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The first Ibero-American digital entrepreneurship community was presented at the Mobile World Congress in Barcelona

UnX, a challenge for job creation in Ibero-America

With the presence of the Secretary of State for Telecommunications, Mr. Víctor Calvo-Sotelo, unX –the first Ibero-American digital entrepreneurship community that offers free open courses in Spanish and Portuguese– was presented to the media.

BARCELONA, 26 FEBRUARY 2013.- The first Ibero-American digital entrepreneurship community, unX, was presented today in the Spanish Hall of the Mobile World Congress that is taking place this week in Barcelona. unX is an online community for entrepreneurship and learning created with the aim of reaching all agents who want to participate in this Ibero-American project, initiated by prestigious institutions like the Massachusetts Institute of Technology (MIT), the National University of Distance Education (UNED) of Spain, Telefónica, Banco Santander, Universia, the CEDERJ of Brazil and the Center for Virtual Education (CSEV).

unX is targeted at anyone who has an idea and wants to realise it by taking advantage of the Information Society. The unX community increases the chances of entrepreneurial success of anybody who wants to be trained to turn a project into a reality –from the business idea, to the search for partners, to the creation of an SME–. It is also targeted at improving the service portfolio of individuals who already have a business, through training in entrepreneurial skills.

The Secretary of State for Telecommunications, Mr. Víctor Calvo-Sotelo, thanked the promoters of the unX project -Telefónica, Santander, UNED, MIT





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and CSEV– for “their vital work in launching a project that is, from the very beginning, an example of entrepreneurial success in the field of eLearning”. He particularly appreciated the initiative since, according to him, “digital entrepreneurship is the key for success in our society. New technology-based companies, created by entrepreneurs who orientate their careers and commit their professional future to technological development, offer new products and services in an increasingly exigent market”.

The President of Telefónica, César Alierta, expressed that “In the unX community, young Ibero-American entrepreneurs can acquire the necessary skills to embark on business, so we are facing the challenge of job creation that is very important in the whole region. We assume this challenge based on Grupo Telefónica's commitment towards Ibero-America and all the entrepreneurs in the region.”

Jaume Pagés, CEO of Universia, maintained that “unX is a new way of learning in line with Universia's belief that the university plays an important role in the information and knowledge society, so we invite everybody to register in unX and experiment themselves the new educational model that we have jointly developed”.

The President of CSEV and Rector of the UNED, Juan A. Gimeno, said that “massive open online courses (MOOCs) go beyond passive learning, since students become participants in their own experience. They actively assume the challenge that will make us all change the way we teach or the way we acquire knowledge. And we are doing this in collaboration with powerful institutions, where all the parties -MIT, Telefónica, Universia, UNED, CEDERJ- are contributing to a significant enrichment, so that unX is not only an academic action, but is also based on a multitude of possible applications”.





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Leo Burd, Research Scientist at the MIT Center for Mobile Learning, stated that, for the MIT “More than learning, unX is an entrepreneurship platform of and for the Ibero-American community that provides access to content in Spanish and Portuguese, beyond the universities, and explicitly focusing on the needs of the students, unemployed individuals in our countries and anyone who has not had the opportunity to realise their ideas”.

The Director of Telefónica Learning Services, Carolina Jeux, highlighted how important is for Telefónica Learning Services to support open online training –something which the company is already doing in different ways– that is revolutionising the way we learn and acquire knowledge in the information society.

Finally, the Secretary of CSEV's Board of Trustees, Francisco Ros declared that “All the partners involved in this project have strongly committed to unX. And we have done so because unX transcends the sphere of training and extends into a new reality that includes many of the ingredients that are shaping the current and future priorities of our economy and society: information and communication technologies (ICTs), education, university, enterprise, entrepreneurship, employability”.

Learn, be entrepreneurial and connect with unX!

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