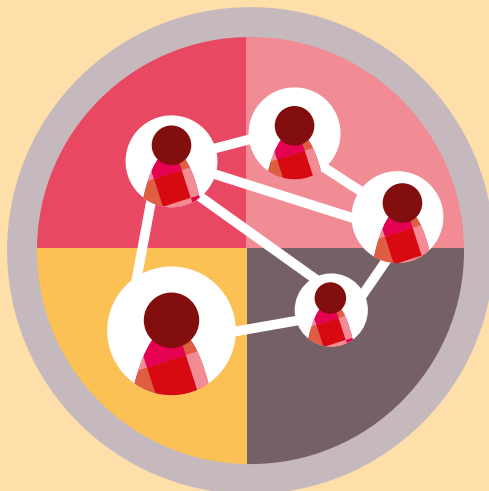
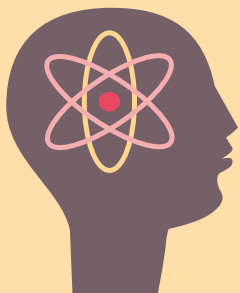


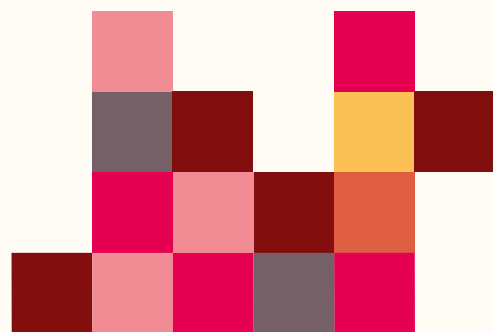
# TRAININGNIC

## Social Entrepreneurship and the Demographic Challenge

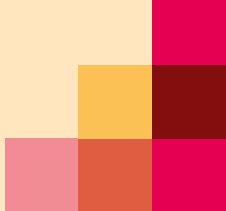
A practical programme for social organisations  
developing entrepreneurial initiatives and social  
entrepreneurs in Bizkaia

■ Nov 2026 – Jan 2027

■ NAGUSI INTELLIGENCE CENTER (NIC)



 **Bizkaia**  
nagusi intelligence center



**B**izkaia is moving towards a society shaped by increased longevity: not a society with more older people to care for, but a fundamentally different society that creates opportunities in almost every area. Social organisations developing entrepreneurial initiatives and individuals pursuing socially driven ventures are key drivers of this transition: they know the local area, reach people and communities that others cannot and are already testing solutions. Bizkaia Longeva is a 30-hour programme, spread over six morning sessions, designed to enable each participant to develop their own project from start to finish: understanding the new reality of longevity using data from the Observatory on Longevity and Care, identifying an unmet need and formulating a challenge, designing and prototyping a solution alongside older people and finishing the programme with an implementation plan and a simple way to measure impact.

Six Fridays at the NIC to turn an idea or a concern relating to longevity into a concrete solution: using real data from Bizkaia, involving older people directly in the development process and developing an implementation plan and an impact measurement kit to put it into practice in 2027. A practical programme promoted by the Directorate-General for Longevity and Demographic Challenge of the Bizkaia Provincial Council.

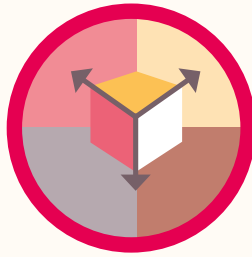
## Who it is aimed at

Social entrepreneurs from Bizkaia and professionals from social organisations, associations, non-profit organisations and social initiative cooperatives with a project, an idea or a specific concern to improve the lives of older people or help build a society shaped by increased longevity in Bizkaia, who are committed to attending the programme and have the capacity to start implementing their solution in 2027.

Participants may take part individually or as a team (maximum of two people from the same organisation or project). Places are limited. Each person or team will work on their own initiative throughout the programme.

### SELECTION CRITERIA

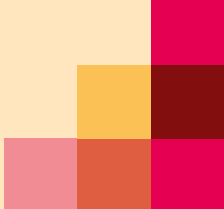
- **A project, an idea or a specific issue to address.** Focused on older people or on the needs of a society shaped by longevity in Bizkaia.
- **Commitment to attendance.** Participants must attend all six sessions and may miss no more than one session to receive the certificate.
- **Ability to implement.** It must be possible to begin testing the solution in 2027.
- **Diversity of initiatives.** A balance will be sought across different areas (care, health, loneliness, living environments, urban planning, tourism, leisure, training, employability, technology, etc.) and between organisations and emerging projects.



## What you'll take away

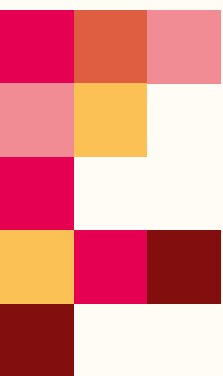
You come to the programme with an idea or a concern relating to longevity and leave with a prototype tested with the people who will use it and a plan to put it into action. Specifically:

- **An initial assessment.** Of the impact of longevity on your activity or project, using the self-assessment tool.
- **A challenge specific to your project.** Defined on the basis of the unmet needs of your target group and underpinned by real data from Bizkaia.
- **A solution prototype co-created with older people.** Developed with the people who will use it.
- **A one-page implementation plan.** With community resources and a first step within 30 days.
- **A simple impact measurement kit.** Applied to your own prototype to demonstrate the difference your initiative makes, rather than simply reporting what you do.
- **Tools and methodology.** Empathy building using the GERT age simulation suit, user journey mapping, mapping potential areas for solutions, ways to mobilise community resources and design criteria: techniques that can be directly reused within your organisation.
- **The Project Workbook.** The programme logbook: everything you produce is documented in a physical workbook that you take home with you at the end.
- **Certificate of participation.** Issued by the NIC.



