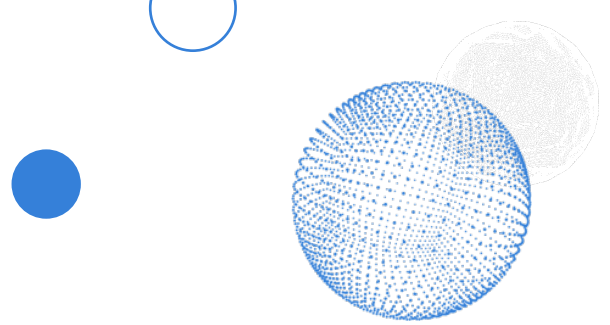




Developing breakthrough technologies  
for science and society



# 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.

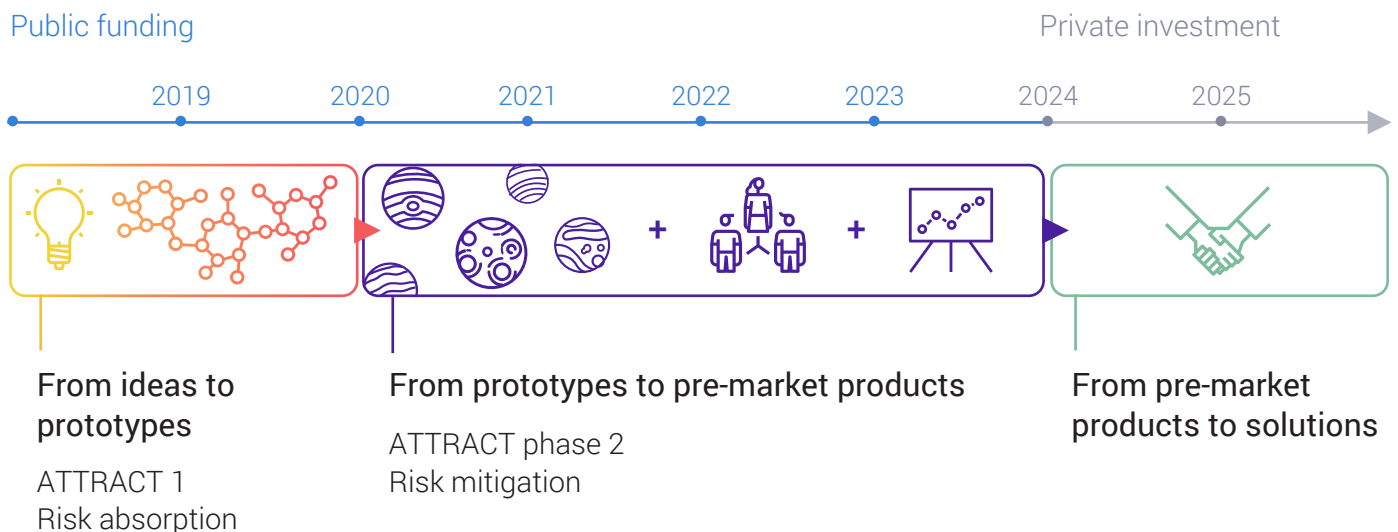
At the end of ATTRACT phase 2, **a socio-economic study will provide quantitative and qualitative data** and insights about its value for Europe. This will forecast the potential benefits of scaling up ATTRACT and its associated benefit for Europeans.

## Philosophy

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

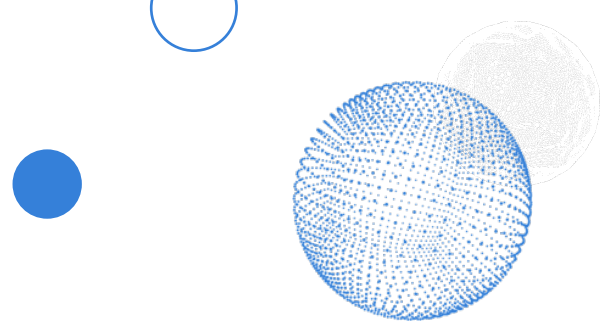
- **Basic research, and the technologies developed for it, generate value for society.** Think of your smartphone, tablet, laptop, MRI scans, smart cars... all of these originate in science and technology initially conceived and prototyped in a lab.
- **The translation of this value often occurs by serendipity.** 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.

