



WHO Global Network  
for Age-friendly Cities  
and Communities

# 3<sup>rd</sup> World Congress of Age Friendly Cities and Communities

## 3rd World Congress of Age Friendly Cities and Communities: Digital Communications Package

Main web link to [Package Comms - Ciudades Amigables - Instituto de Mayores y Servicios Sociales](#)

- [Web: 3<sup>rd</sup> World Congress of Age Friendly Cities and Communities \(3WCAFCC\)](#)
- [Social Media](#)
  - **X: @3rdwcafcc**
  - **Blue Sky: @3rdwcafcc.bsky.social**
  - **Instagram: 3rdwcafcc**
  - **LinkedIn: <https://www.linkedin.com/company/3rd-world-congress-of-age-friendly-cities-and-communities/>**
  - **Facebook: [3rd World Congress of Age Friendly Cities and Communities](#)**

**Key Hashtags:**

#3wcafcc #AgeFriendlyCities #Donostia #TransformingTogether

## How you can help:

### 1. Spread the word on the 3<sup>rd</sup> World Congress of Age Friendly Cities and Communities on your digital communications channels

This World Congress of Age Friendly Cities and Communities, to be held in Donostia/San Sebastián on 16-18 June 2026 (with a great Pre-Congress on June 15<sup>th</sup> and study and cultural visits on June 19th), will take place under the theme '*Transforming Together! An Age Friendly World – Connected, Equitable and Sustainable for All Generations*'.

The event, co-sponsored by WHO and organized by Imserso in collaboration with the Basque Government, the City Council of Donostia/San Sebastián, and the Provincial Council of Gipuzkoa, will bring together representatives from cities, communities, regions, and countries around the world that are part of the **Global Network for Age Friendly Cities and Communities (GNAFCC)**, along with international experts who will share their knowledge on generational cross-cutting issues, diversity, healthy ageing, and social participation of older people, among other topics.

This is an exciting opportunity to celebrate the global age friendly movement and your contributions to its growth and energy. **Can you find regular space in your organization's editorial calendar for digital communications on this major event and on the age friendly movement in general** (social media, email newsletters, etc.)?

**Please join us from now!**

In this digital communications package, you will find everything you need – key accounts, hashtags, key messages, links to digital assets, and sample text. **Don't forget to tag us at @3rdwcafcc.**

### 2. Add your spin on these communications assets and contribute to the 3<sup>rd</sup> World Congress

The global age friendly movement would not be what it is today without you. **That's why we would like to encourage you to add your own perspective to the messages and content provided in this package.**

Don't hesitate to modify or remix the sample content and text to better communicate our key messages from your perspective. **Also feel free to translate the text and key messages to your own languages.** Add it in your communications and tag us!

**Use our template to add in your own quote, image, and logo – and share it with us: [Package Comms - Ciudades Amigables - Instituto de Mayores y Servicios Sociales](#)**

### **3. Share messages about 3<sup>rd</sup> World Congress with everyone who could benefit from it**

In your work, you might make connections with people who are in a position to influence or benefit from the 3WCAFCC in their country.

