

# Introduction

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The knowledge economy has become Europe's strategy to react to globalisation after the Lisbon summit (2000). Just as Catalonia spearheaded the industrial revolution in the 18th and 19th centuries and thus managed to survive, it will now only succeed if it takes a leading role in the revolution of the knowledge society.

Catalonia's ability to fully enter the knowledge economy will determine its capacity to maintain and further strengthen not only its competitiveness – and thus its ability to create stable, high-quality employment – but also the structural elements of social cohesion.

Catalonia needs to tackle this process with all its potentialities as well as a wide consensus among the political, economic and social stakeholders. Such a consensus shall allow to adopt a long-term strategy so as to tackle the main elements of this change (research, innovation, higher education, business) within a stable scenario shared by everyone.

It is within this context that the Ministry publishes the magazine *Paradigmes, economia productiva i coneixement* (Paradigms, Productive Economy and Knowledge). Its ambition is to foster thoughts about and an analysis of areas related to business and universities out of the principle of innovation and creativity.

*Paradigmes* aims at contributing, both in concept and in discussions, to the shift of the economic paradigm in Catalonia fostered by the Ministry and the whole Government. This shift shall lead to the knowledge society, based on innovation, internationalisation and encouraging activities with high added-value.

The magazine will publish papers and articles with the goal of becoming a landmark of economic

thought and analysis related to developing policies aimed at the real economy.

Published initially every four months, *Paradigmes* is mainly addressed to all relevant decision-takers and opinion leaders regarding innovation in Catalonia.

To do so, *Paradigmes* wishes to provide economic and social stakeholders with scientific and systematic analyses of cross-sectorial and specific issues on innovation policies, particularly those lying within the Ministry's attributions.

The magazine is proud to have a large publishing council whose members come from both the academic and the business frontline, with the renowned economist Jacint Ros i Ombravella as its honorary president. The publishing council has two main functions: to set the lines of the magazine's overall content in order to reflect to a maximum the concerns and interests of the business and academic world, and to contribute to the accuracy and prestige such an initiative requires.

*Paradigmes* also features an editing council with several members taking care of all areas covered by the Ministry, at both research and management level, under the chairmanship of the secretary general of the Ministry, Enric Aloy.

As the director of the magazine, the economist Enric Llarch is in charge of implementing the project. The content of the different *Paradigmes* issues will be based on two main blocks:

- ▶ Monographic block: a set of articles and information turning around an overall or cross-sectorial issue related to productive economy in its transition towards the knowledge society. Such a block will be published, though with differing length, in each is-

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sue; however, due to the singularity of the subject, it is given special relevance in this first issue.

► **Miscellaneous block:** different articles on aspects of general business activity, often derived from the tasks carried out at the Ministry in the shape of surveys and research.

*Paradigmes* features a format and design aimed at pointing out the credibility, innovation and solidity of its content as well as encouraging its addressees to read it. The dissemination of *Paradigmes* will be both in paper and electronic format, which will allow to build up mechanisms to exchange opinions with and to foster participation by readers.

As to the first issue of the *Paradigmes* magazine, we decided to devote the monograph to innovation, an especially important area for this Ministry. The publication of this monograph goes hand in hand with the last stage of the preparatory work to the National Pact for Research and Innovation and aims at providing materials and discussion tools for the collective brainstorming that shall come with the implementation of such an important and ambitious national pact.

This opening monograph has been created with the help of a wide range of national and foreign collaborators, authors and interviewees, coming from the academic, business and specific consulting areas, who have allowed us to give a highly diverse and exhaustive view of the strategies to follow the innovation path. I am convinced that their accuracy, competence and position will make of this first *Paradigmes* issue a longstanding landmark regarding innovation in our country.

In this sense, I would like to thank especially the authors for their enthusiastic and professional par-

ticipation in such a new project. I would also like to express my gratitude to both the publishing and the editing council for their contribution and their effort to meet the tight deadlines set. My special acknowledgement goes to the people who, together with the director of the magazine, have made every effort to produce this monograph devoted to innovation. They are Jordi Cartanyà, Xavier Ferràs, Antoni Gurguï and Alfons Garcia, the latter also having contributed to set up the initial project for the magazine.

I finally hope that *Paradigmes*, *economia productiva i coneixement* will keep and even increase the high degree of interest and quality of this first issue in the following ones, and that the effort made by all will meet its target, namely to earn the recognition by and have an effect on Catalan society and economic stakeholders.

Honorable  
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**I BIOSCA**

Minister of  
Innovation,  
Universities  
and Enterprise.

