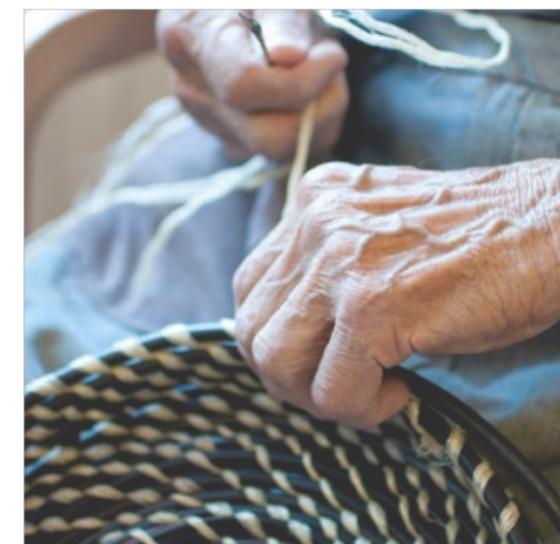


# ACTIVE AND HEALTHY AGEING IN RURAL ENVIRONMENTS: CHANGES AND CHALLENGES

22<sup>nd</sup> December 2025

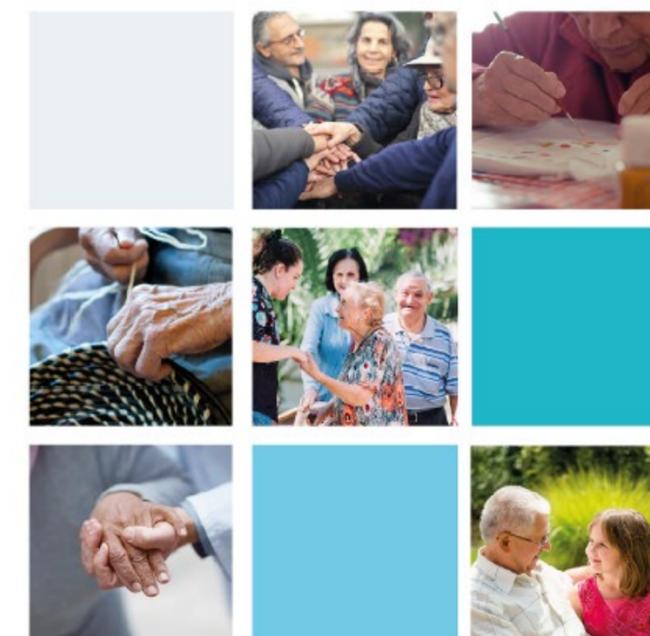


# PREVIOUS STUDIES



## PROGRAMA DE PROMOCIÓN DEL ENVEJECIMIENTO ACTIVO, AUTÓNOMO Y SALUDABLE:

UN ESTUDIO COMPARADO DE LAS ACTUACIONES DEL TERCER SECTOR DE ACCIÓN SOCIAL EN ESPAÑA Y TERCEROS PAÍSES



Con cargo a la asignación tributaria del 0,7% de IRPF del año 2022



# PREVIOUS STUDIES



**PROGRAMA DE PROMOCIÓN DEL ENVEJECIMIENTO ACTIVO Y SALUDABLE:**

**UN ESTUDIO COMPARADO SOBRE LAS ESTRATEGIAS DEL TERCER SECTOR DE ACCIÓN SOCIAL EN ESPAÑA Y TERCEROS PAÍSES EN MATERIA DE PARTICIPACIÓN**



Con cargo a la asignación tributaria del 0,7% de IRPF del año 2023



# OVERVIEW

The promotion of active ageing must be approached within the context of its environment. We should be made aware of the aspects specific to rural environments, from a 'neutral' perspective.





# OBJECTIVES

## General Objective

To further the knowledge of the Spanish Third Sector of Social Action regarding the promotion of active and healthy ageing in rural environments.

