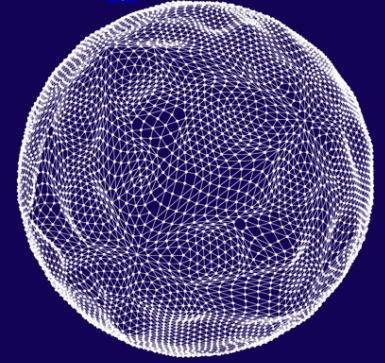




Developing breakthrough technologies for science and society



# D8.2 Online (social media) and offline (brochures, videos) dissemination materials produced

Name of the project:

**ATTRACT**

Grant Agreement contract number:

**GA- 101004462**

Date:

**9th July 2021**



## ATTRACT<sub>2</sub> dissemination materials

The ATTRACT Consortium has undertaken special care and effort rejuvenating the dissemination materials with respect to the ones already available in ATTRACT phase 1, but nevertheless taking advantage of existing ones such as media channels.

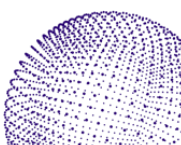
In this sense, special emphasis has been placed on elaborating a new “ATTRACT visual identity” and manual for the whole consortium in order to unify under a common format the different dissemination routes and channels (Appendix 1).

Additionally a completely renewed website has also been elaborated in accordance with the new “ATTRACT<sub>2</sub> visual identity” (see <https://attract-eu.com/>). In the context of this deliverable, it is worth highlighting:

- The “ATTRACT Press room” (<https://attract-eu.com/press-room/>) directed especially to those press members who would like to freely download content and visual materials regarding the ATTRACT project such as brochures (Appendix 2), logos and/or images.
- The “ATTRACT News and events” which is constantly updated with news concerning the ATTRACT<sub>2</sub> project (<https://attract-eu.com/news-and-events/>, see Appendix 3).
- The “ATTRACT in the media” which focuses especially on how the ATTRACT<sub>2</sub> project is perceived by the media across Europe and beyond (<https://attract-eu.com/in-the-media/>, see Appendix 4)

These three items are supplemented by offering the possibility for interested stakeholders to also subscribe for receiving the latest ATTRACT newsletters.

Additionally, the ATTRACT consortium continues to put significant effort into keeping its different media channels continuously active. The following table contains the different ATTRACT media channels:





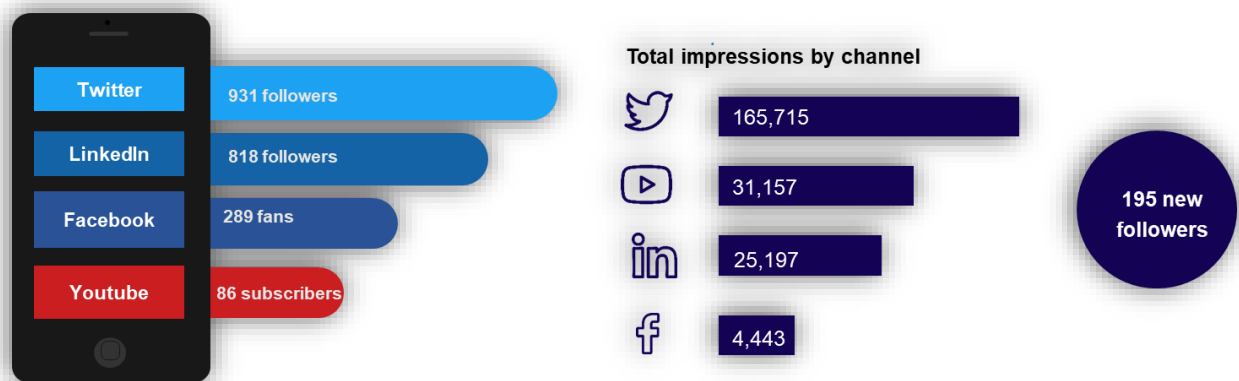
Channel	Link
YouTube	<a href="https://www.youtube.com/channel/UC44Q8eMkRUvpvHZm6f8iduvg">https://www.youtube.com/channel/UC44Q8eMkRUvpvHZm6f8iduvg</a>
FaceBook	<a href="https://www.facebook.com/ATTRACTEU/">https://www.facebook.com/ATTRACTEU/</a>
Twitter	<a href="https://twitter.com/AttractEu">https://twitter.com/AttractEu</a>
LinkedIn	<a href="https://www.linkedin.com/company/attract-eu">https://www.linkedin.com/company/attract-eu</a>

Of additional interest is the highlighting of “Facts and Figures” information about ATTRACT (<https://attract-eu.com/facts-and-figures/> ) which offers more specialised information oriented to research, industrial, economy and innovation and business stakeholders regarding the output generated by ATTRACT as well as its strategic vision (see Appendix 5 for a front page view of documentation examples).

The following data illustrates both the success of the awareness and dissemination efforts at the outset of ATTRACT phase 2 as well as the continuous monitoring implemented.