# The programme, session by session

Six Fridays from 9:00 to 14:00 at the NIC (Urduliz). More than 20 of the 30 hours are spent working on your own project.



## 2026

### 20 November

#### 1 THE FRAMEWORK AND THE DATA

Understanding the new reality of longevity through data from Bizkaia (demographic profile, 50+ Needs Survey, Observatory) and the assumptions that these findings overturn. First practical exercise: self-assessment of the impact of longevity on your activity or project.

### 27 November

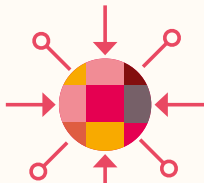
#### 2 NEEDS, CHALLENGE, EMPATHY AND SOLUTION SPACES

Map the unmet needs of your target group, formulate your challenge, experience first-hand the barriers faced by people experiencing frailty using the GERT age simulation suit and position your challenge within the map of solution spaces in Bizkaia.

### 4 December

#### 3 GETTING EQUIPPED

Principles of good design and tools for research and co-creation: empathy mapping, value proposition development and user journey mapping; defining hypotheses and preparing for the co-creation session.



## 11 December

### **4 BUILDING AND ITERATING**

Co-creation session with older people: present your prototype, test it with those who will use it and come away with conclusions and an iteration plan.

**2027**

## 8 January

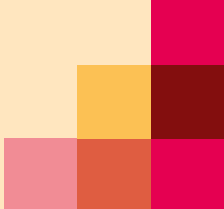
### **5 PLANNING AND MAKING YOUR PROJECT VIABLE**

One-page implementation plan, stakeholder and partnership map; and the shift from listing activities to demonstrating impact: which methodologies are available, which is most suitable for your project and how to develop your initiative's «impact formula».

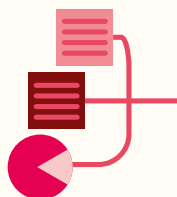
## 15 January

### **6 MEASURING, SHARING FEEDBACK AND CONCLUDING**

Quantifying your impact: how to develop a meaningful indicator, which ones to choose and how to collect data using the resources at your disposal; a one-page project report and presentation of your solution.



# Teaching team



## **Alberto Bokos Zarraga – PLATAFORMA50**

CEO of Plataforma50 – Hacking Longevity, a social initiative cooperative based at the NIC specialising in longevity and the silver economy. Founder of FECOPLA (Business Forum for the Silver Economy) and member of AGE Platform Europe. Previously Director of Collaborative Innovation at Innobasque. Education: Management Development Programme (PDD) at IESE and Philosophy (UPV/EHU). [linkedin.com/in/albertobokos](https://www.linkedin.com/in/albertobokos)

## **Guillermo Irígoras – PLATAFORMA50**

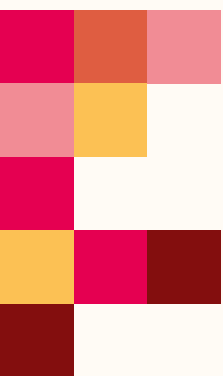
Co-founder and Head of Strategy at Plataforma50. Thirty years' experience, including roles as a project manager at Innobasque, Head of Strategy at Euskaltel and marketing and strategy consultant at LKS (Mondragón Corporation). Education: Economics (Sarriko, UPV/EHU), Master's degree in Marketing Management (IMPV/AEDE) and a qualification in Innovation Management (UPV/EHU). [linkedin.com/in/guillermoirigoras](https://www.linkedin.com/in/guillermoirigoras)

## **Lander Balza – EIDE, BASQUE DESIGN ASSOCIATION**

Project Coordinator at EIDE (Euskal Diseinuaren Elkartea) and industrial designer specialising in strategy and service design. Over 15 years' experience working on collaborative projects with the public and private sectors, combining professional practice with teaching and mentoring entrepreneurs. Member of the Board of Directors of READ, the Spanish Network of Design Associations. Education: Industrial Engineering, with a specialisation in strategy and service design (MU). [linkedin.com/in/landerbalza](https://www.linkedin.com/in/landerbalza)

## **Fabiola Fares – SINNPLE**

Extensive experience in project management, evaluation, social research and strategic consultancy in the third sector, in Spain and Latin America. At Sinnple, a consultancy specialising in impact measurement and management which has supported more than 60 organisations and social enterprises, she works with organisations such as BioBizkaia, Aspace and Innobasque. Education: Master's degrees in Programme and Public Policy Evaluation (UCM) and Decentralised International Cooperation (EHU). [linkedin.com/in/fabiola-fares-sade/](https://www.linkedin.com/in/fabiola-fares-sade/)



# Registration



**Format:** In-person.

**Duration:** 30 hours.

**Limited availability**

**Participation:** individual or in teams of a maximum of two people from the same entity or project.

**Cost:** Free training.

**Recognition:** Certificate of participation issued by NIC (maximum of one absence).

**Organisers:** Directorate-General for Longevity and the Demographic Challenge (DFB) – NIC. Co-ordinator: Plataforma50.

**Pre-registration deadline:** 30 October 2026.

**Notification of selection:** 4 November 2026.

## Where



**Nagusi Intelligence Center (NIC)**  
37 Aita Gotzon St  
4<sup>th</sup> floor  
48610 Urduliz  
BIZKAIA