01

Compare actions carried out by the Third Sector of Social Action in Spain to promote active and healthy ageing in rural environments with those of third countries

02

Analyse best practices in Spain and in third countries

03

Reflect on the adaptation of best practices

04

Analyse the Third Sector's response to international and global challenges in the promotion of active ageing in the rural environment.

05

Analyse the effect of the gender perspective

# METHODOLOGY



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## Survey

Professionals and  
volunteers  
50 responses



## Discussion groups

People over the age of  
60 (1)  
Third Sector  
professionals and  
volunteers (2)



## Working group on relevant topics

Volunteers,  
professionals and older  
people (1)

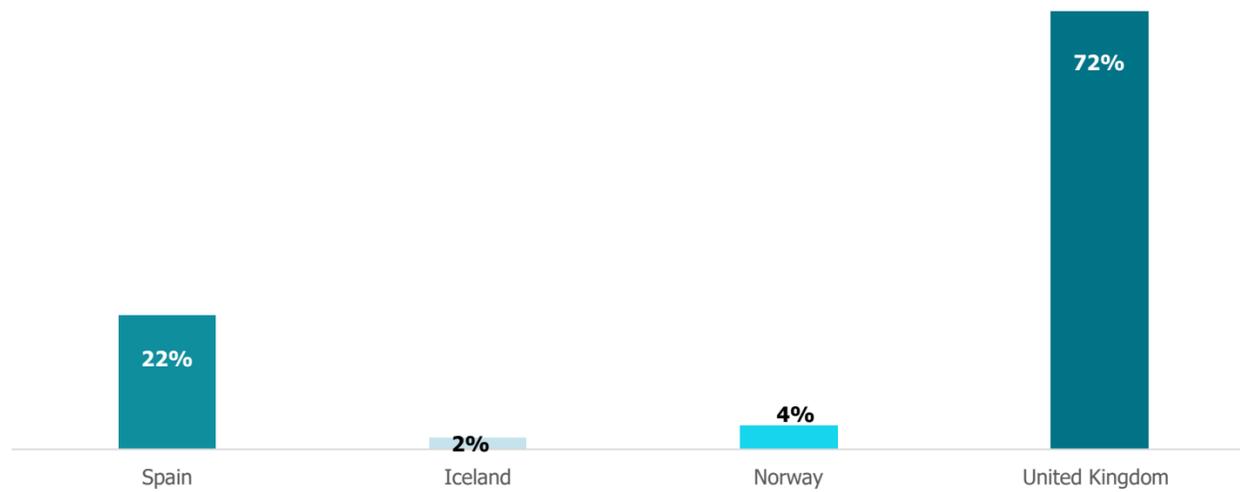


## International experts panel

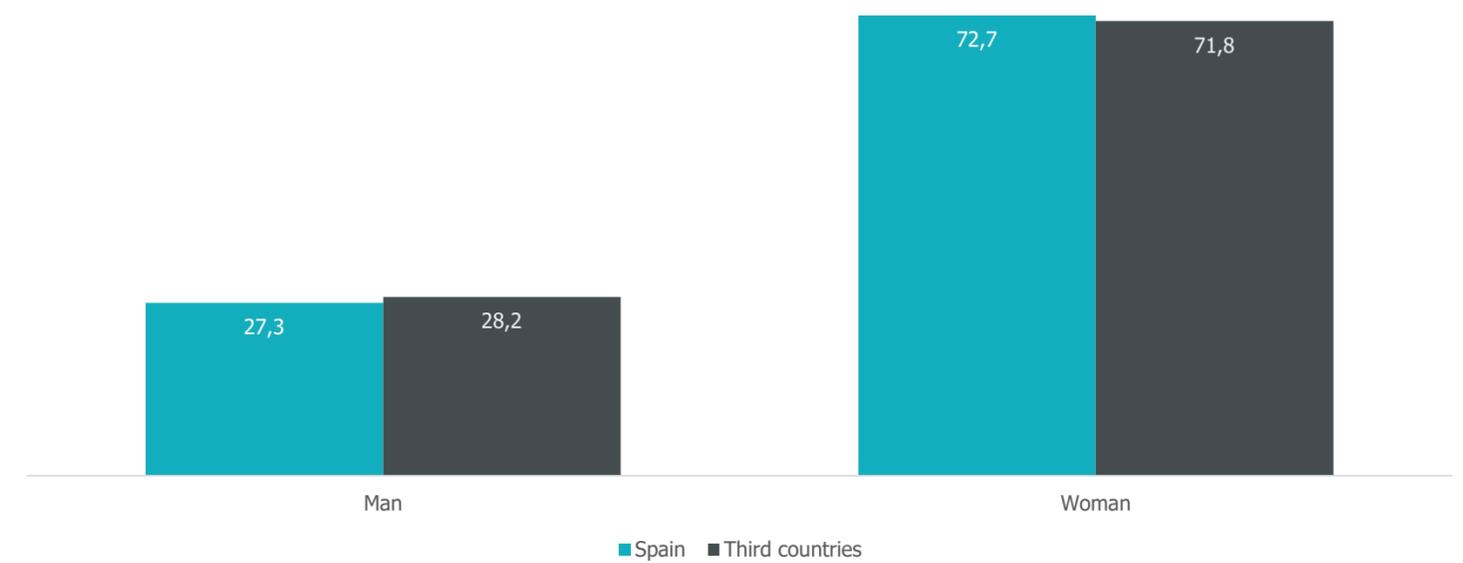
1 ES, 1 NO, 1 IS, 2 UK

# Survey

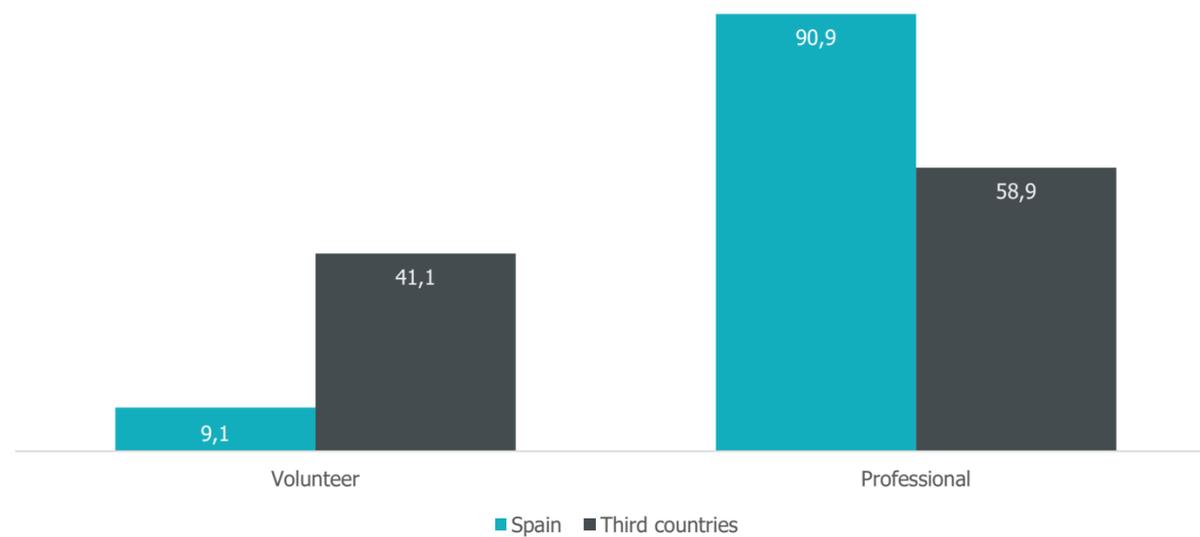
Survey participants by country (%)



