



FROM OPEN SCIENCE TO OPEN INNOVATION

DEVELOPING BREAKTHROUGH TECHNOLOGIES  
FOR SCIENCE AND SOCIETY

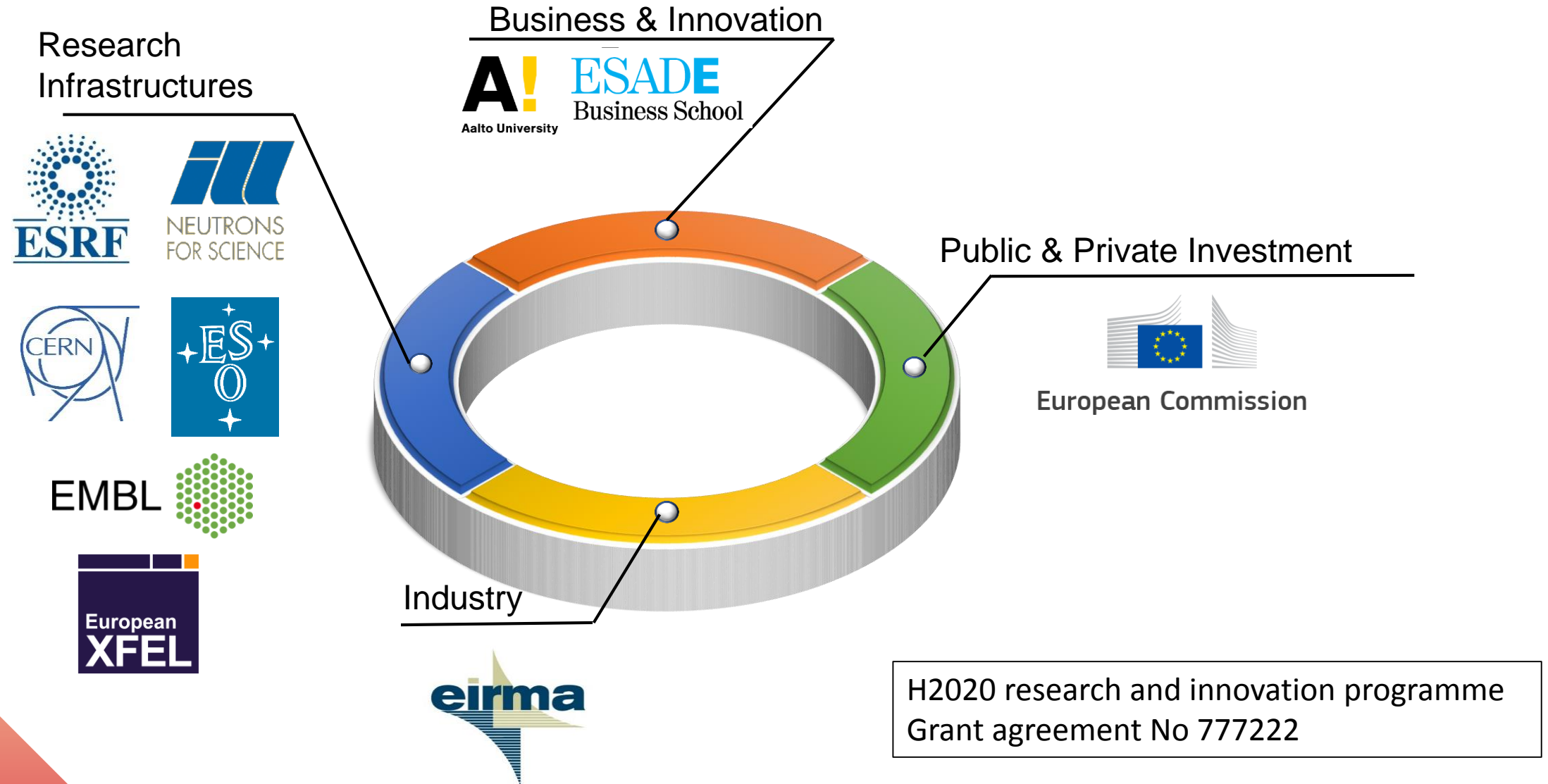
# Kick-off Meeting for Funded ATTRACT Projects

