

# X International Seminar

## UNESCO CHAIR in Education and Technology for Social Change

Barcelona Growth Centre

**Desembre 2014**

Academic and Executive Directors of the Unesco Chair in Education and Technology for Social Change,  
Invited speaker,  
Ladies and gentlemen,

The Universitat Oberta de Catalunya (UOC) created in 1995 is probably the first university in the world that started, since its foundation, totally on-line. Distance universities existed before us, but none had been created yet totally on-line.

**«In these last 20 years the UOC has been an active agent in pedagogical innovation.»**

This innovative and high-quality approach has been focused into an offer to our students of educational courses and degrees able to combine proximity, ubiquity, research and pedagogical innovation are pivotal issues. These traits and values remain still valid, but we need how to be able to adapt to an extremely competitive and changing context.

With this aim in mind, and over this first year and a half in office, we have driven the roll-out of a strategic Plan that is respectful of our idiosyncrasy and, at the same time, ambitious and innovative. Strategic plans have to be transformative and this depends strongly on the level to which they have been internalized by the organization itself.

The UOC 3 Unesco Chair, as part of the organization, have also been aligned with the 5 strategic pillars that we have defined for the next 2020.



**«I would like to highlight the pillar named *To promote excellence in research*. It contains two strategic aims that are very relevant to the Unesco Chairs: firstly, the aim *to be an university that is internationally renowned for frontier research on the knowledge society and for excellence in translational research on e-learning*, and secondly, the aim *to increase production of excellence research throughout the UOC and establish a strategy to disseminate and transfer knowledge that covers all the UOC's activities*.»**

As a consequence, let me welcome this seminar that I understand fulfil the 2 aims mentioned before. I am sure that your work during these two days will strengthen the position of this Unesco Chair in terms of its contribution to UOC research strategy. This will mean that not only this Unesco Chair, but also our university, have a relevant research in fact and consequently the UOC is adequately performing its social duties.

Finally, let me thank all the participants for attending the seminar, the speakers for their contribution and the Unesco Chair for the organization of this meeting.

Thank you very much.

Josep A. Planell