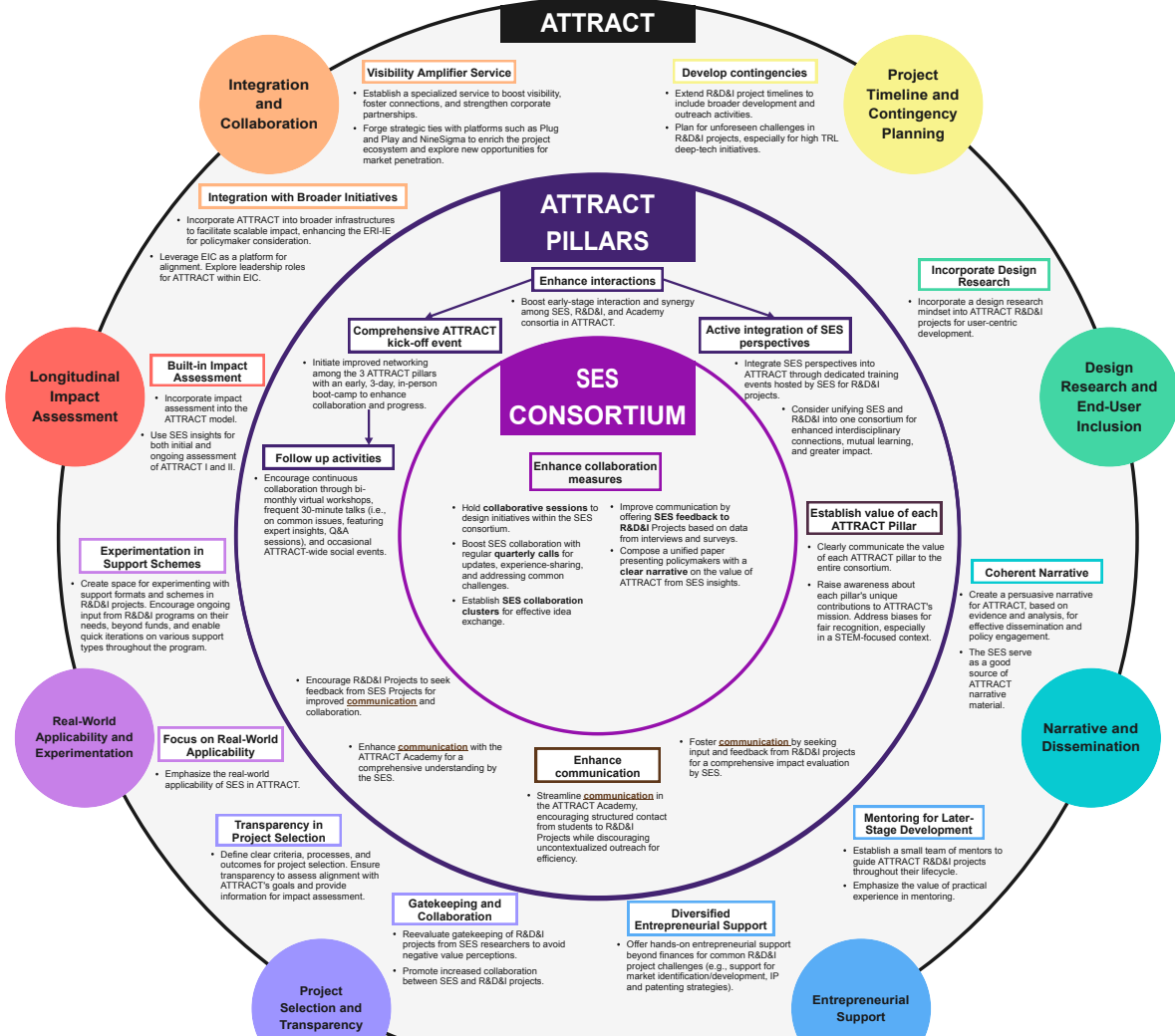# Early recommendations for future ATTRACT editions:

Figure illustrating the insights, early recommendations, and challenges identified by the ATTRACT SES that are relevant to future editions of the ATTRACT initiative. These perspectives were gathered from ATTRACT SES members at a World Cafe session at the SES Interim Workshop in October 2023. Perspectives below were derived from responses to a question posed by the ATTRACT SES Facilitator (i.e., *What characteristics should define the next generation of ATTRACT?*). The figure is separated into 3 distinct rings, with recommendations relevant to ATTRACT as a whole (*black*), the ATTRACT Pillars (i.e., R&D&I, SES, Academy; *purple*), and the SES consortium (*violet*). This figure represents a **non-exhaustive** summary (i.e., only those discussed at the World Cafe session) of early recommendations for ATTRACT, gathered at its effective midway point.

