

PAULO JORGE FERREIRA  
University of Aveiro

# A WORD FROM THE RECTOR



Few times in our history have we faced such a complex situation as the one we are in today. Europe and the world are going through rapid and profound changes that make it increasingly difficult to anticipate the future. When facing challenges of unusual proportions, it is crucial to be resilient and creative and to focus our attention on opportunities and solutions. We must be prepared to act, react, and respond effectively to the unexpected.

In this context of unpredictability, the importance of innovation and creativity emerges clearly and enhances our ability to find solutions to complex problems. Creativity – so often associated with unpredictability – imagination and reasoning are essential in this process. They are tools that promote experimentation, reflection, and interpretation and as such they will play an important role in the difficult times ahead. It is essential to promote a reconciliation of artistic, intuitive and interpretive knowledge with scientific and technological knowledge, if we want to strengthen our ability to innovate and adapt to change.