

# The ATTRACT initiative



 ATTRACT



# ATTRACT: A New Innovation Ecosystem

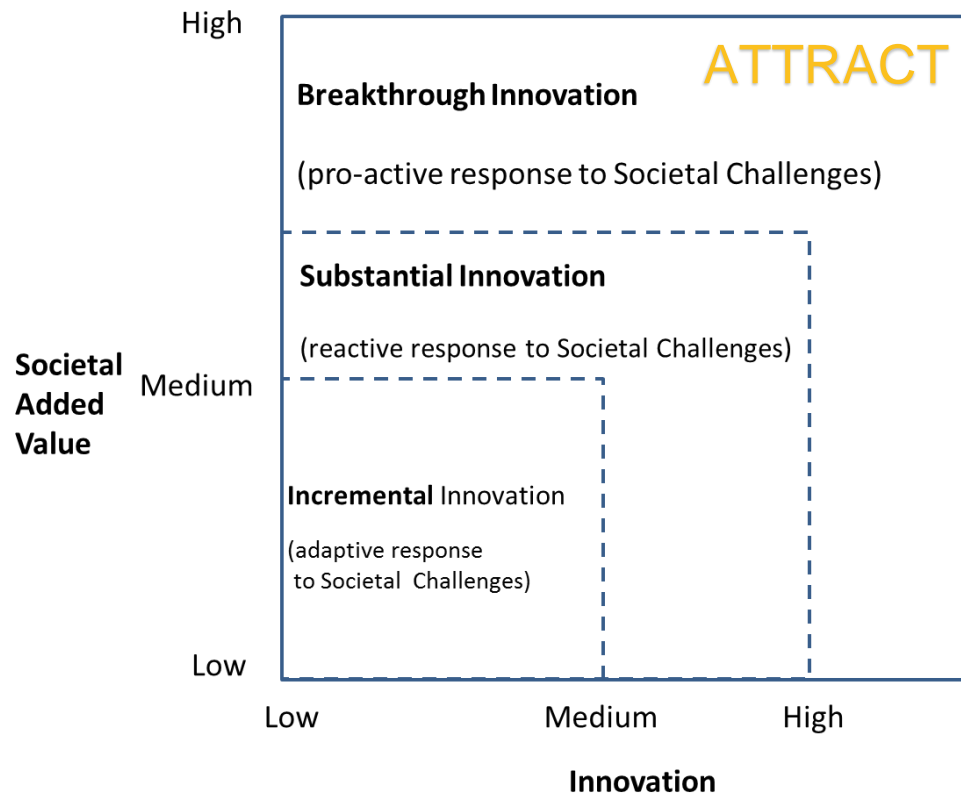
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A pan-European ecosystem of opportunities for serving the Research Infrastructures and their R&D communities in their mission, while...

