



## ***This is no time for a new "technology roundabouts" E - Plan***

*Opinion article by José Mañas in Diari Ara Balears (09th May 2020).*

Since its foundation in 2000 in GSBIT, Balearic Association of Software, Internet and New Technologies, we are dedicated to enhance the digital economy sector.

For 20 years the institutional will and messages have been generally positive and supportive in terms of giving value on the diversification of our productive area, promoting the universalization of access to technologies and transforming and modernizing companies in traditional industrial sectors. We have shared the vision of working for the Balearic Islands to have quality employment and stable local companies that generate social value.

Despite the meetings and some real efforts to change the situation by the public administrations, the reality is that the investment deductions in 2018 in the whole Spanish state was 224M. If we use football similes: the signing of a couple of football players is higher than the nation's public-private bet on innovation. The numbers are shocking.

Most purchases of technology products and services by public administrations are made without planning or strategic vision, and are rarely accompanied by studies on the technical improvements available. It may be understandable as we think that there is a lack of people with the right technical knowledge.

This is the main problem of the public and private technology sector!

It is not only public administrations that lack technicians. Private companies everywhere also have this lack of specialized staff and, looking to the immediate future, a training plan must be reinforced to strengthen STEM (Science, Technology, Engineering, and Mathematics) and also the arts!

In GSBIT we have talked about producing a TV series in which the scientists and engineers were not greasy people, with dark circles under their eyes, hidden in a cave... but were graceful, flirty and funny...

Beyond this proposal, which is often mentioned in contexts where technical studies are to be promoted, we propose tangible actions based on the premise that public budgets belong to the citizens and must be adequately invested. We avoid a new E-Plan that only makes "technological roundabouts".

1. Create a team of experts with CEOs from different companies and technicians from the public administrations with the aim of structuring a digital improvement plan for the public administration sectors, which has been shown to be in need.
2. Bet on innovative public acquisition as the way to safeguard local SMEs and technological ecosystems by focusing on solving our strategic issues. These projects will, on the one hand, offer value and generate quality employment and,





on the other hand, will be aimed at improving the efficiency of public administrations from a structural point of view. The Public Procurement Act is an impediment so that companies with proven technological experience and knowledge of the local idiosyncrasy can apply for strategic tenders.

3. Apply the ODS. If we believe it, let's apply them from the design of products and services. Any project should be focused on creating a better world for everyone. We can stop talking and start applying them. In GSBIT we have pioneer companies in successful implementation of blue economy projects, social inclusion, circular economy, waste reduction, sustainability ...
4. Develop a system of public-private research collaboration based on the success of projects that have an impact on the economic benefit of the research centres and on the academic profit of the professionals who have done the work. To encourage research staff to collaborate with innovative companies that have a value for society and have a local or state name. Our experts must be courageous and must actively contribute to the transfer of knowledge. They suffer the consequences of the current pervert system and our university slowly loses momentum and international prominence. Many articles are published in specialized media without application to projects, and this means that the talent of the experts, university professors, lecturers and doctoral students is lost.

Following the simile of football, which sometimes seems to be the only thing that all Spanish people understand, we are at a time when the coach needs the team to pull together and get the game underway, as Luis Aragones said "by civil or criminal ways". We don't know what will happen to us if we don't, whether they fire the Mister at the end of the season or not.