## Social Media\*

(Period 01/02/2021 – 06/07/2021)





# ATTRACT Website\*

(Period 01/02/2021 – 06/07/2021)



Users: 3,228



Sessions: 6,139



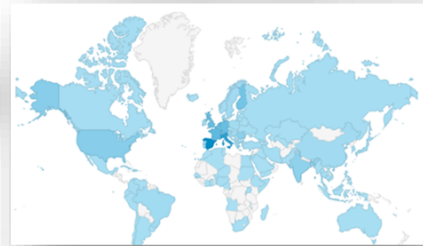
Page views: 18,099

## New vs. returning visitors

New visitors 75.6%

Returning 24.3%

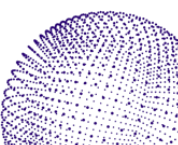
## Top traffic by country



1.  Spain	6.  Netherlands
2.  Italy	7.  Finland
3.  France	8.  Switzerland
4.  United Kingdom	9.  United States
5.  Germany	10.  Belgium

\*Data source: Google Analytics

It should be mentioned that the dissemination materials listed here are just an initial example of the dissemination effort that the ATTRACT consortia will undertake in the course of the project. This will include, as the ATTRACT phase 1 website reflects (<https://phase1.attract-eu.com/>), for example, individual stories about the funded projects, deep dives into technology aspects of each one, testimonials including videos etc. An enlightening illustration of that can be offered for the readers encouraged to visit the ATTRACT phase 1 showroom (<https://phase1.attract-eu.com/showroom/>).





List of Appendices

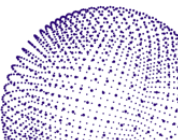
Appendix 1: ATTRACT2 visual identity

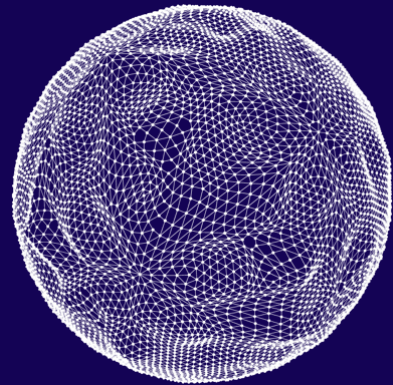
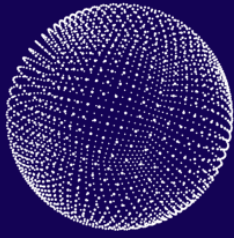
Appendix 2: The “ATTRACT Press room” (example image).

Appendix 3: “ATTRACT News and events” (example image).

Appendix 4: “ATTRACT in the media” (example image).

Appendix 5: “ATTRACT Facts and Figures” (four examples of available documents front-pages)





This project has received funding from the European Union's Horizon 2020 research and innovative programme under grant agreement No. 101004462

# THE ATTRACT PROGRAMME

## A STRATEGIC PROPOSAL FOR BOOSTING BREAKTHROUGH CO-INNOVATION ON DETECTION AND IMAGING TECHNOLOGIES IN EUROPE-PREPARING THE SCENE IN PHASE 1

---

ROY PENNINGS  
PABLO TELLO  
MARKUS NORDBERG



# Visual identity manual





---

1.0	Logotype	Page 03
2.0	Colour palette	Page 09
3.0	Typography	Page 13
4.0	Visual system	Page 17

---

# Contents

---

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1.2	Secondary logotypes	Page 05
1.3	Logotype misuse	Page 06
1.4	Logo clear space	Page 07
1.5	Use of the symbol	Page 08

---

# 1.0

# Logotype

## Primary logotype



Download logos

## Secondary logotypes



Download logos

# Logo misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do not"s for our logo.



**Do not** alter the logo's colours in anyway



**Do not** place the logo in a holding shape



**Do not** lock-up text to the logo



**Do not** alter the logo's shape in anyway



**Do not** add elements or shadows to the logo



**Do not** outline the logo



**Do not** rotate the logo

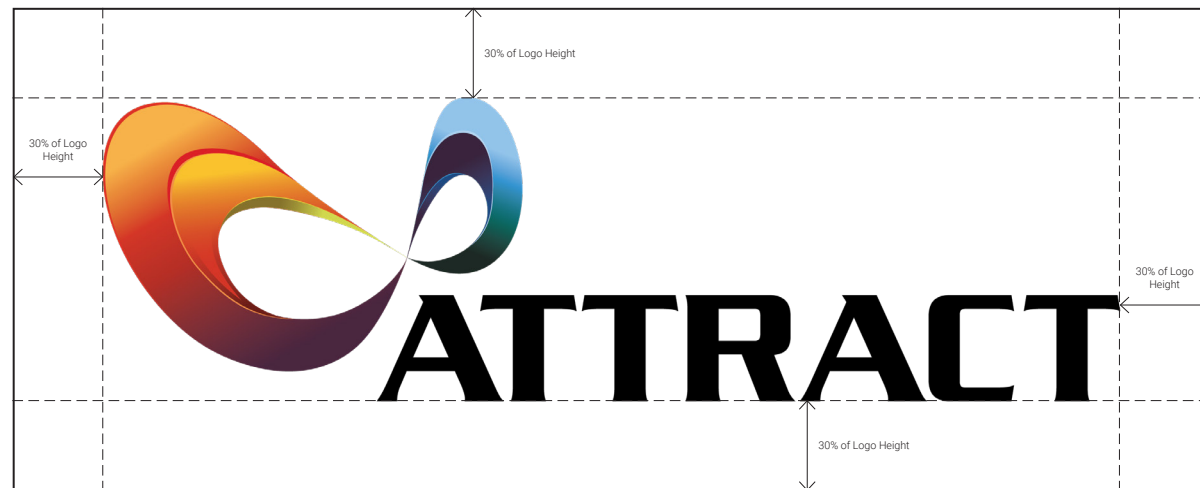


**Do not** change the relationship of the logo's components

## Logo clear space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 30% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



