



The ATTRACT initiative

www.attract-eu.org

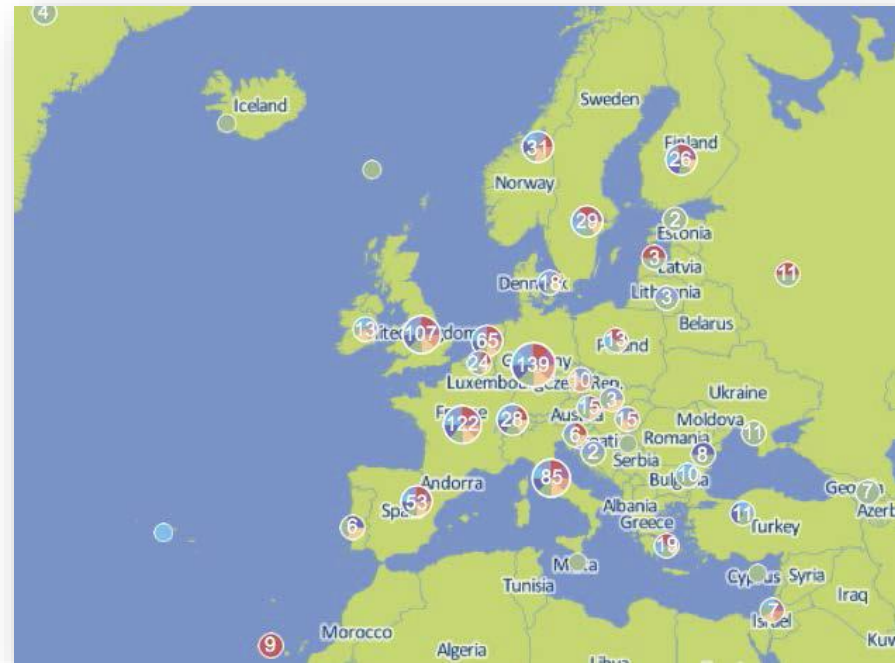


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ATTRACT:

Coordinating and better capitalizing on resources and *know-how* in the European Research Area

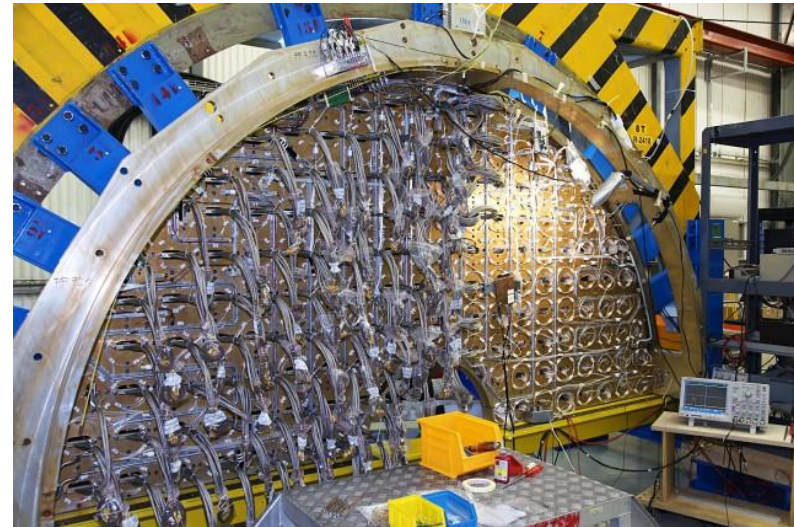
- European Research Infrastructures (RIs) or Research Infrastructures in Europe?
- A great asset for Europe.
- Key question: Is it used optimally?



