+*Programa estatal para la promoción del envejecimiento exitoso en el medio rural*	
<u>**Organisation(s):**</u>	Confederación de Centros de Desarrollo Rural – COCEDER-.
<u>**Country:**</u>	Spain
<u>**Contact:**</u>	policy@esn-eu.org (we will function as an intermediary between you and interested organisations who want to learn more about the practice)

<u>**Theme:**</u> *Choose at least one option*	☒ Ageing & Care ☐ Asylum & Migration ☐ Young People ☐ Support for Children & Families ☒ Community Care ☐ Integrated Care & Support ☐ Co-Production ☐ Disability ☐ Housing & Homelessness ☐ Artificial Intelligence ☐ Digitalisation ☐ Quality Care	☐ Labour Market Inclusion ☒ Social Inclusion ☐ Technology ☐ Workforce and Leadership ☐ Social Benefits ☐ EU Funding ☐ Social Services' Resilience ☐ Mental Health ☒ Person-Centred Care ☐ Research & Use of Evidence ☐ Management & Planning ☐ Other, please specify:
<u>**Principles of the European Pillar of Social Rights:**</u> *Which principles does your practice cover? Check the 20 principles here.*	☐ 1. Education, training, life-long learning ☒ 2. Gender equality ☐ 3. Equal opportunities ☐ 4. Active support to employment ☐ 5. Secure and adaptable employment ☐ 6. Fair Wages ☐ 7. Transparent employment conditions ☐ 8. Social dialogue ☐ 9. Work-life balance ☐ 10. Healthy, safe work environment	☐ 11. Childcare and child support ☒ 12. Social protection ☐ 13. Unemployment benefits ☐ 14. Minimum income ☐ 15. Old age income and pensions ☐ 16. Health care ☐ 17. Inclusion of people with disabilities ☒ 18. Long-term care ☐ 19. Housing and assistance to homeless ☐ 20. Access to essential services
<u>**Current status of the practice:**</u>	☐ Concept and Design Phase ☐ Testing or pilot phase ☐ Temporary practice that has terminated ☐ Temporary practice that is ongoing and has a termination date ☒ Established and ongoing practice ☐ Scaling Up and Transformation Phase ☐ Other (please specify):	
<u>**Summary:**</u> *Please summarise the practice in maximum 3 sentences. This will be the*	The programme promotes meaningful participation, well-being, and autonomy among older adults living in small rural municipalities through community-based activities, social support, and innovative actions such as life stories and podcasts.	

	Older people are recognised as key protagonists, knowledge creators, and essential agents within their communities.
Context/ Social issues addressed *Please explain the problem you attempt to solve with your practice.*	In rural Spain, and particularly in municipalities with fewer than 5,000 inhabitants, older adults face high levels of social isolation, loss of support networks, lack of nearby services, mobility difficulties, and a shortage of accessible spaces. Unwanted loneliness, the absence of age-appropriate activities, and the invisibility of the social value of older people create a significant risk of dependency, cognitive decline, and disconnection from the community. At the same time, rural memory— such as traditions, stories, knowledge, and life experiences—is lost if there are no structures in place to recover and value it. The programme addresses these challenges through a coordinated, nationwide intervention that integrates participation, culture, social support, identity, well-being, and community strengthening.
Objectives: *Please provide a **maximum of three** objectives in bullet points.*	1. To promote participation and leadership among older people within their communities. 2. To foster emotional well-being, personal autonomy, and the reduction of social isolation. 3. To highlight and value the memory and voice of older people in rural settings.
Activities: *Please describe the activities put in place to achieve the objectives (maximum 400 words).*	Activities are adapted to the specific context of each rural area but follow a shared methodological framework. 1. Creation of Life Stories: The life stories of different individuals are developed through interviews, conversations, and personal and collective memory dynamics. The local technical team facilitates safe and trusting spaces where memories, lived experiences, rural occupations, traditions, and learning are recovered. With the consent of the participants, the life stories are published on the COCEDER website, becoming a living record of rural memory. 2. Podcasts with, by, and for Older People: Thematic podcasts are produced addressing issues relevant to the emotional reality of older adults in rural areas, such as unwanted loneliness, caregiver burnout syndrome, grief, the value of community, personal autonomy, and intergenerational relationships, among other emerging topics. 3. Thematic Talks on Life with Animals and Their Emotional Significance: One of the programme's core pillars is reflection on the value of animals in the lives of older people. These talks explore emotional memory, affective bonds, loss, shared experiences, and emotional well-being. Each talk focuses on a different area and is delivered by an expert, who at the end of the session provides time for participants to share memories, emotions, and questions. The content generated is shared with the local community, families, and organisations, reinforcing rural identity and promoting active ageing.

Outcomes: *Please explain what the results were/are so far and how you evaluated this (i.e. statistics, a study, or feedback)*	During 2025, more than 200 people attended the talks, representing a high percentage given that the programme operates in very small municipalities. More than 10 podcasts have been produced and will be uploaded to the COCEDER website. Over 10 life stories have been created, and the life story videos have received more than 2,000 views. The overall satisfaction rate among participants is 92.01% regarding the activities carried out. From a qualitative perspective, the individuals interviewed for the life stories were highly participative and expressed gratitude for the interest shown by COCEDER. All participants felt comfortable during the interviews, believed that important aspects of their lives were addressed, and stated that they would recommend participation in future activities to others. This is reflected in the overall satisfaction indices from the completed questionnaires. The podcasts addressed relevant topics such as ageism, burnout syndrome (caregiver burnout), and unwanted loneliness. Professionals who work directly with older adults, as well as healthcare professionals, took part in the podcast recordings. The talks on the impact of animals in people's lives generated significant interest, with attendance exceeding expectations and demonstrating a strong positive reach.
Funding Source	EU Funds: ESF+ ☐ INTERREG ☐ ERDF ☐ ERASMUS☐ RRF ☐ other ☐ ☒ National Government Funds ☐ Regional Government Funds ☐ Local Government Funds ☐ Private Sponsorship / Public-Private Partnership ☐ Financial contribution of People using Services ☐ Other, please define:
Links to supporting documents: *e.g. project website or report of the practice, articles*	https://mayoresrurales.coceder.org/
Comments and tips *i.e. for people willing to implement your Practice in their service*	This is a good practice that can be replicated by any organisation working with older people. Its success lies in a methodological model that combines memory, identity, participation, and emotional expression. It is a low-cost model with a high emotional impact. The practice does not require major infrastructure—only a technical team, active listening skills, a recording device, and accessible community spaces—making it feasible for small organisations or those with limited resources. The methodology has been tested in more than 20 different territories. COCEDER has implemented this programme in very diverse rural contexts (mountain areas, depopulated zones, agricultural environments, etc.), demonstrating that it works regardless of the socio-cultural context.

	The emotional component is strong, and the activities lead to increased self-esteem, improved well-being, recovery of social bonds, and strengthening of the community fabric.
	Valuable materials are produced that can become part of the community's heritage, be shared across different platforms, integrated into educational projects, used in awareness-raising campaigns, or incorporated into the historical archive of the territory.