## Use of the symbol

In some cases, the symbol can be used independently, as a reduced version of the logo (only on very specific occasions, such as a web favicon or for an avatar on social networks) or as a graphic resource.



In its blank version, for use only on dark backgrounds, reduce the opacity of the symbol to 50%.



---

2.1	Primary colours	Page 10
2.2	Secondary colours	Page 11
2.3	Neutral colours	Page 12

---

# 2.0

# Colour palette



# Primary colours



Primary-Hard

---

**HEX**  
#140355

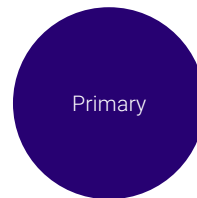
---

**CMYK**  
72 / 67 / 59 / 79

---

**RGB**  
20 / 3 / 85

---



Primary

---

**HEX**  
#270172

---

**CMYK**  
100 / 100 / 24 / 15

---

**RGB**  
39 / 1 / 114

---



Primary-Soft

---

**HEX**  
#491F9C

---

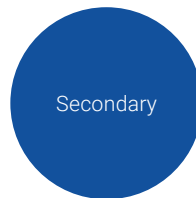
**CMYK**  
89 / 93 / 0 / 0

---

**RGB**  
73 / 31 / 156

---

# Secondary colours



**HEX**  
#12519D

**CMYK**  
96 / 69 / 4 / 0

**RGB**  
18 / 81 / 157



**HEX**  
#3580D9

**CMYK**  
76 / 46 / 0 / 0

**RGB**  
53 / 128 / 217



**HEX**  
#D97001

**CMYK**  
11 / 64 / 11 / 2

**RGB**  
217 / 112 / 1



**HEX**  
#7DBC9C

**CMYK**  
56 / 5 / 47 / 0

**RGB**  
125 / 188 / 156

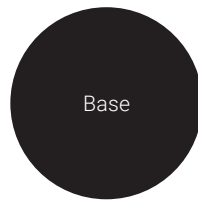


**HEX**  
#9E005D

**CMYK**  
32 / 100 / 24 / 17

**RGB**  
158 / 0 / 93

# Neutral colours



**HEX**  
#231F20

**CMYK**  
72 / 67 / 59 / 79

**RGB**  
35 / 31 / 32



**HEX**  
#85899E

**CMYK**  
52 / 41 / 25 / 8

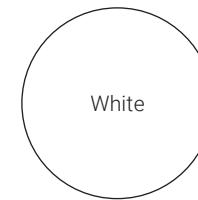
**RGB**  
133 / 137 / 158



**HEX**  
#DEDEDE

**CMYK**  
16 / 11 / 12 / 0

**RGB**  
222 / 222 / 222



**HEX**  
#FFFFFF

**CMYK**  
0 / 0 / 0 / 0

**RGB**  
255 / 255 / 255

---

3.1	Primary typeface	Page 14
3.2	Secondary typeface	Page 15
3.3	Use of type	Page 16

---

# 3.0

# Typography

# Primary typeface

Raleway

À Á Â Ã A B C D E F G H I J K L

M N O P Q R S T U V W X Y Z

à á â ã ä å a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* ( ) +

Æ Ç È Æ × ß å æ ç

Aa

Download font

## Secondary typeface

Roboto

À Á Â Ã A B C D E F G H I J K L

M N O P Q R S T U V W X Y Z

à á â ã ä å a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* ( ) +

Æ Ç È Æ × ß å æ ç

A a

Download font

## Use of type

### Headings

Raleway is to be used for all headings.

### Body copy & captions

Roboto is to be used for body copy and captions and when a more delicate font is required.

### Buttons & CTA's

Roboto is to be used for all buttons and call to actions.

