

Brussels, 2/6/2004

To the members of the
Operational Research Societies
within EURO

Dear colleague

We know we do excellent research. We also know that our methods and models are applied and used in an incredible variety of situations affecting the life of hundreds of millions of people worldwide. However, is the rest of the world aware of our work? Is it aware of the contribution of Operational Research and Decision Analysis to the welfare and economic growth of our societies?

EURO, as well as other Operational Research Societies such as the ORS and INFORMS, have recently recognised as a major challenge of our discipline our capacity to improve the awareness of the rest of the world to our achievements and our contributions; to improve our image. **We have to "brand" our discipline.**

For this purpose EURO is starting a long-term campaign aiming to improve the perception of our research and practice and to diffuse the knowledge of our discipline to managers and decision makers as well as to national and international institutions. We are working to a number of documents as well as to series of events. You can see [our efforts \(here\)](#) in the EURO web site. Among others we plan to make a collection of stories on the use of Operational Research in the real world.

This is why we NEED you. We need your stories of success, but also of failures. We are looking for stories on any aspect of our discipline: teaching, practicing and doing research. You will find on the EURO web site [a forum \(here\)](#) where you can post your contribution. We are looking for short texts

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(such as an abstract for a EURO conference, half a page in any format you like).

These stories will be available on the EURO Web Site. Hopefully we should be able to collect and publish them in an appropriate format. The most interesting among them will be included in a document "The roadmap of OR in Europe" under preparation.

Your contribution is really essential.

Hoping to receive soon your "stories" I remain,

Yours sincerely

Alexis Tsoukiàs

President Elect of EURO