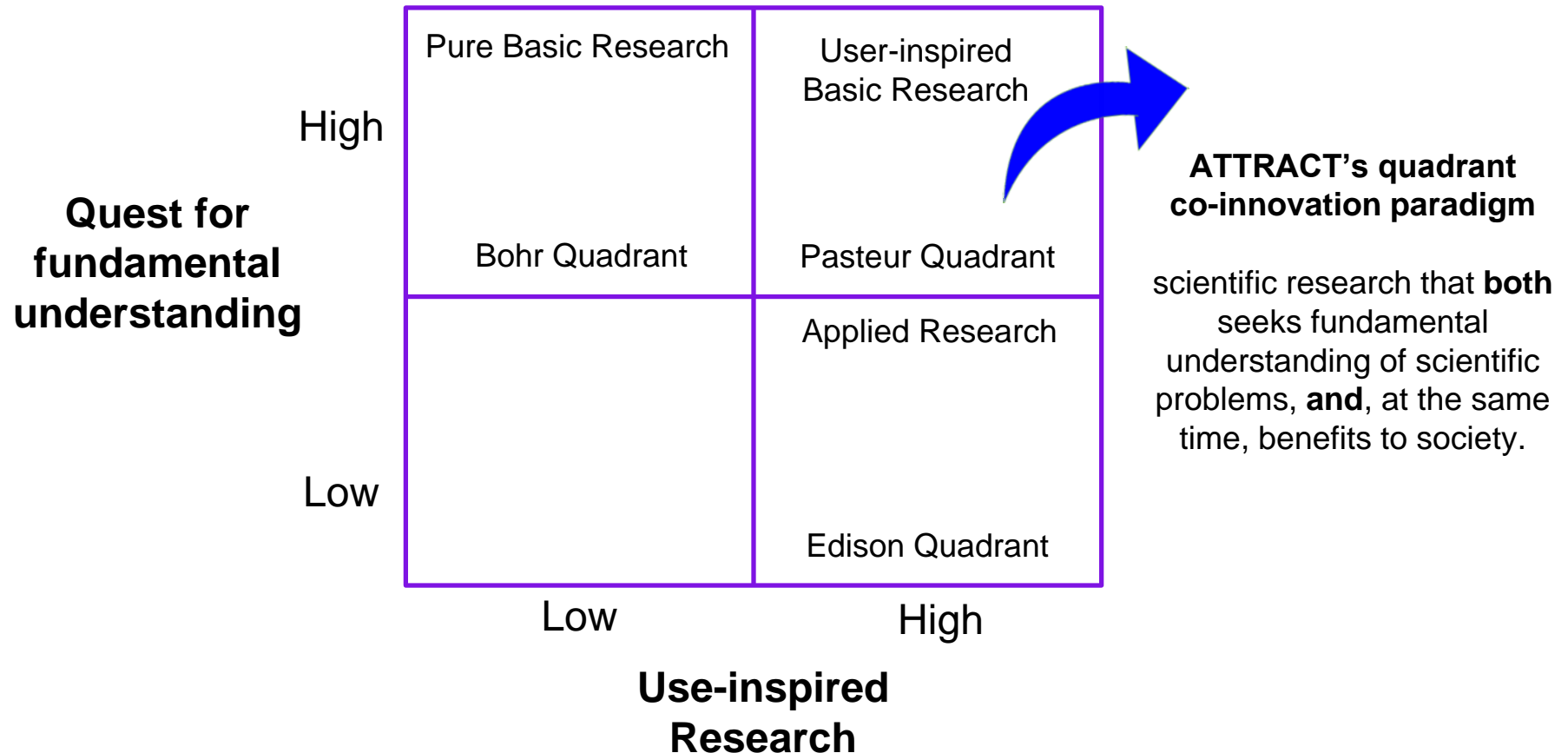
- ... better extracting industrial and societal value out of fundamental science and ...
- ... stimulating the talent of young professionals.

# ATTRACT: Pro-active Response

Breakthrough innovation anticipates future societal needs.



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

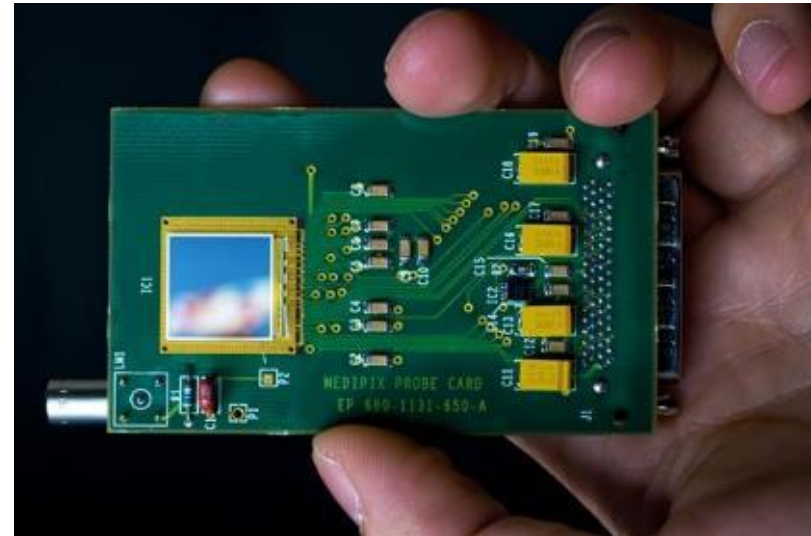


Sources: Donald E. Stokes, *Pasteur's Quadrant – Basic Science and Technological Innovation*, Brookings Institution Press, 1997.

# ATTRACT: 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: Including 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 experiments.
- Engaging young talent will be scaled up in Phase-2 (2020).



