

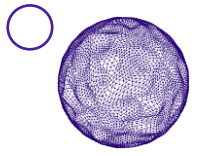
ATTRACT

A Focus on The ATTRACT Academy

Pablo Garcia Tello
ATTRACT Project Coordinator

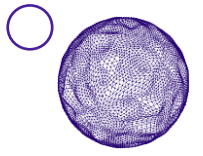
BSBF 2022





Disclaimer

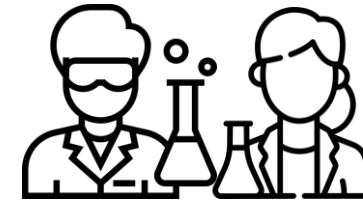
- Explaining in detail what ATTRACT is, would take me quite some time and out of the scope of this particular session.
- So just let's say this:
 - ATTRACT is a project aiming to set and measure the conditions for accelerating breakthrough technologies coming from basic science into the market.
 - As one of its elements, it provides opportunities for young innovators (ATTRACT Academy) to manage their own projects addressing innovation related to the UN Sustainable Development Goals.
 - More information at <https://attract-eu.com/>



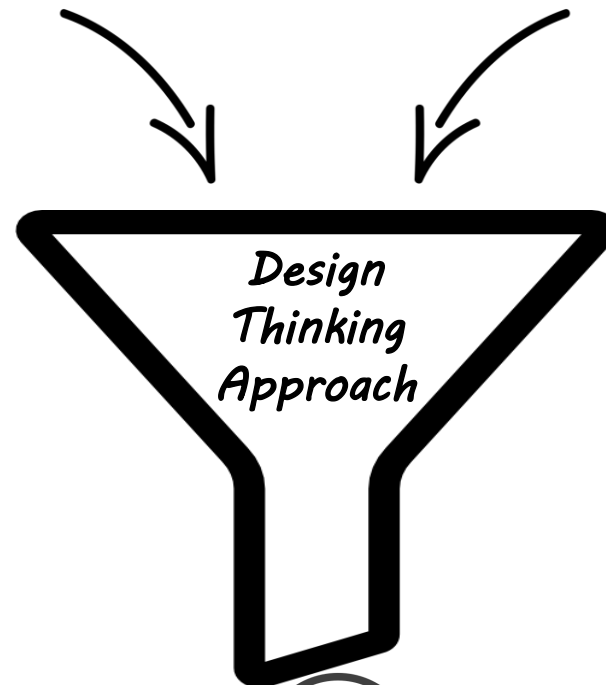
ATTRACT Academy



*Interdisciplinary teams
of MSc Students
that want to change
the world.*



*Professional scientists
working in an ATTRACT
funded project*



*Sustainable solutions
addressing UN SDGs.*

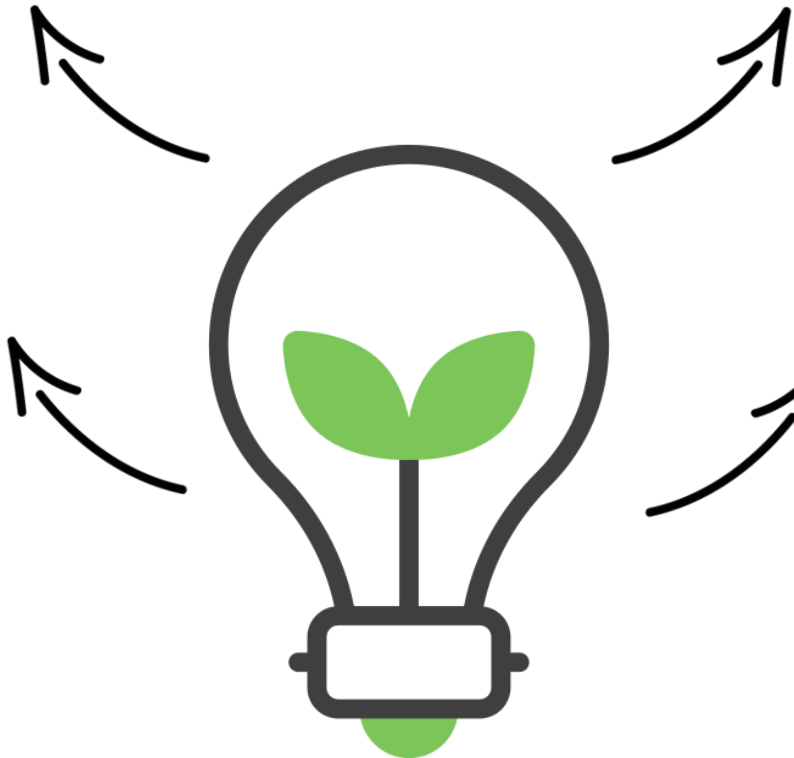
ATTRACT Academy



Enhancing critical resource management (water) through gamification



Enhancing rehabilitation and patient/physiotherapist relationships



