



# Invitation Attract Project Final Event

KTH Royal Institute of Technology, Stockholm Sweden  
Wednesday 3rd October - Thursday 4th October

# Dear Colleagues,

We would like to warmly invite you to our final event showcasing the findings and results of the Attract Project.

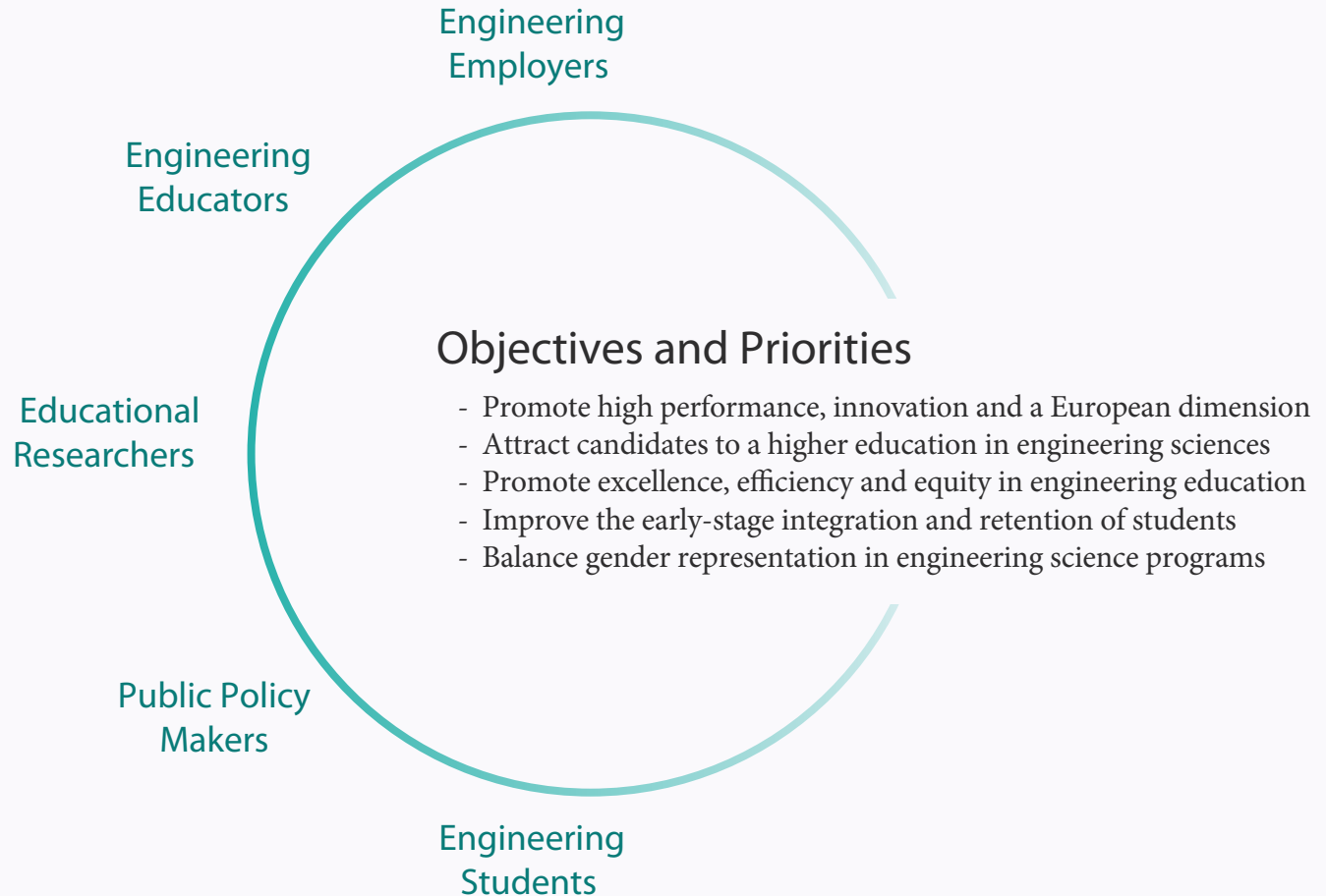
In many countries the number of applications to higher education programs in engineering have decreased over many years and drop outs represent a major problem for most higher education institutions. This two day program intends to reveal the findings of our two year study which has examined the attraction, recruitment strategies, barriers, and retention issues relating to the engineering sciences and how factors can be enhanced for greater efficiency.

