



HelpAge
España

*las personas
mayores cuentan*

2025 Activity Report Executive Summary

HelpAge International España

Rights, ageism and access to justice

State Service for Older People (SEAM)

SEAM continued to consolidate its role as a pioneering, free and rights-based national service providing information, guidance and support to older people experiencing or at risk of rights violations. By the end of November 2025, it had handled 657 enquiries and supported 516 people across Spain.

Users rated the service at 9.55/10 and the treatment received at 9.82/10. Cases included access to benefits and social resources, administrative procedures, homelessness, intra-family abuse, institutional ageism, legal support measures, involuntary placement, disability and dependency.

Ageism Observatory

The Ageism Observatory collects evidence, promotes research, assesses laws and public policy, and develops educational and communication activities to dismantle stereotypes about older people. Its work in 2025 included:

- A complaint channel to identify age discrimination and ageist representations in media and advertising.
- Analysis and knowledge generation to encourage dignified, non-discriminatory communication.
- Two podcast seasons combining expert dialogue, historical reflection and stories that challenge assumptions about ageing, productivity and social value.

Rights-based campaigns and legal action

The national #YaNoEsAmor campaign continued to expose gender-based violence against older women, particularly long-term psychological, emotional and economic abuse that often remains normalised or invisible.

A significant SEAM case involved an 85-year-old woman placed involuntarily in a residential facility despite the absence of a psychiatric condition. SEAM provided legal guidance and facilitated specialist representation, contributing to the judicial decision being set aside and supporting the search for an alternative consistent with her wishes and needs.

Contribution to fundamental rights

This work demonstrates practical capacity to identify rights violations, orient rights holders, connect cases with competent services, generate evidence and translate legal principles into accessible guidance and policy recommendations.

Advocacy, capacity building and public engagement

Political and institutional advocacy

In 2025, HelpAge International España held more than 30 political advocacy meetings and participated in national and international working groups, technical consultations and governance spaces. The organisation contributed to public-policy and legislative processes, including work connected to the Spanish Independent Authority for Equal Treatment and Non-Discrimination.

The organisation also maintained sustained advocacy for a binding United Nations Convention on the Rights of Older Persons, engaging through the HelpAge network, GAROP, European institutions and the advisory group convened by IMSERSO.

Training and professional capacity building

HelpAge delivered 30 face-to-face and online training activities for more than 600 participants, including legal, social and healthcare professionals, public officials, informal carers, university students and civil-society organisations.

Training covered ageism and dignity, the human rights of older people, loneliness, inclusive humanitarian response, access to justice, legal frameworks, and respectful communication in services. Partners included the Spanish Public Prosecutor's Office, the Spanish Federation of Municipalities and Provinces, universities, professional bodies and Renfe. Train-the-trainer activities supported organisational uptake and sustainability.

Events and public debate

- IX International Forum "Living Longer, Living Better", held in Aviles, addressing demographic change, rights and transformative public policy.
- III Congress on Law, Rights and Older People, held in Valencia, bringing together legal practitioners, institutions and advocates to examine structural discrimination and access to justice.
- Presentation of SEAM annual findings and the report on personality rights, privacy, data protection and the inviolability of the home in later life.
- Public events on the international and national legal framework for the rights of older people, with participation from the UN Independent Expert.

Communication and awareness raising

Campaigns combined lived experience, educational approaches and creative communication. Work included ageism monitoring, violence against older women, climate and ageing narratives, podcasts, publications, exhibitions and digital content designed to foster social and institutional change.

International cooperation and organisational capacity

Inclusive development and humanitarian action

HelpAge International España promotes development and humanitarian responses in which older people are recognised as rights holders and agents of change. In 2025, its work and network engagement addressed age inclusion in protracted crises, displacement, climate emergencies, health and access to essential services.

