

# The ATTRACT initiative



[www.attract-eu.org](http://www.attract-eu.org)

# Overview

---

## ATTRACT

- Political Context
- A New Innovation Ecosystem
- Philosophy
- Pro-active Response
- Main Strategic Actors
- Why Research Infrastructures, Industry and Business and Innovation specialists together?
- Paradigm
- Technology Focus
- Business Angle
- Young Talent
- The long term vision: 2021 and beyond
- Conclusion

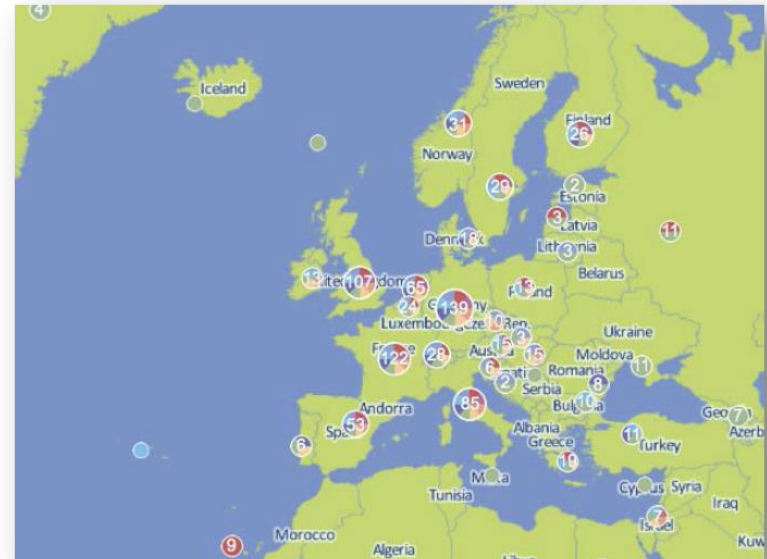
# ATTRACT: From Open Science to Open Innovation

---

- European RIs have succeeded in establishing the paradigm of Open Science, establishing an extended ecosystem, where the research communities are fostering a culture of mutual trust, balancing competition and collaboration.
- Their potential to generate innovation is largely untapped, due to the lack of a corresponding ecosystem at the European scale, which needs to include also the private sector (industry, investors, entrepreneurs).
- The lack of such an eco-system impairs the development of policies of adequate scale, and it is one of the main causes of the declining competitiveness of Europe in innovation.

# ATTRACT: Political Context

- The EC is increasingly emphasizing the role that European Research Infrastructures (RIs) need to play as innovation engines.
- Pan-European and National RIs represent an enormous potential as well as investment in people and resources.
- Key question: Is it used optimally?
- Could RIs work together to make it work better?



# ATTRACT: A New Innovation Ecosystem

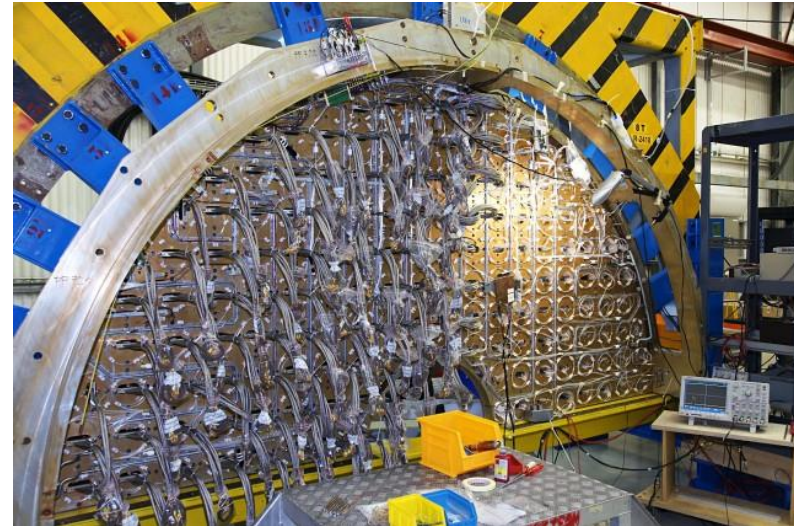
---

A pan-European ecosystem of opportunities:

- ❑ For serving the RIs and their R&D communities in their mission, while...
- ❑ ... better extracting industrial and societal value out of fundamental science and ...
- ❑ ... stimulating the talent of young professionals.

