

Strengthening its support for the community

**Fidelidade promotes debate on the challenges of Longevity**

*Project "Longevity: a new challenge" aims to debate the socio-economic impact of population ageing.*

**Lisbon, May 2, 2022** – Fidelidade is associated with the "Longevity: a new challenge" project. Developed with Expresso and Novartis, the initiative aims to reflect on the challenges of living longer and the impact of ageing on society in general, as well as its social, individual, and economic implications, namely on savings.

To put the topic into the public debate, a cycle of webtalks will be organised with the collaboration of leading experts in various areas of intervention who will delve into the main challenges of longevity in order to live longer and better.

What will change in the life of the Portuguese in the following decades? How can we promote our health throughout life? How can we invest more in prevention as a weapon for a longer and healthier life? How can we achieve a better balance between health promotion and disease management? What impact will longevity have on our finances? How can the state encourage public policies for longevity? What changes need to be implemented in companies? What should be changed in cities? are some of the questions we intend to answer.

The need to delve deeper into the subject of longevity is based on the trend towards increased life expectancy and the fact that we are living longer years in Portugal and in most countries in the world. The need to delve deeper into the subject of longevity is based on the trend towards increased life expectancy and the fact that we are living longer years in Portugal and in most countries in the world.

Aware of the impact of ageing and the need to ensure the quality of life for people, with the association to this initiative, Fidelidade intends to strengthen its commitment to stimulate healthy behaviours throughout life, which contribute to health promotion and disease prevention, reflecting on the challenges and trends of research on longevity, as well as on the main social and personal issues facing a longer human life.

**Webtalk programme:**

**May 16:** Longevity and the impact of ageing on future society. What will change in our lives? What are the main challenges ahead in health, finance, economy, cities, public policy and in our social life? What approach do we need? What are the priorities?

**May 30:** How can we promote our health throughout life? What behaviours should we adopt? How can we invest more in prevention as a weapon for a longer and healthier life? How can we achieve a better balance between health promotion and disease management? The main treatable causes of mortality (cardiovascular diseases and cancer) as indispensable to ensure that people age in good health?

**July 4:** What impact will longevity have on our finances? What should be the new paradigm for saving for retirement? Knowing that income will tend to decrease over time and the costs - with health and support - will continually be increasing?

**October 3:** How can the State encourage public policies for longevity? What structures should be created in the Government to change these related policies? What examples exist? Which countries are models? Which areas are priorities?

**December 5:** What changes need to be implemented in companies? What weight does work have on our longevity? What has changed with teleworking?

**January 30, 2023:** What changes need to be implemented in companies? What is the weight of work in our longevity? What has changed with teleworking?

### **About Fidelidade**

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 28 percent in 2020, and is present in Angola, Cabo Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A-stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities.

[www.fidelidade.pt](http://www.fidelidade.pt)