CERN May 20<sup>th</sup> & 21<sup>st</sup> 2019 – Michael Krisch



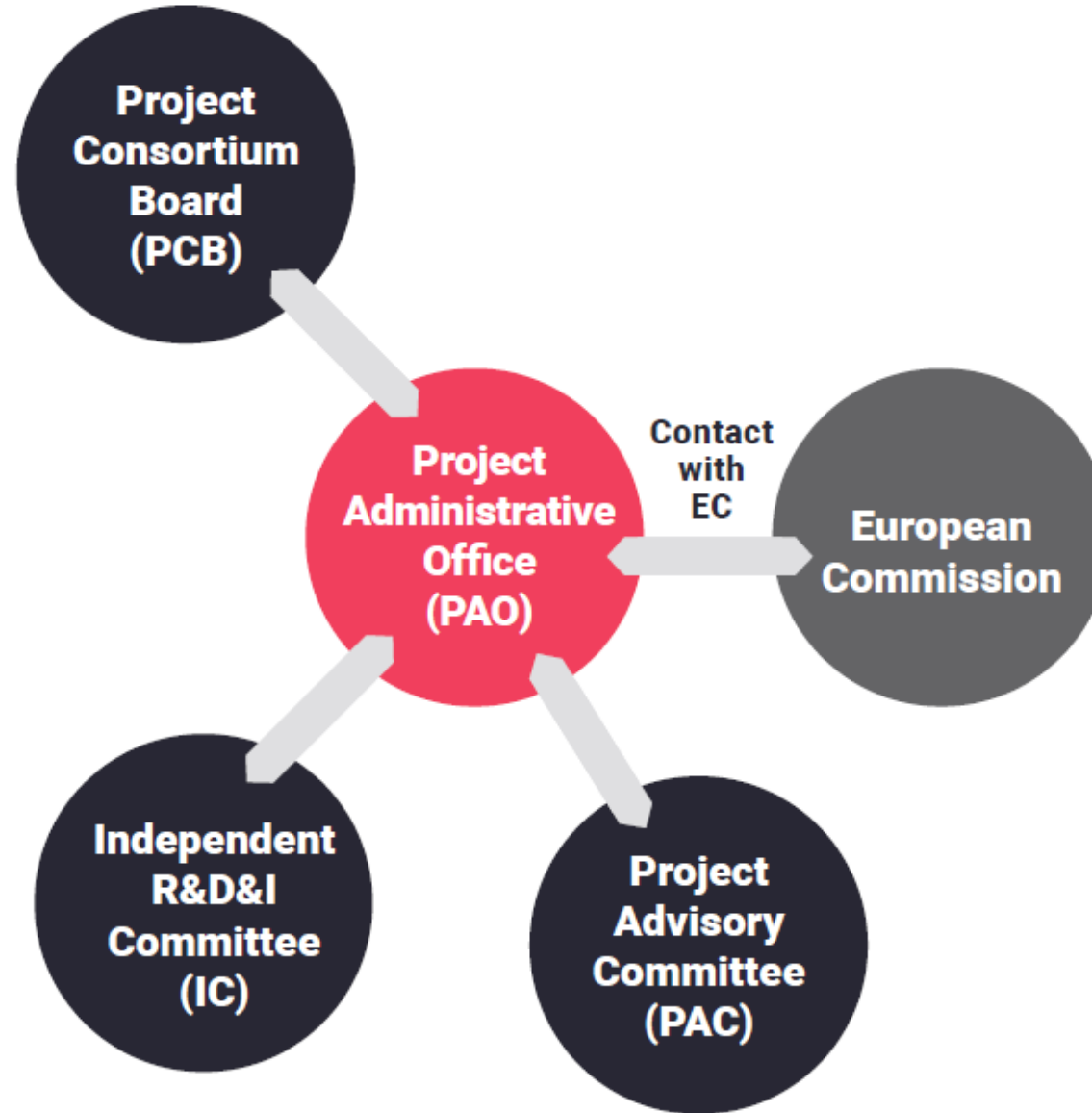


# Who is behind ATTRACT?



# How is ATTRACT organised?

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# Why are you here today?

