

Work Plan and deliverables

Short summary of the ATTRACT Project

The ATTRACT project proposes a new collaboration paradigm aligned with the 'Open Science, Open Innovation and Open to the World' philosophy. Its objective is the identification and initial development of breakthrough detection and imaging technology concepts for expanding fundamental research frontiers and suitable for future industrial upscaling for novel applications and business.

It promotes the involvement of national and pan-European Research Infrastructures and their associated research communities, industrial organisations (especially SMEs) and innovation and business specialists.

It proposes a co-innovation approach in which scientific and industrial communities jointly pursue and generate breakthrough concepts in close and equal partnership.

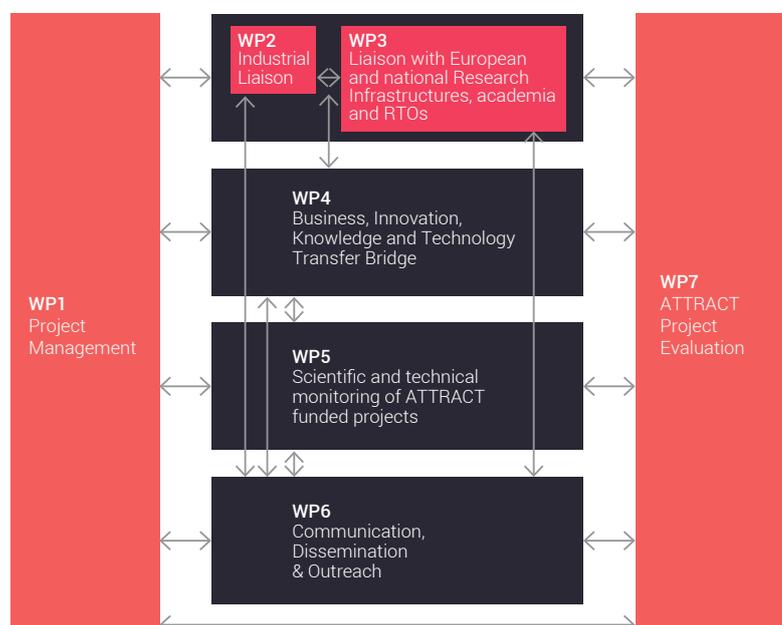
Project implementation begins with the launch of a Call for proposals from third parties for financial support, to be drawn from a €17 million fund. The proposals received will be peer-reviewed by an Independent R&D&I Committee of top experts in the field of detection and imaging technologies. After this process 170 breakthrough technology concepts will receive €100,000 of seed funding each to develop the concepts further during one year. The funded projects will then present their results in a Final Assessment Conference in Brussels.

The ATTRACT consortium members will provide business assessments to the funded project teams to enhance awareness of future commercial applications. Furthermore, two pilots based on design thinking methodologies will be run for/with interdisciplinary master level students, aimed at discovering and generating social value applications inspired by the technologies of the funded projects. The ATTRACT project consortium comprises top partners capable of catalysing a large variety of key stakeholders towards a future unique European innovation ecosystem. The project will take 24 months to complete.

Project Work Plan - Work Packages

The ATTRACT Project will operate through six interlinked Work Packages (WPs) and one Project Management WP.

Overview of the interlinked WPs



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Work Package 1: Project Management

Coordinator: European Laboratory for Particle Physics (CERN)

The two main objectives in this Work Package are:

1. Management of the ATTRACT Project
2. Management of the process linked to the launching, administration and logistics of the call for third-parties

All tasks and activities will be performed by the Project Administrative Office (PAO) under the supervision of the Project Consortium Board (PCB).



Work Package 2: Industrial Liaison

Coordinator: European Industrial Research Management Association (EIRMA)

The overall objective of this Work Package is to encourage industry to understand and engage with the ATTRACT Programme as an 'Open Science, Open Innovation, Open to the World' collaboration platform for breakthrough technology development. The activities in this WP centre around:

- Creating awareness of the ATTRACT Open Call within industrial R&D&I organisations operating in Europe, and of the advantages of its approach to accelerating the development of breakthrough detection & imaging technologies
- Facilitating industry's participation in the ATTRACT Project
- Facilitating the evaluation of industry's response to, and engagement with the ATTRACT Project



Work Package 3: Liaison with European and national Research Infrastructures, academia and RTOs

Coordinator: European Synchrotron Radiation Facility (ESRF)

The main objectives of this Work Package are to:

- Establish a network of national and international RIs, academic centres and RTOs which have potential interest in the ATTRACT Project
- Stimulate their participation in the ATTRACT call
- Facilitate interaction among the stakeholders and with industry
- Analyse the added value of ATTRACT for these stakeholders as part of the final evaluation report

