



# Press Mention

Digitalisation: Efficient and cheap,  
but don't forget the human being

---

**Author:** Filip Hamro-Drotz

[The Confederation of Swedish-Speaking Pensioners in Finland](#) | AGE Member

**Media:** [God Tid](#) - SPF Newspaper

**Country:** Finland

May 2023

[www.age-platform.eu](http://www.age-platform.eu)

## Digitalisation: Efficient and cheap, but don't forget the human being

Over the years, older people have also become familiar with the increasing digitalisation of society. Digitalisation continues to develop explosively and its use is spreading to more and more public and private functions.

Banking services are almost entirely digital, travel tickets and reservations for leisure activities and entertainment (cinema, concerts, etc.) are digital, tax returns are digital, medical and dental appointments are digital, and so on. Payment for food purchases increasingly requires digital payment - cash is rarely accepted, and journeys on trams, metro, buses and trains must be paid for digitally. Our own meetings have - mainly due to the COVID-19 pandemic - been held digitally and working life is increasingly based on digital remote work from home.

The above requires skills in the use of computers, intelligent mobile phones, etc. Both locally, nationally and internationally, pensioners' advocates have pointed out that the older people are easily left out of the development and enjoyment of given rights to be full, respected citizens.

However, digitalisation will continue to develop at an explosive pace - artificial intelligence and other emerging technologies are becoming increasingly - in fact crucially - important in society and the economy. We should certainly try to adapt to this development, not try to stop it - but is it possible to master it?

Digitalisation brings with it the revolutionary change that society, the economy and civil society (including us pensioners) can function without having to move our bodies. This has actually been going on ever since the telephone was

invented and people could communicate remotely. The same applies to radio and television, which allowed us to follow news, music, watch films etc. from home. The same goes with internet. One example of today's digitalisation is the emergence of virtual tourism, i.e. 'virtual travel' to the desired holiday destination - without moving your body.

---

*Of course we should try to adapt to development, not try to stop it – but is it possible to control it?"*

---

We must now try to adapt to the ongoing digital revolution! We, older people, will also face new consequences: digitalisation will probably soon lead to the complete digitalisation of public home care and long-term care, for example. It is more efficient and cheaper - but the human aspect is easily lost. Society is gradually moving towards a "virtual reality" and away from the current, for us so obvious and natural "analogue reality", which is based on physical contact and communication, human touch between people.

The UN estimates that humanity faces two real ("mega") challenges: climate change and digitalisation. The United Nations has seen reason to take action to address the impact of digitisation. It believes that digitalisation brings unprecedented new opportunities for society, the economy, citizens and social life. At the same time, there are concerns that digitalisation could have disastrous consequences if artificial intelligence and other emerging technologies are oddly implemented. This could lead to increased inequality in the world, especially between developed and underdeveloped countries.

The UN will call for strong, credible cooperation among Member States and the inclusion of all stakeholders (including civil society actors and also pensioners) to build consensus on how to use digitalisation. In 2021, UNESCO called for ethical rules for the use of artificial intelligence. The UN is now seeking consensus to ensure that the digitalised future is open and safe for all. To this end, the UN is



## You can stop the perpetuation of ageism!

Please read our [one-pager](#) on communicating on older persons in a non-stereotypical way.

### About AGE Platform Europe

AGE Platform Europe is the largest European network of non-profit organizations of and for older people. We elevate older people's voice, bringing their experience and aspirations to the table to celebrate ageing and fight for equality at all ages.

### Contact

For more information, contact:

**Milene Moreira** | Media and Campaign Officer, AGE Platform Europe

[milene.moreira@age-platform.eu](mailto:milene.moreira@age-platform.eu)



Av de Tervueren, Tervurenlaan 168,  
box 2 - 1150 Brussels, Belgium  
Tel: +32.2.280.14.70  
[info@age-platform.eu](mailto:info@age-platform.eu)

[WWW.AGE-PLATFORM.EU](http://WWW.AGE-PLATFORM.EU)



Co-funded by  
the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Transparency Register ID: 16549972091-86