

EU-MATHS-IN Success Stories on Application Driven Mathematics Second call

17 February 2020

Collecting Success Stories

1. Objectives
2. Requirements from authors
3. Templates
4. Medium format
5. Booklet format
6. Submission
7. Editorial Board

1. Objectives

The main objective to collect success stories is to visualize the current situation of industrial mathematics transfer through the presentation of successful real-world collaborations with industry.

The term Industry is used, in a broad sense of the word, to denote all kinds of business and commercial firms with economic activity and non-profit R&D organizations with activities outside the realm of education and academic research, including financial institutions, public administrations and hospitals.

EU-MATHS-IN and its National Networks will work to tell success stories to the many partners and public officials we are communicating with. Stories can also be used as tools when meeting with industrials and key decision makers. A useful way of doing this is through the sharing of EU-MATHS-IN success stories in print, on the website and in social media. All collected success stories will be available at EU-MATHS-IN web site (<https://www.eu-maths-in.eu/EUMATHSIN/success-stories/>), and it will be periodically updated.

2. Requirements from authors

Provide industrial mathematics success stories developed under memorandum of understanding, contract, or competitive projects with industrial support and with high quality maths applications.

The involved research group must belong to a National Network of EU-MATHS-IN. Please, take into account that a good success story is simply that, a good story. It must show how mathematical tools are making a great difference in industrial life. It must be more than a worksheet showing a list of activities or results. A good success story writes up should describe the positive changes is producing, how its results are improving processes or dispositive, and they are benefiting those who are working in the industry and to their productivity.

3. Templates

The templates of success stories are available in this link on the WEB site of EU-MATHS-IN (private area). There are two templates:

- [A Medium Format with 4 slides presentation.](#)
- [A Booklet Format with two pages.](#)

For each type you can elaborate your own success story using the corresponding PowerPoint file. The disclosure of success stories will be made in .pdf format. You have also available some examples in the same link for both template types.

3.1. Medium format

When writing a success story, the EU-MATHS-IN Medium templates include the following information:

- Slide 1
 - Project Title: Create a catchy title that is not too long and will interest the reader. Type of letter: Calibri, bold. Size: 26pt. Colour: RGB (49,54,61).
 - Logo of your National Network.
 - EU-MATHS-IN logo.
 - H2020 Societal Challenges: Include the more appropriated challenge between those provided in Table 1. Type of letter: Verdana. Size: 12pt. Colour: RGB (49,54,61).

Societal Challenges
Health, demographic change and wellbeing
Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy
Secure, clean and efficient energy
Climate action, environment, resource efficiency and raw materials
A changing world - inclusive, innovative and reflective societies
Secure societies - protecting freedom and security
Smart, green and integrated transport
Other (Specify)

Table 1: H2020 Societal Challenges

- The Industrial Problem: Summarize in one phrase the problem to be solved posed by the involved company. Please, written it to wake up the

interest to the other industrial people. Type of letter: Calibri. Size: 16pt. Colour: RGB (49,54,61).

ECONOMIC ACTIVITY SECTORS	
Agriculture and Fishing	Information and Communication Technology
Biomedicine and Health Care	Logistics and Transport
Construction	Materials
Chemical and Pharmaceutical Industry	Mechanics and Mechatronics
Economy and Finance	Public Administration and Defense
Electronics	Service Management
Energy and Environment	Textiles, Clothing and Footwear
Food	Other (specify)

Table 2: Economical sectors.

- Economic activity sector. Include the more appropriated economic sector between those provided in Table 2. Type of letter: Calibri. Size: 12pt. Colour: black.
- Research group data: Name, Logo, and main features of your research group. Type of letter: Calibri. Size: 20 pt. Colour: RGB (129,193,145).
- Company data: Name, Logo, and main features of the company. Type of letter: Calibri. Size: 20 pt. Colour: RGB (129,193,145).
- Slide 2
 - Industrial sector icon and Societal Challenge icon (they are available at the Web site of EU-MATHS-IN).
 - Challenges & Goals: Itemize the main challenges and goals of the collaboration. Type of letter: Calibri. Size: 16 pt. Colour: RGB (49,54,61). Highlight words using the green colour RGB (129,193,145).
 - Some images with a text indicating what the images represent. Calibri, cursive. Size: 14 pt. Colour: RGB (49,54,61).
- Slide 3
 - Mathematical and computational methods and techniques applied: Include schematically the main mathematical techniques applied and the computational methods used. Type of letter: Calibri. Size: 16 pt. Colour: RGB (49,54,61). Highlight words using the green colour RGB (129,193,145).
 - Some images with a text indicating what the images represent. Type of letter: Calibri, cursive. Size: 14 pt. Colour: RGB (49,54,61).
- Slide 4
 - Results & Benefits to the company: Include schematically the main results of the collaboration and the benefits of each one of them for the company. Type of letter: Calibri. Size: 16 pt. Colour: RGB

(49,54,61). Highlight words using the green colour RGB (129,193,145).