# Heading 1

Raleway Bold / 60 px

## Heading 2

Raleway Regular / 42 px

### Heading 3

Raleway Regular / 32 px

#### Heading 4

Raleway Regular / 24 px

##### Heading 5

Raleway Regular / 19 px

### Body

Roboto Regular / 19 px

### Body Small / Captions

Roboto Regular / 16 px

Font Button

Roboto Regular / 19 px

Font Button

Roboto Regular / 19 px

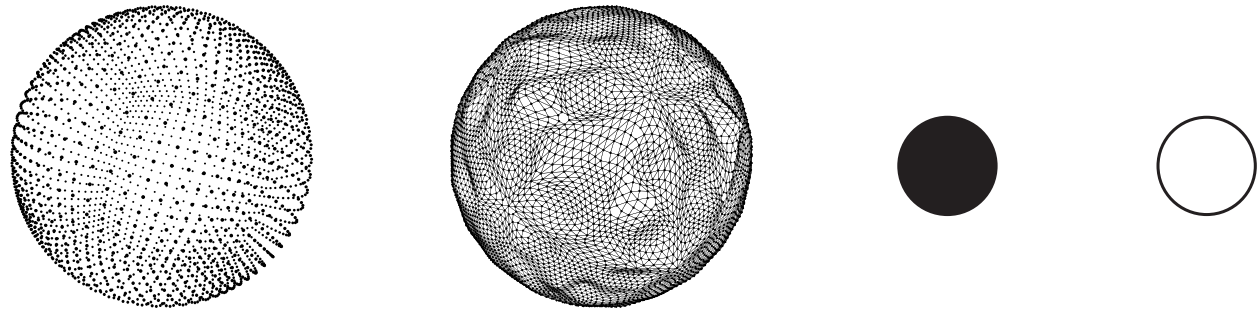
# 4.0

# Visual system



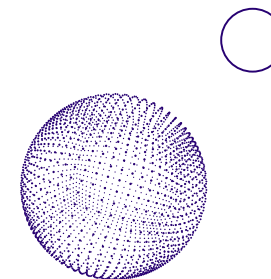
# Spheres

We have different types of spheres, as a graphic resource to complete the pieces and generate identity. These spheres can coexist with each other, they can change size, rotate, adapt to the color of the piece (always respecting the corporate colors). In general, ATTRACT pieces should not be very full and the use of spheres should be limited as details.

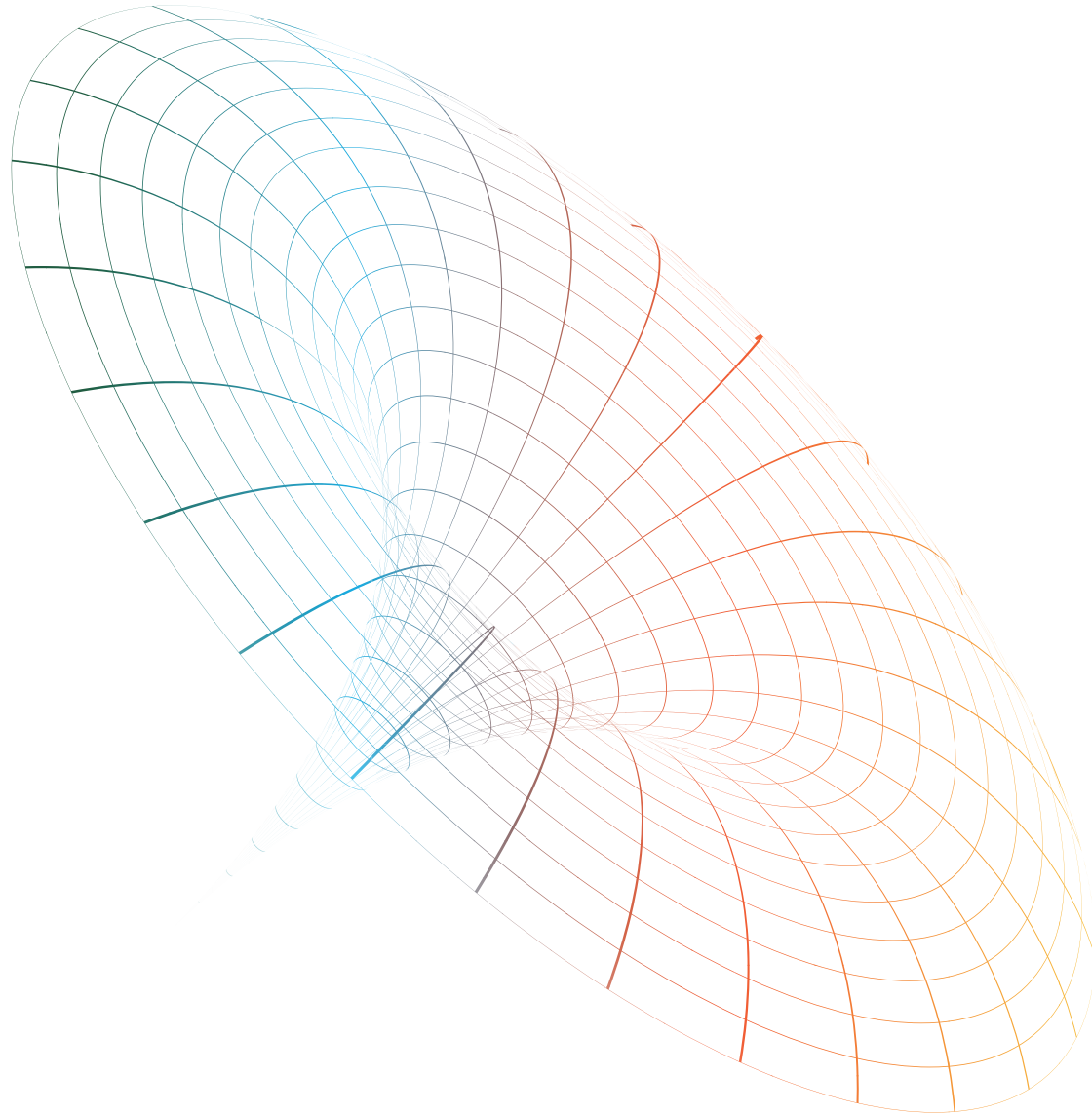


Example of use (Newsletter Header)

**Newsletter**  
Em re dolor am idus autem es



# Black hole



# Developing breakthrough technologies for science and society





# ATTRACT

---

# IGNITING THE DEEP TECH REVOLUTION!

On 22-23 September 2020, the EU's ATTRACT project brought its innovation eco-system together for an online conference. The goal: To help ideas in deep tech get out of the lab and into the marketplace.

