

SALUTATION

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The aims of SOSTENIBLE? are, in a way, the great challenges of the present. Globalization, to which the last issue of this magazine was devoted, and biodiversity, which this multidisciplinary debate now addresses, make up part of this long list of fundamental challenges that we are all faced with.

They are challenges to which society pays little attention, and politically are dealt with very superficially, if not frivolously. Even in the academic world, the treatment they are given is partial and shallow.

Thus it is a step in the right direction that SOSTENIBLE? should make this effort to provoke a debate that is inevitably enriching. "Inevitably" because it is no longer possible to think that the future can be built without finding solutions to meet these challenges. Furthermore, these solutions are neither easy to improvise nor simple to accept: globalization and sustainability have a price for everybody. And not only a price in economic terms; there are also ethical demands that will seriously condition coexistence in a world based on heterogeneity which, as it is positive, must be accepted as a stimulating fact.

I congratulate UPC and its UNESCO Chair for having started this initiative and, above all, for being able of continuing it.