



Research on the Development Path and Countermeasures of the Silver Economy Taking Shanghai as an Example

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Abstract. China is accelerating into an aging society, and will face long-term population problems in the future. The social and family burdens continue to increase, and the demand for pension and rehabilitation services continues to increase. Shanghai is a region with a high degree of aging in China, and it is also the first batch of cities in China to enter the elderly population structure. In addition, Shanghai's elderly consumption potential is huge, the elderly consumer market continues to expand, and the silver industry prospects. However, at the same time, there are still many problems and challenges in the elderly consumer market, and opening up the "blocking point" of the silver hair market has become a top priority. This paper studies the path of Shanghai's development of the Silver Economy, analyze the main problems and causes in the current development of the "silver hair economy," and puts forward corresponding countermeasures.

Keywords: Silver economy · Population aging · Development path · Solutions

1 Introduction

According to the statistical yearbook of China in 2021, the population aged 65 years and above is 1.964 million, accounting for 13.5% of the total population, and the elderly dependency ratio is as high as 19.7%. The degree of aging in China is accelerating. At the same time, the scale of China's "silver industry" continues to expand, with an annual growth rate of more than 25.6%, reaching CNY 5.9 trillion, but it is still in its infancy. Compared with the proportion of pension industry in GDP of developed countries which is more than 20%, the proportion of pension industry in GDP of China is less than 10%. Nowadays, the "silver hair economy" has gradually become a new keyword in China's economic development. However, how to meet the diversified needs of the elderly in the "aging society," at the same time, the development of related industries in the silver market and the transformation of population pressure into the new impetus for economic development have become an important goal of high-quality economic development in China.

Some scholars have put forward corresponding views on the problems existing in the development of the "silver economy" and the prediction of prospects. However,

different scholars do not agree. Wang (2019) studied the two aspects of supply and demand. He believed that the current supply of pension services was insufficient, the purchase intention of elderly products was low, and he was pessimistic about China's "silver hair economy" in the short term [1]. But other scholars believe that China's future "silver economy" has great potential to promote high-quality development of China's economy. Bao (2011) believes that the elderly product market development lags, the elderly consumer spending is less, "silver hair economy" is still a new growth point for China's economy in the future [2]. Therefore, to clarify the development status and future development trend of the "silver economy," it is necessary to conduct more in-depth research on related topics.

This paper will take the investigation of Shanghai as an example, to explore the path selection of Shanghai's development of Silver Economy as the starting point, analyze the existing problems and causes of Shanghai's development of Silver Economy, and put forward countermeasures and suggestions for the future development of Shanghai's Silver Economy.

2 The Path Choice of Developing Shanghai's Silver Economy

Population aging has a profound impact on China's economic and social development. As a new economic business form involving special groups, Silver Economy has great growth potential. The current development situation of Shanghai gives Shanghai the mission of taking the lead in developing the silver economy, which should be cultivated as an economic growth point. Shanghai is implementing three pension models, which can provide development direction for social service institutions and enterprises to engage in pension services, stimulate all kinds of social subjects to participate in pension services, and seize the wave of silver hair economic development.

2.1 Embedded Community Care Model

Due to the scarcity of pension land in Shanghai, the construction of the pension industry has high costs and poor construction space. The embedded pension model can effectively solve the problem of land tension, make full use of the idle resources of the community, and organically combine the government, the community, and the family.

According to Chen (2021), community-embedded care is a full time care service provided by the government for the elderly who have difficulty living in the surrounding areas, thus radiating to the surrounding elderly groups [3]. One is to embed facilities in the community of the elderly home so that the elderly do not have to leave the original place of residence, to achieve home care and enrich the elderly living in community activities. The second is to embed services into the actual needs of the elderly and take the needs of the elderly as the center. According to the needs of the elderly, we can track the needs of the elderly in real-time, and provide timely corresponding services and facilities. In the comprehensive system of community pension services, the corresponding service content is provided for the elderly in different situations as a profit model. The third is to embed the individual actions of the elderly into the social network, and the institutions are still in the community. The elderly can continue to participate in community life,

which is of great significance to delay their psychological and physiological decline. And the institution is close to the place of residence, children are convenient to visit the elderly, to enhance the communication between each other, which is of great significance to maintaining the family function, continuation, and inheritance of filial piety and traditional virtue. At the same time, community-based embedded institutions have small nuances, which can discover the value of the social investment and achieve relatively low costs and risks, promote the construction and operation of social capital investment and cultivate the brand of social pension services.

