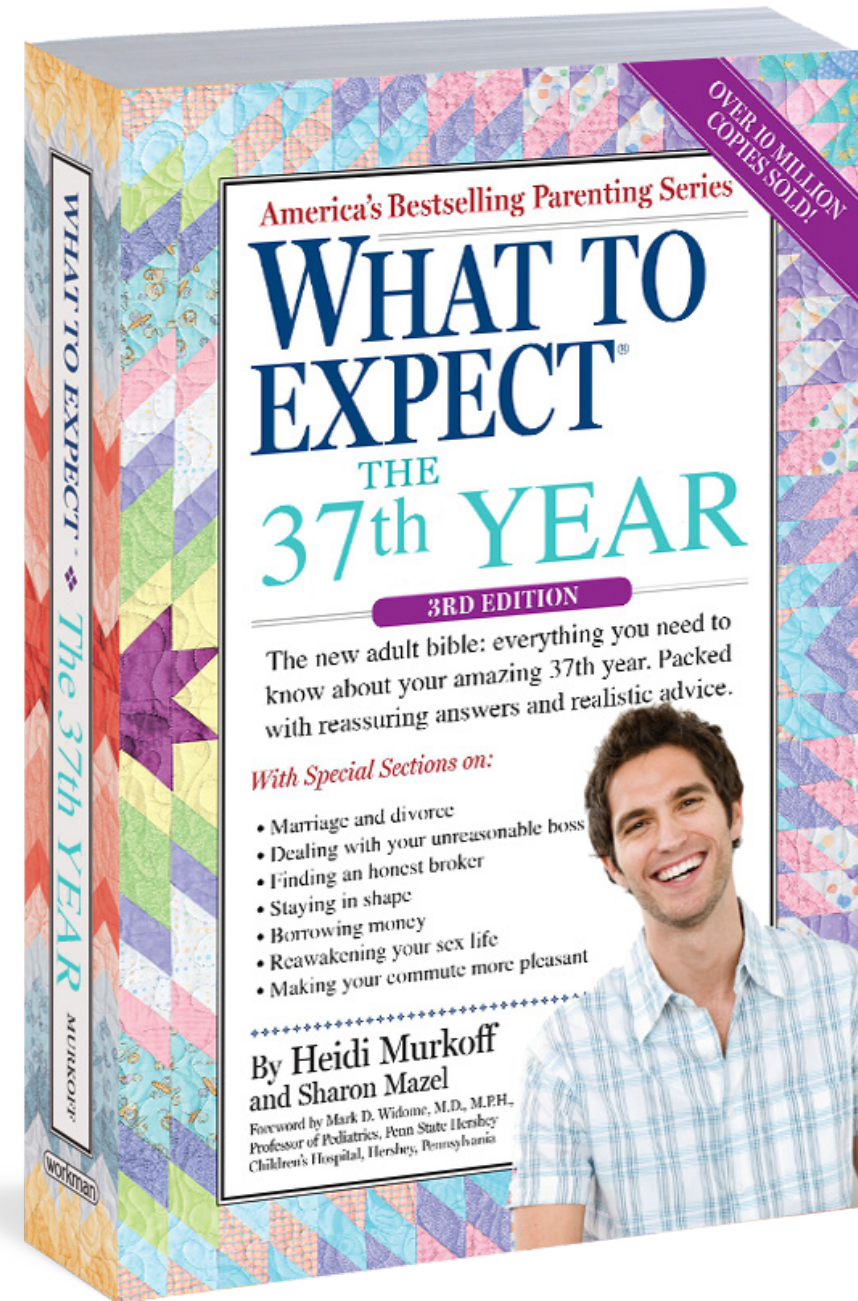