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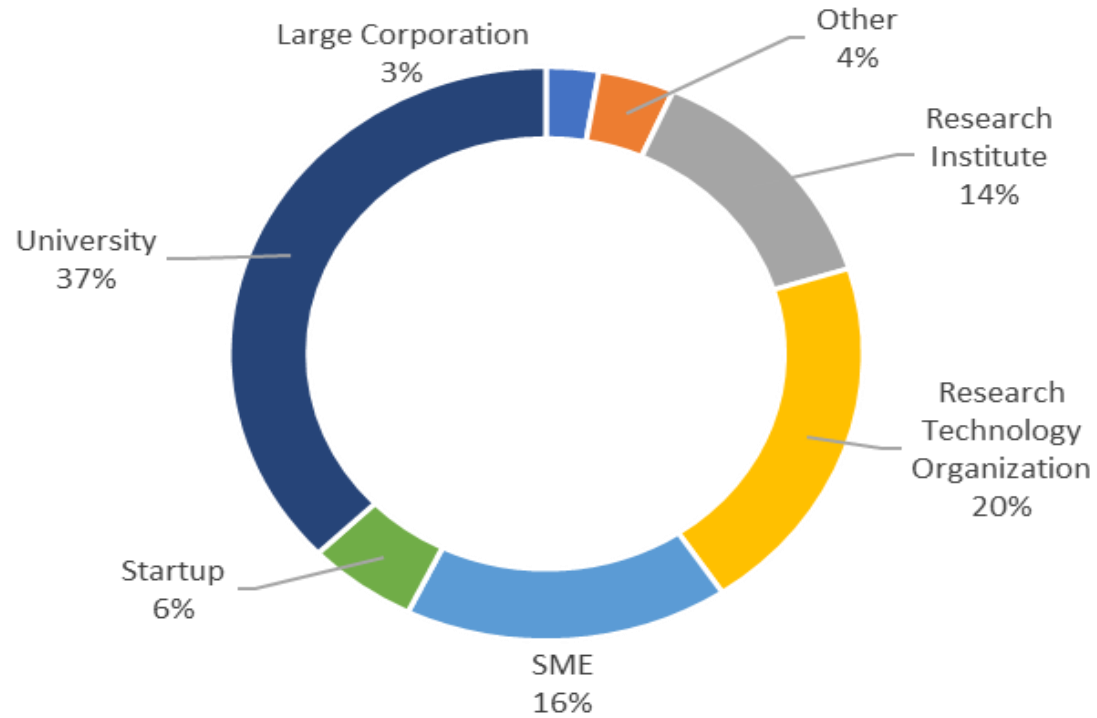


Your project has the potential to:

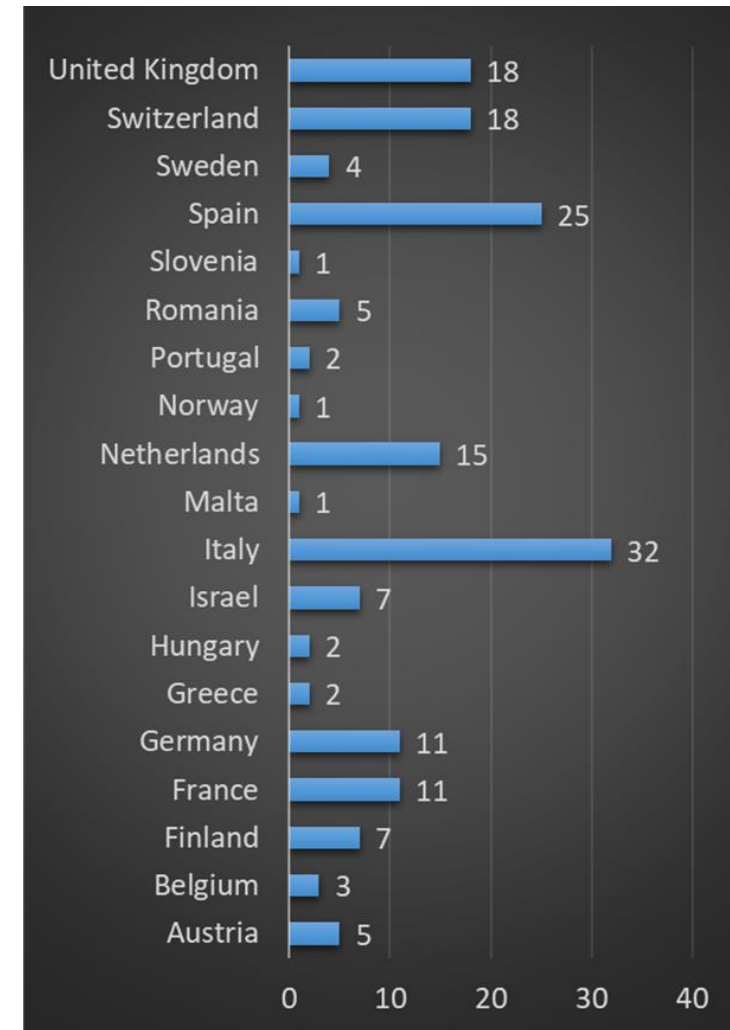
- achieve **breakthroughs in technology** that shift the state-of-the art
- address demanding **challenges** in both **science** and **societal needs**.



