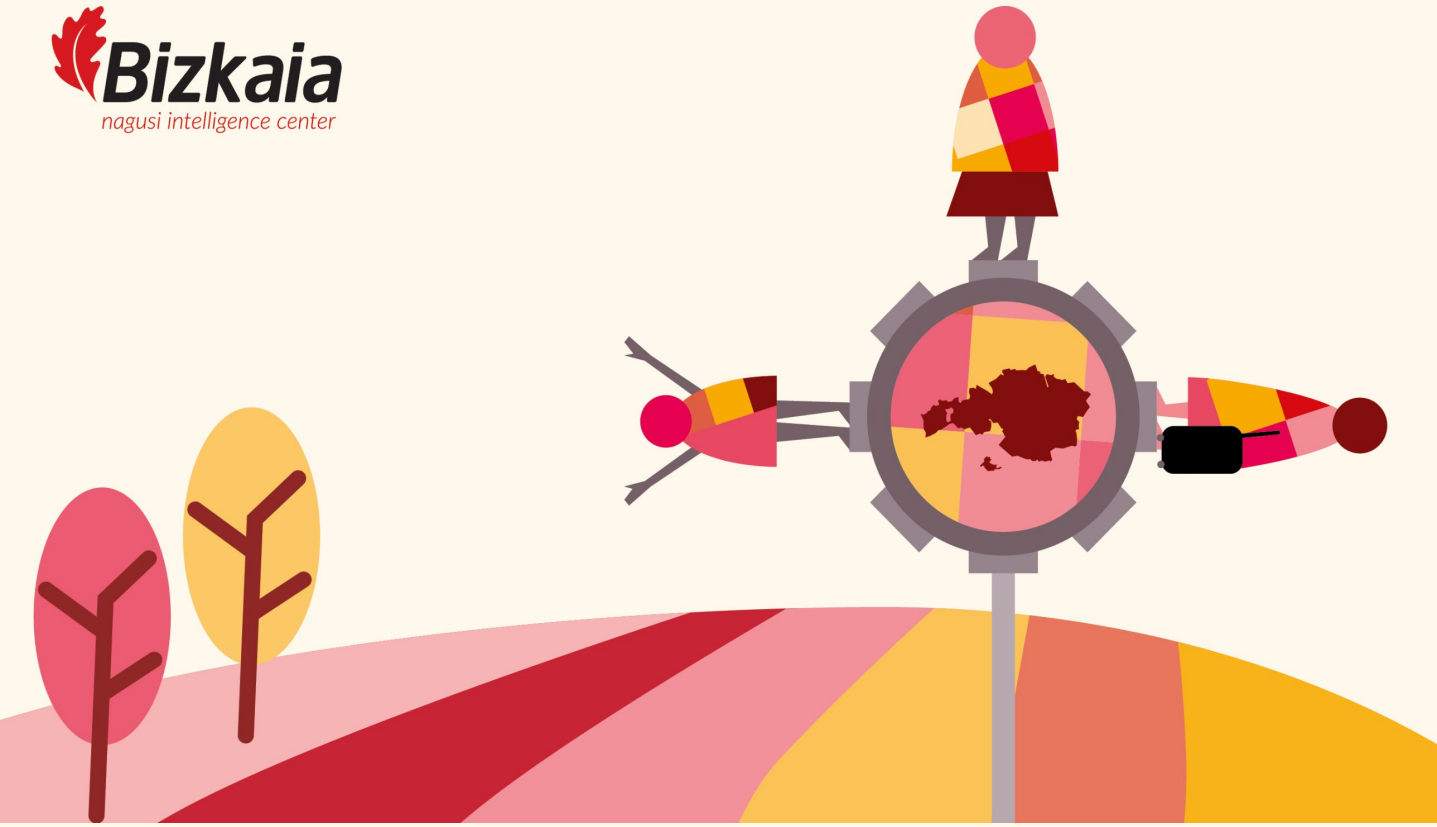
Bizkaia
nagusi intelligence center



Observatory on Longevity and Long-Term Care (OLC)

EVENTOLC

Age without labels:

ageism in institutions, interpersonal interactions and how we see ourselves

12 November 2026 · 09:00-14:00

NAGUSI INTELLIGENCE CENTER (NIC)

The Observatory on Longevity and Long-Term Care (OLC), promoted by the Directorate-General for Longevity and the Demographic Challenge of the Department of Social Action of the Bizkaia Provincial Council, with technical assistance from SIIS, is organising an event on ageism: stereotypes, prejudices and age-based discrimination.

The event will present a detailed report showing that one in five people aged 50 or over in Bizkaia - more than 100,000 people - have felt discriminated against because of their age.

Ageism manifests in norms and services, in everyday interactions, and in how we view our own aging. These three levels reinforce one another. The event combines a keynote address, data on Bizkaia, an expert panel discussion and a practical workshop to identify ageism and propose measures within one's own environment.

It is open to professionals from different fields and to the general public.

