

Press kit ATTRACT phase 2

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, it aims to help revamp Europe's economy and improve people's lives by creating products, services, companies and jobs.

Story

Six of Europe's leading scientific laboratories have joined forces with experts in business education and management for ATTRACT to become a reality. Funded by the European Commission (EC), ATTRACT will contribute to develop next-gen scientific tools, co-create new business and market products, increase European companies' competitiveness and ultimately trigger more and better jobs for Europeans.

Back in 2018, ATTRACT phase 1 seed funded 170 projects for developing a breakthrough proof of concept. Now, **ATTRACT phase 2 is launching a thematic open call** with a total funding envelope of 25 M euros, leveraging on the most promising opportunities materialized and whose goal is to translate prototypes into pre-market products.

ATTRACT phase 2 will also strengthen the phase 1 emerging ecosystem. Cross-connections of technologies and projects, scaling-up opportunities for young innovators, etc., will be just a few examples of actions.

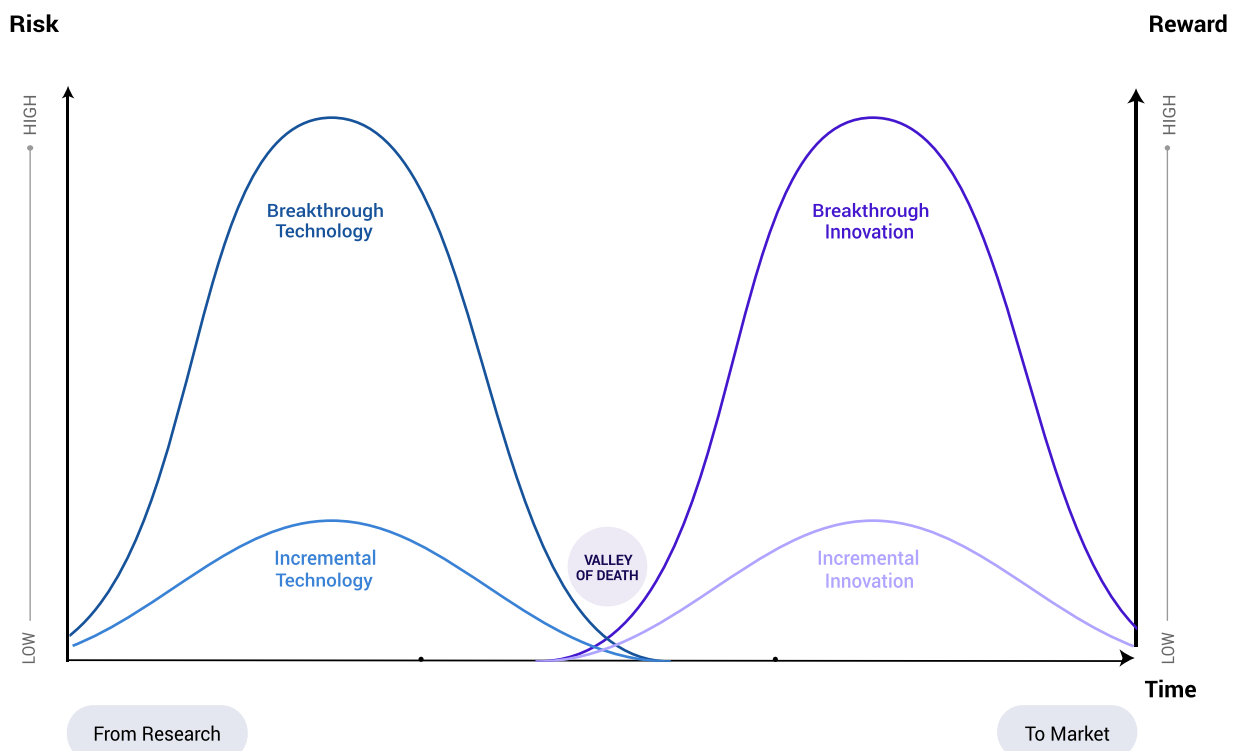
At the end of ATTRACT phase 2, **a socio-economic study will provide quantitative and qualitative data** and insights about its value for Europe. This will forecast the potential benefits of scaling up ATTRACT and its associated benefit for Europeans.