Technology for helping Parkinson's patients

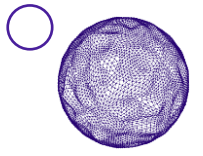


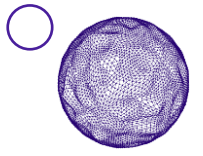
Drones for monitoring forest fires



What does it mean?

More examples at: <https://phase1.attract-eu.com/showroom/student-projects/>





ATTRACT Academy

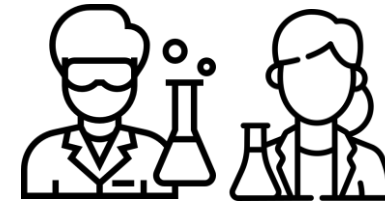
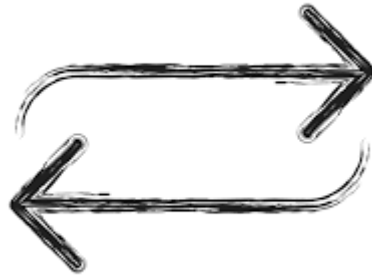


Our first time to manage our own project from start to finish!

The motivation comes from developing solutions with impact for a better world!

First time interacting side by side with professional scientists.

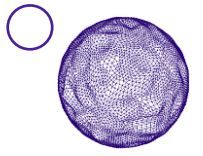
Benefits



These youngsters have proposed examples for the application of our technology we never ever have thought about.

Actually, it might be worth hiring the team to develop a project in my company!

Or just giving them seed money for continuing.



Dreaming...since it doesn't cost any money.

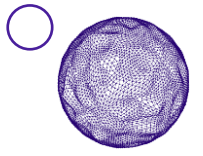


ATTRACT Phase 1
Finished
100 young
innovators

ATTRACT Phase 2
On going
500 young
innovators

Wouldn't be good having a European Programme (ERASMUS + type) for really educating our young talent hands on in sustainable innovation?

Are we capable of "walking the talk" or just talking (about innovation)?



