



**FIT FOR THE  
FUTURE**

# Case Study - StopIdadismo

## WP 2

### Activity 1 (Cases)

Developed by xxxxxxxxxxxxxx | Month, Year



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## Case Card

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<b>Name/ title of case study Organization/institution name:</b>	#StopIdadismo
<b>Location:</b>	Portugal
<b>Size and scale of organization:</b>	SME (small)
<b>Industry/Sector:</b>	Advocacy, Education
<b>Contact info (for follow up, if available):</b>	info@stopidadismo.pt
<b>Additional details:</b>	
<b>Sources of information/References:</b>	<p>Carreira, J. (2021). <i>#StopIdadismo: Longevidade, oportunidade ou fatalidade?</i>  <a href="https://asispa.org/stopidadismo-longevidade-oportunidade-ou-fatalidade/">https://asispa.org/stopidadismo-longevidade-oportunidade-ou-fatalidade/</a></p> <p>StopIdadismo (2025a). <i>#STOPISADISMO</i>.  <a href="https://stopidadismo.pt/">https://stopidadismo.pt/</a></p> <p>StopIdadismo (2025b). <i>#STOPISADISMO Playlist</i> [YouTube channel]. YouTube. Retrieved July 18, 2025, from <a href="https://www.youtube.com/@STOPIDADISMO/videos">https://www.youtube.com/@STOPIDADISMO/videos</a></p> <p>StopIdadismo [@stopidadismo]. (n.d.). <i>stopidadismo</i> [Instagram profile]. Instagram. Retrieved July 18, 2025, from <a href="https://www.instagram.com/stopidadismo/">https://www.instagram.com/stopidadismo/</a></p> <p>Triboni, S. (2021). <i>Stop Idadismo! Impulso Positivo</i>.  <a href="https://impulsopositivo.com/stop-idadismo/">https://impulsopositivo.com/stop-idadismo/</a></p>



## Case Data/Content

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<b>The bias illustrated in this case:</b>	Ageism
<b>Context and specifics of the bias present:</b>	<p>Work environment (Hiring discrimination, e.g.: a 55-year-old applicant is rejected because the employer assumes they're too slow to adapt to new technologies.)</p> <p>Educational environment (Adult learners stereotyped, e.g.: mature students are viewed as less capable of keeping up with academic work or technology.)</p> <p>Social environment (Social invisibility: e.g.: events or initiatives are targeted only to youth, leaving older people excluded from civic participation.)</p>
<b>Why this case matters:</b>	<p>StopIdadismo is a Portuguese non-profit civic association dedicated to combating age-based discrimination. Founded in 2022, the association emerged as part of the broader #StopIdadismo movement, which originated in Spain. Since its inception, the #StopIdadismo movement has expanded internationally, now present in 11 countries, including Portugal, Brazil, and several Latin American nations.</p> <p>The StopIdadismo Association demonstrates a sustained commitment to promoting age equality through educational initiatives, recognition of best practices, and collaboration with national and international entities.</p> <p>Their mission is to raise awareness about the impacts of ageism, advocate for the rights of people of all ages, promote inclusive practices, and propose concrete interventions to prevent and address age-based discrimination. It engages in educational initiatives, public advocacy, resource development, and partnerships to create a society where age diversity is recognised and valued as an essential part of social and organisational vitality.</p> <p>The case offers insight that is innovative as it addresses a less commonly addressed bias, and the actions involved can be replicable in any business sector or activity. The international recognition of the Association's practices as effective models in fighting ageism confirms its relevance.</p>





**Action Plan - methods and strategies used to address the bias:**

The StopIdadismo Association engages in educational initiatives, public advocacy, resource development, and partnerships to create a society where age diversity is recognised and valued as an essential part of social and organisational vitality. Through coordinated efforts spanning schools, workplaces, and policy arenas, it ensures that age-awareness education shapes future work cultures, workplace practices inform policy reform, and policy protections enable sustainable educational and organisational models — thereby reinforcing a holistic, systemic shift against ageism.

Recognised at both national and international levels, including by the United Nations Decade of Healthy Ageing, StopIdadismo is part of a growing movement aiming to transform the way society perceives and relates to age across all life stages.