Philosophy

The ATTRACT initiative is rooted in the "open science, open innovation, open to the world" paradigm, and its fundamental pillars are:

- **Basic research, and the technologies developed for it, generate value for society.** Think of your smartphone, tablet, laptop, MRI scans, smart cars... all of these originate in science and technology initially conceived and prototyped in a lab.
- **The translation of this value often occurs by serendipity.** Why not make it more streamlined, by creating the right environment.
- **Co-innovation.** The best opportunities for innovation and wealth generation emerge when collaboration and competition work together.
- **Young talent should be empowered.** Let us support the imagination of the future leaders of our society by enabling them to develop their own projects side by side with today's professionals.
- **Public funding paves the way.** Breakthrough technologies are inherently risky for private capital, especially in their early days. Public funding de-risks them and pushes them across the Valley of Death.

Approach: "No two Valleys of Death look the same"



Breakthrough technologies, specially coming from fundamental research, embed a high reward for future business. Nevertheless, they are very risky to invest in for private capital as compared with incremental ones. Public funding is the key for de-risking them.

Absorbing and reducing the risk to the market

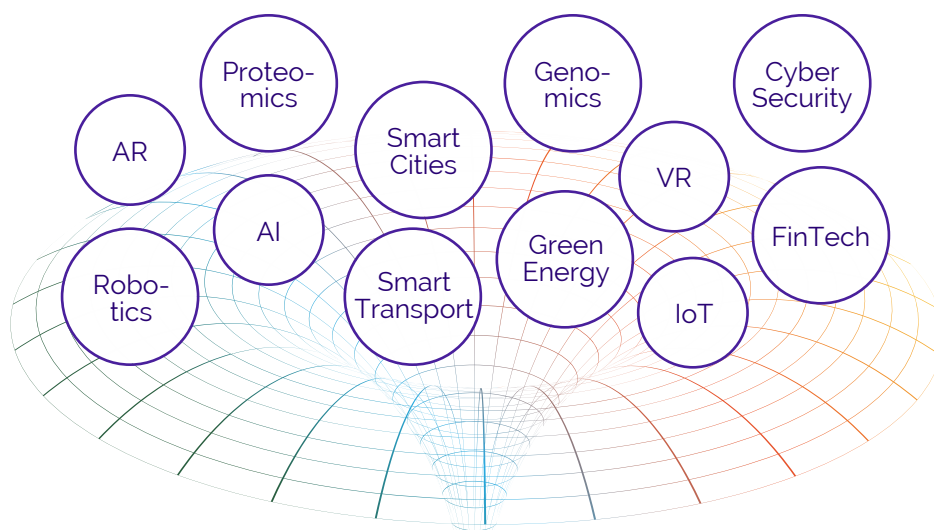


De-risking them requires two public funding stages:

1. **Risk absorption:** Ideas and concepts reach a prototype level.
2. **Risk mitigation:** The most promising ones are leveraged towards a pre-market product.

Breakthrough detection and imaging technology

Detection and imaging technologies together with computing will enable future paradigms like smart cities, autonomous transport, personalised healthcare.



Stages of the ATTRACT project

2019-2020 Horizon 2020

ATTRACT phase 1 (€20M EC total funding)

- Concluded
- The first 170 R&D&I breakthrough are completed
- 100 young innovators benefitted
- First quantitative and qualitative data about the value of ATTRACT analysed

2021-2025 Horizon 2020

ATTRACT phase 2 (€35M EC total Funding)

- Starting
- Open Call leveraging on the most promising opportunities from phase 1
- Benefiting 400 young innovators
- A multifold socio-economic study of ATTRACT completed

2022-2024 Horizon Europe

ATTRACT Transition: From the RI Unit to the EIC

- Foreseen
- Transition towards the European Innovation Council (EIC)
- R&D&I: Small Open Call phase 1 type
- Strategic objectives:
 1. Integration model into the EIC?
 2. How private and public financing could be integrated?
 3. How to scale-up the opportunities for young innovators

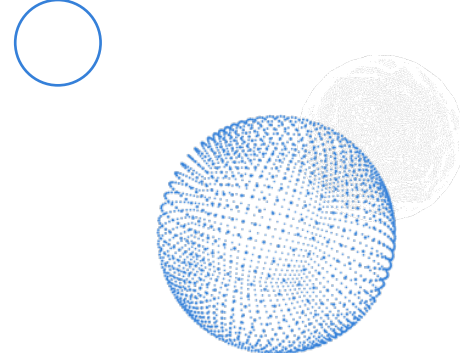
2025-(?) Horizon Europe/ Beyond?

MAXI ATTRACT (EIC)

- Ambitioned
- Full integration and deployment of ATTRACT into the European Innovation Council (EIC)
- Phases 1 and 2 deployed cyclically
- Development of an EU scale programme for young innovators
- Extrapolation of the ATTRACT model at national level
- Expanding beyond the field of detection and imaging technologies



Developing breakthrough technologies
for science and society



Press contacts

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Partners



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