2.2 Off-Site Pension Model

Based on community embedded endowment, Shanghai's rapid growth of the aging population demand is still not well met. In the process of the improvement of economic conditions and the progress of the concept of pension, the elderly with good economic conditions, open minds, and the pursuit of high quality of life is no longer only to meet the basic living security (Yao, 2022) [4]. The elderly in Shanghai are more inclined to have a good ecological environment and are suitable for the 'travel pension' in foreign cities. In addition, since the supply of senior care resources in Shanghai exceeds the demand, off-site senior care can fully coordinate and integrate the idle senior care resources in the surrounding cities to better meet the needs of the elderly in terms of visiting friends, medical care and travel, making the life of the elderly more diversified (Li, 2020) [5]. In addition, some old people's pension is not enough to pay the cost of senior nursing homes in Shanghai, which will increase the burden on children to some extent. In contrast, the low fee standard for cross-regional pension services can solve the demand for pension services for the elderly in Shanghai, help to transfer the urban elderly population, promote the cross-regional operation of institutions, and narrow the regional economic gap. Moreover, with the increasingly developed transportation network, the travel time of Shanghai and its surrounding cities will be greatly shortened. After weighing the cost factor, the elderly are more willing to support the elderly in different places.

2.3 Smart Pension Model

Under the background of rapid development of network education, network medical treatment, and intelligent pension, the development of the Shanghai pension industry has gradually changed from a 'traditional pension' mode to an 'intelligent pension'. Speed up the implementation of intelligent pension applications, arrange Internet-aware intelligent pension facilities, and develop cloud collaborative intelligent Internet pension system connected with intelligent equipment and medical equipment; with the power of comprehensive digital transformation, using the Internet, Internet of Things, cloud computing, big data and other technologies, the big data platform of intelligent health care service for the elderly in cities, districts, towns and communities (villages) is established, and the intelligent, healthy and comprehensive old-age service system is constructed, to create accurate old-age service mode according to the different personalized needs of the elderly, and better match the needs of the elderly at different levels and multiple directions. With the development of science and technology innovation and new

materials industries, Shanghai has optimized the research and development of elderly health-related technologies and products, effectively enriching and improving the supply structure and development quality of elderly products. Smart pension makes the pension service market model and development pattern reappear with new vitality.

3 Analysis of the Problems and Causes of Shanghai's Development of Silver Economy

3.1 Single Service Model and Insufficient Scale Effect of "Silver Hair Economy"

According to data released by the Ministry of People's Social Affairs of China, by the end of 2020, the number of basic old-age insurance insured has reached 999 million, the disposable income of the elderly has increased, and the consumption potential of the silver hair market is huge. According to the white paper on China's pension financial development report, China's social entertainment market for the elderly totaled 324 billion yuan in 2016 and is expected to reach 882 billion yuan in 2021. But China's current silver market is still in its infancy, the number and size of pension institutions are not large enough, single service model, can not fully meet the needs of the elderly multi-level.

The services provided by the embedded community pension are relatively single, the pension resources are not abundant, and the community environment is crowded and narrow. Since the operation mode of community endowment is still in the early stage of development, it is difficult to meet the needs of the elderly only by community forces. Market elderly institutions have problems such as large initial operating capital investment, low return rate and no corresponding operating subsidies, so the enterprises do not have enough incentive to provide more diversified elderly services and facilities (Wu & Du, 2017) [6]. Although many communities in Shanghai have carried out community-based elderly care embedded services, there are no corresponding policies and regulations to ensure its effective operation and cannot give full play to the guiding role of policies. Thus affecting the quality and speed of the development of the silver consumer market, resulting in slow economic development. Therefore, it is necessary to organically integrate community comprehensive resources, market capital management, and government macro-control to form a certain scale effect to meet the needs of a large population of silver hair.