# Who are you?

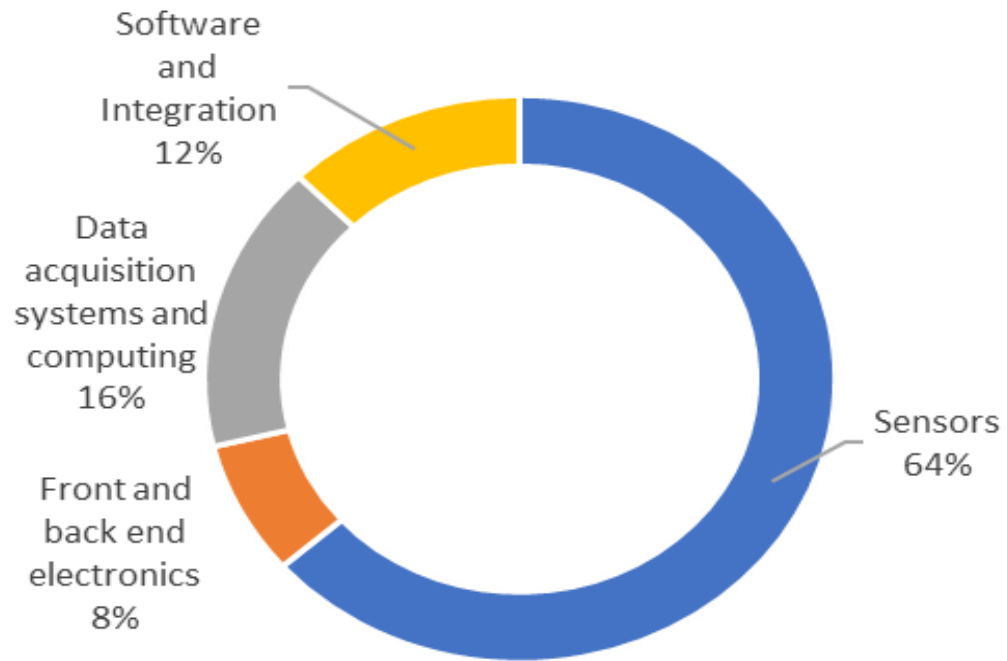


Organization type of selected proposals

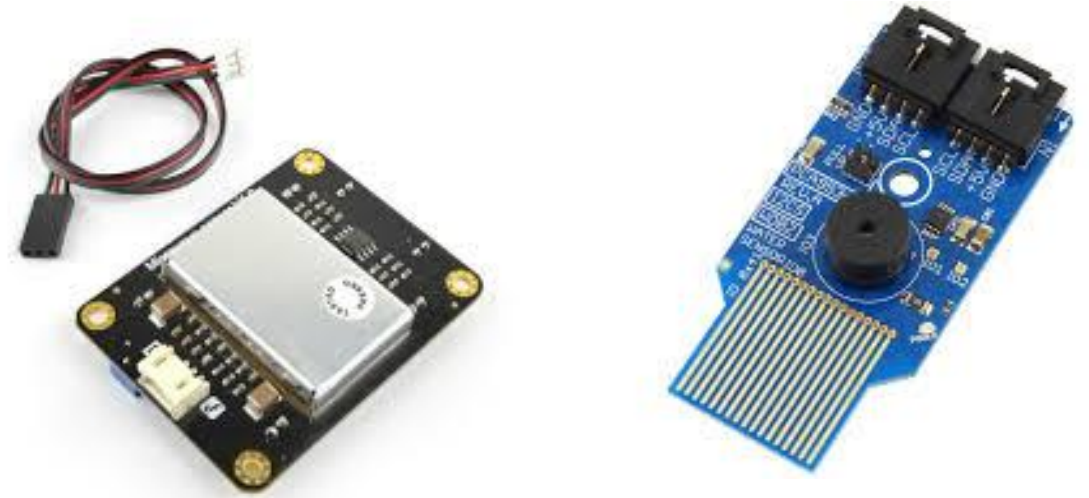


Country distribution of selected proposals

# What do you want to do?



Domains of selected proposals



# Why should you be nervous?



## ATTRACT Media reach

Impact in prominent media on the most widely spoken languages:

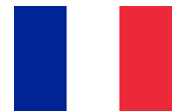


A spikier world for innovative start-ups beckons



Le Monde

Les « perles cachées » de l'innovation technologique européenne



Frankfurter Allgemeine  
FAZ.NET

Europa auf der Suche nach der Welt von morgen



Expansión

Aprenda a sacar partido de su proyecto científico



Scuola24

Ricerca, dalla Ue 17 milioni per l'innovazione a tutto campo



# Why should you be nervous?

## ATTRACT Media reach



*Data sources: Custom Scoop, Talkwalker Alerts, Similarweb (estimated audience reach-monthly website traffic)*

### Total reach by channel



Period 01/08/2018 – 15/01/2019





On behalf of the Project Consortium Board & the  
Coordinator Team I wish you a stimulating and  
exciting meeting