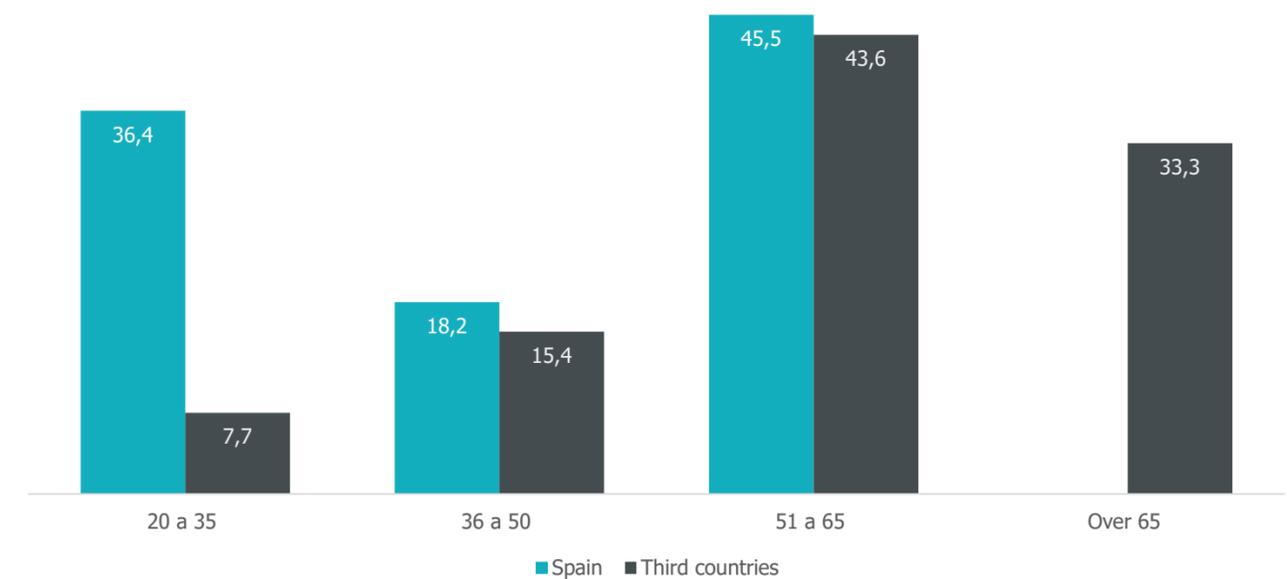
Sex of participants in the survey (%)



Role in the organisation (%)



Age of participants in the survey (%)



# Discussion groups and working group

DG1: 8 professionals (5  
women and 3 men)

DG2: 11 older people (10  
women and 1 man)

DG3: 5 professionals (5  
women)

WG: 14 older people  
(12 women and 2 men)

# Discussion Groups and Working Group



Valencia:  
Mancomunitat La Costera-  
Canal



Municipality of Rotglà i  
Corberà

# Direct impact of the programme

## Participants

Provides tools to strengthen social participation.  
Creates spaces to make older people living in rural areas seen and heard.

## Professionals

Strengthens collaboration with other organisations of the Third Sector.  
Lends an international perspective to everyday practices.  
Broadens knowledge about older people in rural areas.

# Indirect impact of the programme

## Discussion Groups and Working Group

Insights into the needs and difficulties of older people in rural environments.

## Analysis

Practical tools to improve Third Sector's actions for the promotion of active and healthy ageing in rural environments.

## Participative experience

Development and strengthening of participation processes in active ageing programmes.

## Hypothesis

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



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



## Insights

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

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

## Hypothesis

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



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



## Insights

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.

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

## Hypothesis

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).

New technologies play an important role in promoting active and healthy ageing in rural environments.



## Insights

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.

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.

## Hypothesis

Current strategies to promote active ageing in rural environments reveal a static vision of rural life.