- Some images with a text indicating what the images represent. Type of letter: Calibri, cursive. Size: 14 pt. Colour: RGB (49,54,61).
- Final conclusion: Include a highlight phrase summarizing the main benefit for the company derived of the success story. Type of letter: Calibri. Size: 20 pt. Colour: RGB (49,54,61).
- If the success story involves a Digital Twin tool, include the logo



- More information: include a hyperlink to the icon



in which more information related with the success story is accessible, just if is the case.

3.2. Booklet format

When writing a success story, the EU-MATHS-IN Booklet template includes the following information:

- Page 1
 - Project Title: Create a catchy title that is not too long and will interest the reader. Type of letter: Calibri. Size: 44pt. Colour: RGB (136,123,86).
 - Project subtitle: Include a subtitle of the problem if necessary. Type of letter: Calibri, cursive. Size: 24pt. Colour: RGB (129,193,145).
 - H2020 Societal Challenges: Include the more appropriated challenge between those provided in Table 1. Type of letter: Franklin Gothic Book. Size: 20pt. Colour: RGB (136,123,86).
 - Economic activity sector. Include the more appropriated economic sector between those provided in Table 2. Type of letter: Franklin Gothic Book. Size: 20pt. Colour: RGB (136,123,86).
 - Problem description: Summarize in one phrase the problem to be solved posed by the involved company. Please, written it to wake up the interest to the other industrial people. Type of letter: Franklin Gothic Book. Size: 16pt. Colour: RGB (136,123,86).
 - Mathematical and computational methods and techniques applied: Include the main mathematical techniques applied and the computational methods used. Type of letter: Franklin Gothic Book. Size: 16pt. Colour: RGB (136,123,86).
 - Challenges & Goals: Summarize the main challenges and goals of the collaboration. Type of letter: Franklin Gothic Book. Size: 16pt. Colour: RGB (136,123,86).

- Some images with a text indicating what the images represent. Type of letter: Calibri. Size: 14 pt. Colour: RGB (136,123,86).
- Page 2
 - Results & Benefits to the company: Summarize the main results of the collaboration and the benefits of each one of them for the company. Type of letter: Franklin Gothic Book. Size: 18pt. Colour: RGB (129,193,145).
 - Some images with a text indicating what the images represent. Type of letter: Calibri. Size: 14 pt. Colour: RGB (136,123,86).
 - Benefits: Indicate some impact factors of the benefits. Type of letter: Franklin Gothic Book bold. Size: 18pt. Use bigger letter (22pt) in the words to highlight. Colour: RGB (136,123,86).
 - Research group data: Logo research group and logo of the Scientific Center.
 - The name of its National Network. Type of letter: Franklin Gothic Book, italic. Size: 18pt. Colour: RGB (136,123,86).
 - Company data: Logo, and name. Type of letter: Franklin Gothic Book. Size: 18pt. Colour: RGB (136,123,86).
 - More information: include a hyperlink in which more information related with the success story is accessible, just if is the case.

Remember:

- All template fields must be filled.
- The size of the letter is marked for each template box. No changes of letter size or size between lines or colours are allowed.
- Don't change the size of boxes more than a 15% each one just to allow an adequate adjustment to your figures or explanations.
- Don't change the colours of text or the slides fond colour.

4. Submission

To submit a new success story as candidate to be incorporated to the EU-MATHS-IN collection, the proposal must be sent by e-mail to the email address: success_stories@eu-maths-in.eu with the subject: **NEW SUCCESS STORY PROPOSAL**, accompanied by the documents:

- Documents .ppt and .pdf of the proposed success story.
- Authorization of the IP of the memorandum of understanding / contract / competitive project in which the collaboration was carried out (see authorization template). This authorization must have the approval of the responsible at the company of the collaboration.

Remember that the reception of new success stories is permanently open.

5. Editorial Board

The Board of EU-MATHS-IN, or the responsible persons to whom it delegates, will be in charge to decide about the convenience of including it in the collection of EU-MATHS-In Success Stories.