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Day of the Pro Spanish Royal Academy Foundation
Real Academia Española

Luis M. Linde
Governor

Director and members of the Academy, patrons, friends and benefactors of the Pro Spanish Royal Academy Foundation, ladies and gentlemen, and also distinguished winners of the Spanish Royal Academy and Borau-Spanish Royal Academy awards, in the case of the latter, the first-time winners of the award which is the legacy of the late member of the Academy, José Luis Borau, whom we fondly and warmly remember here today:

It is always a pleasure to attend events organised by the Royal Academy, and most particularly on this special day for the Foundation of which I am honoured to be chairman.

And today my satisfaction is two-fold since this is, in addition, the formal closing session of the commemoration of the Third Centenary of the Spanish Royal Academy.

Over the past three years, since the official third centenary exhibition was opened in the Spanish National Library in September 2013, there have been a large number of varied commemorative activities. Exhibitions, books (including the latest edition of the dictionary), talks, theatrical productions, symposia and guided visits to the Academy are but a few that are worthy of mention from a long and very complete list. I will not go into further details, as the secretary of the corporation will describe in his Report the key events of the programme that concludes today.

I wish to congratulate the Director and all the members of the Academy who have taken part in the various activities, along with the Office of the Third Centenary, for all their hard work. On my behalf and that of the patrons of the Foundation, I extend my congratulations to you all.

Now, however, let us look ahead. On occasions I have heard our Director say that the tricentenary was approached with nostalgia for the future. This seems to me to be a wise stance to adopt, so let us also consider the substantial amount of work that remains to be done.

A number of new initiatives have been launched this year. Of these, I would like to focus in particular on the Strategic Plan for coming years.

In order to continue to fulfil its mission, the Spanish Royal Academy must necessarily have a sound economic position and sufficient funding. This is the chief objective of the Strategic Plan drawn up by the Academy, which is divided into two phases (2015-2018 and 2019-2022). It aims to uphold the institutional prestige and brand value of the Academy, to continue with its first-class language-related work, to plan for the medium and long term, and to develop and enhance the professional profile of its human resources.

To help achieve these aims and undertake the transformation necessary in order to ensure that the Academy has a stable economic base and sufficient capacity to act, a sole-shareholder limited company – RAE Gestión – owned by the Academy has been formed, to be responsible for two fundamental areas of operational management: the creation and marketing of the products of the Academy (especially for the digital realm); and the supply of resources to support the institutional activity of the corporation.

The programme, which has been sent to all the patrons of the Pro Spanish Royal Academy Foundation, has four key aspects: academic and institutional development; a new pan-Hispanic action plan; a commercial and business plan; and IT development. Four pillars that are intended to ensure that the work of the Academy continues and improves.

I would not like to conclude without a special mention to all our patrons and benefactors, all of whom contribute to the greater efficiency and solvency of our Foundation. I would like to name four of them, in their capacity as signatories to recently dated agreements that will enhance the work of the Academy. I am referring to Banco Santander, Telefónica, OHL and Obra Social la Caixa; the latter, the sponsor of the online consultation of the latest edition of the *Diccionario de la lengua española*. However, they are not alone; among our loyal and stalwart supporters, I should also mention Endesa, Iberdrola and IBM, firms with which we regularly renew agreements. And I must also acknowledge the support of the PRISA group in launching this campaign, which will run until early 2016.

And let us not forget our individual benefactors, including those who have been with us for many years and those who have joined us more recently. In the last few months we have embarked on a campaign which, with the slogan “*Making words work for us*”, has allowed us to build a closer relationship with the public and has given greater public projection to our work. Several hundred new individual benefactors – some of whom may well be here today – have responded generously and enthusiastically to our request for help. I would like to thank them for espousing our cause, which is no other than the language that brings together five hundred million Spanish speakers.

With all your help, the Foundation will continue to support the Royal Academy in all possible ways, successfully addressing the new, and not inconsiderable, challenges ahead.

Thank you very much.