Policies for the promotion of active and healthy ageing take urban models of deinstitutionalisation and strengthening of community bonds and apply them to the rural environment.



## Insights

This static and traditional vision is present and prevents the needs of older people living in rural environments from being fully met by strategies, leaving them with limited options.

Less attention is paid to the processes and dynamics of these policies' implementation from a qualitative perspective (ways of reaching people, circumstances of participation, relationships with professionals, social norms etc.) than to quantitative results.

# PROPOSALS WG

Strengthening of intergenerational connection through practical workshops led by older people for young people.



# PROPOSALS WG

Consolidation of **cognitive stimulation workshop** (longer and more continuity)

Improvement to **public transport service**



# THIRD SECTOR INITIATIVES TO PROMOTE ACTIVE AND HEALTHY AGEING IN RURAL ENVIRONMENTS



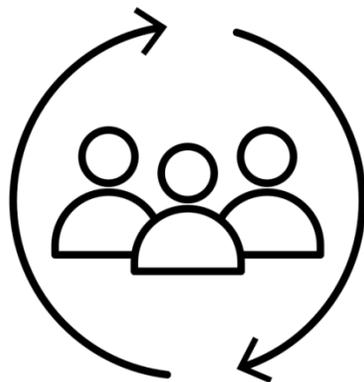
# RECOMMENDATIONS

## Gender

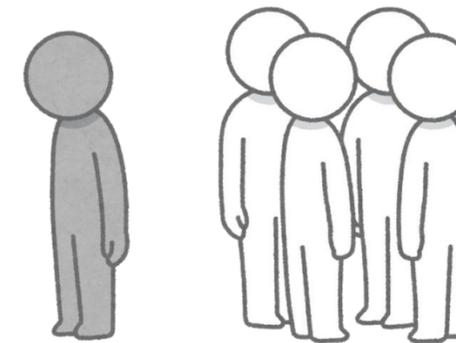


Incorporate holistically a gender perspective, including attention to masculinities in relation to care and emotions.

## Diversity and inclusion



Develop programmes sensitive to the heterogeneity of older people, especially considering socioeconomic, cultural, religious, educational, ethnic and cognitive factors, as well as those of sexual orientation and disability.

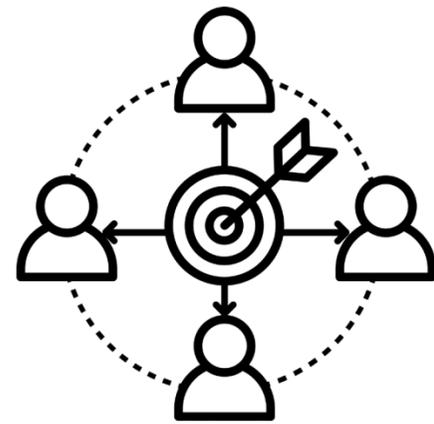


## Loneliness

Use the strengths that rural environments offer to tackle loneliness, such as closeness, smaller distances, and offer alternatives to overcome weaknesses, tackling accessibility, support services, accompaniment and strengthening of external relationships (online collaborations, joint activities outside place of residence).

# RECOMMENDATIONS

## Social participation



Facilitate participation in social life and reinforce existing networks, both formal and informal, by offering more flexibility, incorporating horizontal management and providing more support, accompaniment and training for a more authentic and meaningful participation.



## Role of the Third Sector in promoting active and healthy ageing

Promote collaboration and complementarity between organisations of the different sectors active in rural environments: those dedicated to health, people with disabilities, education and culture, children, women..., to stimulate intergenerational interaction and incorporate a rights perspective.

## Internationalisation

Explore internationalisation opportunities to confront global challenges, introduce new methodologies, adapt successful experiences, strengthen professional networks on common topics and identify alternative sources of funding.



# Thank you!



<https://www.fundaciondiagrama.es/en/m/envejecimiento-rural>