

# 3rd TORRES DE SERRANOS AWARD



**Award given to: Mary O'Mahony**

**SPINTAN**  
smartpublicintangibles



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## 3<sup>rd</sup> TORRES DE SERRANOS AWARD

Dear Spintanners:

I'm sorry that I cannot make it myself to the SPINTAN meeting this time, especially as it is being held again in the city after which our famous award has been named.

It is impressive how much progress is being made on the public intangibles research agenda. It is a key component of the comprehensive macro measurement program that is being developed around the world. This project is a very important and innovative contribution to that.

As we are entering the final year of the SPINTAN program it is time again to pass on the priceless Torres de Serranos, named after this city, to the next lucky owner. As you know the only criterion is an outstanding contribution to the SPINTAN project. The only condition is a raving acceptance speech !!

Now, Mary, whom I have known and worked with for almost 30 years (yes, that young we still are!) should be recognized for more than her contribution to this project. She has been involved in virtually every European macro and micro measurement project since the inception of the EU. In fact she may have received more funding from the EU than Margaret Thatcher could ever have wished for the Kingdom as a whole. For that lifetime work she might ultimately deserve to receive the Tower of London rather than the Torres. Even if Britain decides to exit the EU, we will need to make sure to grant Mary asylum status to safeguard our economic research program.

But for today we just recognize her support to this project, which I know has been important for many of you.

Thanks Mary, and congratulations with being the undoubtedly proud owner of the Torres de Serranos for this last year of the project.

Good luck all with the final phase of the project. Greetings to all.

Bart



## 3<sup>rd</sup> TORRES DE SERRANOS AWARD

Dear Spintanners:

As time goes by, SPINTAN is making full progress. Two years ago an immensely valuable award -the Platinum Serrano Towers- or Torres de Serrano Award was instituted to prize high commitment with the project. Skipping myself for having been the first and non-deserving laureate with this Prize, Cecilia received it for all the merits she has, as well as for the great effort put into starting and carrying out the data framework and collection processes. She has done an excellent work during this period and we should recognize Cecilia her great involvement with our project.

But all happiness is short. She has enjoyed the title for a while, she has captured the academic attention and the social glamour that encompasses it and this is the time to pass the award to the next holder.

Thinking about the multiplicity of uses of the many times centennial towers led us to propose the name of the next holder of the prize. Although being a woman is not a necessary nor a sufficient condition to be eligible for this award, it will not be a surprise either that the award –with his included life pension- goes this time to another of the great souls of this project: Mary O'Mahony.

Mary is a prism with many sides, all of them very good ones. She has always been really enthusiastic supporting the launching of the project and very helpful with the daily tasks. I have benefited myself by her support in the tasks of writing the proposals, making the agenda, dealing with daily problems, taking care of WP 3 smooth development among others. Her advice has been always very appropriate and has helped me taking the best decisions. Of course I remain responsible for all the wrong ones.

I am quite sure that she is going to accept the award, and the pension, and keep it at her desk as proof of her continuous involvement with the objectives of SPINTAN. Only a brief reminder is missing. This is a temporal nomination and you should not get too acquainted to it thinking that it will last forever. It will go on only until the next laureate takes over.

Matilde



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Dear Spintanners:

I wish to thank Matilde and Bart for having assigned the Torres de Serrano to me last year. And now it is my turn to make the assignment and this is not an easy task since there are many among you who deserve the award. But unfortunately there is only one Torres, and only one person at a time who can receive it, so we need to make a choice.

The prize will be going to Mary this time.

Mary has been fundamental in each stage of the project. She has been a reference person whose equilibrium and balance has been instrumental to the life of this group. She has been very effective since the launching of the project stimulating all the partners to actively participate to the preparation of the proposal and to be committed since the very beginning. Over the last two years, she has provided important suggestions to find the best solutions to the problems that characterize the functioning of a research network.

I hope that we shall continue to enjoy her advice for the development of future projects.

Congratulations Mary

Cecilia

