



Instituto Brasil 50+ | IBr50+

Media Kit

1) Who we are

Instituto Brasil 50+ is dedicated to changing the way we see longevity. We work to expand opportunities, reduce barriers and value the experience of people over 50 years old, connecting society, companies and public authorities with practical solutions.

2) Purpose

Transform experience into social and economic value, focusing on real opportunities for people 50+.

3) The problem we face

Brazil and the world age faster than new solutions emerge, society, the market and culture still treat age as a limit. This generates waste of competence, exclusion, loss of income and drop in productivity, in addition to impacts on mental health, autonomy and life projects.

4) What we do

- *Advocacy* for 50+ opportunities
- Projects and pilots with companies and institutions
- Content, data, and narratives that reposition aging as an asset
- Networking with experts, partners and aligned initiatives
- Engagement beyond 50+ (if all goes well, **everyone** gets older)

5) Audience

- People 50+ looking for opportunities, reinvention and ways to contribute
- Organizations interested in age diversity, productivity, and knowledge retention
- Government, academia and the third sector with an agenda of longevity and work
- Press and opinion leaders

6) Central message

Aging is not leaving the scene. It is arriving at the best time to transform experience into value. We cannot discard this, just when we most need resources, knowledge, experience of times with less abundance and context.

7) Context and Data

- Brazil has more than 56 million people aged 50 and over (IBGE).
- Population aging is one of the most profound social transformations of this century.
- According to the UN, the 50+ accounted for 15% of the world's population in 1950, 24% in 2023.

And in Brazil? Population Growth – 1950 to 2023

- 53M to 211M
+157M, 3.95x, +295.3%, CAGR +1.90% per year
- 0-49: 48M to 153M
+105M, 3.16x, +215.9%, CAGR +1.59% per year
- 50+: 4.8M to 57M
+52.8M, 11.93x, +1.093%, CAGR +3.45% YoY

The next decade will bring unprecedented demographic inflection points in Brazil .

- Total: 2050 > 2023: +2.59%, CAGR +0.10% per year
- 50+, 2050 > 2023: +58.6% , CAGR: +1.79% per year



By 2050, Brazil will have about 217.5 million inhabitants, and the population 50+ will reach 93.9 million. The 50+ population went from 27.9% of the population in 2024 to 43.2% in 2050, a growth of 58.6% in the period, a CAGR of 1.79% per year. Meanwhile, the total population grows by 2.6% in the same interval, a CAGR of 0.10% per year.

Dependency Ratio: 65+ versus 15-64

- **2023:** 15 older people (65+) for every 100 workers (15-64)
- **2050:** 25 per 100
- **+61.8%** in 25 years (**+9.7 percentage points**)

Longevity grows, but opportunities do not keep up at the same pace:

Pressure on support systems increases structurally. The increase in the number of retirees and frail elderly people per potential worker increases pressure on pensions, health budgets and household finances.

Care becomes the main limiting factor. The greatest stress is not restricted to pensions, but also to long-term care, home care, and the caregiver workforce, as families are smaller and more adults are working.

Countries will be forced to adopt a combination of late retirement, increased labour market participation, productivity growth, migration and a major expansion of age-friendly health and social care systems.

Sources: UN DESA, Population Division, World Population Prospects, "Old-age dependency ratio (65+ per working-age population)", World, 2024-2049 (both sexes).

8) Priorities: topics in which we are a source of information

- *Advocacy* for policies and incentives to generate 50+ opportunities
- Productive longevity and new forms of contribution
- Reskilling, career transition and flexible working
- Ageism and its economic and social effects
- Job market and opportunities 50+

9) Spokesperson

- Luis Pedro Cauduro Ferreira
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Executive with a background in communication, marketing and government relations. He founded and leads the Brazil 50+ Institute to expand 50+ opportunities and transform longer lives into economic and social impact.

10) How to collaborate

- Partnerships for pilots and 50+ programs
- Sponsorship of surveys, events and campaigns
- Co-development of initiatives with companies and institutions
- Institutional support and amplification of content



11) Press-ready

- Name: **Brazil 50+ Institute | IBr50+**
- Headquarters: São Paulo, SP
- Website: **IBr50mais.org.br**
- Instagram/LinkedIn/YouTube: **@Ibr50Mais**
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12) Boilerplate

Instituto Brasil 50+ works to expand opportunities and combat ageism, valuing the experience of people over 50 years old. It connects society, companies, and public authorities through *advocacy*, projects, and data-driven content, promoting productive longevity and inclusion.

Brand



Instituto Brasil 50+ | IBr50+ is an *advocacy* and mobilization initiative to expand opportunities and connect generations, combating ageism. We work with projects, partnerships and data-based content, valuing experience as a personal and societal asset. Contact: luis.ferreira@ibr50mais.org.br , (+55-11)91019-6437, <https://IBr50Mais.org.br>



Glossary

Ageism

Prejudice or discrimination against someone because of their age.

It can affect older and younger people, but at work and in the media it usually affects mainly those who are 50, 60, 70+.

Common examples: "it's past its age", "it doesn't learn technology", "it doesn't have energy", "it's expensive", "it doesn't adapt".

Productive longevity

The idea that living longer can, and should, come along with real opportunities to continue contributing to society and the economy for longer.

It does not mean working non-stop or ignoring limits, it means having viable ways to remain active, with quality, choice and adequate conditions.

Examples of how this appears in practice:

- flexible or project-based work
- Reskilling and continuous updating
- Entrepreneurship and consulting
- Career transitions
- paid or social impact activities, depending on the person's objective

Old-age dependency

A term used in demography and economics to talk about the relationship between the number of elderly people and the number of people of working age.

In general, it is measured as how many elderly people (typically 65+) there are for every 100 people of working age (usually 15 to 64)

What it is for:

- Helps estimate pressure on pension, health, and long-term care
- helps to plan public policies and the need to adapt the labor market

Important point: *it is a useful indicator, but it simplifies reality. Not every 65+ is "dependent" and not every 15-64 is employed. Therefore, it is worth using it carefully and explaining the context*