The Basque Initiative on Innovation Journalism
The Basque Country at a glance

- **Surface area:** 7,235 sq km
- **Population:** 2,116,240
  
  (4.9% pop. of Spain)
- **Official languages:** Basque and Spanish
- **Regional Capitals:** Bilbao, Vitoria-Gasteiz and Donostia-San Sebastian
- **Airports:** 3
- **Main ports:** Bilbao and Pasaia
- **Technology Parks:** 4
- **GDP p. habit.:** 23,788 €
- **R&D:** 1.44% of GDP
The Knowledge Cluster is a not-for-profit association created in 1996 to promote, stimulate and support knowledge in management.

The final aim of this innovative initiative in Europe is to improve competitiveness among the business and institutional community in the Basque Country through improvement and innovation in management.
The Knowledge Cluster is a local network of more than 170 partners: universities, business schools, consultants, promotion agencies, public bodies, technology centres, engineering firms and a large number of private companies.

The Knowledge Cluster brings together organizations and their people to share knowledge, and endeavours to create the right environment for collaboration.
Communication & Dissemination

How do we achieve this?

- Forums for reflection and exchange of knowledge. More than 30 forums organized and over 400 people taking part over last 10 years
- Conferences, congresses, workshops and seminars for excellence in business management
- Books, advanced management study cases and publications on management and innovation topics
As an international player, the Knowledge Cluster closely monitors international trends for their subsequent dissemination among the agents of innovation in the Basque Country.

- Monitoring international trends on advanced management
  - Advanced international management trends
  - Internationalization of Basque management agents
  - Transferring Basque knowledge overseas
The key actions in the Knowledge Cluster are focused on improving innovation in management within the Basque Innovation System.

What areas of innovation are we working in?

- **People**: innovative and entrepreneurial people
- **Work Teams** and their environments for innovation
- **Learning Organizations**
- **Thematic Networks**: New Technology Based Companies, Ethics & CSR, Basque Language in Management, Entrepreneurship
- **Society**: Public Administration, Journalism & Innovation
What will we do?

We will create a local NETWORK on “Journalism & Innovation”

✓ Where journalists and main communication agents will take part

✓ A meeting and dialoguing point about journalism
  - to detect needs and interests covering innovation
  - to start up future actions

✓ With international and national connections
Who will take part?

- Local Network:
  - Media players: Newspaper, TV & Radio
  - Editors & Consultants
  - Private companies (Communication & Marketing Departments)
  - University of Basque Country
    - (Faculty of Information & Communication Sciences)

- National Network

- International Network
Milestone 1: Personal interviews
We have already contacted the key actors and organizations involved in the innovation communication process in Basque Innovation System.

Milestone 2: Learning journey
“3rd Conference on Innovation Journalism”, Stanford University, April, 5-7th
Elhuyar Foundation
Garaia Innovation Centre
FECYT - Spanish Foundation for Science & Technology

Milestone 3: 1st Meeting on Innovation Journalism
Conclusions about the conference. May, 19th

Milestone 4: “Innovation in Basque Country”/ Innovation Journalism
Cluster 10th Anniversary. June, 15th

Milestone 5: Innovation Journalism Forum