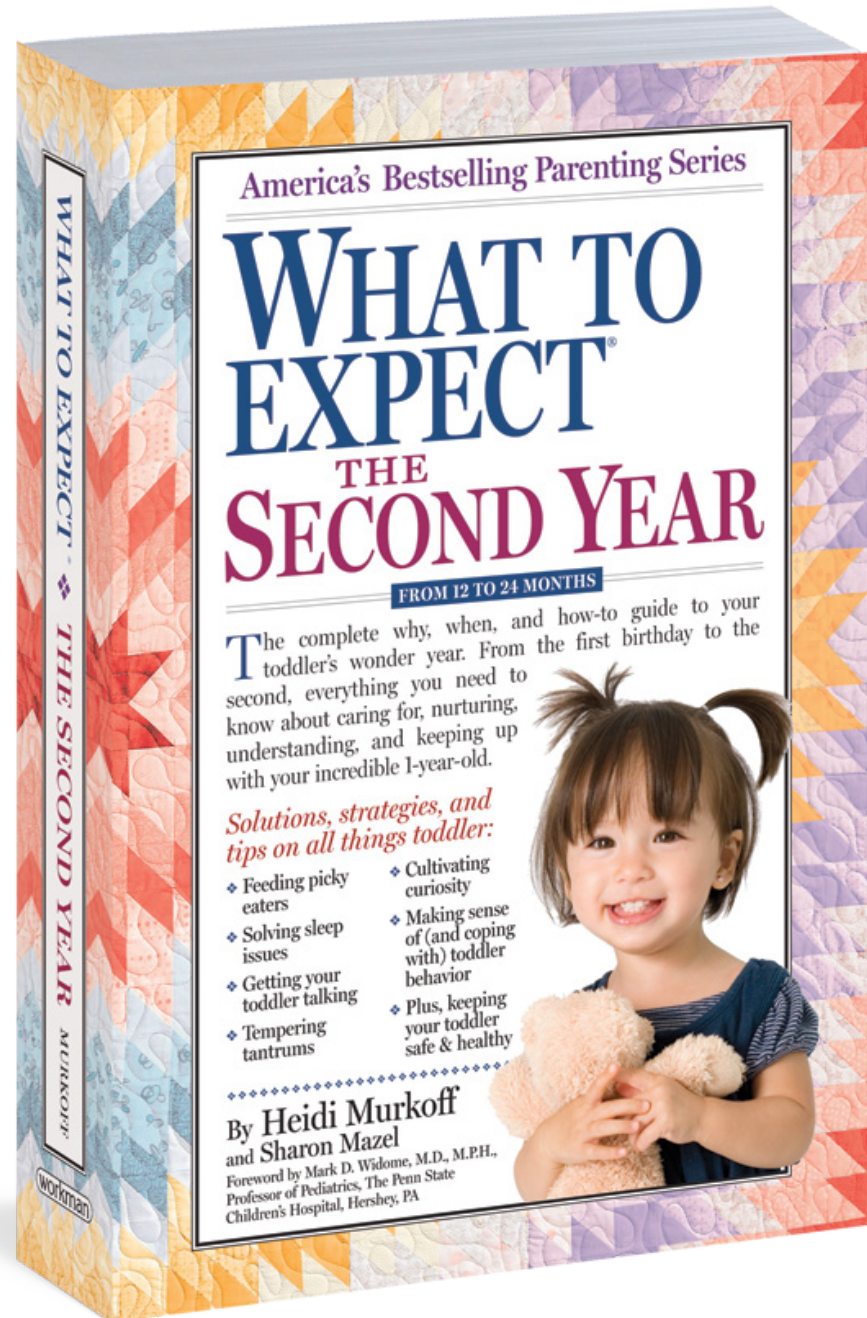
“People are refined by their age.”