PROGRAMME

12 November 2026

09:00-09:15 **WELCOME**
NAIARA ARTAZA, NIC

09:15-09:40 **Keynote address: What is ageism? Concepts, dimensions, levels and main consequences.**
VÂNIA DE LA FUENTE-NÚÑEZ (ONLINE)

09:40-10:10 **Bizkaia in figure. Presentation of the detailed report from the Observatory on Longevity and Long-Term Care. Bizkaia and key data**
OBSERVATORY ON LONGEVITY AND LONG-TERM CARE (OLC) · SIIS

10:10-10:40 **COFFEE BREAK**

10:40-11:30 **Expert panel discussion: How ageism operates at each level and what can be done about it. Cross-round and questions from the audience.**

Institutional ageism: how rules, policies or services may unintentionally discriminate by age.
ALBERTO INFANTE, HELPAGE ESPAÑA

Interpersonal ageism: how it appears in interpersonal interactions and language.
VÍCTOR CARRAMIÑANA, BBK FUNDAZIOA

Internalised ageism: how people internalise stereotypes and how these affect them.
ELENA DEL BARRIO, MATIA INSTITUTO

MODERATED BY: MARIAN GARRIKABEITIA, SILVER FILM FESTIVAL

11:30-12:00 **Interactive activity: Ageist or not? Assessing everyday situations using coloured cards.**
AUDIENCE AND PANEL SPEAKERS · DRIVEN BY: MARIAN GARRIKABEITIA

12 November 2026

12:00-13:20 **Workshop: Identify ageism in one's own environment. Analysis of cases in working groups that combine profiles and the formulation of one measure per working group.**

DRIVEN BY: SIIS

13:20-13:50 **What have we learned? Strategies to combat ageism and closing remarks. Group proposals and evidence-based recommendations from the WHO Global Report on Ageism.**

SIIS AND GROUP SPOKESPERSONS

REGISTRATION

Format: in-person.
Capacity: maximum 60 people.
Audience: professionals from different fields and the general public.
Cost: free
Registration deadline: 11 November 2026.
Organised by: Observatory on Longevity and Long-Term Care (OLC) · Directorate-General for Longevity and the Demographic Challenge · Department of Social Action · Bizkaia Provincial Council - NIC.
Technical support: SIIS · Eguía-Careaga Foundation.

LANGUAGE

The event will be held in Spanish and Basque. The workshop will be held in Spanish.



SPEAKERS



Vânia de la Fuente-Núñez

Founder and Principal Consultant, Vânia de la Fuente Advisory

Physician, anthropologist and international expert in healthy ageing and ageism. Since 2023, she has led an independent consultancy advising governments, international organisations and public and private bodies on policies to improve the quality of life of older people and combat ageism. She worked for almost a decade at the World Health Organization (WHO), where she led the Global Campaign to Combat Ageism. She is a lead co-author of the Global Report on Ageism and author of La trampa de la edad.



Alberto Infante

Vice-President, HelpAge España

He holds a doctorate in Medicine and Surgery from the Complutense University of Madrid and a master's degree in Business Administration and Systems Analysis from the Escuela de Organización Industrial. A general practitioner, nuclear medicine specialist and Social Security medical inspector, he has held senior positions in the Spanish National Health System and the Ministry of Health. He served as a PAHO/WHO official for eight years and taught International Health at the National School of Public Health (Carlos III Health Institute) from 2010 to 2015.



Víctor Carramiñana

Head of New Longevity and Intergenerational Initiatives, BBK Fundazioa

At BBK Fundazioa he promotes initiatives on active ageing, participation and social cohesion. He holds a degree in Industrial Design and Product Development Engineering and master's degrees in Strategy, Entrepreneurship and Project Management from the University of Deusto and ELISAVA – University of Vic. He joined BBK in 2021 as a project officer at BBK Kuna, where he coordinated projects linked to raising awareness of the 2030 Agenda.



Elena del Barrio

Director of Social Policies and Contexts and Researcher, Matia Instituto

She holds a degree in Sociology from the Complutense University of Madrid, a master's degree in Social Gerontology from the Autonomous University of Madrid and a PhD in Health Sciences from the University of Jaén (UJA-EASP). Her research focuses on active ageing, living conditions and time use among older people, and on age-friendly cities and communities. She has coordinated the Euskadi Lagunkoia project since 2012 and, from 2012 to 2020, coordinated the Image and Ageing Working Group of the Spanish Society of Geriatrics and Gerontology.

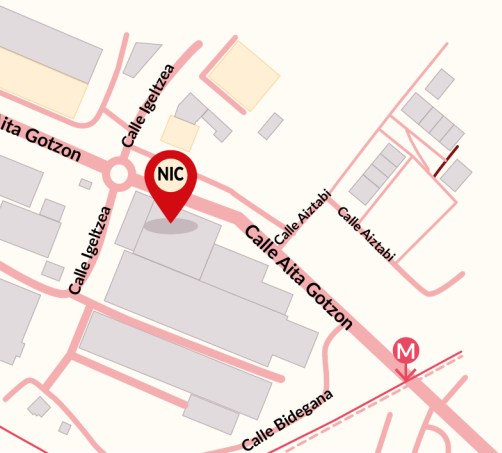


Marian Garrikabeitia

Director, Silver Film Festival

Director, filmmaker and journalist specialising in culture, with a long career in radio and television. In 2023 she founded Silver Film Festival, a film and ideas festival devoted to the second half of life, which she has directed ever since. Each edition focuses on a theme: the media's perspective (2023), ageism and the new longevity (2024), intergenerational relations (2025) and love and sex at any age (2026). More than 6,000 people have already attended the festival. In addition to directing it, he hosts it and moderates many of its panel discussions and events

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Nagusi Intelligence Center (NIC)
Calle Aita Gotzon 37
4th floor
48610 Urduliz
BIZKAIA