

# EURO

THE ASSOCIATION  
OF EUROPEAN  
OPERATIONAL  
RESEARCH  
SOCIETIES

To the EURO  
Working Group Coordinators

Paris, 31/5/2004

Dear friend

During its last meeting the EURO executive committee discussed about the image of Operational Research and of EURO itself with respect to the external world. Such an issue is already a concern for several among our member societies as well as for IFORS and INFORMS.

For this purpose EURO established a taskforce (Valerie Belton, Rainer Burkard, Eric Jacquet-Lagrèze, Martine Labbé, Jo van Nunen, Roman Słowiński, Paolo Toth, Luk van Wassenhove and Dominique de Werra), coordinated by myself. The tasks of this group include, among others, the establishment of a number of documents, such as:

- a short presentation of OR and EURO;
- a long modular multi-media presentation of OR;
- a leaflet;
- a roadmap document on “OR in Europe and beyond”.

You can see more information at the site [http://www.euro-online.org/display.php?page=branding\\_or](http://www.euro-online.org/display.php?page=branding_or). Such a site will contain all relevant documents of this campaign, other materials and links and will be regularly updated as the campaign will proceed.

In this process the contribution of your Working Group is crucial. What we need is the following:

1. Give us five real world achievements of your area in the last 10 years, possibly related to Europe, the European societies and the European economy.
2. Give us five challenging application areas for OR in the future, possibly in relation to the process of European unification and the challenges of Europe.
3. Let us know of European research projects where OR has been used and where OR people has been involved (if any).
4. EURO is going to ask all individuals implied with OR in Europe to send us short histories concerning their experience with OR (applying it, practicing it, teaching it). All replies will be collected in a dedicated site ([http://www.euro-online.org/display.php?page=tell\\_us](http://www.euro-online.org/display.php?page=tell_us)) and a selection of them will be inserted within the documents we are preparing. On the same site there are all the instructions in order to submit on-line the texts. We will be grateful if you can invite all the members of your Working Group to participate to this initiative.

Please do not hesitate to contact me for any further information on this issue.

Best regards,  
Alexis Tsoukiàs  
President Elect of EURO