'Soy mayor, no idiota' — A Pensioner's Petition That Pushed Spain's Banks Into an Older-Customer Protocol, and an Independent Check of What Changed

Digital Inclusion · Good practice · Spain

Quality score: 88/100

Evidence strength: Strong

Summary

A retired doctor's 2022 petition ('I'm old, not an idiot', 600,000+ signatures) led Spain's banks to commit to counter hours, simplified apps and staff training for older customers. An independent ASUFIN survey of 1,035 over-65s found only 18.9% saw apps made more accessible.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-13

Spanish banking associations (AEB, CECA, UNACC) with the Ministry of Economic Affairs and Banco de España, following Carlos San Juan's citizen campaign — accessed 2026-11-13

La Moncloa — updated banking protocol (21 Feb 2022) — accessed 2026-11-13

ASUFIN — first follow-up study on older customers (2022) — accessed 2026-11-13

CECA — banking sector progress report (March 2023) — accessed 2026-11-13

Valencia Plaza — banks commit to Carlos San Juan — accessed 2026-11-13

Cite this — Evidoria. *'Soy mayor, no idiota' — A Pensioner's Petition That Pushed Spain's Banks Into an Older-Customer Protocol, and an Independent Check of What Changed*. Persistent ID: 325a503b-b95a-4e4b-8a95-da1d609703c2.