## Absorbing and reducing the risk to the market

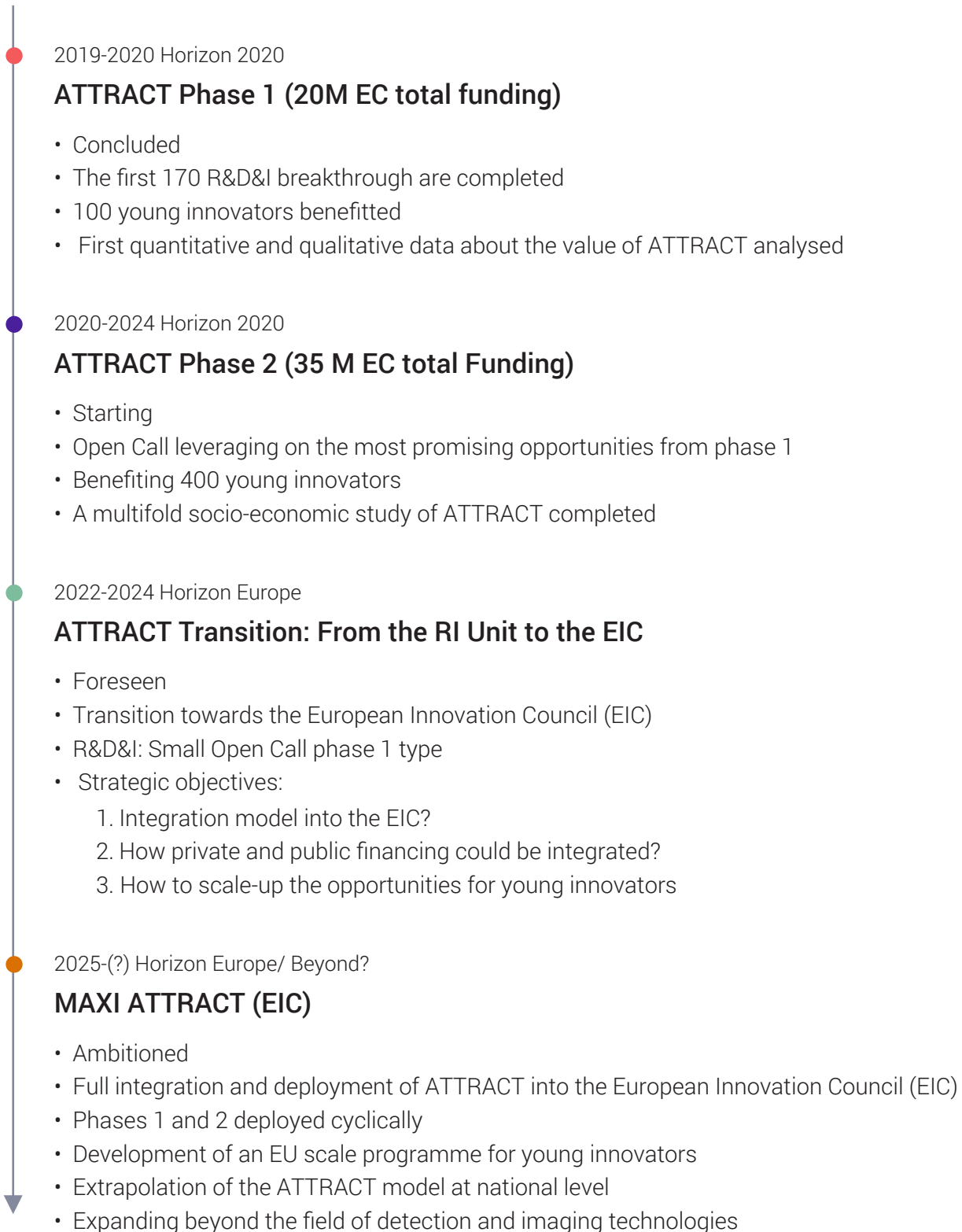


De-risking them requires two public funding stages:

1. **Risk absorption:** Ideas and concepts reach a prototype level.
2. **Risk mitigation:** The most promising ones are leveraged towards a pre-market product.<sup>9</sup>

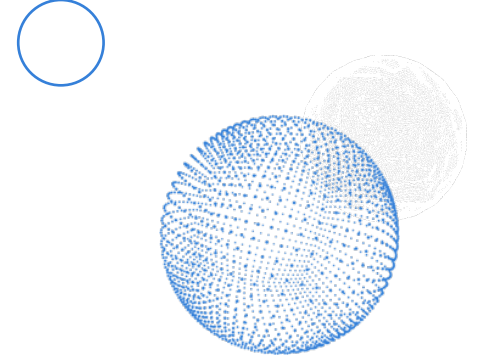


## Stages of the ATTRACT project



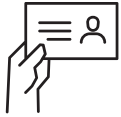


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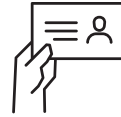


## Press contacts

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## Partners



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