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Work Package 4: Business, Innovation, Knowledge and Technology Transfer Bridge

Coordinator: Aalto University

Today's global economy and business are facing a tremendous challenge: how to transform research, the money invested and the resources provided to laboratories and scientific parks into new innovations to create new products and services. This WP has one main objective: to identify out of the 170 ATTRACT funded projects a selection of (potential) technologies which lend themselves most readily to the Young Entrepreneurs Pilot for MSc students. The result of the Pilot will be:

- A new approach toward building an improved European collaborative training environment for MSc students at national and pan-European RIs
- The validation of wider career opportunities for MSc students in terms of the content of their work (applying design thinking methodologies for societal problems using concepts and (future) technologies that originate from fundamental science; and the possible work environment at national and pan-European RIs



Work Package 5: Scientific and technical projects monitoring

Coordinator: European Southern Observatory (ESO)

The goal of this Work Package is to provide a monitoring process for approved (funded) projects which will give an oversight of their technical and scientific progress over the course of the award period. The process aims at:

- Ensuring that the awards are used for their approved purpose
- Notifying the consortium management bodies of problems with projects as they occur
- Encouraging a structured layout of projects with agreed milestones and deliverables



Work Package 6: Communication, Dissemination & Outreach

Coordinator: ESADE

The main objectives of this Work Package are to:

- Support the awareness and dissemination of the ATTRACT call
- Raise visibility and awareness of the ATTRACT Project as a new integrated approach to innovation
- Raise visibility for funded projects so they become appealing for future research funding by external parties (e.g. venture capital and national/EU public funding)
- Provide scientists within the 170 ATTRACT funded projects with a better understanding of basic knowledge about entrepreneurship whilst at the same time promoting the initiation of technology transfer activities and create opportunities for young entrepreneurs in an effort to close the gap between business and science

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Work Package 7: ATTRACT Project evaluation

Coordinator: ESADE

The two main objectives in this Work Package are:

- An evaluation of the implementation of the ATTRACT Project. The evaluation will focus on:
 - the effectiveness of the project operational mechanisms (open call process, opportunities for cross-fertilisation of ideas, opportunities to engage in technology transfer, etc.)
 - the (foreseen) impact of the technologies developed
- A report on the framework model for the sustainable continuation and scale-up of the ATTRACT Project

Public deliverables

The project will produce a series of public deliverables which we detail here below. These will become available by a direct hyperlink as of when produced and approved.

DELIVERABLE NAME	WORK PACKAGE	LEAD PARTICIPANT
D1.1. Report on Rules and regulations of the call and submission and evaluation 1 CERN R PU M0	1	CERN
D2.4. Details of ATTRACT call, deadline, requirements disseminated through existing EIRMA channels	2	EIRMA
D6.2. Communications Strategy & Dissemination Plan	6	ESADE
D1.3. Data Management Plan	1	CERN
D1.4. Final ranking of evaluated applications, produced by the IC	1	CERN
D6.4. Monthly updates on the ATTRACT website highlighting selected funded project's progress	6	ESADE
D4.1. Assessment report to identify suitable technologies for use in the Innovators and Entrepreneurs' Pilot	4	Aalto
D1.7. Final report on project summaries	1	CERN
D2.6. Report reflecting industry attitudes to IP in advanced research collaborations, with input from members of EIRMA's Special Interest Group on Intellectual Asset Management	2	EIRMA
D5.2. Updates on the progress matrix of funded projects to PCB, indicating status	5	ESO
D2.9. Industry input provided to project evaluation processes led by WP7	2	EIRMA
D2.10. Industry input provided on sustainable project model analysis led by WP7	2	EIRMA
D2.7. Report outlining industry's needs, options and constraints in advanced collaborative R&D, based on input from EIRMA members, for dissemination among project applicants	2	EIRMA
D6.6. Report on outreach activities	6	ESADE
D4.2. Publicly available and disseminated summaries of the outcomes of individual student team projects	4	Aalto
D7.2. Report on statistical analysis of questionnaires	7	ESADE
D4.3. Evaluation report on 'From Science-to-Business' training	4	Aalto
D1.8. Report on IC-final evaluation of completed projects	1	CERN
D3.2. Report on the attendance of stakeholders in events to further promote the ATTRACT Project	3	ESRF
D3.3. Report on the analysis of interaction and added value between RIs, academia and RTOs, including their experience	3	ESRF
D6.7. Report in investment pitching trainings delivered to funded project teams and students participating in the WP4 Pilot	6	ESADE
D4.4. Report on the implementation and analysis of the Young Innovator & Entrepreneurs' Pilot	4	Aalto
D7.3. Report on ATTRACT Programme sustainable framework model	7	ESADE



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