— *Dan DeRuntz*

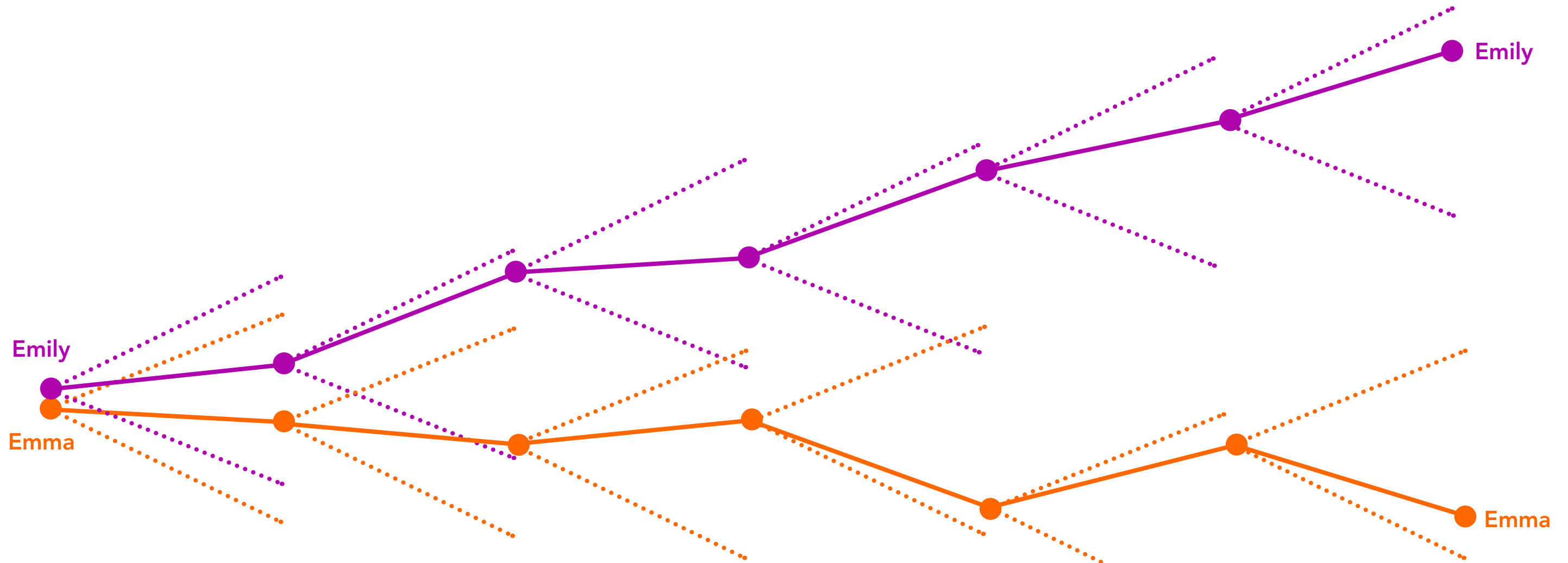
EXPECTATIONS



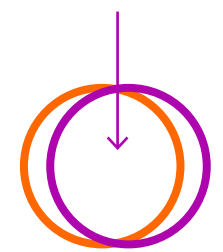
EXPECTATIONS



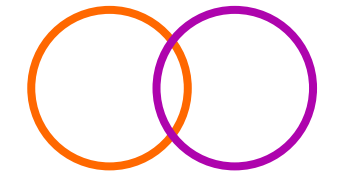
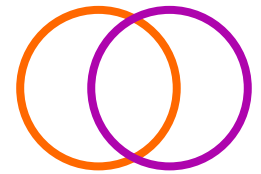
THE OLDER WE GET, THE MORE DIFFERENT WE GET FROM ONE ANOTHER



Aspects in common



TIME →



Elders as a burden to society

Elders as a burden to society

Elders as a valuable asset

How do we integrate elders into the community?

**IT IS ABOUT
THE PROCESS,
NOT THE
BUILDING**



USA NURSING HOME



IBASHO CAFE IN JAPAN



**OK.
WHAT IS THE
PROCESS?**



1. Consider older people as a valuable asset





2. Create informal gathering places



3. Let community members drive development and implementation



4. Involve all generations



5. Encourage all residents to participate



6. Respect local traditions and culture



7. Create environmentally, economically, and socially sustainable communities





8. Grow organically and embrace imperfection



IBASHO COMMUNITY BUILDING PRINCIPLES

1. Consider older people as a valuable asset
2. Create informal gathering places
3. Let community members drive development and implementation
4. Involve all generations
5. Encourage all residents to participate
6. Respect local traditions and culture
7. Create environmentally, economically, and socially sustainable communities
8. Grow organically and embrace imperfection

Can we build it in North America?

