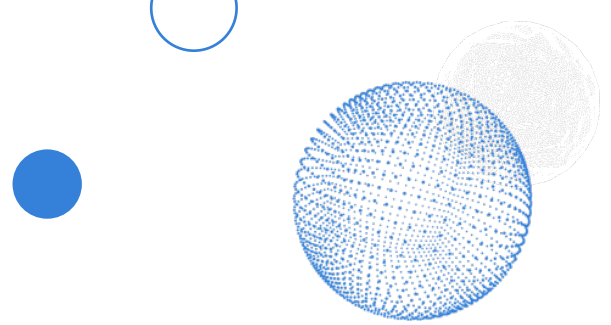




Developing breakthrough technologies  
for science and society



# Press kit

ATTRACT is a pioneering initiative bringing together Europe's fundamental research and industrial communities to lead the next generation of detection and imaging technologies. Funded by the European Union's Horizon 2020 programme, the project aims to help revamp Europe's economy and improve people's lives by creating products, services, companies and jobs.

## Our story

Six of Europe's leading scientific laboratories have joined forces with experts in business education and management to develop **next-gen scientific tools** and co-create products, companies and jobs.

Back in 2018, we provided 170 projects with €100,000 to develop a proof-of-concept. Now, we have selected the most promising projects and given them **€500,000 - €2,000,000** to continue their work.

From 2021, we will emphasise **relationship-building activities**—connecting projects with one another, student researchers, and potential investors—to maximise the benefits for society.

By the end of the program, in 2025, the projects should be ready to shift from taxpayer funding to private investment, helping to **establish Europe as a preeminent hub for deep-tech ventures**.

## Our philosophy

The ATTRACT Consortium seeks to support scientists, students, industry, investors, policymakers, and the wider public. We will support these communities through our commitment to supporting:

- **Jobs, growth, products and services:** helping Europe to prosper in a post-pandemic world.
- **Breakthrough innovation/collaboration:** rather than incremental improvement/competition.
- **The next generation of leaders:** providing students with opportunities in design thinking.
- **UN Sustainable Development Goals (SDGs):** for a better and more sustainable future for all.
- **Open access and open data:** better/faster science, economic growth, and societal benefit.

## Press contacts

For more information, including Consortium interviews and site visit requests, please contact:

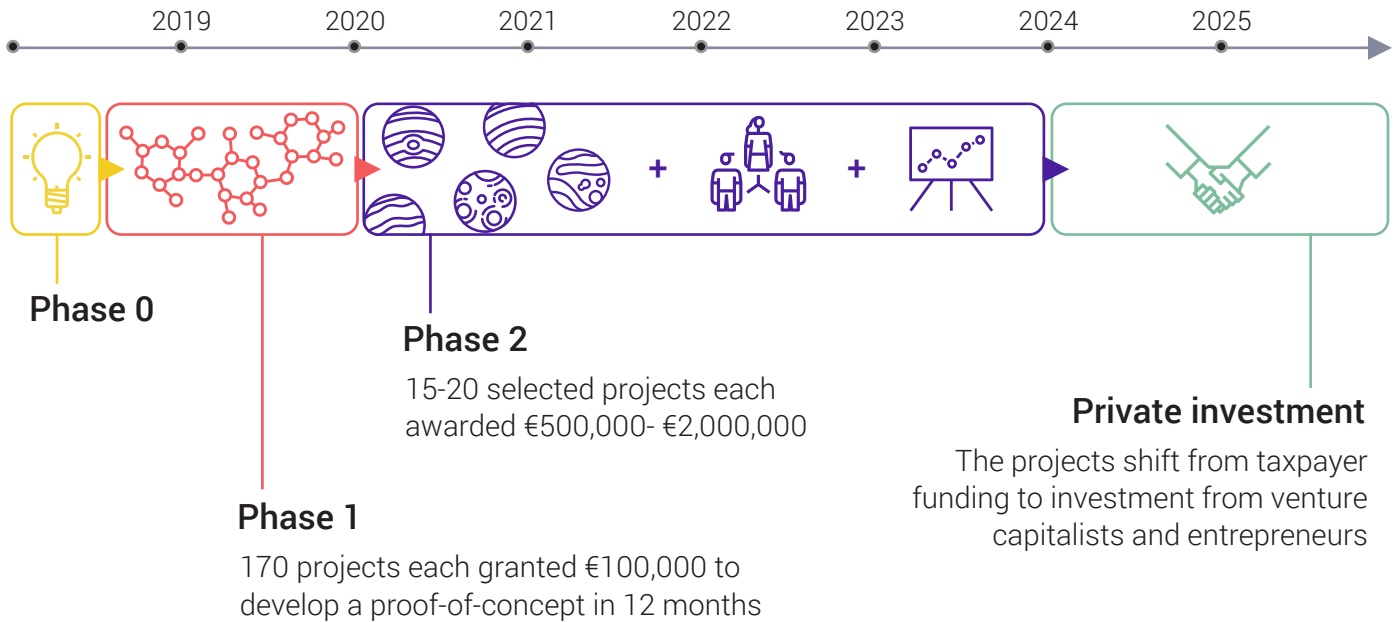


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## Our journey



## Who we support

### ✔ Scientists

We support top-level researchers by bringing their game-changing ideas to life

### ✔ Industry

We bring industry together with research to create fruitful working partnerships

### ✔ Policymakers

We measure our success through our impact on goods, services, jobs, and growth

### ✔ Students

We invest in the next generation of leaders through our student project program

### ✔ Investors

We absorb and reduce risk, engaging with private investors when the time is ripe

### ✔ Public

We serve the wider European community and encourage them to get involved

## Partners

