



**FROM OPEN SCIENCE TO OPEN
INNOVATION**

**DEVELOPING BREAKTHROUGH TECHNOLOGIES
FOR SCIENCE AND SOCIETY**

ATTRACT Phase 2 Info Day

Zoom City June 29th – Michael Krisch



esade



What do we expect from you?

Develop a prototype of a system -
combination of different technologies

Work together with other Phase 1 projects -
cluster, complement your own expertise

Link with student projects and socioeconomic study –
generate ideas for social innovation inspired by
the technologies developed in your projects

What is important now?

Curiosity

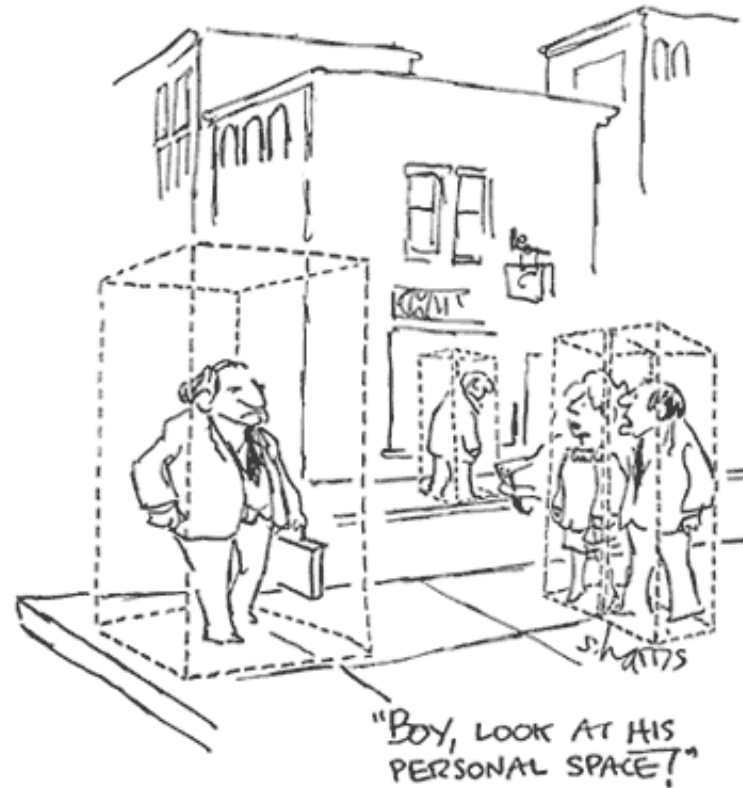


Build bridges



**Connect with the
other projects**

Shape the ideal team



Synergy & Solidarity

An economy only based on “value for me” is no longer an option for a world facing Societal Challenges at a planetary scale.



Global Sustainability needs an economy based on “value for many”.





Thank you and all the best



esade

