

Leadership Course on Ageing is Living:

Unlocking the Potential of Population Ageing

Leadership Course

11 March 2025

Bizkaia

9:30 - 17:00 (CET)



Spanish and English
with simultaneous translation



Meet the speakers

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Scope and purpose

The Leadership Course on Ageing is Living: Unlocking the Potential of Population Ageing, aims to equip participants with the knowledge, tools, and strategies to promote healthy ageing and reframe societal perspectives on ageing. As Europe faces unprecedented demographic transitions, this course emphasizes the need for collective action to foster healthy longevity, address inequities, celebrate the contributions of older adults, and enhance the provision of health and care services to older persons while supporting both formal and informal caregivers. Anchored in the upcoming WHO European Strategy on Ageing is Living (2026–2030) and the UN Decade of Healthy Ageing (2021–2030), the course highlights evidence-based approaches to transform ageing into an opportunity for growth, well-being, and a celebration of life.

This one-day interactive course will explore demographic trends, debunk myths about ageing, and equip participants with practical resources to promote inclusive policies, age-friendly environments, integrated and long-term care systems, and narratives that challenge ageist stereotypes. Participants will gain insights into the principles of healthy ageing, tools to advocate for change, and real-world strategies to create age-inclusive societies.

Objectives

1. Understand Demographic Shifts: Examine the complexities of population ageing in Europe, identifying both challenges and opportunities.
2. Clarify Healthy Ageing Concepts: Explore the principles of healthy ageing, including longevity and their integration into the WHO European Strategy on Ageing is Living and the UN Decade of Healthy Ageing initiatives.
3. Debunk Myths: Challenge common misconceptions and ageist stereotypes through evidence-based approaches and inclusive narratives.
4. Learn from Success Stories: Explore practical examples and case studies of successful initiatives in achieving healthy ageing and improving quality of life for older populations.
5. Equip for Action: Gain resources and tools to:
 - Reframe societal narratives on ageing, promoting inclusive language and positive perspectives.
 - Integrate age-friendly practices into communities, environments, and policy frameworks.
 - Strengthen health and care services for older persons, ensuring systems are responsive, inclusive, and sustainable.
 - Provide better support for formal and informal caregivers through policies and programs.

By addressing these objectives, the course will empower participants to champion healthy ageing and inspire transformative action within their communities and across sectors, reinforcing the understanding that ageing is living.

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World Health
Organization
European Region



9:30–9:45 CET

Registration and Coffee

9:45–10:15 CET

**Interactive: Welcome to Our Interactive Journey: Ageing is Living -
Unlocking the Potentials of Ageing Society (30 mins)**

Speakers:

- **Naiara Artaza Aristondo**, Head of the Nagusi Intelligence Center (NIC) and Adviser at the Cabinet Office, Diputación Foral del Bizkaia
- **Yongjie Yon**, Technical Officer on Ageing and Health, WHO Europe
- **Natasha Azzopardi Muscat**, Director for Country Health Systems and Policies, WHO Europe

10:15–10:45 CET

**Lecture: Decoding Ageing Dynamics: Exploring Challenges and
Opportunities (30 mins)**

Speakers:

- **Sarah Harper**, Director and Clore Professor of Gerontology, Oxford Institute of population ageing, Oxford University

10:45–11:30 CET

**Panel discussion: WHO's Public Health Approach to Healthy Ageing and the
Ageing is Living Strategy 2026-2030 (45 mins)**

Moderator:

- **Yongjie Yon**, Technical Officer on Ageing and Health, WHO Europe

Speakers:

- **Stefania Ilinca**, Technical Officer on Long-term Care, WHO Europe
- **Jotheeswaran Amuthavalli Thiyagarajan**, Technical Officer Epidemiologist, (WHO HQ)
- **Ivan Bautmans**, Head of Gerontology and Frailty in Ageing Research, Vrije Universiteit Brussel, Belgium, Member of the WHO Technical Advisory Group on Measurement, Monitoring and Evaluation of UN Decade of Healthy Ageing

11:30–12:40 CET

Panel discussion: Changing the Narrative of Age and Ageing (70 mins)

Moderator:

- **Naiara Artaza Aristondo**, Head of the Nagusi Intelligence Center (NIC) and Adviser at the Cabinet Office, Diputación Foral del Bizkaia

Speakers:

- **Vânia de la Fuente-Núñez**, Independent Consultant on Healthy Ageing and Ageism
- **Marian Gerrikabeitia**, Journalist, Director of the Silver Film Festival
- **Rosanna Carceller**, Journalist, Director of the Longevity Section at La Vanguardia Newspaper
- **Félix Linares**, Journalist, Film Critic

12:40–14:00 CET

Lunch (75 mins)

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14:00–15:00 CET

Panel discussion: Integrated Long-Term Care (60 mins)

Moderator:

- **Stefania Ilinca**, Technical Officer on Long-term Care, WHO Europe

Speakers:

- **Sarah Harper**, Director and Clore Professor of Gerontology, Oxford Institute of population aging, Oxford University
- **Amaia Antxustegi**, Deputy of the Department of Social Action, Diputación Foral de Bizkaia
- **Maria Teresa Sancho Castiello**, Director General, Institute for the Older People and Social Services (IMSERSO), Ministry of Social Rights and Agenda 2030
- **Adelina Comas**, Director of the Global Observatory of Long Term Care (GOLTC), London School of Economics and Political Science (LSE)
- **Francesco Giusti**, Policy Officer, Directorate-General for Employment, Social Affairs and Inclusion, European Commission

15:00–16:00 CET

Panel discussion: Creating Age-friendly Environments for All (60 mins)

Moderator:

- **Thiago Herick de Sa**, Technical Officer on Age-friendly Cities and Communities, WHO Geneva

Speakers:

- **Thiago Herick De Sa**, Technical Officer, Age-friendly Cities and Communities, WHO Geneva
- **Daniel Alberdi**, Head of Bizkaia Gara citizen action, volunteering and community work network
- **Raquel Castelo Branco**, Head of Department, Municipal Department of Social Cohesion, Porto, Portugal
- **Agustín Martínez Molina**, Coordinator of Studies and Technical Support at the Institute for the Elderly and Social Services (IMSERSO). Ministry of Social Rights, Consumer Affairs and Agenda 2030

16:00–16:30 CET

Coffee (30 mins)

16:30–16:50 CET

Interactive: Celebrating Our Ageing is Living Adventure (20 mins)

Speakers:

- **Yongjie Yon**, Technical Officer on Aging and Health WHO Europe
- **Naiara Artaza Aristondo**, Head of the Nagusi Intelligence Center (NIC) and Adviser at the Cabinet Office, Diputación Foral del Bizkaia

16:50–17:00 CET

Completion of Evaluation form