



## 🌱 5-Week Pilot in Bilbao: Empowering Older Adults through Movement and Smart Technology 🌱



From **May 5th to June 9th**, Bilbao became a hub for innovation and active ageing as **11 older adults** took part in the **IKIGAI55+ pilot program**, led by **ESKILARA**.

Over the course of five weeks, participants met regularly to engage in guided physical activity sessions using smart wearables such as fitness trackers. This pilot demonstrated how technology, when combined with a human-centered approach, can **empower older adults** to lead healthier, more active, and digitally connected lives.

### 💬 What Participants Had to Say

*"I didn't just exercise; I learned new things. It felt good to challenge myself and see that I can still learn and grow."*

*"The program gave me confidence. Now, I walk more and try to reach my daily goal. It's like a game that keeps me motivated."*

*"At first, I thought technology wasn't for me. Now, checking my steps and heart rate has become part of my daily routine. It makes me feel proud of my progress."*



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