One of our principal objectives is to bring together key stakeholders in the science and engineering education. Policy makers, public authorities, employers, teachers, headmasters of secondary schools, and other relevant parties represent those that have been involved in the Attract project activities whenever possible in order to leverage the impact of the project's results.

This project proudly represents many steps forward in the successful collaboration throughout a very complex educational landscape. The partners involved in the project represent a wide range of nationalities throughout Europe. Our common goals have enabled the Attract Project to successfully map these complex factors and provide you with an in-depth analysis of best practice.

We look forward to seeing you all in Stockholm this October 2012.

Eva Malmström Jonsson  
Deputy President  
KTH Royal Institute of Technology



## The Attract Project Examines...



The Attract project was initiated in 2010 and has examined the recruitment strategies of students to engineering sciences and how the retention of students can be improved at an international European level. Attract brings together seven CLUSTER (Consortium Linking Universities of Science and Technology for Education and Research) universities and additionally two Swedish universities which have been involved in the original national project in Sweden.

Research and development has been conducted within four particular project groups:

- The Attractiveness of Being an Engineer
- Formal Barriers
- Attracting Students to Studies in Science and Technology/Engineering
- Student Retention

The main working groups have representatives from each university. Each group has discussed, exchange ideas and experiences, and formulates a method of “Best Practice”. These findings will contribute to policy reforms at national level in the represented countries and may also represent an important input to supranational policies and international activities. The ambition of all the project partners is that the discussions and conclusions from this project shall lead to development and changes throughout the European society and educational system, and induce positive change.

## Contributing Partner Universities

KTH Royal Institute of Technology  
Trinity College Dublin  
Aalto University  
K.U. Leuven  
Politecnico di Torino  
Istituto Superior Tecnico  
Linköpings University  
Uppsala University

# Presentations

During the final event, the project's findings and conclusions will be presented within four key sections. These presentations will then be followed by a critical debate which will facilitate a necessary international dialogue.



A copy of the complete report will be made available prior to and during the event

## ■ **Attract Project Overview**

*Presented by Eva Malmström Jonsson & Mirko Varano  
KTH Royal Institute of Technology*

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October 3rd  
October 4th

## ■ **Attractiveness of Being an Engineer**

*Presented by Mats Hanson - KTH Royal Institute of Technology*

To define an Engineer and examine the perceptions of engineering in society, labour markets and media coverage.

## ■ **Attracting Students to Studies in Science and Technology/Engineering Education**

*Presented by Pedro Lourtie - Instituto Superior Técnico*

A comprehensive analysis on interest, attraction, and gender representation in science and technology/engineering programmes.

## ■ **Formal Barriers**

*Presented by Kevin Kelly - Trinity College Dublin*

To facilitate maximally open access to engineering higher education without compromising standards or unfairly exposing unequipped students.

## ■ **Student Retention**

*Presented by Anna-Kaarina Kairamo - Aalto University*

To assess the perceptions and the specific causes of attrition and the factors that may affect retention in higher education.

# Event Agenda

Upon arrival we kindly ask you to check into the welcome desk located in the KTH Library entrance lobby. After the opening presentation on the first day, we would like to invite you to join us in further discussion during dinner.

Following Thursday’s morning sessions we would like to invite you to join us for lunch in the on campus Restaurant Syster o Bror which is located adjacent to the KTH Library. After lunch we will reconvene and discuss the findings and recommendations to be formulated into specific policy initiatives. A more detailed program will be sent to the registered participants prior to the event in addition to a copy of the complete Attract Final Report.