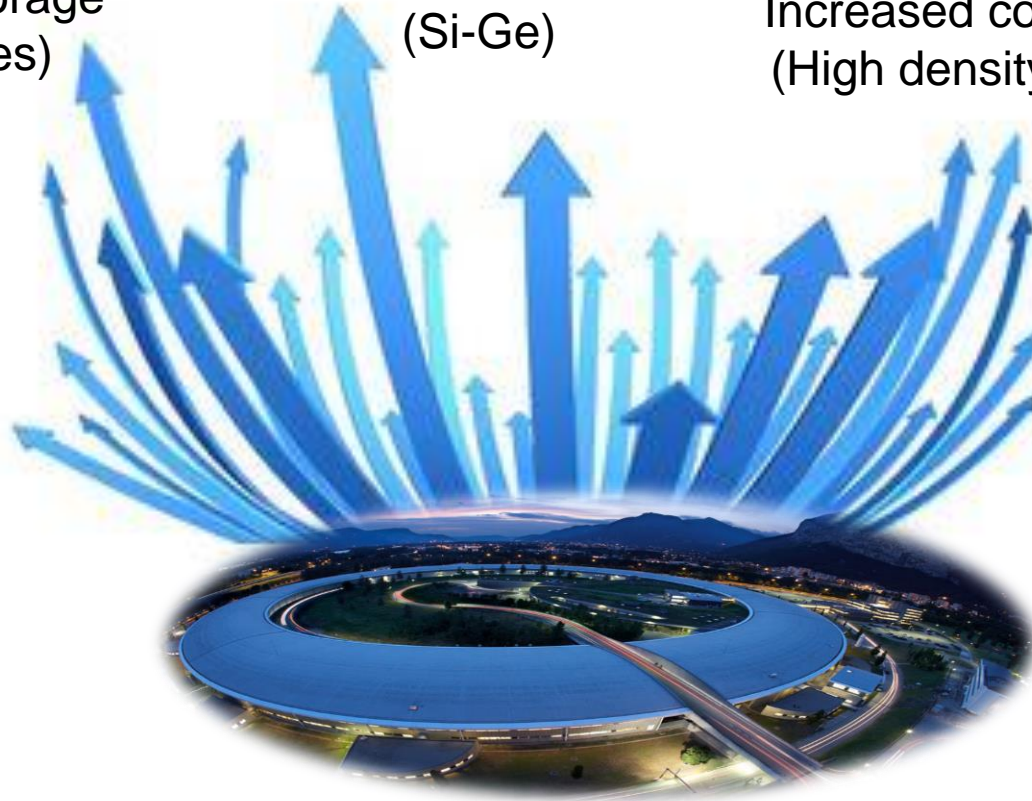
# Basic research imaging enabling the future of industry

More Efficient  
Energy storage  
(Batteries)

High performance  
electronics devices  
(Si-Ge)

Increased computing power  
(High density data storage)

Personalised  
medicine  
(Antibody tracking)



# ATTRACT Phase 1 Proposal submission

Interested applicants need to submit to open call. The open call will be open for submission for 3-4 months.

- An independent scientific committee (IC) will select 180 projects. IC will be formed of ~10 top experts on detection and imaging coming from academia and industry.
- The IC members will nominate 3 anonymous reviewers/proposal.
- Each selected project will receive 100 k Euros each (“lump sum”, seed fund) for max. 12 months to develop their idea/concept further.
- The aim is to obtain a broad geographical reach in Europe and encourage also smaller research groups or firms to apply (min. two partners, even from the same country).
- The progress of the projects will be monitored. After one year all funded projects will be called to a final ATTRACT Phase 1 Final Assessment Conference in Brussels to present their results.
- Note! None of the consortium organizations decide on which proposals will be selected for funding.



These guidelines are still under discussion with EC as part of the Grant Agreement negotiation for the ATTRACT Phase 1 project.



# ATTRACT Phase 1 Proposal submission

- Proposals for projects are requested in the following domains: detectors, front and back end electronics, data acquisition systems and computing, software and integration.
- The open call will target **breakthrough proposals, meaning highly novel technology concepts, or combinations of existing technology concepts that lead to a significant increase of their performance or of their usability with respect to existing ones. They also have the potential to create an entire new range of applications and markets that can change our society.**
- Each funded project will have a duration of twelve months starting on the day the coordinator of the applying consortium signs the contract (Third-Party Project Agreement) on behalf of the funded consortia with the ATTRACT Phase 1 project Coordinator on behalf of the ATTRACT Phase 1 consortium.

