

Ethical charter of the FMJH's sponsorship

Preamble

The Jacques Hadamard Mathematical Foundation

Since its creation in 2011, the Fondation Mathématique Jacques Hadamard (FMJH) has worked to promote scientific excellence in mathematics. It fosters the emergence of young talents from all horizons and promotes the development of interfaces between mathematics and other sciences as well as with the economic world.

A foundation that unites a scientific community

In accordance with the wishes of its founding members and the objectives stated in its creation project, the FMJH federates the mathematical community of the Paris-Saclay perimeter (taken in its broadest sense). It also occupies a place in the national landscape by associating itself with a certain number of actions alongside actors in mathematics such as the CNRS for example to support international research networks. It contributes to the organization of national events promoting the relationship between mathematics and companies such as the « Forum Emploi Maths ».

Under the impetus of the FMJH, the mathematical community of Paris-Saclay has united around two federating projects of training through research, namely the master's program in "mathematics and applications" and the Hadamard mathematical doctoral school, which are today co-accredited by the University of Paris-Saclay on the one hand and the Institut Polytechnique de Paris on the other.

More than 700 master's students and 300 Phd students study mathematics in this area, where more than 600 mathematicians hold permanent research or teaching positions.

The FMJH federates research and graduate training (master's and doctorate) in mathematics in this vast area, thus increasing their international visibility. These are at the highest level in the world, as shown by several indicators such as the ARWU ranking, known as the "Shanghai ranking", which places the University of Paris-Saclay at the top of the world rankings in mathematics in 2021.

The functioning of the FMJH

From a functional point of view, the FMJH deploys its actions through a certain number of scientific programs and relies on the mathematical community of its perimeter to animate them. The director of the FMJH sets a financial framework for each of its programs. Each program uses this financial envelope to support scientific animation actions or to feed open calls for projects. A scientific manager and a program committee coordinate the scientific activities, while the winners of the open calls are selected by a jury, the choices made being then validated by the FMJH steering

committee. The jury is nominated by the director of the FMJH but its work of expertise is carried out in complete independence.

Why a sponsorship?

The scientific policy of the FMJH is based on two main axes: excellence and international scientific visibility on the one hand, and the relationship between mathematics and business on the other hand. This policy is discussed within a Scientific Council in which representatives of the FMJH's founding and associate member laboratories as well as international experts representing the different branches of mathematics sit.

Since its creation, the FMJH has been financed by the public authorities through the Plan d'Investissement d'Avenir, and since 2018, it has had the status of a partnership foundation. The FMJH is now seeking to attract other sources of financing in order to expand the actions it undertakes to bring academic research closer to research in companies.

The charter

This charter aims to define the rules and values that the FMJH intends to share with its sponsors.

Commitment

By signing the charter, the FMJH and its sponsoring partners commit

- to share and promote common values to respect the principles and rules set out in the present charter
- to serve the general interest
- to co-construct the development of training and research in mathematics by encouraging the dissemination of knowledge and the spin-off within companies.

A focused sponsorship

Appendix 1 of the charter specifies the programs that the FMJH proposes to promote today so that prospective sponsors are fully informed of the benefits they can expect in terms of image and visibility if they make a donation to the FMJH, which may be directed to some of these. This is not a closed or restrictive list but rather a concrete illustration of the FMJH's commitment to a simple objective: to ensure that the excellence of research and training in mathematics in the Paris-Saclay area allows the emergence of the best young talents and to ensure that some of these talents are hired by companies.

Dynamics of evolution

The FMJH is setting up a *strategic think tank* to achieve this objective and to give its sponsorship a boost. This think tank is made up of representatives of sponsoring companies as well as other company representatives invited by the management of the FMJH to sit on the group according to current issues. It allows for a dialogue between the economic world and the academic world represented within the think tank by the program managers and the management of the FMJH itself. In particular, suggestions of subjects considered as important scientific barriers can be identified to

feed the calls for projects of the FMJH scientific programs. Eventually, the list of programs promoted by the FMJH in its sponsorship may evolve according to the opinions given by the FMJH Scientific Council on the one hand and the strategic think tank on the other.

1. APPLICABLE RULES AND DEFINITIONS

In the context of this charter, sponsorship refers to donations for which the donor benefits from the tax provisions of law n° 2003-709 of August 1, 2003 relating to sponsorship, associations and foundations and codified in the General Tax Code, in particular art. 200 (private/individual donors) and 238bis (corporate sponsorship). This law improves the tax regime of sponsorship, representing an increased tax advantage for companies and individuals.

Sponsorship

Sponsorship is a "material support given, without direct counterpart on the part of the beneficiary, to a work or a person for the exercise of activities of general interest".

Sponsorship is therefore a philanthropic act, disinterested, which translates into a donation made to a project of general interest or public utility (culture, solidarity, environment, research...). Sponsorship implies a "marked disproportion" between the value of the donation and the rewards granted to the sponsor.