**We will have 100 available seats at a first-come basis. In order to guarantee seating we would kindly ask for confirmation prior to September 10th using the link below:**

<http://www.webforum.com/form/kthinternational/form.asp?sid=581107753>

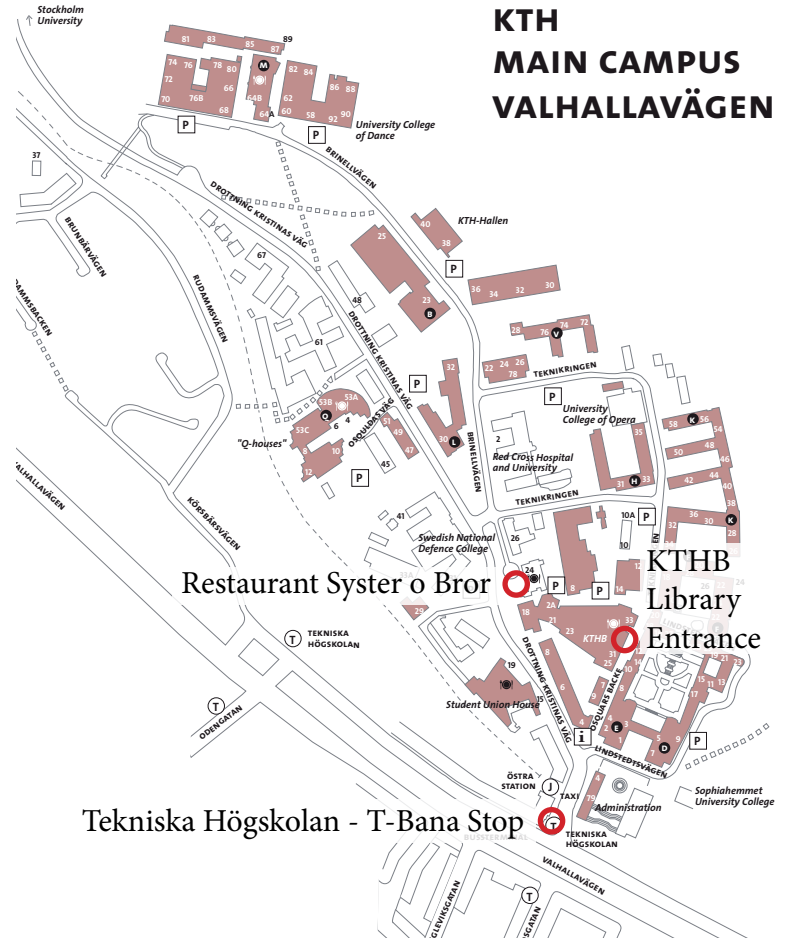
	October 3 Wednesday	October 4 Thursday
8:00	— — — — — — —	— — — — — — —
9:00	— — — — — — —	— — — — — — —
10:00	— — — — — — —	Specific presentations on the findings
11:00	— — — — — — —	— — — — — — —
12:00	— — — — — — —	— — — — — — —
13:00	— — — — — — —	Lunch
14:00	Registration	Discussion and debate with stakeholders
15:00	ATTRACT Overview	— — — — — — —
16:00	— — — — — — —	Internal closing session
17:00	Networking Session	— — — — — — —
18:00	— — — — — — —	— — — — — — —
19:00	Official Welcome Dinner	— — — — — — —
20:00	— — — — — — —	— — — — — — —
21:00	— — — — — — —	— — — — — — —
22:00	— — — — — — —	— — — — — — —





## The Venue

KTH in Stockholm is the largest and oldest technical university in Sweden. No less than one-third of Sweden's technical research and engineering education capacity at university level is provided by KTH. Education and research spans from natural sciences to all branches of engineering and includes architecture, industrial management and urban planning. The School of Engineering Sciences carries out a wide range of research at the international front line, from fundamental disciplines such as physics and mathematics, to engineering mechanics with applications such as aeronautics and vehicle engineering.



## Directions

1. From Arlanda airport:
  - a. Arlanda Express train to Stockholm Center  
(20 min., at least every 30 min. peak hours every 10 min)
  - b. Airport bus to Stockholm Center  
Cheaper but slower than the express train.  
(40 min., at least every 15 min. day time every 10 min)
2. From Stockholm Center you take the subway (T-bana); Red line towards Mörby Centrum or Tekniska Högskolan and get off at station Tekniska Högskolan, exit Roslagsbanan.  
(7 min. at least every 15 min., peak hours every 5 min.)  
For more information about the schedules:
3. From the subway exit, walk up-hill on Drottning Kristinas Väg about a hundred meters, then when it turns left you continue straight ahead on Osquars Backe. The library will be on your left.

## Accommodation

We have reserved a number of rooms at a first come basis in Hotel Arcadia and Hotel Tapto. Please mention the Attract Project when making your reservation and feel free to contact us with any questions.



# For More Information

Please contact:

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