

WHAT'S ON THE HORIZON? FRAMING THE NEXT 40 YEARS OF EUROPEAN R&I

ATTRACT Sponsorship report

In February 12-13, 2024, Science|Business – celebrating its 20 years of existence – convened international leaders from across the science, technology, and innovation spectrum in Brussels and online to mark the 40th anniversary of the launch of the EU's first Framework Programme (FP) for research. Past, current, and possibly future architects of the Framework Programme joined in to reflect on its accomplishments, analyze its impact on Europe and global R&D cooperation, and discuss future directions for EU science and technology.

Under the 2023 CERN framework contract between Science|Business and INESC, ATTRACT was provided at this event:

- Sponsorship, speaking opportunity and special report of an ATTRACT session Feb. 13 on training new tech talent
- Participation in Feb. 12 workshops on planning FP10, and a speaker opportunity in the concluding panel that day
- Development and printing of a 4-page brochure about ATTRACT Academy, distributed at the conference and posted online
- Attendance of two ATTRACT representatives at the Feb. 12 President's dinner



Patrick Cramer
Max Planck Society



Makiko Naka
RIKEN



Anna Panagopoulou
European Commission



Francesco Sette
Director General, ESRF



Marc Lemaître
European Commission



Thomas Jarzombek
German Bundestag



Maria da Graça Carvalho
European Parliament



Kurt Vandenberghe
European Commission

1. PARTICIPATION

- On-site: More than 350 in-person participants.
- The platform where the Conference was streamed had a combined total of over 650 users.
- The Science|Business website experienced peak traffic, as is tradition on days surrounding a conference, with 4.500 new users during the conference days

2. SPONSORED SESSION

- The breakout session sponsored by Attract, titled '*Hot talent: How to train future tech innovators*', was followed by 85 attendees in the room and 90 consisting of live online attendees and YouTube views.
- Here is the video recording of the [breakout session](#).
- An article providing highlights of the breakout session was produced by Science|Business and published on 29 February, obtaining 720 views on the website and over 6,150 impressions through the newsletter. [Link to the article here](#).



Anna Panagopoulou
European Commission



**Antoaneta
Angelova-Krasteva**
European Commission



Ilkka Niemelä
Aalto University



Pablo Garcia Tello
CERN



Chiara Giovenzana
ATTRACT

3. ATTRACT VISIBILITY

Partners



Session 2: *Hot talent: How to train future tech innovators*

As AI, autonomous vehicles, green energy and other hot technologies roll out, Europe will have a problem if it lacks the talent needed to make it all work – people with, not only a STEM education, but also the hands-on experience with team work, creativity, communications, project management and more to turn a nerdy tech into a cool product or service. To get them, we will need new educational programmes to broaden the learning experience – to parachute more students inside organisations working with these technologies. Research infrastructure, working in partnership with established educational institutions, are one such training ground that Europe can use. Small companies and multinationals are another. This workshop will examine Europe's growing STEM-supply gap, case studies of innovative training models, and suggestions for new kinds of programmes.

Panel discussion featuring:

- **Anna Panagopoulou**, Director, European Research Area and Innovation, DG RTD, European Commission
- **Antoaneta Angelova-Krasteva**, Director, Innovation, Digital Education and International Cooperation, DG EAC, European Commission
- **Ilkka Niemelä**, President, Aalto University
- **Pablo Garcia Tello**, Section Head, Development of New Projects and Initiatives, EU Office, CERN
- **Chiara Giovenzana**, Chief Executive Officer, Binella175; Member, Independent R&D&I Committee (IC), ATTRACT

Moderated by **Richard L. Hudson**, Editorial Director, Co-Founder and Vice Chair of the Board, Science|Business

Supported by the ATTRACT Project

4. SOCIAL MEDIA

- Two posts on three different platforms promoting the ATTRACT breakout session and live Q&A before the conference, with 2.200 impressions and 125 engagements.
- One live post was posted during the breakout session on Twitter/X and LinkedIn obtaining 500 impressions and 16 engagements.
- One social media post on three different platforms promoting the news story about the ATTRACT session at the conference, with 1,600 impressions and 70 engagements.