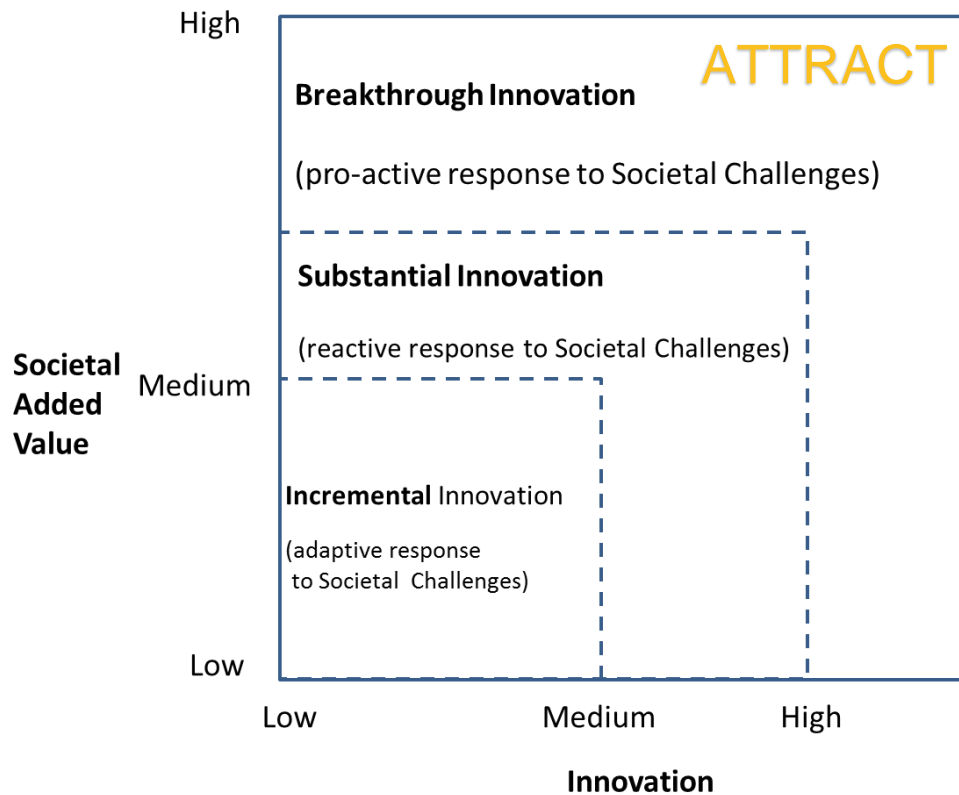
# ATTRACT: Philosophy

- Pursuing the limits of Fundamental Science generates breakthrough technologies.
- Within the right ecosystem these technologies can systematically generate innovations capable of transforming our society and responding to societal challenges.
- These transformations increase our social wealth as citizens.