# Breakthroughs 101: Training innovators to solve global problems

An expert workshop at the Science | Business  
“R&I in recovery” conference, 22-23 February 2021

## How can Europe create more innovators?

To discuss the need for innovators and how education can help address it, the annual Science | Business Network conference brought together experts from the worlds of business, policy and education in two conference sessions: a workshop February 22, and a plenary panel Feb. 23.

### Speakers:

**Olivier Crouzet**  
Head of Pedagogy  
École 42

**Georgi Dimitrov**  
Head of Unit for Digital Education  
Directorate General for Education, Youth, Sport and Culture, European Commission

**Isrka Mihaylova**  
Member  
European Parliament

**Ilkka Niemelä**  
President  
Aalto University

#### Moderator

**Carlos Haertel**  
Member of the Board  
Science | Business

### Workshop speakers:

**Kalevi Ekman**  
Director & PDP Professor of the Aalto Design Factory  
Aalto University

**Apurva Ganoo**  
Masters student & IDBM Community Manager  
Aalto University

**Ana Noronha**  
Executive Director  
Ciência Viva

**Jonathan Wareham**  
Professor of Information Systems  
Esade Business School

#### Moderator

**Richard L. Hudson**  
Editor-in-Chief  
Science | Business

ATTRACT is an EU-funded consortium of major European research infrastructures, universities and business. It funds the development of breakthrough imaging and sensor technologies. As part of its work, it has been piloting a new innovator-training programme.

Supported by  ATTRACT

## How can universities teach “entrepreneurial grit”?

Technology is moving fast: artificial intelligence, quantum computing, gene editing. To prosper, Europe will need more innovators, the people who can take an idea from a lab and get it ready for market. But how do we get them?

The answer: In part, by training them at universities – with new approaches, new teaching methods. And across Europe right now, many experiments in innovator-training are underway.

A few examples:

- In France, **École 42**, a not-for-profit coding school started by a local software entrepreneur, ignores all previous entry qualifications and sets its own rigorous selection tests for would-be students, regardless of their academic history. The aim is to spot “hidden talent,” said Olivier Crouzet, its head of pedagogy. Would-be innovators need an “agile state of mind,” because “not everyone is ready to be creative” or to “solve our global problems,” he said. “We do need our students to be able to progress and to adapt very quickly if they want to be able to have a sustainable career.”
- The EU-funded **ATTRACT** project takes its cue from the Design Factory Global Network, begun by Aalto University in Finland. Its partners, including high-energy physics lab CERN and Esade Business School, teach students by challenging them to design products that will solve real problems. Innovator education “must be related to real life problems,” said Kalevi Ekman, the Aalto professor who pioneered the method. Real problems “are often fuzzy. They can be wicked; we have never enough information; we have never enough resources.”

# Systematizing serendipity for big science infrastructures: the ATTRACT project

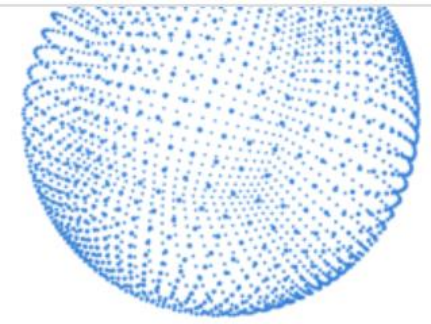
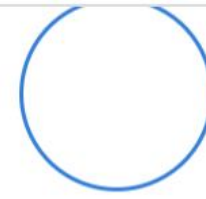
## AUTHORS:

- Jonathan Wareham, Laia Pujol Priego and Angelo Romasanta (Esade)
- Markus Nordberg and Pablo Garcia Tello (CERN)
- Thomas Wareham Mathiassen (Technical University of Denmark-DTU)



# News & events

Discover recent news and upcoming events



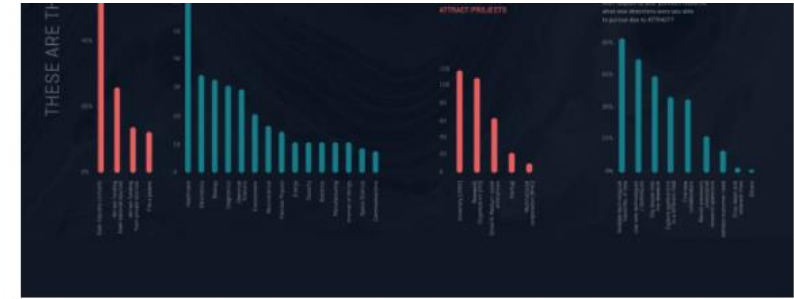
27 January 2021

ATTRACT featured at Falling Walls 2020



11 November 2020

Big science, deep tech, and startups: how to fix this uncomfortable partnership?