**Whenever this happens, please help us to connect with the people who could benefit the most by word of mouth.**

### **4. Key Messages**

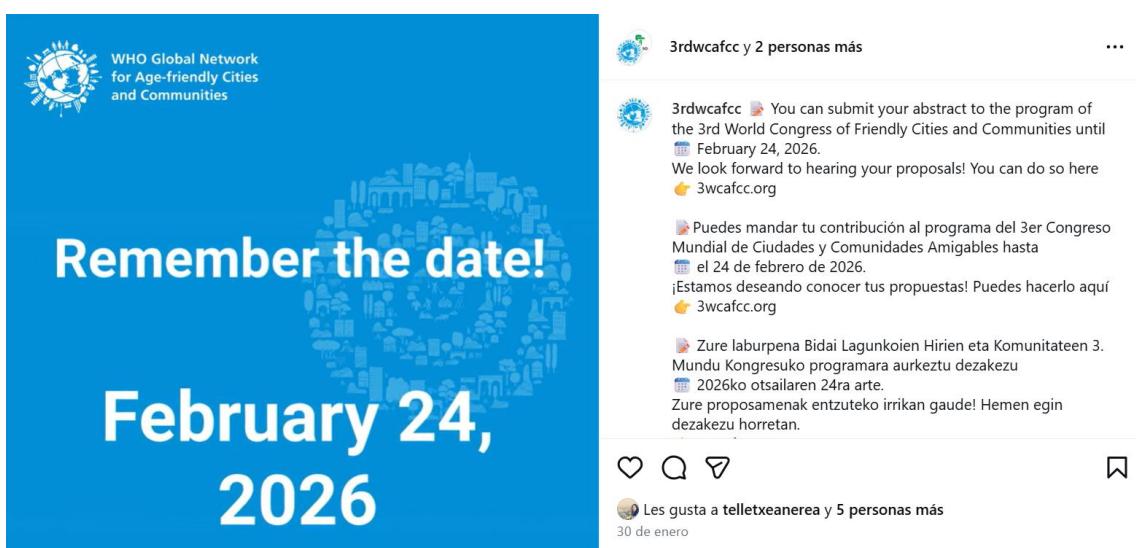
- **Theme: "Transforming Together! A Connected, Equitable and Sustainable Age Friendly World for all generations"**
- **Place and Date: 16-28 June, 2026, Donostia-San Sebastián, with a strong Pre-Congress day on the 15<sup>th</sup> of June and study visits on 19<sup>th</sup>!**
- We are on average living longer, but not necessarily healthier. **2021–2030 is the UN Decade of Healthy Ageing** – and our opportunity to address this gap so we are not only adding years to life, but also life to years.
- **Our physical, social, and policy environments are major influences on our health and well-being in older age.** To maximise the opportunities of longer lives for all, we need supportive environments that foster the ability to be and do what we value, no matter what our age: healthy ageing.
- **The age friendly movement, a powerful global initiative** to ensure that cities and communities are better equipped to support people as they age.
- **Developing age friendly cities and communities is a proven way to create more age friendly environments.**
- **The Global Network for Age Friendly Cities and Communities, founded in 2010, has grown rapidly, now encompassing more than 1,800 members across over 60 countries, covering more than 370 million people.**
- **The 3rd World Congress of Age Friendly Cities and Communities is the most important gathering of the global age friendly community, bringing together a wide range of stakeholders – this edition happens more than ten years since last time our community got together in Quebec, Canada (2013).**

- **Why 3rd World Congress of Age Friendly Cities and Communities is important?** Major global events play a pivotal role in assessing progress and shaping the future of the age friendly movement. These gatherings provide essential platforms for stock taking, knowledge exchange, and strategic alignment.
- **The 3rd World Congress of Age Friendly Cities and Communities will offer a timely and important opportunity to reflect on progress since the Global Network's creation and during the first half of the UN Decade of Healthy Ageing (2021–2030).**
- **The 3rd World Congress of Age Friendly Cities and Communities will be a unique chance for this global community to**
  - ✓ Learn from the past
  - ✓ Embrace innovation
  - ✓ Commit to a renewed vision for cities and communities that empower people of all ages to thrive.
- With the theme '**Transforming Together! A Connected, Equitable and Sustainable Age Friendly World for all generations**', the Congress will also explore some emerging opportunities on relevant topics including intergenerational connectedness, digital inclusion, caring and resilience in communities in the face of climate changes, conflict and pandemics as well as identify other gaps.
- Emerging challenges and seize new opportunities will be **emphasize in 3WCAFCC:**
  - Connecting Generations, Technology and Care: Bridging gaps
  - Equitable communities: Ensuring that no one is left behind
  - Building More Sustainable Age Friendly Communities
- **This Congress aims to:**
  1. **Celebrate Progress & Learn from Experience:** Reflect on the achievements of the age friendly movement over the past 15 years, highlighting key successes and lessons learned to inform the path forward.
  2. **Foster Connections & Inspire Action:** Bring together individuals and institutions to exchange ideas, showcase impactful initiatives and practices across all age friendly domains - at local, national and global levels but also in academia and business.
  3. **Shape the Future of Age Friendly Cities & Communities:** Collaborate in defining a bold vision for the future, incorporating

emerging priorities, and identify the concrete steps needed to mainstream and accelerate age friendly policies, practices, financing and research worldwide.

## 5. Social media content

In this [link](#), you will find several templates for publishing on social media. You can add your own logo, write your message and resize the images inside. These are some examples of templates for X, IG, IN or FB.





## 3rd World Congress of Age Friendly Cities @3rdwcafcc · Feb 6



👉 Meet the ambassadors of the 3rd World Congress of Age Friendly Cities and Communities.

👉 Check it out here [3wcafcc.org/ambassadors](https://3wcafcc.org/ambassadors)

#agefriendly #Donosti



Margaret Gilts



Dr Alexandre Kalache



Michael Kimutu



Dr Heidrun Mollenkopf



Dr Mellany Mungor



Ina Voelcker



Manuel Viegas

0:08



### 👉 How to Participate in the #3WCAFCC

#### 👉 As an Attendee:

**Attendee registration includes access to plenary sessions, parallel sessions, and open activities**

#### 👉 By Contributing to the Program

**You may actively participate through posters, workshops, presentations, roundtables, or exhibition stands.**

#### 👉 With Exhibition Stands (Global Village)

**The Congress will feature a large exhibition area designed to promote interaction among participants.**

#### 👉 By Proposing Topics of Interest

**You may suggest topics of interest through the registration form. These contributions will help enrich the program with emerging themes.**



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### Examples messages on Instagram, Facebook and LinkedIn:

- From June 16 to 18, 2026, the Third World Congress of Age-Friendly Cities will be held in Donostia/San Sebastián, Basque Country, Spain. And don't miss Pre-Congress at June 15th and cultural visits at 19th!