Science|Business @scibus · Feb 13 Promote ...

Chiara Giovanzana, representing @ATTRACTEU, reflects on talent in science: We need an interdisciplinary approach because the challenges we are facing are so huge. We can't rely solely on experts in specific fields; instead, we require a broad approach.

Hot talent: How to train future tech innovators

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Science|Business 10,807 followers 1mo ·

Join the conversation on education and training for future tech innovators at the Science|Business Annual Conference on 13 February at 14:45!

Session Focus: Rethinking education and training for future tech innovators

As the global race for technology leadership intensifies, so too does the challenge of ensuring a skilled workforce. Particularly for the public sector, Europe faces the strategic challenge of expanding the pool of tech talent quickly and efficiently. How can we innovate in talent development beyond universities? Supported by the ATTRACT project, this session will explore the crucial role that research infrastructures and organisations can play in driving progress: <https://lnkd.in/d/jRBkeZJ>

SCIENCE BUSINESS Supported by ATTRACT

Rethinking education and training for future tech innovators

14:45-15:45, 13 February 2024
Brussels

with Pablo Garcia Tello and 5 others

9 1 repost

Science|Business @scibus · Feb 8 Promote ...

Have a look at the speaker lineup for the 'Hot talent: How to train future tech innovators' session at the Science|Business Annual Conference on Feb 13! Don't miss this panel discussion supported by the @ATTRACTEU Project! Register to watch online: tinyurl.com/59w95hy2

SCIENCE BUSINESS Supported by ATTRACT

Hot talent: How to train future tech innovators

Anna Panagopoulou European Commission
Antoaneta Angelova-Krasteva European Commission
Ilkka Niemelä Aalto University
Pablo Garcia Tello CERN
Chiara Giovanzana ATTRACT

Anna Panagopoulou and 7 others

Science|Business 11,079 followers 6d · Edited ·

Panelists of the ATTRACT EU session at a recent Science|Business conference emphasized the need for new training models to address Europe's tech talent shortage. With only 1.6% of the EU labour force comprising researchers ...see more

Needed: 'hands-on' training to bridge Europe's tech talent gap

Sponsored by ATTRACT

with Pablo Garcia Tello and 8 others

9 3 reposts

About ATTRACT Academy

In 2017, a group of research infrastructure, universities and associations teamed up to develop a new way to incubate deep tech products and services – applying advanced IT, sensor, imaging and detection technologies to fundamental problems in healthcare, climate, agriculture and industry. Since then, with grants from the EU's Horizon 2020 programme, the ATTRACT consortium has funded proof of concept, prototyping and business-case development of more than 170 different technologies across Europe.

The ATTRACT Academy takes that process one step further. It connects the ATTRACT technology grantees with students from across Europe, to brainstorm with them on new applications. The students come from all disciplines: engineering, physics, business, finance, marketing, design – some 75 specialties in all. At their home universities, they attend classes on the key skills a flexible, multi-skilled innovator will need.

Then they travel to meet the technology and its inventors – often to Geneva and the IdeaSquare training facility set up by famed high – energy physics lab CERN. In teams, they brainstorm on possible applications. Often, they prototype, draft a business plan and develop marketing.

The learning experience is unique. Also unique is the supporting alliance among European research infrastructure – the accelerators, synchrotrons and other 'Big Science' devices, staffed by thousands of researchers and technicians. As a spin-off from their science, these labs train and again develop groundbreaking technologies: the World Wide Web was invented first at CERN.

For students, it's a perfect combination: top research infrastructure, excellent universities, and ambitious tech companies – inviting future innovators to come, play, and learn. Europe will need more such training programmes.