ATTRACT

Integration and Collaboration

Visibility Amplifier Service
- Establish a specialized service to boost visibility, foster connections, and strengthen corporate partnerships.
- Forge strategic ties with platforms such as Plug and Play and NineSigma to enrich the project ecosystem and explore new opportunities for market penetration.

Develop contingencies
- Extend R&D&I project timelines to include broader development and outreach activities.
- Plan for unforeseen challenges in R&D&I projects, especially for high TRL deep-tech initiatives.

Project Timeline and Contingency Planning

Integration with Broader Initiatives
- Incorporate ATTRACT into broader infrastructures to facilitate scalable impact, enhancing the ERI-IE for policymaker consideration.
- Leverage EIC as a platform for alignment. Explore leadership roles for ATTRACT within EIC.

Incorporate Design Research
- Incorporate a design research mindset into ATTRACT R&D&I projects for user-centric development.

Design Research and End-User Inclusion

Longitudinal Impact Assessment

Built-in Impact Assessment
- Incorporate impact assessment into the ATTRACT model.
- Use SES insights for both initial and ongoing assessment of ATTRACT I and II.

ATTRACT PILLARS

Enhance interactions
- Boost early-stage interaction and synergy among SES, R&D&I, and Academy consortia in ATTRACT.

Comprehensive ATTRACT kick-off event
- Initiate improved networking among the 3 ATTRACT pillars with an early, 3-day, in-person boot-camp to enhance collaboration and progress.

Active integration of SES perspectives
- Integrate SES perspectives into ATTRACT through dedicated training events hosted by SES for R&D&I projects.
- Consider unifying SES and R&D&I into one consortium for enhanced interdisciplinary connections, mutual learning, and greater impact.

Follow up activities
- Encourage continuous collaboration through bi-monthly virtual workshops, frequent 30-minute talks (i.e., on common issues, featuring expert insights, Q&A sessions), and occasional ATTRACT-wide social events.

SES CONSORTIUM

Enhance collaboration measures
- Hold **collaborative sessions** to design initiatives within the SES consortium.
- Boost SES collaboration with regular **quarterly calls** for updates, experience-sharing, and addressing common challenges.
- Establish **SES collaboration clusters** for effective idea exchange.

- Improve communication by offering **SES feedback to R&D&I Projects** based on data from interviews and surveys.
- Compose a unified paper presenting policymakers with a **clear narrative** on the value of ATTRACT from SES insights.

Establish value of each ATTRACT Pillar
- Clearly communicate the value of each ATTRACT pillar to the entire consortium.
- Raise awareness about each pillar's unique contributions to ATTRACT's mission. Address biases for fair recognition, especially in a STEM-focused context.

Coherent Narrative
- Create a persuasive narrative for ATTRACT, based on evidence and analysis, for effective dissemination and policy engagement.
- The SES serve as a good source of ATTRACT narrative material.

Narrative and Dissemination

Experimentation in Support Schemes
- Create space for experimenting with support formats and schemes in R&D&I projects. Encourage ongoing input from R&D&I programs on their needs, beyond funds, and enable quick iterations on various support types throughout the program.

Real-World Applicability and Experimentation

Focus on Real-World Applicability
- Emphasize the real-world applicability of SES in ATTRACT.

- Encourage R&D&I Projects to seek feedback from SES Projects for improved **communication** and collaboration.

- Enhance **communication** with the ATTRACT Academy for a comprehensive understanding by the SES.

Enhance communication
- Streamline **communication** in the ATTRACT Academy, encouraging structured contact from students to R&D&I Projects while discouraging uncontextualized outreach for efficiency.

- Foster **communication** by seeking input and feedback from R&D&I projects for a comprehensive impact evaluation by SES.

Mentoring for Later-Stage Development
- Establish a small team of mentors to guide ATTRACT R&D&I projects throughout their lifecycle.
- Emphasize the value of practical experience in mentoring.

Transparency in Project Selection
- Define clear criteria, processes, and outcomes for project selection. Ensure transparency to assess alignment with ATTRACT's goals and provide information for impact assessment.

Gatekeeping and Collaboration
- Reevaluate gatekeeping of R&D&I projects from SES researchers to avoid negative value perceptions.
- Promote increased collaboration between SES and R&D&I projects.

Diversified Entrepreneurial Support
- Offer hands-on entrepreneurial support beyond finances for common R&D&I project challenges (e.g., support for market identification/development, IP and patenting strategies).

Project Selection and Transparency

Entrepreneurial Support

ATTRACT
Socioeconomic Studies