The *Decade of Healthy Ageing 2021-2030* was proclaimed by the United Nations General Assembly on 14 December 2020. The “Reports from the Field” entry for *#StopIdadismo – Combatting ageism in Ibero-America* appears in the Decade of Healthy Ageing portal, dated 22 November 2023. (<https://www.decadeofhealthyageing.org/find-knowledge/innovation/reports-from-the-field/stopidadismo>).

From the report and related sources, the assessment / recognition of StopIdadismo under the Decade of Healthy Ageing involved the following criteria: **i) Geographic and scope coverage** (the campaign encompasses 11 countries in Europe & Latin America: Portugal, Spain, Brazil, Mexico, Argentina, Cuba, Chile, Panama, El Salvador, Colombia, Venezuela, recognized as an Ibero-American campaign); **ii) Alignment with UN/WHO objectives on ageism** (raising awareness about nature, impact, and determinants of ageism for both younger and older people; prevention of ageism; protection and promotion of human rights for people of all ages; proposing effective interventions to combat ageism in line with strategies identified in the WHO’s Global Report on Ageism; **iii) Specific strategies and interventions** (policy and legislation - advocating for laws or governmental recognition of ageism, policy proposals, educational activities - workshops, awareness campaigns, educational tools addressing ageism, intergenerational activities - bringing different generations together to reduce age-based separation or stereotypes); iv) Recognition / endorsement by prominent figures or institutions (the President of Portugal, Marcelo Rebelo de Sousa, publicly welcomed the campaign at its public presentation. The alignment with the UN Decade of Healthy Ageing gave it international visibility)

The organisation analyses programmes and instruments to identify policy measures that combat age bias; provides a platform with information and knowledge about initiatives, scientific research, and tools related to the study of age





	<p>bias; promotes active participation in studies on ageing and age bias; identifies strategic priorities that should be implemented to combat ageism; and establishes partnerships with different types of organisations to disseminate knowledge about ageism and how to overcome this bias.</p> <p>Specifically, some of their main activities are:</p> <p><b>1) Educational Program “Friends of All Ages – Overcoming Ageism”:</b> In partnership with NGO’s, this program was implemented at the Infante D. Henrique School Group, involving over 580 primary school students. Its goal is to raise awareness among children and youth about ageism, promoting empathy, mutual respect, and critical thinking from an early age. The program includes workshops, practical activities, and intergenerational meetings, supported by an educational kit with games and learning tools;</p> <p><b>2) Anti-Ageism Seal:</b> created to recognise organisations that promote intergenerational inclusion and fight age discrimination in the workplace. Centro Social Vale do Homem was one of the first entities to receive the seal, after a six-month collaborative process involving staff training and awareness-raising. The objective is to certify organizations that demonstrate an active commitment to creating a world for all ages, promote inclusive practices and language that combat age-related stereotypes and prejudice, and foster harmony between different generations in public and private settings. It is granted to entities, both public and private, that adopt practices and discourses aimed at building a more inclusive and welcoming community for all age groups.</p> <p><b>3) “Aging Without Prejudice” Project in the Azores:</b> In collaboration with Casa do Povo de Santa Bárbara and the Azorean Regional Government, the Association is implementing this project across five islands of the archipelago. The initiative aims to raise awareness about age-related stereotypes and discrimination through intergenerational, educational, and awareness-raising activities.</p>
<p><b>Measurable outcomes and impact:</b></p>	<ul style="list-style-type: none"> <li>- Increased community involvement in anti-ageism campaigns.</li> <li>- Participation of public figures, particularly from sectors where ageism is prevalent (e.g. the media).</li> <li>- The President of the Portuguese Republic expressed support for the Association.</li> </ul>
<p><b>Key lessons learned:</b></p>	





	<p>Ageism is a deeply rooted prejudice in society that is not always recognised as such.</p> <p>The Association works with a variety of professionals and parents to overcome this issue, including educators/teachers, geriatric agents, technicians, therapists, professionals in the fields of socio-cultural animation, psychologists, gerontologists, and the community in general. The aim is to reach everyone.</p> <p>“I hadn’t realised how often age stereotypes show up even in classroom discussions. Now my students and I talk more openly about ageing, and I see them showing genuine curiosity and respect for older generations.” (Teacher)</p> <p>“I used to think ageing was something far away from me. I now see that ageing is part of everyone’s life, and it’s something we can learn from, not fear”. (Student)</p>
<b>Other info/notes:</b>	





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