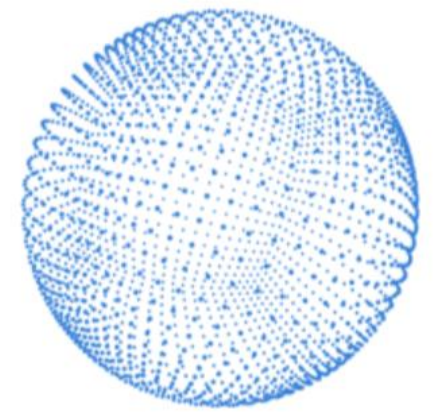
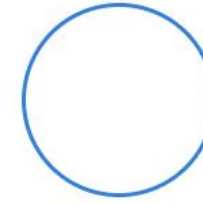
21 October 2020

ATTRACT online conference report: Igniting the deep tech revolution



# In the Media

Read about ATTRACT in the mainstream press



6 July 2021 | Noticias de la Ciencia

Dron que mejora la gestión de los malos olores en las depuradoras de aguas [↗](#)



10 November 2020 | Forbes

Big science, deep tech, and startups: how to fix this uncomfortable partnership? [↗](#)

As we turn to science and deep tech to solve our most formidable societal challenges, the question looms: why is it so hard to turn scientists into



13 May 2021 | Construnario

Innovación tecnológica de Tekniker para “escuchar” las enfermedades de los árboles [↗](#)



7 October 2020 | adn kronos

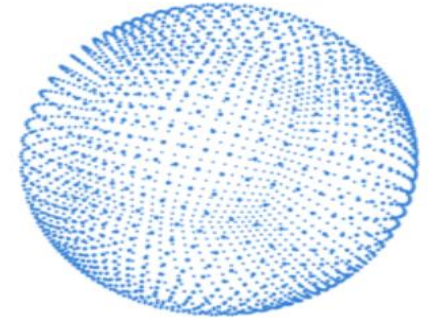
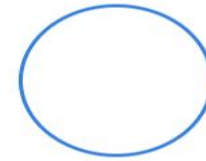
Innovazione, 'golden share' per tech disruptive Ue. Si muove l'Eic [↗](#)

Alla conferenza dei pionieri di Attract il direttore Malo ha mostrato la strada per trattenere in Europa il frutto di menti visionarie.



# Press Room

Press contacts and resources for journalists



## Information for journalists and media representatives



### Press kit

Full PDF explaining ATTRACT phase 2.

[Download](#) 



### Images for media use

Images used should be credited to ATTRACT.

[Download](#) 



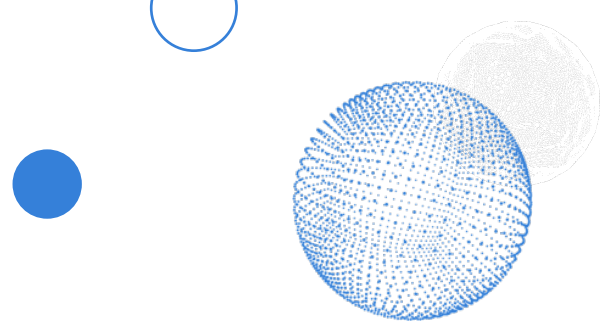
### ATTRACT logo

The logo should not be modified in any way.

[Download](#) 



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.

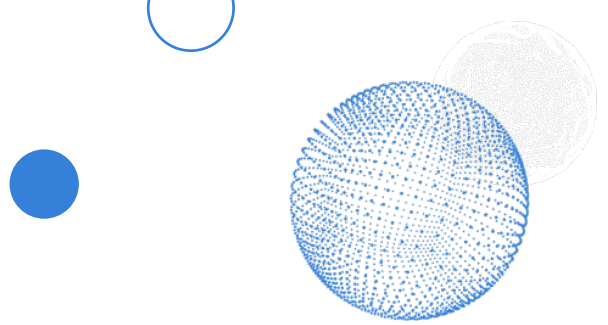
Back in 2018, ATTRACT phase 1 seed funded 170 projects for developing a breakthrough proof of concept. Now, **ATTRACT phase 2 is launching a thematic open call** with a total funding envelope of 25 M euros, leveraging on the most promising opportunities materialized and whose goal is to translate prototypes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