ATTRACT:

Fundamental science creates value and impact

- ATTRACT focus: next generation scientific instrumentation in detection & imaging.
- Creating industrial/market opportunities through co-innovation and innovation experts.
- Because developing cutting-edge scientific instrumentation within a co-innovation ecosystem approach generates new industrial and societal value (applications, products, business, markets, etc)



ATTRACT:

Aligning with EU Research Infrastructures policy

- H2020 aims to foster the innovation potential of research infrastructures.
- This innovation potential should be realised in collaboration with industry and especially SMEs.
- ATTRACT proposes a new paradigm for collaboration between industry and RIs: co-innovation (next slide).



ATTRACT:

Balancing collaboration and competition

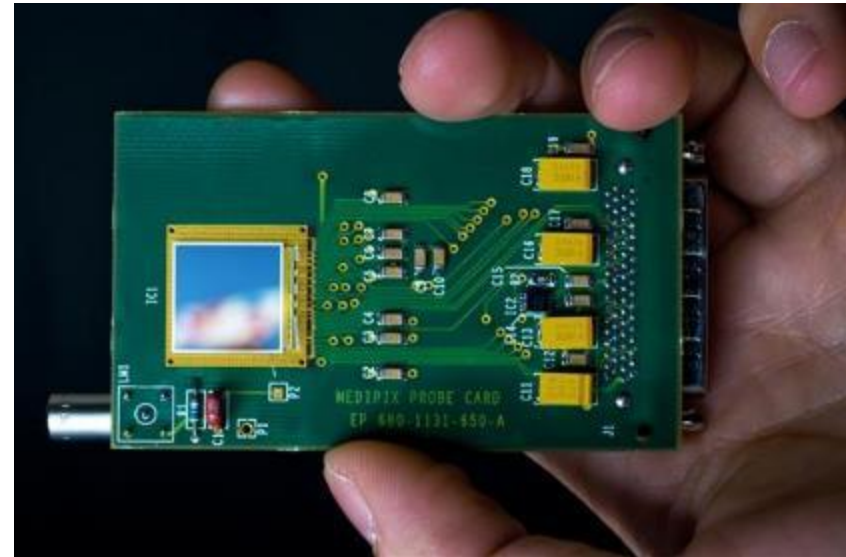
- ATTRACT aims for facilitating the transition from Open Science to Open Innovation .
- Proposes a new *co-innovation* paradigm between Industry and RIs.
- *Co-innovation* breaks with the traditional procurer-buyer model and proposes a strong cooperation from the beginning of the innovation value chain on identified win-win technology and business opportunities.



ATTRACT:

Focus on detection and imaging technologies

- European RIs as well as the R&D communities associated to them treasure an enormous and underexploited *know-how* on detection and imaging technologies.
- Detection and Imaging technologies are and will be at the core of future industrial developments applications and business.
- Detection and imaging technologies allow for the emergence of fast innovators especially SMEs.



ATTRACT:

From technology to societal value for Europe

- Detection and imaging technologies are and will be critical for the future of European competitiveness and jobs.
- Key European industrial players will depend on them to achieve a competitive advantage.
- Advances in technologies with direct social implications such as aeronautics, healthcare, automotive, urban development or energy and resource efficiency will depend strongly on them.



ATTRACT:

Fostering entrepreneurship

- ATTRACT is not an initiative with an exclusive focus on technology development.
- ATTRACT aims to create new paradigms for innovation with the contribution of innovation experts.
- Business Schools, Innovation hubs and entrepreneurship experts are key and together with RIs and industry on the driving seat from start.



ATTRACT:

An instrument for the young talent

- ATTRACT aims to create a new pathway to favour innovation linked to entrepreneurship and “out of the box” thinking.
- This philosophy will be specially oriented to young talent in Europe.
- CERN (IdeaSquare), Aalto (Design Factory) among many other ATTRACT supporters already have dedicated pilot experiences.



ATTRACT:

A pan-European proposition

- ATTRACT is an open and inclusive initiative: its success depends on this.
- Industry (Large Companies and SMEs, European RIs, National RIs, Academic Organizations, Industrial R&D centres, etc are the pillars of this initiative.



Our website: <http://www.attract-eu.org/>

Thank you for your attention

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