# ATTRACT Phase 1 Proposal submission

- All funded projects are required to generate the following deliverables:
  1. A final project summary in PDF format of maximum 2000 characters, including spaces.
  2. A poster and Power Point presentation (format to be announced at least two months prior to the ATTRACT Phase 1 Final Assessment Conference).
  3. A “scientific journal-type” article summarizing the main project results and methodology used to achieve them.
- All funded projects are required to present their results at the ATTRACT Phase 1 Final Assessment Conference in Brussels.
- Participation in the ATTRACT Phase 1 Open Call is open to all legal entities having their seat in EU or H2020-Associated Countries.
- Participation is expected to require a validated Participant Identification Code (PIC). The PIC can be requested in the EC website.

# ATTRACT Phase 1 Who is Eligible?

- Project proposals shall be submitted as a joint proposal by a group of **at least two independent legal entities** (group of participants). A legal entity may participate in more than one proposal across the above domains, and the same group of participants may submit more than one project proposals in the same or other domains. Multiple submissions are expected to contribute towards an integrating approach (i.e., connecting sensors/FE&BE/signal processing/software/system engineering).
- **Any legal entity operating in the domain of detection and imaging can apply.** This includes ERIs, universities, Research and Technology Organizations, LMEs, SMEs, start-ups; with any possible linear combination of (with a PIC number).
- Examples of research fields that use detection and imaging (a non-exhaustive list): laser physics, nuclear physics, synchrotron radiation physics, astronomy, (astro) particle physics, neutron physics & engineering, space research, medical research, molecular biology, systems chemistry ...
- Examples of industries that use detection and imaging (a non-exhaustive list): aeronautics, space, automotive, mechanical, chemical/process, pharmaceutical, ITC, medical, food, transport, construction ...

# ATTRACT Phase 1 Proposal submission

- A submission need not be directly connected to ERI-related in Phase-1, although a link to one is expected to be made visible (a contact person name).
- The group of participants shall designate and mandate a lead participant who shall be authorised by all participants to act in their name and on their behalf as regards the
  - Submission of the project proposal.
  - Signature of the ATTRACT Phase 1 Third-Party Project Agreement (power of attorney).
  - All matters arising in the context of and relating to the ATTRACT Phase 1 Third-Party Project Agreement.
- The lead participant shall have the authority to bind all members and shall act as the sole intermediary between the other group participants and the ATTRACT Phase 1 Coordinator; for that a power of attorney document should be provided and signed by each consortium member.

# ATTRACT Phase 1 Proposal submission

Questions 1 and 2 are scored from 1 to 5 each one (1 lowest score; 5 highest score) (score weighting factor for each question = 1) => maximum number of points in section 1 = 10.

## **Proposal Section 1: Project Description**

Evaluation questions:

1. Are the project proposal objectives adequately and clearly defined?
2. Are the project proposal objectives adequately and clearly explained?

Question 1 is scored from 1 to 5 (1 lowest score; 5 highest score) (score weighting factor for the question = 3) => maximum number of points in section 2 = 15.

## **Proposal Section 2: Technology Benchmark**

Evaluation questions:

1. Is the technology proposed for development clearly an advance on the state of the art?

Questions 1, 2 and 3 are scored from 1 to 5 each one (1 lowest score; 5 highest score) (score weighting factor for each question = 3) => maximum number of points in section 3 = 45.

## **Proposal Section 3: Envisioned Innovation Potential**

Evaluation questions:

1. Will the scientific use increase knowledge in the scientific discipline(s) mentioned?
2. Will the expected advances have the potential to contribute to improved or new industrial applications?
3. Will the potential scientific and/or industrial applications benefit European society and citizens?

Questions 1, 2, 3 and 4 are scored from 1 to 5 each one (1 lowest score; 5 highest score) (score weighting factor for each question = 1) => maximum number of points in section 4 = 20.

## **Proposal Section 4: Project Implementation, Budget Breakdown and Final Deliverables**

Evaluation questions:

1. Are the project implementation steps concretely explained?
2. Do the proposed implementation steps demonstrate confidence that the anticipated results are achievable in twelve months?
3. Does the budget breakdown correspond to the presented implementation steps and is it reasonable?
4. Does the proposal support openness?



**DRAFT**

**Proposal final score is the total of all sections.**

# ATTRACT Phase 1 Proposal submission

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All documentation and instructions for submission will be available on the project website when the open calls starts.

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

Helpdesk support for questions will be available during the submission period.

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