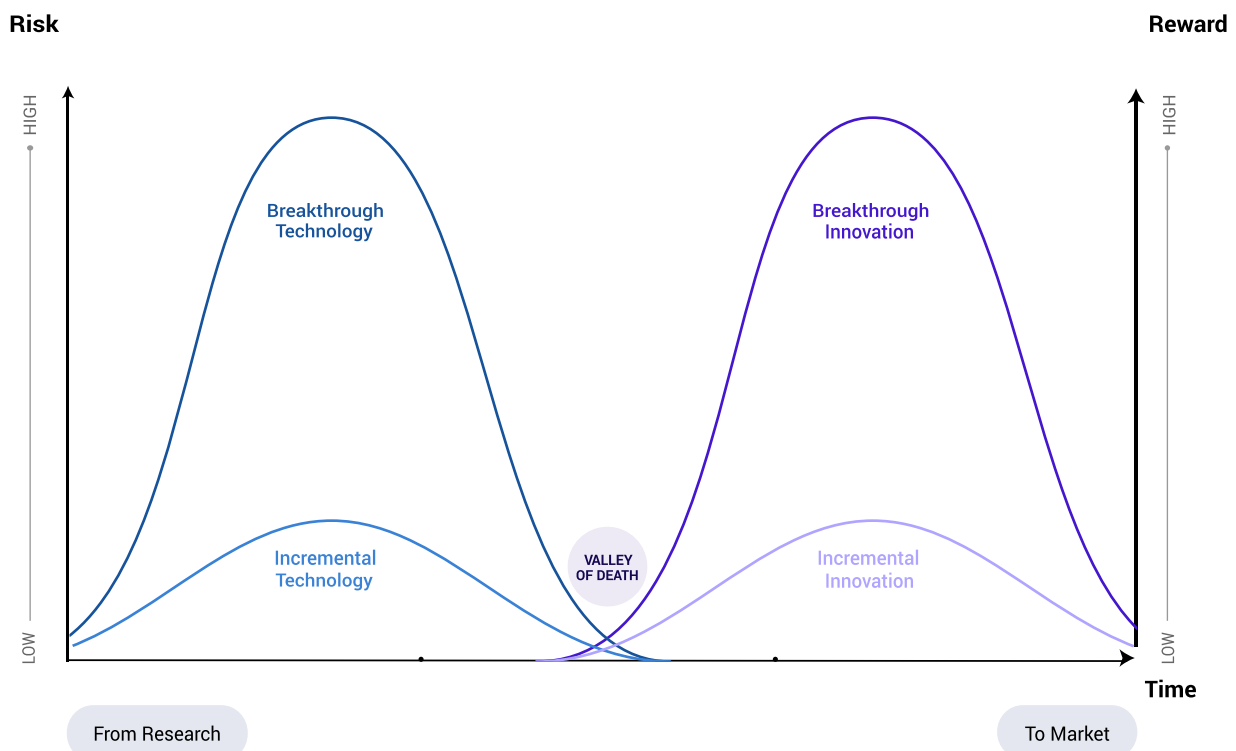
## Philosophy

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

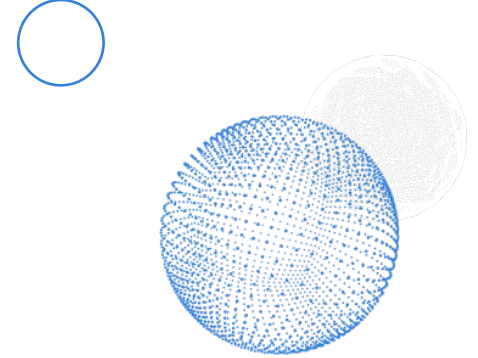


- **Basic research, and the technologies developed for it, generate value for society.** Think of your smartphone, tablet, laptop, MRI scans, smart cars... all of these originate in science and technology initially conceived and prototyped in a lab.
- **The translation of this value often occurs by serendipity.**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

## 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

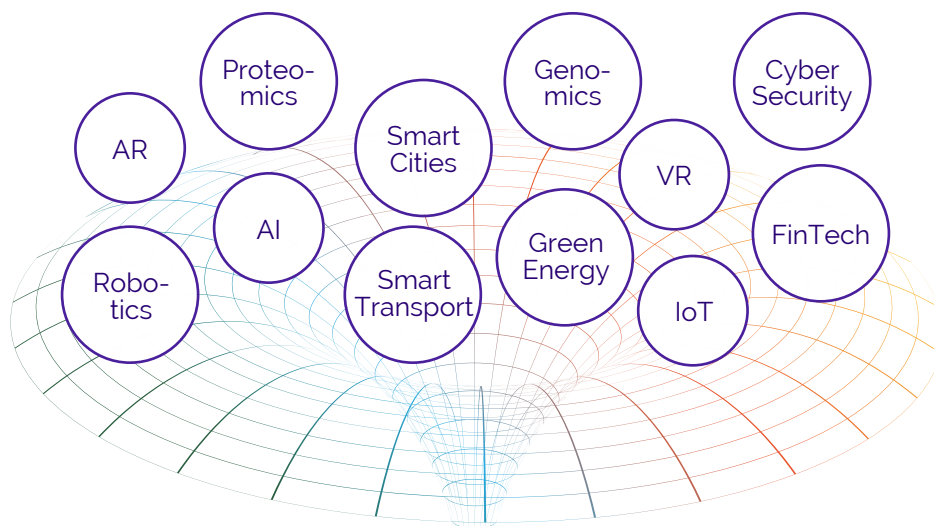


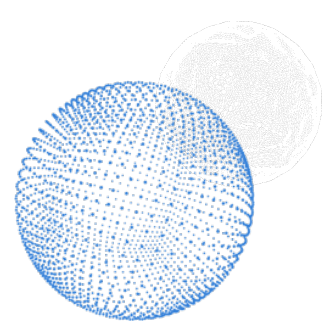
De-risking them requires two public funding stages:

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

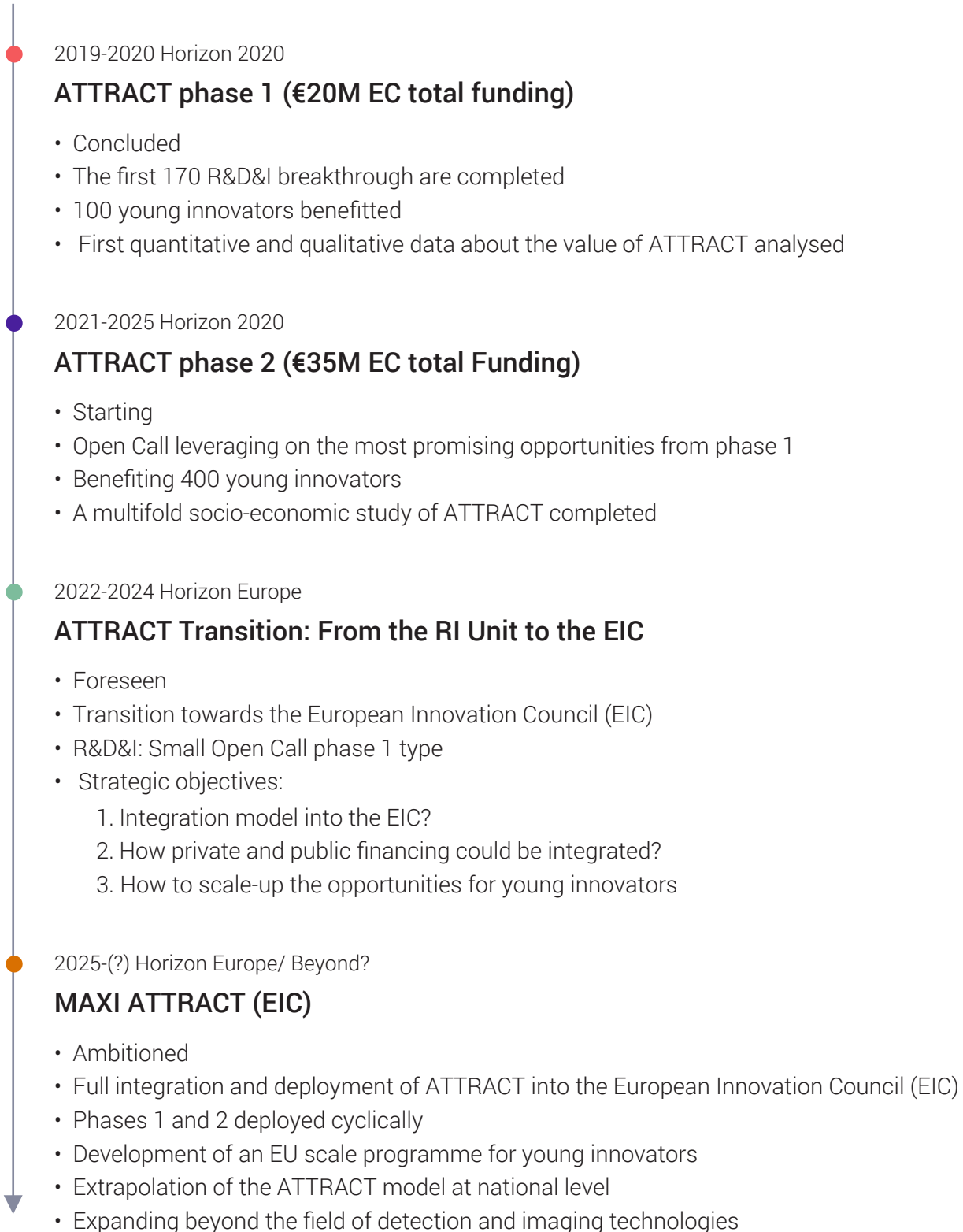
## Breakthrough detection and imaging technology

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



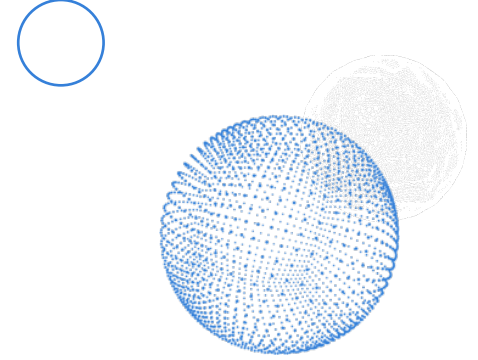


## Stages of the ATTRACT project





Developing breakthrough technologies  
for science and society

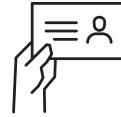


## Press contacts

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



Karen Yalta  
ATTRACT Communications Manager  
[karen.yalta@esade.edu](mailto:karen.yalta@esade.edu)



Clara Cardona Garcia  
Esade Communications Manager  
[clara.cardona@esade.edu](mailto:clara.cardona@esade.edu)  
+34 932 806 162 (ext 5137)

## Follow us on social media



## Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101004462