

# Presentation of the Digital Impulse Hub

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There is a widespread misconception in the field of innovation, whereby everything is staked on discovery, pioneering and disruption. These aspects are of course relevant, but we often forget that the most valuable of innovations is, firstly, the one that comes at the right moment; to be great, ideas must also lead to something worthwhile.

And secondly, just as innovation must successfully pass the prototype stage before it can be scaled up industrially, the same innovation must also spread beyond laboratories and experimentation facilities to permeate society and make a real impact on people's lives.

*"And this is where we are now with the digital transformation: we have a mature technology, no sector is unfamiliar with it, and the pandemic has accelerated its spread and cemented its worth."*

The object of today's presentation, the Digital Impulse Hub, is proof of that, proof that comes in the form of a shared space where we can join forces to make this digital transformation really take effect locally, connecting the business community with university research and teaching activities, and with public administration and the population.

From the UOC, we can collaborate with our digital expertise, our research and education, and even our entrepreneurship. And I emphasize the word 'collaborate' because any contribution – starting with ours – can only make sense if we work interconnectedly with the talent, needs and capacities found elsewhere in society and, in particular, in the economy.

It is about competition; not competing as rivals, but as forces that complement one another to become more competent. With this spirit, we can share capabilities, skills and attitudes, starting off in the sphere of universities, where it is always an honour and a privilege to come together with our good friends at the UPC.

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Making the most of this is our responsibility. Right now, digital transformation is what is needed to guarantee the future of both our productive sector and our younger generations, who must enter a demanding and changing job market.

Our journey has begun. Thank you very much

Josep A. Planell