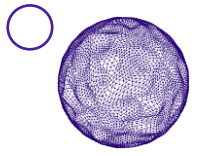
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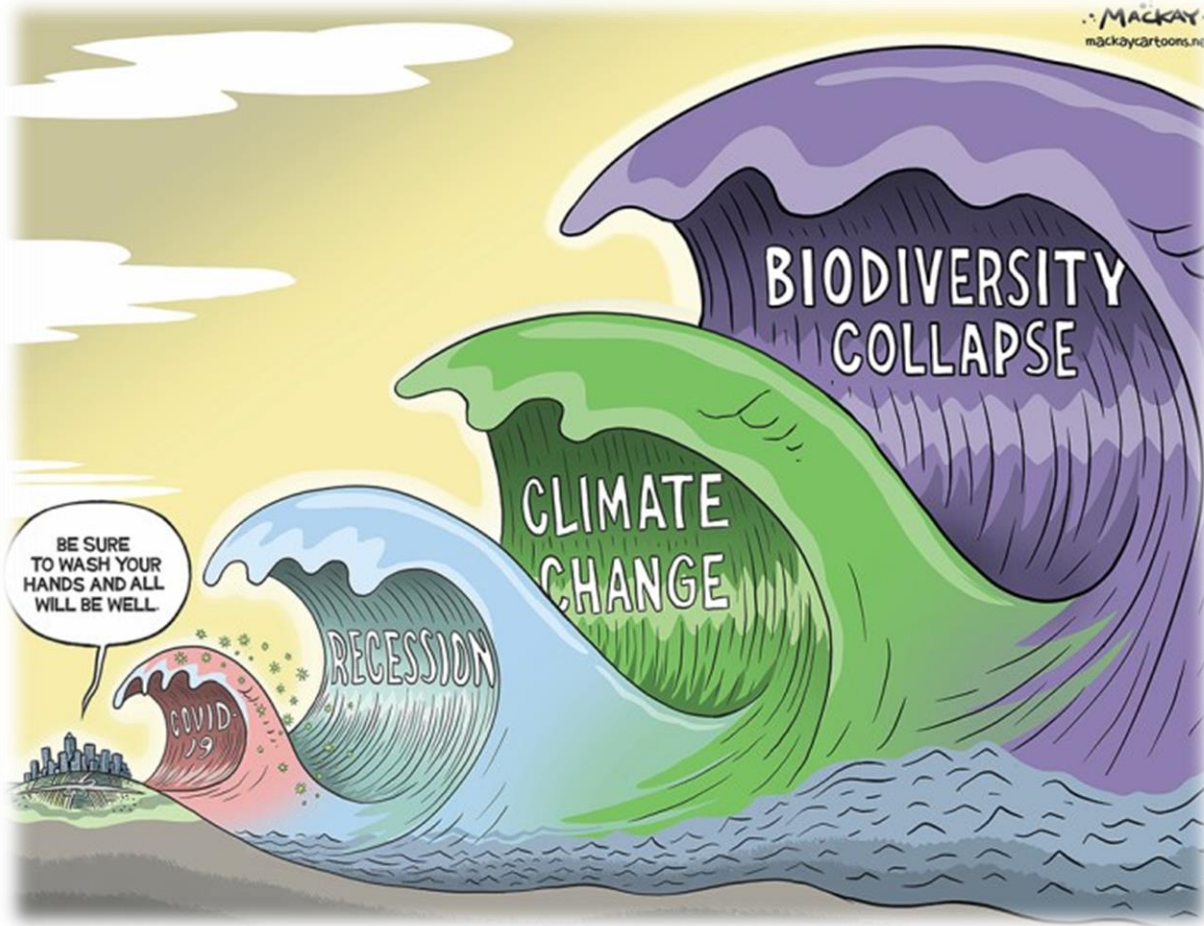
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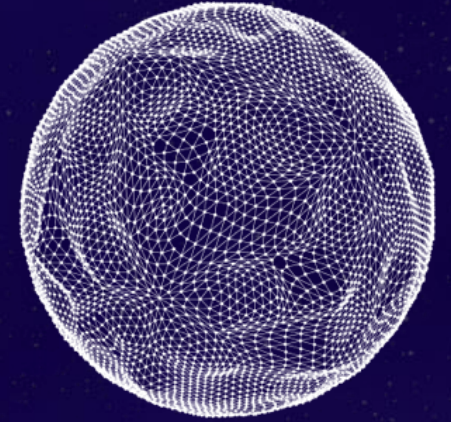
Wouldn't it be good a European Programme (ERASMUS + type) where our young talents become hands on sustainable innovators?



Are we capable of “walking the talk” or just talking (about innovation)?



...because we are going to need it sooner than we all think!



Thanks and Questions!

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