VITA NEEDLE THE OLDER WORKER ADVANTAGE



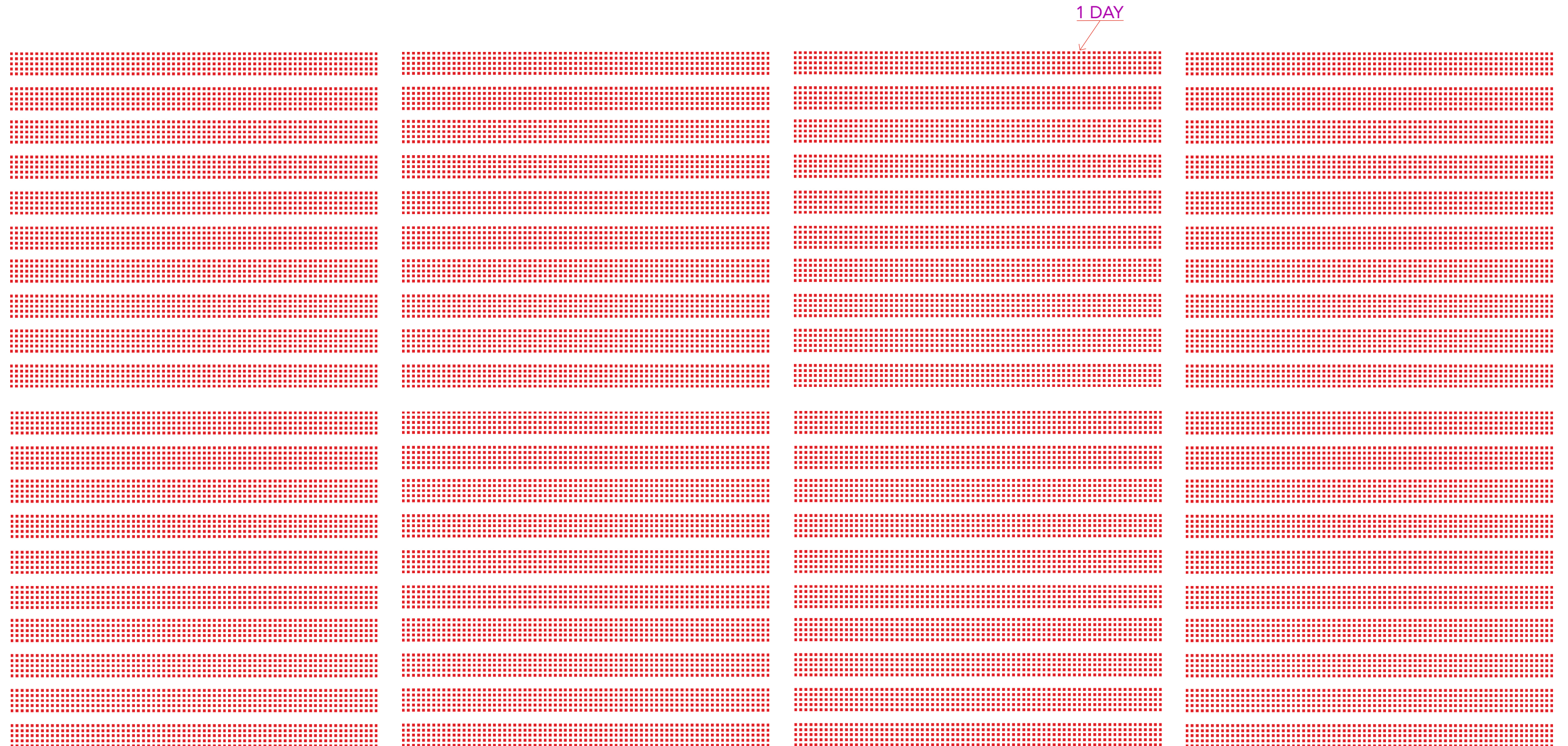
*Rosa Finnegan, at 96
Rosa worked until she was 100, in 2013*

VITA NEEDLE THE OLDER WORKER ADVANTAGE

STRATEGY	WHY
Recruit older workers, preferably above 65	They are on Medicare and don't need health insurance
Pay below market wages	In exchange it for extremely flexible time
Let employees organize their own schedule	Reduce absenteeism
Hire 30% more workers than required at full time	Make up for flexible time

HOW MUCH TIME DO YOU THINK YOU HAVE?

NUMBER OF DAYS IN 80 YEARS



QUESTIONS?

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Obrigado!