

Hypothesis

Insights

The impact of current demographic dynamics, ageing and population decline, is a Europe-wide issue.



The experiences of best practices reflect this reality, also influenced by other factors such as international migration and neo-ruralism.

There is still a lack of studies on active and healthy ageing in rural areas.



Specialised research confirms this. More theoretical and practical knowledge is needed in order to improve work in the field.

Loneliness and social isolation in elderly populations manifest differently in urban and rural environments.



It is important to introduce a more hybrid, fluid perspective that accounts for changes and nuance, instead of working from a rigid binary vision of rural/urban.

Current strategies to promote active and healthy ageing do not consider urban/rural differences.



Rural diversity demands reconsideration of “urban-normative” models applied without further thought.

Hypothesis

Insights

Current strategies to promote active and healthy ageing in rural environments do not take into account the vibrancy and diversity of the rural older population (gender, sexual orientation, ethnicity, level of education).



Attention to diversity and recognition of dynamism in rural communities, even amongst small populations, is still limited, with nuances between Spain and other countries regarding (for example) gender and sexual orientation.

New technologies play an important role in the promotion of active and healthy ageing in rural environments.



There is a gap between external perspectives that place much importance on new technologies and the lagging use of newer technologies in actions carried out in practice.