- Ukraine: sustained humanitarian assistance, psychosocial support, accessible information and advocacy for inclusive evacuation and response.
- Gaza, Sudan and the Sahel: evidence generation and support through local partners to reach isolated older people, people with disabilities and those with reduced mobility.
- Jordan: age-inclusive community health work supporting older refugees and host communities, with more than 2,000 older people improving access to diagnosis and treatment for non-communicable diseases.
- Colombia: rights-based cooperation linked to older people, community resilience, water and sanitation, gender and participation.

Governance and management

The Foundation is governed by a Board of Trustees with experience in legal, social, healthcare, academic and international cooperation fields. Trustees serve on a voluntary, unpaid basis. A stable multidisciplinary technical team works on human rights, development cooperation, humanitarian action, gender and ageing.

Management is supported by annual external audit, internal control and improvement systems, participatory evaluation mechanisms, published institutional and financial information, and alignment with the Spanish Development NGO Platform's Code of Conduct.

2025 funding profile

National and international public funding	64%
Agreements with HelpAge International	22%
Private donations and partnerships	10%
Individual contributions and self-funding	4%

Partnerships and strategic value

Key networks and partners

HelpAge International España works through sustained cooperation with public authorities, universities, legal actors, foundations, companies and civil-society networks. Key 2025 relationships included:

International and European networks HelpAge International Global Network GAROP AGE Platform Europe Healthy Ageing Platform	Academic and legal partners Universidad Carlos III de Madrid Universidad Complutense de Madrid Universitat de Valencia Fundacion Fernando Pombo Uria Menendez Recover Abogados
Public and institutional actors AECID IMSERSO Spanish ministries responsible for social rights, equality and foreign affairs Spanish Ombudsman Independent Authority for Equal Treatment and Non-Discrimination Public Prosecutor's Office	Civil-society and strategic partners Spanish Platform for Older People and Pensioners State Platform for the Rights of Older People Red Soledades Fundacion "la Caixa" Fundacion Matia ILUNION and other sector partners

Operational strengths demonstrated in 2025

- Specialised expertise in the rights of older people, age discrimination and access to justice.
- Capacity to translate legal and policy frameworks into accessible services, training and communication.
- Experience gathering and analysing real cases while protecting the dignity and autonomy of rights holders.
- Established links with equality bodies, ombuds institutions, public authorities, universities and civil society.
- Proven delivery of advocacy, training, campaigns, public events and international cooperation.
- Sound governance, external audit and diversified national and international funding.

This document is an English executive summary of the official Memoria de Actividades 2025. The original Spanish report remains the authoritative full activity report and should be submitted together with this companion summary.

Web: <https://www.helpage.es/> Ageism Observatory: <https://www.observatoriodeledadismo.es/> SEAM: <https://www.servicioseam.es/>

Executive Summary

HelpAge International España works to ensure that all people can age with dignity, autonomy, security and full enjoyment of their human rights. In 2025, the organisation strengthened its role as a Spanish and international reference on the rights of older people, age discrimination and inclusive public policy.

Our mission	To place the rights and voices of older people at the centre of public decisions and social responses, combining rights protection, evidence, advocacy, training, communication and international cooperation.
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Institutional profile and reach

HelpAge International España is a non-profit foundation registered with the Spanish Ministry of Justice. It is an active member of the HelpAge global network, a diverse alliance of more than 200 organisations in over 90 countries. This connection combines strong national expertise with global knowledge, comparative evidence and international advocacy.

The organisation works through five complementary lines of action:

- Promotion and protection of the rights of older people, including legal orientation, ageism monitoring and rights-based policy analysis.
- Inclusive development cooperation and humanitarian action, integrating age, gender, disability and human rights.
- Political advocacy and social mobilisation at national, European and international levels.
- Research, awareness raising and campaigns to challenge ageism and make rights violations visible.
- Training, events and network building for legal, social, healthcare, public-sector and civil-society professionals.

Selected 2025 indicators

657 enquiries handled by the State Service for Older People (SEAM)	516 people directly supported through SEAM	30 training activities delivered	600+ participants reached through training
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