Sponsorship can take three forms:

- Financial sponsorship: cash donation, it is valued at the amount of the donation
- Sponsorship in kind: donation of goods or services. Technological sponsorship is a specific form of in-kind sponsorship, consisting of mobilizing the donor's technology for the benefit of a project of general interest. Sponsorship in kind must be valued at the net book value of the goods registered in the assets of the sponsoring company, on the basis of a detailed account of the operation certified by the donor.
- Sponsorship of skills: provision of human resources by the company during working hours free of charge. It is valued at the cost price of the service provided.

The donor

By "donor" is meant hereafter any natural person who makes a donation to the FMJH, whether it is a gift (manual or notarized, allowing, if necessary, to benefit from the tax provisions of law no. 2003-709 of August 1, 2003 relating to sponsorship, associations and foundations, codified in article 200 of the CGI and the decrees of application), a bequest or a will.

2. TERMS OF APPLICATION OF THE CHARTER

The FMJH commits itself to respect the deontology established in the present charter as much with regard to the patronage of individuals as to companies. It undertakes to be transparent in the use of the allocated funds. It undertakes to regularly inform patrons and donors of the progress of the projects it supports.

When the FMJH organizes the collection of funds from individuals, it establishes and sends a tax receipt to the sponsor (Cerfa form 11580*03 attached).

When the FMJH directly organizes the collection from companies, this cooperation is formalized by a sponsorship agreement, which adopts the present charter as a general framework and which specifies the particular terms of the said collaboration (see standard agreement attached). The tax receipt is also sent to the companies after the donation is made.

3. RULES FOR SPONSORS AND DONORS

The FMJH undertakes to ensure that no sponsorship action is contrary to the laws in force in France. The FMJH can benefit from donations from individuals, companies or foundations established in France or abroad. For companies that do not have an establishment in France, the legal provisions concerning counterparts are those of their country of origin.

Any natural person can become an individual donor of the FMJH, whatever his nationality and the amount of the donation.

Independence of FMJH

If the FMJH is willing to collect the opinion of its patrons on the actions it undertakes and the projects it supports, it refuses any possible requirement of a patron who will try to influence one of the supported projects, as well in its content (intellectual, scientific, technical...) as with the actors that the project could mobilize.

The FMJH manages the funds from the patronage in full independence and autonomy. It undertakes to use the entirety of the donation made. If the financing needs of the initial project have been covered or if the nature of the project has changed, the FMJH will try to reallocate the amount of the donation to a new project in agreement with the sponsor. In any event, the individual donor will not be entitled to request the return of all or part of his or her donation and will be informed by the FMJH of the new allocation arrangements.

Restrictions on the choice of patrons

As sponsorship is based on the principle of an association of images, the FMJH reserves the right to refuse the donation of certain donors if there is a present or future risk of damage to its image, to that of the institutions whose training and research activities it supports or to that of its other donors.

The FMJH reserves the right to refuse any donation or bequest if there is any doubt as to its legality or origin, and may carry out any investigation likely to shed light on the exact nature of the potential

sponsor's activities, the way in which the latter is perceived by the sector in which he or she usually carries out his or her activity. It also ensures the legality of the activity or the situation with regard to tax services. In such cases, the FMJH will refuse the donation in question.

4. THE COUNTERPARTS

In accordance with the provisions of the 2003 law on sponsorship, the FMJH may grant sponsoring companies and foundations compensation in terms of communication or public relations. The value of these compensations or "thanks" cannot exceed 25% of the contributions paid (tax instructions 5-B-17-99 and 4-C-5-04, n°112 of July 13, 2004).

The FMJH can typically grant to sponsoring companies and foundations

- they are represented by right in the strategic think tank
- the citation of the name or the mention of the logo of the sponsor on various supports of presentation of the project supported and realized thanks to the donation,
- a hotel service (coffee reception, buffet) when donations are handed over,
- the participation of employees or partners of the sponsoring company, foundation or association in activities or conferences to better know or understand the "sponsored" projects,
- the intervention of a sponsor of one of the "sponsored" projects for a conference or an awareness raising action within the sponsoring company.

5. COMMUNICATION BETWEEN THE FMJH AND ITS DONOR

The FMJH and its donor undertake to respect mutual information and strict conciliation on the nature and form of communication made around the donation concerned.

Any communication operation involving a simultaneous reference to the FMJH and its sponsor must be validated by both parties and stipulated in the sponsorship agreement.

The donor shall submit to the FMJH for express and prior approval any form and medium of communication concerning the donation.

The FMJH will respect the wishes of each donor as to whether or not to mention his or her donation on the various paper or digital communication media.

The FMJH will make sure, as much as possible, to mention in the agreement, the documents on which the mention or the logo of the sponsor will appear.