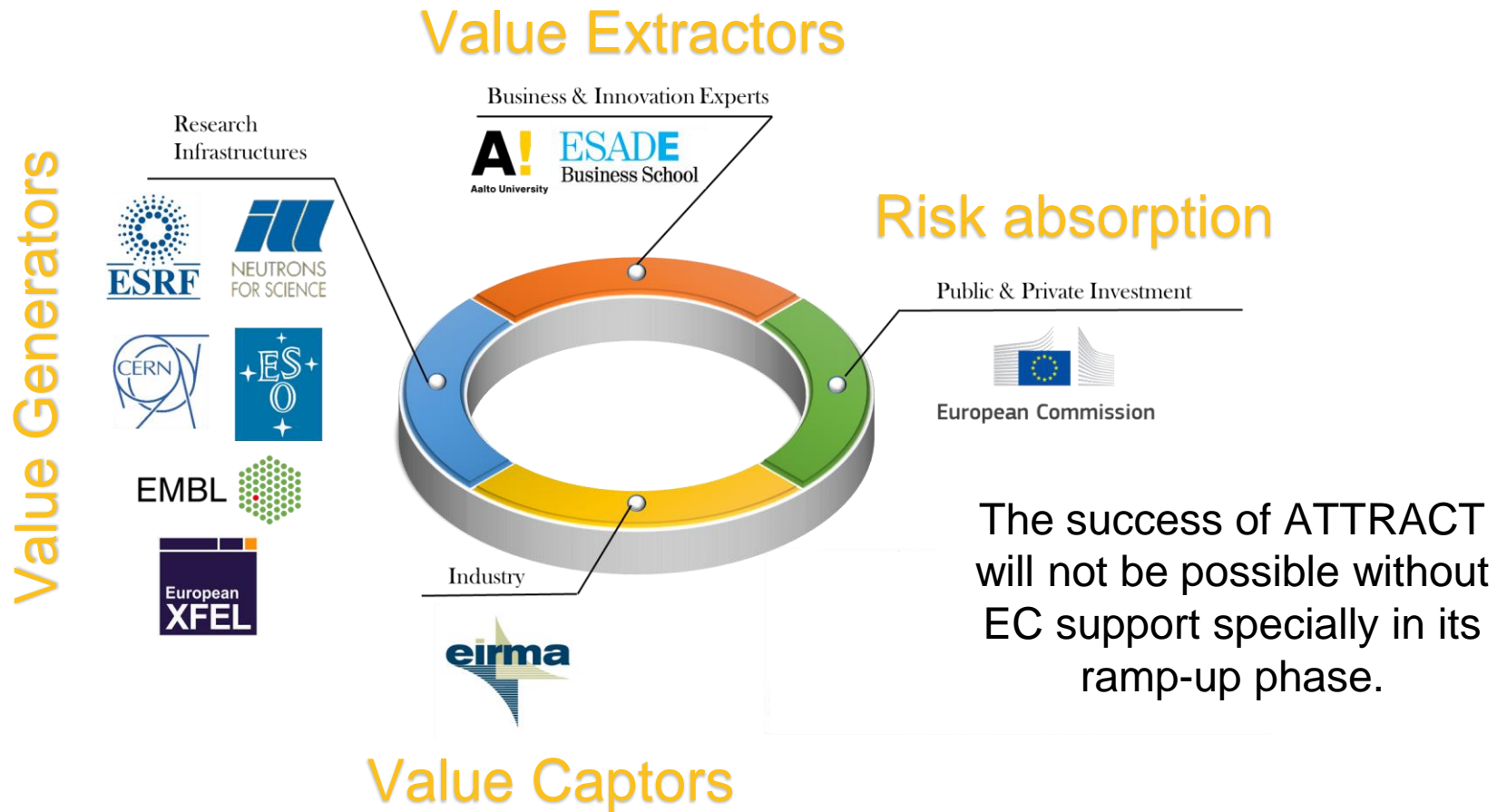


# ATTRACT: Pro-active Response

Breakthrough innovation anticipates future societal needs.

