



The ATTRACT initiative: CERN offering gateways to European networks

CERN Roadshow in Finland, April 6, 2017 Espoo

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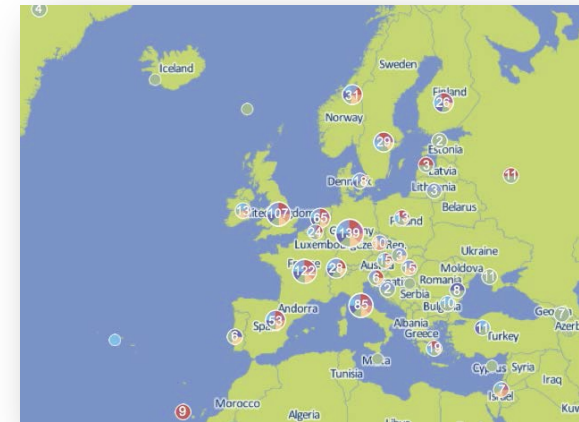


www.attract-eu.org

ATTRACT:

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

- European Research Infrastructures (RIs), including CERN, offer great assets for Europe.
- Key challenge: How to use them optimally?



ATTRACT:

Aligning with EU Research Infrastructures policy

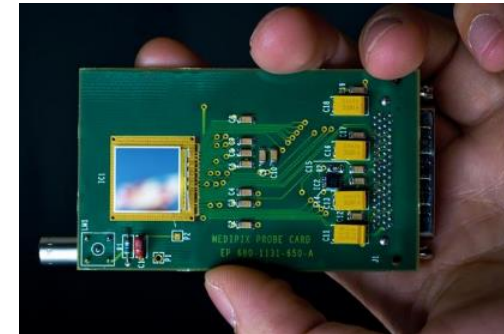
- H2020 aims to foster the innovation potential of research infrastructures, realised in collaboration with industry and especially SMEs.
- ATTRACT proposes co-innovation between industry and RIs in the domain of **detection and imaging**.
- It is responding to a 20 M€ Call (INFRAINNOV-17) to start the process.



ATTRACT:

Focus on detection and imaging technologies

- European RIs as well as the R&D communities associated to them harbour an enormous *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 research, competitiveness and jobs.
- Key European industrial players will depend on them to achieve a competitive advantage.
- Advances in science and technology 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 has an inclusive focus on technology development.
- ATTRACT aims to create new innovation paradigms engaging entrepreneurial-minded universities, business schools, innovation hubs and other experts.
- Together with RIs and industry, they will be in the driving seat from start.
- A consortium has been created incorporating leading ERIs and innovation experts.



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. There is plenty of room for Finland and CERN to play an important role in it.
- Industry (Large Companies and SMEs, European RIs, National RIs, Academic Organizations, Industrial R&D centres, etc.) are the pillars of this initiative.



ATTRACT:

How to get involved?

- Sign up on ATTRACT (www.attract-eu.org)
- Follow the instructions made available in late 2017, if EC funds the initiative.





Thank you for your attention

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

