



ATTRACT


CERN internal project update session

ATTRACT Project Administrative Office

March 12th 2020



Introduction

- First, we would like to thank all projects the good progress achieved until now.
 - We also would like reminding that the most important landmarks for all the projects are upcoming, where you need to show the results achieved.
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Funded projects: most important upcoming landmarks

- Pre-final ATTRACT Conference
 - Venue: ESRF premises in Grenoble, June 3rd to 5th 2020.
 - Inscription and agenda to be sent out soon.
 - Opportunity of getting training from ESADE on June 3rd on how to pitch in the ATTRACT Final Conference.
 - Private face-to-face meetings with IC members: they would like to know what you have achieved so far and your plans envisioning further funding in ATTRACT Phase 2; in other words, what is the potential of your project for achieving TRL 5-7 since this is what ATTRACT phase 2 is about.
 - We encourage the assistance of at least one project member for presenting individually the results to the IC.
- ATTRACT Final Conference
 - Heads up info available at <https://attract-eu.com/>, Brussels 22nd to 23rd September 2020.
 - Presentation of public deliverables: posters, journal-like article, ppt.
 - Opportunity for highlighting your project in front of a wide audience of industry, investors, policy makers, etc.
 - Inscription and agenda to be sent out soon.

ATTRACT Phase 2 update (1)

- The ATTRACT Consortium is submitting a proposal to the call *INFRAINNOV-03-2020 Co-Innovation platform for research infrastructure technologies* for implementation of ATTRACT Phase 2, as we have communicated already.
- Although this one is also open for competition, like any call in H2020 , the chances for the ATTRACT Consortium to win is high.
- The evaluation results are expected by August 2020 and subsequently the invitation for the Grant Agreement (GA) negotiations.
- If the GA negotiations are fulfilled smoothly, the expected starting time for ATTRACT Phase 2 could be already January 2021.

ATTRACT Phase 2 update (2)

- ATTRACT Phase 2 will start with the deliberation of the IC and subsequent launching of an open call complying with the EC call text; thus, the open call will be focused on:
 - *The most promising outcomes of ATTRACT phase 1 with significant and demonstrated potential to further raise their TRL.*
 - *These most promising outcomes should have breakthrough potential across Europe, be feasible and scalable, as well as exploitable for industrial applications having societal value.*
- The initially planned calendar for the IC to consider about the most promising opportunities for Phase 2 has been shifted due to:
 - The request of many projects, including the CERN ones, for an extension until July 31st 2020 for ensuring the achieving of their deliverables (and subsequent summer break).
 - The contractual obligation (between the ATTRACT Consortium and the EC) to launch a new open call for ATTRACT phase 2 as specified in the EC call text, needs to focus on the most promising outcomes of ATTRACT Phase 1.
- As noted above, the detailed timeline will depend on the GA negotiations, but we hope to launch the open call in Spring 2021, close it by the summer, select and start funding in early 2022.

Envisioning ATTRACT Phase 2: Some advice

- First and foremost ensuring that all the deliverables included in your proposal for Phase 1 are met. In particular, achieving a solid “proof of concept” of your technology.
- Start thinking of a compelling, concrete and meaningful TRL scale up-vision for ATTRACT Phase 2 for captivating the IC members; addressing questions like:
 - What concrete technology upgrading steps will I take?
 - With whom do I need to reinforce my consortium to reach the market level?
 - What kind of applications of my technology will demonstrate industrial and social value?
 - What kind of applications of my technology will bring value to the research community?
 - What other ATTRACT Phase 1-projects could I team up with for synergy?
 - How would I integrate CBI-like MSc students activities in my project for social innovation?
- Your face-to-face meetings in Grenoble with the IC, as well as your posters and articles in the ATTRACT Final Conference, should cover meaningfully these points.
- Displaying a prototype, even if still conceptual, at Grenoble and/or at the ATTRACT Final Conference, may be worth considering.

How IdeaSquare could help for ATTRACT Phase 2?

- The integration of CBI-like MSc level student teams in Phase 2 projects will be *compulsory*. IdeaSquare (IS) has been running CBI for five years now, and has experience with over 150 student projects.
- In collaboration with KT, IS can help to organize these activities, including the training and mentoring of the students inspired by your technologies.
- In collaboration with KT, IS can organize *ad-hoc* reinforcing activities for discovering opportunities for the application of your technologies to societal challenges.
- IS's rapid prototyping facilities can be used not only by you to test your technology but also as a place for the student teams to work on potential, unforeseen societal applications.
- IS hosts more than 250 events/year, many of them involving industrial and investment stakeholders. Through the students, your project may benefit from them.
- IS hosts the Project Administrative Office of ATTRACT, permitting to benefit from updates and interactions with the projects hosted there.



Thanks

<https://attract-eu.com/>

