



Impact Hub Fellowship for Longer Lives

AXA, Swiss Re Foundation and Impact Hub looking for entrepreneurial solutions to address demographic ageing

Today [AXA](#) and [Swiss Re Foundation](#) launched together with [Impact Hub](#) an international startup support program, to enable entrepreneurs with innovative solutions, to address the challenges of the increase in human's life expectancy and demographic ageing. The [Impact Hub Fellowship for Longer Lives](#), implemented in four different cities and countries, will nominate up to twelve initiatives and award four of them with a one year fellowship, gaining access to seed funding, focused skill development, valuable networks and a stimulating workspace at Impact Hub.

Impact Hub Fellowship is a topic focused entrepreneurial idea award and one-year incubation program designed to attract, select and support early stage impact orientated entrepreneurs and help them realise their innovations for a more sustainable world. Each Fellowship gets implemented by the collaborative effort of key stakeholders.

The thematic focus of the AXA and Swiss Re Foundation Fellowship is **Longer Lives**. The increase in human's life expectancy and demographic ageing has become one of the major challenges facing our society today. Although there is still a north-south disparity, it is a global phenomenon and since 2009, the number and proportion of elderly people has been growing faster than ever in both developed and developing countries. This gives rise to very significant economic, social and educational challenges, concerning everyone of us. However, it is also a source of barely-yet explored opportunities.

With the Fellowship, AXA, Swiss Re Foundation and Impact Hub are looking for innovative initiatives that provide sustainable solutions towards meeting the challenges and opportunities, posed by the increase in life expectancy and demographic ageing.

The Fellowship will be open to purpose-driven entrepreneurs, who are ambitious, aiming to revolutionise the status quo and find that collaboration is the most powerful tool to generate positive impact. Awarded will be scalable solutions in the form of products or services that enable changes in practice or behaviour in one or several of the following aspects:

- Organisation of family life
- Education system
- Corporate economic life
- Public services

Starting in **Milan**, Italy at [Impact Hub Milano](#) - applications open beginning of November 2013 - the Fellowship will further be launched in London, United Kingdom at [Impact Hub Kings Cross](#), **Oaxaca**, Mexico at [Impact Hub Oaxaca](#) and **Madrid**, Spain at [Impact Hub Madrid](#).

This partnership came into being on the occasion of the 150th anniversary of Swiss Re, joining forces with one of the world's largest insurers, the AXA Group.

"We at Swiss Re Foundation are proud to work with AXA on this new initiative. It is a natural extension of our business relationship and offers opportunities to merge our business and social objectives for the good of society", said Jean-Jacques Henchoz, CEO Reinsurance EMEA and Member of the Board of Trustees Swiss Re Foundation.

"I am convinced that the increase in life expectancy is one of the main challenges of the 21st century, for both mature and emerging economies. This partnership with Swiss Re and Impact Hub is a wonderful way to help turn one of society's greatest risks into an economic opportunity, thanks to concrete solutions launched by social entrepreneurs throughout the world", said Alice Steenland, Vice President of Corporate Responsibility at AXA Group.

AXA Group Community Investment

As a responsible corporate citizen, AXA strives to play a positive role in society, by building a culture that promotes employee volunteering and by helping to build better understanding of the risks faced by individuals and society at large. This commitment includes three key initiatives:

- Volunteer work, carried out through the AXA Hearts in Action international solidarity organization for 21 years. In 2012, over 28,500 employees volunteered in charity projects around the world.
- The AXA Research Fund that supports science contributing to understanding and preventing environmental, life, and socio-economic risks.
- A partnership with the humanitarian NGO CARE, to help vulnerable populations better face climate and health risks.

For more information: www.axa.com/en/responsibility/strategy-commitments

Swiss Re Foundation

Swiss Re Foundation is a non-profit organisation committed to care and concern for society and the environment. Launched in 2012 by global re/insurer Swiss Re, the Foundation aims to make people more resilient towards natural hazards, climate change, population growth, water scarcity and pandemics, along with other challenges to society's security, health and prosperity. It also supports community projects and employee volunteering in locations where Swiss Re has offices.

For more information: www.swissrefoundation.org

Impact Hub & Impact Hub Fellowship

Impact Hubs make up a global network of people, places, and programs that inspire, connect and catalyse impact. Part innovation lab, part business incubator, and part community centre, Impact Hubs offer their members a unique ecosystem of resources, inspiration, and collaboration opportunities to grow impact.

The global Impact Hub Fellowship Association is a not-for-profit member organisation based in Zurich to promote social innovation through start-up incubation programs – Impact Hub Fellowships. Through the association, these programs are globally connected, while being integrated in local Impact Hubs.

For more information: www.impacthub.net, www.fellowship.impacthub.net