6. TRANSPARENCY

The FMJH will present to its board of directors, on a regular basis, a report on the support actions carried out by companies and associations for its benefit. It undertakes to make available to the members of the Board of Directors, upon request, the details of the benefits obtained by a sponsor company, association or foundation, subject to the respect by the latter of the confidentiality commitments which would have been taken by way of agreement. In addition, an annual donor appreciation day will be organized during which a presentation of the actions carried out within the sponsored programs will be made.

7. APPLICATION OF THE PROVISIONS

All the provisions of the FMJH's ethical charter for donations in the field of sponsorship take effect from the date of signature.

APPENDIX 1

List of programs that are promoted by FMJH

FMJH care program

In recent years, master's students have become aware that taking a break between the first and second year of a master's degree (or during the preparation of a doctorate) can allow them to gain valuable experience for their professional future. The Digital Tech Year, for example, offered by Paris Digital Lab, allows students to spend their gap year working on real and strategic projects for large corporations and startups that are partners in the program. The FMJH has developed a partnership with Digital Lab which aims to financially support mathematics master students from the Paris-Saclay area who wish to take a gap year in the Digital tech year. The beneficiaries of this partnership (called MathTech) are selected by a jury on the basis of their merit and for them the registration fees are reduced to the level of those of a master registration at the university.

Nevertheless, delaying a degree for a year, even to better prepare for the future, can be an insurmountable financial obstacle for some students. In order to support these deserving students in financial difficulty and to allow them to take a gap year in suitable material conditions, FMJH care plans to pay a gap year grant, the amount of which is adapted to the income conditions of the laureates selected for their merit. Depending on its success with sponsors, FMJH care will be able to offer, on the same basis (supporting deserving students in financial difficulty), master's scholarships based on social criteria to students on the complementary list drawn up by the recruitment jury of the FMJH Sophie Germain scholarship program.

MathAI Program

Artificial intelligence (AI) is obviously a crucial subject for companies. AI is of course algorithms and data but not only. Many branches of mathematics are now mobilized to conceptualize new notions or to solidify current advances and this well beyond the usual boundaries of the discipline. We must never forget that the deep learning known for its spectacular successes is based on mathematical models (artificial neural networks) that were invented in the 80's, well before deep learning became what it is today. This is why the FMJH is developing a program to promote high-level research and training at the interface between mathematics and artificial intelligence. Among the actions that deserve to be amplified by the contribution of the patronage it is advisable to mention the scholarships for the MathIA master track as well as the scholarships for the Phd Track (master and doctorate) which allow to attract on the perimeter of Paris-Saclay the best talents in this same field.

The ambition is to train researchers who will be able to create the new paradigms of the discipline tomorrow.

Another important action consists in financing research stays for internationally renowned researchers in the MathAI field who wish to come and work with one (research in pairs) or several of their counterparts in the Paris-Saclay area. France may not have enough technological power to compete with the world leaders in AI, such as the United States and China, but it does have a very strong school of mathematics that can help make it internationally competitive in this emerging field of AI mathematics. The ambition of this program is therefore to make the Paris-Saclay area visible internationally in this field with the economic benefits that can be expected.

Post-doctoral program

The FMJH carries out an annual recruitment campaign for post-docs. Each successful candidate is assigned to the laboratory in the perimeter on which he or she has focused his or her application and the recruitment is for a period of two years. The call for applications has the characteristic of offering two possibilities. To apply for a research topic submitted by a member of the laboratories of the perimeter or to apply with one's own research project, indicating its coherence with the research environment of the targeted laboratory. Sponsorship can be used to direct recruitment on a subject submitted as described above in a theme identified as crucial by the strategic reflection group. Such recruitment obviously benefits from the international visibility of the FMJH and the expertise of its recruitment juries.

Gaspard Monge Program for Optimization (PGMO)

In 2012, while its status was that of a foundation sheltered by the FCS Paris-Saclay, the FMJH developed a sponsorship action to promote research on the themes of optimization in the first instance and then data science in the second instance. This structured program, called the Gaspard Monge Program for Optimization (PGMO), was the result of a joint initiative with EDF. Until 2021, it has been supported by a sponsorship agreement with EDF. Today this program has matured and is part of the permanent programs of the FMJH. The actions planned in this program are open, like all the other actions put forward in this charter, to all the patrons of the FMJH. They are of three types

1. *Scientific activities*: organization of conferences, seminars and invited courses, invitation of experts, thesis prizes.
2. *Call for Mathematical Research Projects in Optimization (PRMO)* and its interaction with data science. This call is a "white" call in the sense that all research topics are eligible as long as they are related to optimization (in the broad sense).
3. *Call for oriented projects from Research Initiatives* recommended by the strategic think tank. Each call highlights a list of topics defined by the program committee. The aim is to encourage collaboration between academic researchers and researchers from the economic world in a given field of activity in order to remove scientific barriers. Project leaders must therefore emphasize the creation of "mixed" working groups (as defined above) in their application.

The calls for projects funded by sponsorship in this program have no geographical limitation.