Key facts

700+

STUDENTS FROM ALL EU MEMBER STATES AND BEYOND, IN 70+ DISCIPLINES

PARTNER INSTITUTIONS
CERN, ESAB, AALTO UNIVERSITY – PLUS OTHER RESEARCH INFRASTRUCTURE AND UNIVERSITIES ACROSS EUROPE

TECHNOLOGIES DEVELOPED
IRIGATION SENSORS, CHEMICAL 'SNIPPERS', ASBESTOS SCREENERS, SURGICAL GOOGLES, COVID DETECTORS...

FUNDING
EU HORIZON 2020

ATTRACT Academy

'Hands-on' training for Europe's next young tech innovators



Apply now, to www.worstedinnovators.co.eu

Europe has a tech talent gap. By 2027 the EU will be short by 1.4 million to 3.9 million tech workers, according to McKinsey.

But it isn't just a problem of numbers. It's about skills, too. Today, it isn't enough just to know a technology. It must also be well designed, sustainable, desirable. And that requires a breadth of skills that comes from hands-on experience – in a lab, in a company, in diverse teams, working with real technology.

Delivering that kind of learning experience is what the ATTRACT Academy has been doing since 2017 – so far, for more than 700 young people.

With a well-tested curriculum developed by some of Europe's top universities, the Academy brings students to CERN's IdeaSquare campus in Geneva to encounter and work with deep tech under development at CERN and partner companies.

The outcome: Another crop of bright young innovators, with the skills and ambition to make a difference in Europe's future.



PROJECT PARTNERS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 777220.

FOR MORE INFORMATION ABOUT ATTRACT AND ITS PARTNERS, GO TO WWW.ATTRACT-EU.COM

How can research and industry support the COM in planning for the future?



Annelien Bredenoord
Erasmus University
Rotterdam



Astrid Söderbergh Widding
Stockholm University



Sergio Bertolucci
CERN



Brit Helle
Eureka

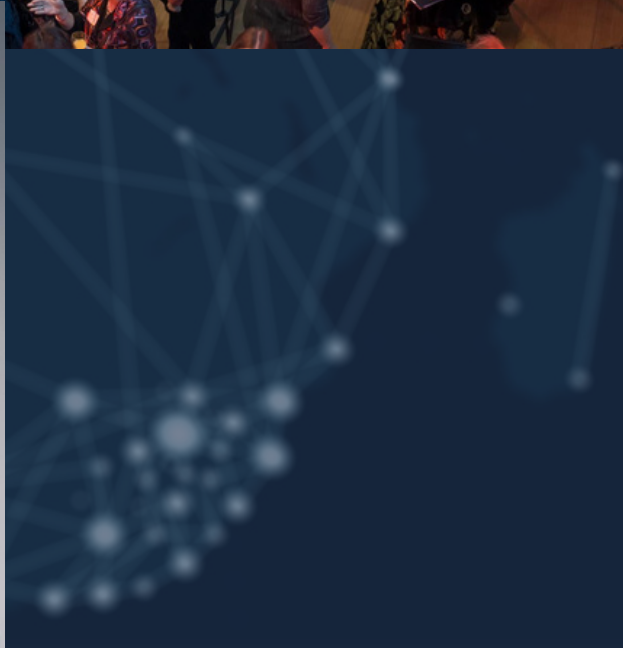


Closing panel of the Network workshops on February 12, with Sergio Bertolucci as a speaker, a session attended by 90 guests.



Image of the President's dinner on February 12 where Sergio Bertolucci and Pablo Garcia Tello attended, together with other 80 guests such as Robert-Jan Smits, Patrick Cramer, Christian Ehler and Antoine Petit.

Hot talent: How to train future tech innovators



This special report summarizes the opinions and suggestions voiced during the Science|Business Network workshops held on February 12, 2024. Representatives from its 75-member Network convened at a Brussels conference center to delve into key issues. Delegates from universities, companies, and public-sector organizations dedicated an afternoon to workshops focused on FP10 planning.

[Download the report here.](#)



Planning FP10

What should the tenth EU Framework Programme for research and innovation look like?
Opinions and suggestions from the R&I community