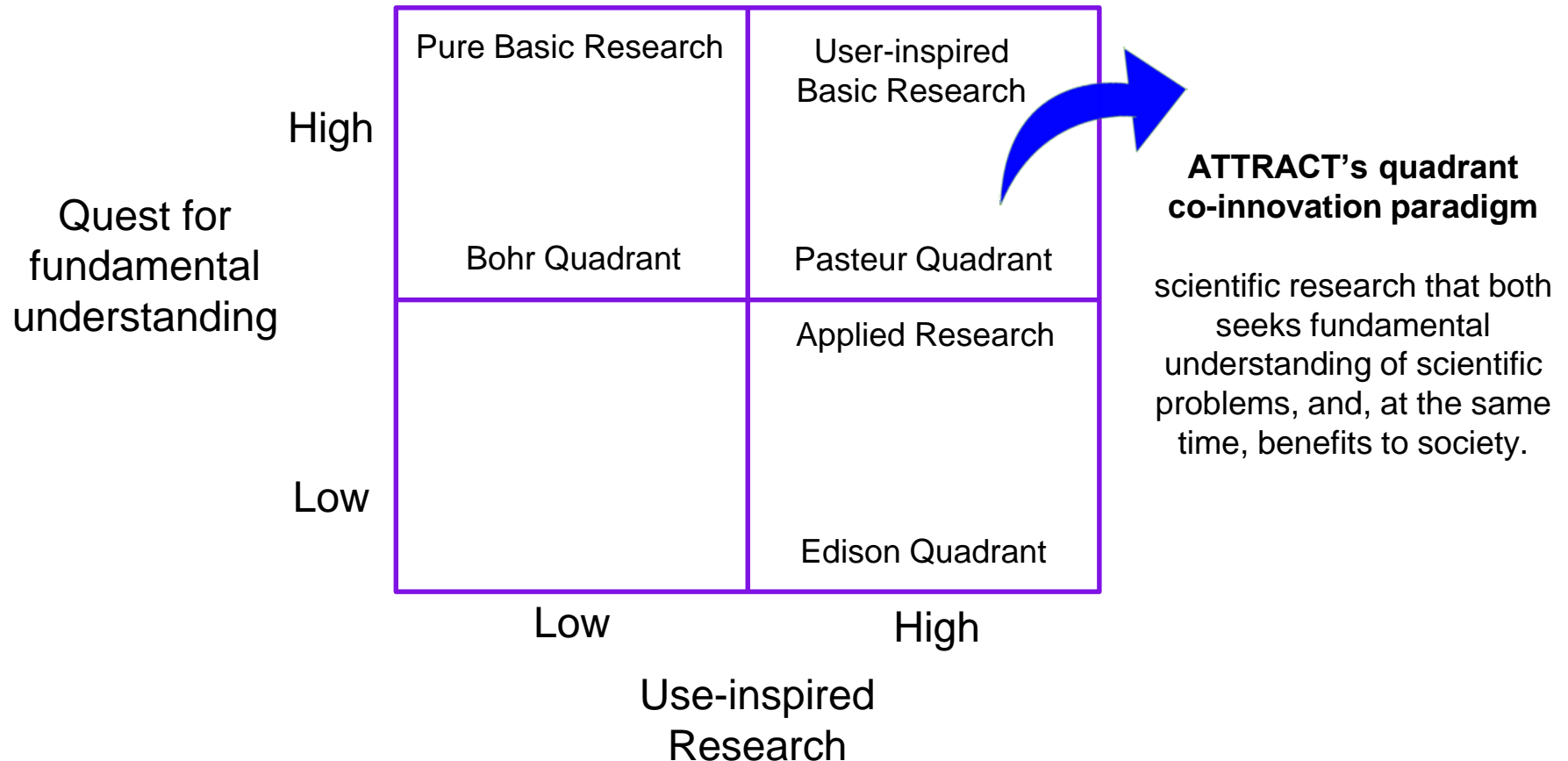


# ATTRACT: Main Strategic Actors





# ATTRACT: Why Research Infrastructures, Industry and Business and Innovation specialists together?



Sources: Donald E. Stokes, *Pasteur's Quadrant – Basic Science and Technological Innovation*, Brookings Institution Press, 1997.

# ATTRACT: Paradigm

## Balancing collaboration and competition

- ATTRACT aims for facilitating the transition from Open Science (RIs) to Open Innovation (Industry).
- Proposes a new *co-innovation* paradigm between Industry and RIs.
- *Co-innovation* breaks with the traditional procurer-buyer model and proposes a strong cooperation from the beginning of the innovation value chain on identified win-win technology and business opportunities.



# ATTRACT: Technology Focus

## Focus on detection and imaging technologies

- They are the backbone for European RIs and their R&D communities.
- They are the core of future industrial developments, applications and business.
- Detection and imaging technologies allow for the emergence of fast innovators especially SMEs.



# ATTRACT: Technology Focus

- Detection and imaging technologies will be critical for the future of European competitiveness and jobs.
- Key European industrial players will leverage on them to gain a crucial competitive advantage.
- They will enable profound social transformations.



# ATTRACT: Business Angle

## Fostering entrepreneurship

- ATTRACT is not an initiative with an exclusive focus on technology development.
- ATTRACT aims to create new paradigms for innovation with the contribution of innovation experts.
- Business Schools, Innovation hubs and entrepreneurship experts are key and together with RIs and industry on the driving seat from start.



# ATTRACT: Young Talent

## An instrument for the young talent

- ATTRACT aims to create a new pathway to favour innovation linked to entrepreneurship and “out of the box” thinking.
- This philosophy will be specially oriented to young talent in Europe.
- CERN (IdeaSquare), Aalto (Design Factory), ESADE (Creapolis) among many other ATTRACT supporters already have dedicated pilot experiences.



# ATTRACT long term vision: Value for Many

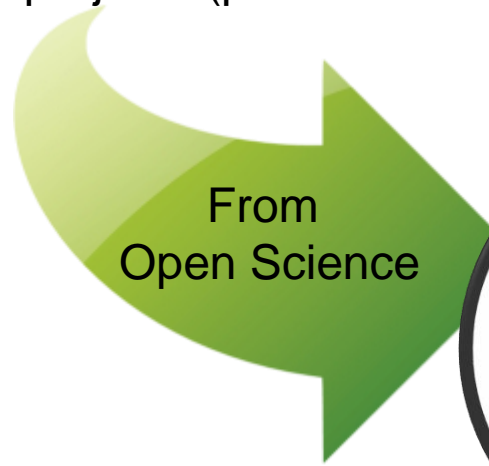
***“ATTRACT makes possible the best fishing rod...***