3.2 The Professional Level of Pension Workers is Uneven, and Pension Services Lack Pertinence

According to the latest data from the National Bureau of Statistics, China currently has 357,000 pension service institutions and facilities and 8.135 million pension service beds. According to national standards, the ratio of nursing staff to the elderly is 1:4, requiring at least 2 million nursing staff. However, at present, there are only 322,000 elderly care workers in China, with a gap of nearly 1.7 million. Home care is one of the most important aspects of the old-age care system; because it largely determines the quality of life of more than 2.4 million elderly people in Shanghai, as well as the stability of the elderly

family and the harmony of the whole social family. At present, the home care service system in Shanghai has been continuously improved, but at the same time, the problems between the silver hair market and its employees have become increasingly prominent, which cannot meet the high-quality needs of the elderly. The development of the home care service itself is not only related to the policies promulgated by the government and the financial funds provided, but also closely related to the professionalism and development of the service team. However, the current silver market failed to accurately segment the needs of elderly service groups, only providing material and procedural services, and failed to reflect humanistic care in services. In addition, the hair care service industry involves a wide range of areas, the professional level of practitioners is high, and the service standards of practitioners are difficult to meet the requirements of the hair market. Due to the shortage of professionals, low professional salaries and social prejudice, the current elderly service industry is unable to meet the growing demand for quality services from the elderly population in Shanghai (Wu, 2014) [7].

3.3 The Intelligent Dilemma of the Elderly, Consumption Potential Has Not Yet Fully Stimulated

With the rapid change in the information society, smartphones have been integrated into every aspect of daily life. Whether it is daily shopping or travel, the way of payment has become more and more convenient, bringing a lot of convenience to people's lives. According to statistics, the number of elderly people who use mobile phones in China in 2021 is about 274 million, of which about 134 million people use intelligent computers to surf the Internet (Sun & Tong, 2021) [8]. However, for many elderly people, it is very difficult to use smartphones, so they are difficult to adapt to social consumption patterns. In addition, there is a lack of courses related to intelligent equipment learning in society, and the attention to the active adaptation of the elderly to the intelligent information society is not enough, which affects the integration of the elderly and the information society. Therefore, there is a huge digital divide between the elderly and the intelligent age. In real life, many social industries lack consideration of the characteristics of the elderly, and the complexity of many intelligent service facilities hinders the elderly from using intelligent services. Therefore, how to teach the elderly to take the initiative to enter the intelligent information life, to stimulate the consumption vitality of silver hair, is a problem worth thinking about in the development of the "silver hair industry." There is a lack of effective coordination between pension services and the development of digital information technology, and there is a lack of strong market supervision in the silver market, so the elderly remain suspicious of the security of online transactions. When the consumption rights and interests of the elderly are impaired, the elderly will lack trust in mobile payment terminals, thereby inhibiting the development of the silver economy.

4 Countermeasures for Shanghai to Develop Silver Economy

4.1 Fully Integrate Social Resources and Develop a New Old-Age Care Model

Transforming the old people is the concept of "social burden" and transforming social pressure into the driving force of economic development. Communities fully integrate

available resources on a scale, mobilize community members to practice “Lei Feng Spirit,” and encourage community older persons and volunteers to contribute to community development (Ren & Hu, 2020) [9]. Secondly, it allocates resources within the community to the corresponding management units, commercializes and welfares some behaviors, and organically integrates the community pension service model and community resources. Cancel the restrictions on private enterprises operating subsidies, and reduce the operating costs of private institutions. Private enterprises should develop local pension services according to local conditions and cultivate the core competitiveness of pension services. Expand diversified pension services to promote the industrialization of silver service projects. Under the protection of the national policy system and the social insurance system, the community absorbs funds through multiple channels to jointly build the pension environment of the sunset travel agency, so that the elderly with an active body can do something that they can do; so that the elderly can “make a difference” and “self-reliance,” expand the sources of income for the elderly, stabilize the income of the elderly, make full use of social resources, and then release the potential of consumption. On the one hand, the government needs to formulate relevant policies to provide institutional security for elderly care institutions; On the other hand, the street community should strengthen publicity and implementation and actively integrate community resources, to jointly promote the revitalization of the silver economy.

