



## ATTRACT vs IdeaSquare communication to EU stakeholders

From the workshop done on tuesday 2nd of Sept in CERN with the question “HMW communicate the relative position of ATTRACT and IdeaSquare?”, here are the key learnings which emerged in the form of key questions, and some answers to them. In red you will find the action points from the learnings. Please bear in mind that these points and questions are only relevant when communication about ATTRACT to the EU/Bruxelles financial and political stakeholders.

### Should we disconnect ATTRACT from IDEASQUARE?

Some said NO : because IDEASQUARE the best tangible proof and example that ATTRACT could work.

Some said YES because :

- connecting it to IDEASQUARE is misleading us to think it is the only way of working with different partners, when actually ATTRACT could work with other R&D, Expert and industrial partners than in IDEASQUARE
- IDEASQUARE is not unique, there are other known initiatives of similar virtual labs (eg. “fly your ideas” in Airbus) which makes it harder to sell in Bruxelles
- IDEASQUARE is only one “enabler” of ATTRACT, several others could exist
- ATTRACT is bigger in scope and purpose than IDEASQUARE
- ATTRACT is focused on SOCIETY vs IDEASQUARE more on Fundamental Research, which could be confusing

### Conclusion:

- Disconnect IDEASQUARE and ATTRACT : use IDEASQUARE only to show some tangible examples of what ATTRACT could do, without mentioning the name of IDEASQUARE (which is irrelevant in Bruxelles).
- A good example of doing this was in one of the videos of the workshop participants who did an “elevator pitch” about the 3A’s of ATTRACT using IDEASQUARE cases to support his pitch.

### How could we show the impact of ATTRACT in society?

There are 3 important aspects to show the impact :

1. Show how it impacts on JOBS (benefit for industry and final tax payers)
2. Show the multiplication effect of money spent (1€ > 100€?) “VS not BS!” by doing an economic impact analysis of ATTRACT (Using the EIB multiplier?)
3. Show the multiplication effect of technological applications of CERN for society : “cashing in on Science!” where one technology could be used in a various applications (Hospitals, Banks etc...)

### How could we “sell” ATTRACT to EU stakeholders?

- Show how it’s building on existing funding (don’t make it look like a new investment)
- Show how it could lead to the stakeholder personally “opening” something (they love to be seen opening new buildings or initiatives)

### What metaphors or stories could be used to communicate ATTRACT tangibly?

- Use IDEASQUARE examples and in particular the space visit without playing up IDEASQUARE, but emphasising that it is from ATTRACT
- Use the 3 A’s : Attract, Amplify and Accelerate
- Use the magnet metaphor for ATTRACTing : money (further investments from industry), New R&D partners, Experts, and ideas.
- Use the 3 part breakdown of ATTRACT : Industry, R&D and Experts (innovation experts like the Aalto Design Factory)
- Use the “tagline” from Luke Collins “ATTRACT - enabling science for society”



DAY 2 - What did we learn about IDEASQUARE - - - ATTRACT?

Several interesting Q's emerged -

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1 SHOULD WE DISCONNECT? Q1 - ATTRACT

YES! Because...

IDEASQUARE is misleading: not unique, not focused, it's an outlier only

ATTRACT IS BIGGER (EU & other economic stakeholders) ATTRACT IS SOCIETY FOCUSED (vs. fundamental research focused) VALUE FOR SOCIETY

No! Because...

We should use Ideasquare as a "soft" example of ATTRACT (without marketing IS!) (Don't describe the contents of Ideasquare)

Best story was linked -> use ID (video footage)

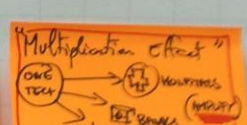


IT'S TANGIBLE PROOF!

2 Q2 How to show the society impact of ATTRACT? -> E economic evaluation

SBS! How does ATTRACT help with employment? (BENEFITS FOR INDUSTRY)

do an economic impact analysis? use the EIB multiplier 1€ -> 10€? (vs. not BS!)



3 Q3 How to show what is different about ATTRACT to EU stakeholders?

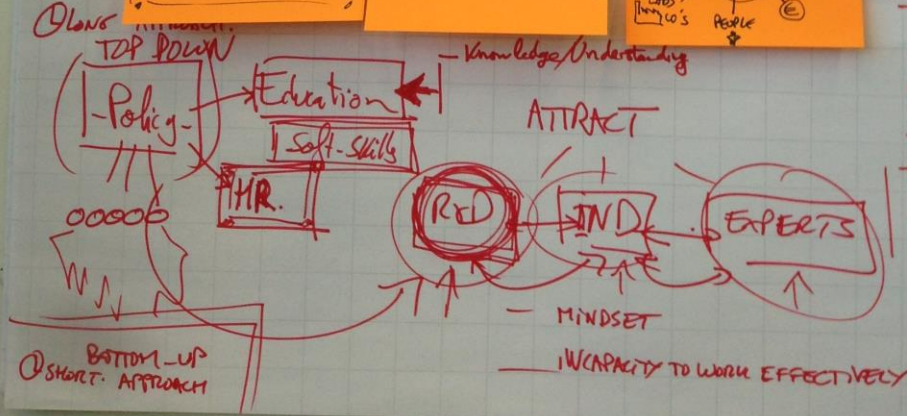
show how it's building on existing funding (not add E!) -> EU stakeholders LOVE opening things (show how it can lead to opening those -> IS?)

4 Q4 WHAT METAPHORS OR STORIES?

3 A's - ATTRACT, AMPLIFY, ACCELERATE



What I would do with 1BE? 1 PAGE



- UNESCO PILLARS: 1) LEARN KNOWLEDGE, 2) LEARN TO LEARN, 3) LEARN TO BE, 4) LEARN TO BE OTHERS