***...and then each one chooses what to fish (and how)...”***

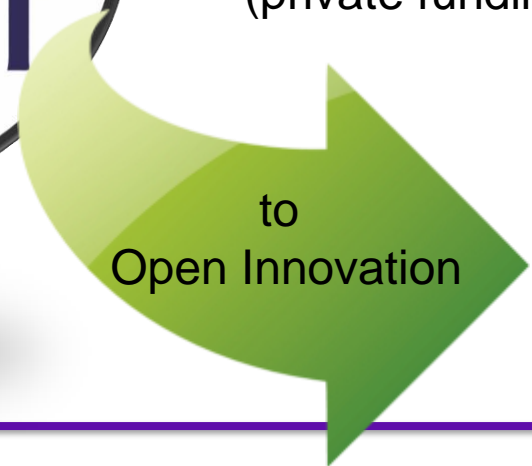


# An Ecosystem of sharing based on trust

Technologies  
from ATTRACT  
projects (public funding)



Technologies  
privately developed  
(private funding)





# The “ATTRACT Store of Innovation” (iStore)



- Repository for ATTRACT-funded technologies.
- Loose IP governing regulation (i.e. open source regime).
- Available of course to the ATTRACT community but open to others, too...
- Whoever takes something...must give something back...
- “Free riders” are detected by the user community.
- Possibility to further develop “in-house” technologies outside the iStore and protect them.
- Open source platforms have demonstrated to be generators of new business opportunities.
- Aligned with the EC Policy of openness for public funding.
- Technologies constantly improved by the user community.

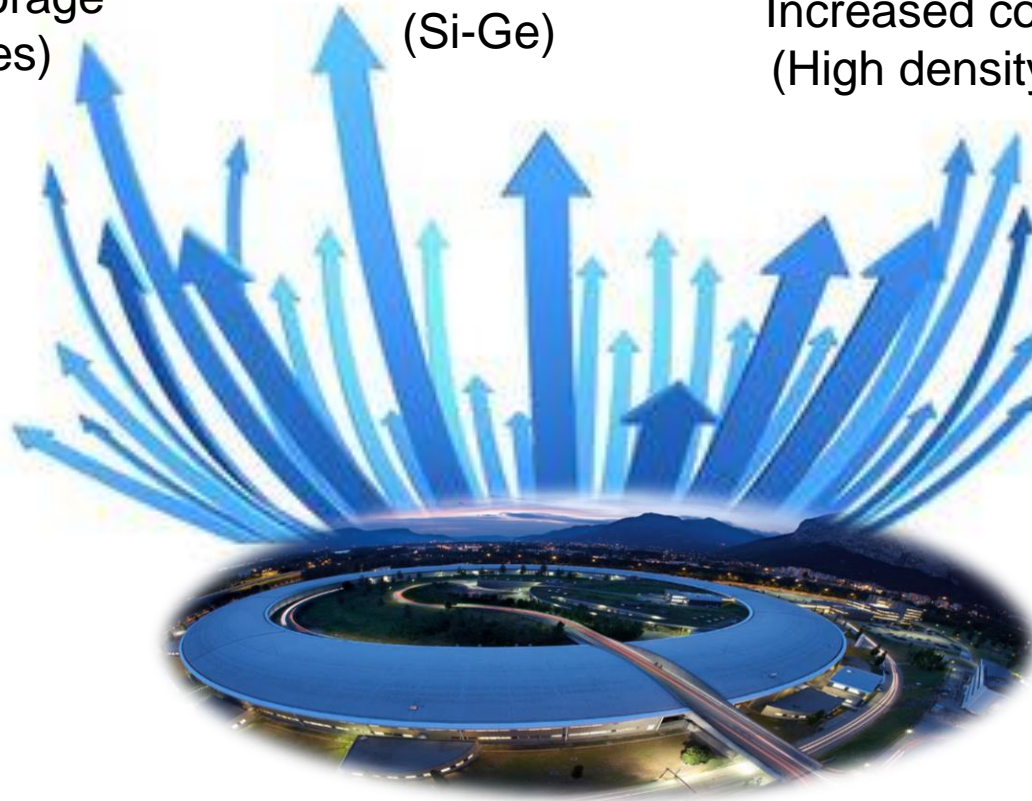
# ESRF: Basic research imaging enabling the future of industry

More Efficient  
Energy storage  
(Batteries)

High performance  
electronics devices  
(Si-Ge)

Increased computing power  
(High density data storage)

Personalised  
medicine  
(Antibody tracking)



# ATTRACT: Conclusions

---

- ATTRACT represents an opportunity to place RIs at the forefront of innovation in Europe together with industry and business and innovation specialists.
- It nurtures win-win projects enabled by National and pan-European RIs and industry by balancing collaboration and competition (co-innovation).
- Aligns with and implements the new political paradigm “From Open Science to Open Innovation and Open to the World”.
- Creates opportunities for young innovators in Europe.

---

**Thank you for your attention**  
**Any questions?**

Our website: <http://www.attract-eu.org/>