4.2 Strengthening the Training of Specialized Personnel and Improving the Pertinence of Pension Services

At present, there is a big gap between the expected level of the elderly in most cities and the actual situation. Therefore, for some pension service enterprises, we should pay attention to strengthening the internal high standard professional training assessment and training management of enterprise-related personnel, and improving the overall cultural literacy ability and professional service level of old employees. For the elderly community, more use should be made of the office of the community committee and the property room of the neighborhood committee, the unified management norms and facilities for the elderly living in the community should be strengthened, and the various types of electrical equipment suitable for the healthy use of the elderly living in the community should be increased. The community catering project base for the elderly should be built. In addition, targeted medical institutions should be set up in the community to regularly check the normal physical indicators of the elderly living alone. For the local government, it is necessary to deepen the reform of the community medical insurance mechanisms, support the rapid development and construction of social pension institutions, and gradually open all kinds of rehabilitation hospitals, nursing service hospitals, hospice care health guidance institutions, medical clinics, etc.

In addition, it is necessary to increase the investment and attention of human resources in the “silver industry,” pay attention to the improvement of employee welfare, and change the concept of social service. Domestic universities are encouraged to set up relevant specialties, cultivate professionals in medical, tourism, psychology, and management, and expand the field of pension services in the “silver industry.” Social workers are

constantly encouraged to participate in the pension service industry, providing market-oriented, professional, and personalized services, promoting the gradual advancement of “consumer pension” and improving the competitiveness of service institutions.

4.3 Multi-agent Support the Elderly to Use Smartphones, Joint Development of the “Silver Industry”

The government needs to strengthen the top-level system design, introduce the corresponding national laws and regulations, provide a relatively good and safe policy network environment for intelligent pension, and ensure the relevant legal protection rights and interests of the elderly in the era of mobile intelligence and information (Song, 2020) [10]; so that the elderly can easily and comfortably enjoy the convenience of various social information brought by the rapid progress of network technology.

First of all, according to the cognitive level of the elderly, the “silver market” and related industries to increase the humanized characteristics of products and services, the application model for the elderly can be introduced, so that all operations are simple and convenient, easy to operate, improve the consumption experience of the elderly, and attract the elderly to actively adapt to the information network life. Secondly, the community integrates available resources. According to the different situations of the elderly, it uses professional knowledge and skills to promote the learning and operation of smartphones; and continues to do a good job of online education and publicity for the elderly, to help the elderly integrate into the online life. Finally, family members play a “digital feedback” role. We are in an information society and intelligent devices are ubiquitous in our lives. Therefore, the elderly are more active in learning intelligent devices. Young family members teach the elderly to use smart devices correctly and solve the problems in the use process, which can not only promote family relations but also help the elderly integrate into the intelligent era.

5 Conclusion

China’s aging population promotes the adjustment of industrial structure. Shanghai through community embedded pension, remote pension, intelligent pension, and other ways to develop the silver economy, to a certain extent, alleviate the population problem in China and ushered in good development opportunities. However, at the same time, the development of Shanghai’s silver hair economy is also faced with many problems, such as a single service model and a large difference in the level of the pension industry. Therefore, this paper puts forward relevant suggestions on integrating community resources, cultivating professionals in pension services, and jointly assisting other common subjects to promote the high-quality development of the silver economy according to the existing development problems of the Shanghai silver economy. In addition, through the relevant experience of Shanghai’s development of the silver hair economy, we can consider the silver hair pension industry from multiple perspectives, provide practical experience for the development of the silver hair industry in other regions of China, and also provide feasible methods to solve the aging population in China. However, due to the different economic development and aging conditions in different regions, it is still necessary to consider the corresponding development path according to local conditions.

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