The meeting will bring together representatives from all over the world to share good practices, public policies, and experiences in building more inclusive environments for older people [#WHO](#) [@imserso](#) [#3WCAFCC](#) [#FriendlyCities](#)

-  Remember this Basque city!
  - ⌚ Donostia/San Sebastián will host the Third World Congress of Age-Friendly Cities and Communities (June 16-18, 2026). It was the first city in Spain to embrace this program promoted by the [@WHO](#) in 2009 [#Friendlycities](#)
  -  “Transforming Together! A world friendly to older people: connected, equitable, and sustainable for all generations” will be the theme of our Third Congress of Age-Friendly Cities and Communities, which will take place in Donostia/San Sebastián from June 16 to 18, 2026, with a Pre-Congress at 15<sup>th</sup> June and Cultural visits at 19<sup>th</sup>!
    - ⌚ The event, co-sponsored by WHO and organized by Imserso in collaboration with the Basque Government, the City Council of Donostia/San Sebastián, and the Provincial Council of Gipuzkoa, will bring together representatives from cities, communities, regions, and countries worldwide that are part of the Global Network for Age-Friendly Cities and Communities (GNAFCC), along with international experts who will share knowledge on transgenerational issues, diversity, healthy aging, and social participation of older people, among other topics.
    - ⌚ The Third World Congress in Donostia-San Sebastián will provide a timely and important opportunity to reflect on progress since the creation of the Global Network and during the first half of the UN Decade of Healthy Ageing (2021–2030). It will focus on our changing world, identify emerging opportunities—including intergenerational connection, digital inclusion, caregiving, and community resilience in the face of climate change, conflicts, and pandemics—and highlight other gaps.

We look forward to seeing you!

Remember:

 June 16–18, 2026. Pre-Congress, June 15<sup>th</sup>. Study and cultural visits 19th

 Donostia/San Sebastián

 [www.3wafc.org](http://www.3wafc.org)

-  How to Participate in the [#3WCAFCC](#)

 As an Attendee:

Attendee registration includes access to plenary sessions, parallel sessions, and open activities

 **By Contributing to the Program**

You may actively participate through posters, workshops, presentations, roundtables, or exhibition stands.

 **With Exhibition Stands (Global Village)**

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 **By Proposing Topics of Interest**

You may suggest topics of interest through the registration form. These contributions will help enrich the program with emerging themes.

-  Did you know that registration for 3rd World Congress of Age Friendly Cities and Communities is free?  No registration fees are applied.
  -  Lunches and coffee breaks during the Congress will be covered by the organizers and sponsors.
  -  Participants will only pay for optional social activities they wish to attend (for example, the social cocktail, social visits).
-  <sup>soon</sup> At the Third World Congress of Age-Friendly Cities (3WCAFCC), we will discuss the lessons learned so far, celebrating them and acknowledging the progress made.
  -  We will talk about housing, social participation, employment, outdoor spaces and buildings, community support, healthcare services, transportation, communication and information.
  -  #Inclusion, #exchange, #collaboration and emerging perspectives will guide us in connecting generations, #technology, and #care, creating equitable communities so that no one is left behind.
  - #Sustainability, #vision, and #innovation will close the Congress to shape the future.

Join us! We look forward to seeing you!

 <https://3wcafcc.org>

### Examples messages on X/BS

-  You can now register for the Third World Congress of Age-Friendly Cities! Donostia-San Sebastián, June 16-18, 2026. Remember: Pre-Congress June 15<sup>th</sup> and study and cultural visits June 19th
  -  <https://3wcafcc.org/registration>
-  You can submit your abstract to the program of the 3rd World Congress of Friendly Cities and Communities until  February 24, 2026.
  - We look forward to hearing your proposals! You can do so here
  -  [3wcafcc.org](https://3wcafcc.org)

-  The magnificent Kursaal Palace and the wonderful San Telmo Museum, in Donostia-San Sebastián, will host the events of the Third World Congress of Age-Friendly Cities. Don't miss them and come to the Congress! We are waiting for you!

## Other materials

- [Photos Donostia-San Sebastián](#)
- [Banner/gif](#)