

## Widening Country Inspiration Story

“Carefully study the rules of the programme to ensure that all secondments can be implemented.”

**Organisation name:** Medical University of Varna (Bulgaria), Higher education organisation – coordinator  
BIOEMTECH (Greece), SME  
Morphé (Greece) - SME  
**Project Acronym:** PHENOMENO  
**Project start and end date:**  
01.05.2021 – 30.04.2025  
**Type of MSCA, Horizon 2020:**  
Research and Innovation Staff Exchange



**What is your project about and why is the topic important for science advancement?** PHENOMENO aims to develop comprehensive technological solutions for producing high-quality physical breast phantoms derived from novel computational anthropomorphic breast phantoms and novel 3D prototyping techniques. The developed solutions will lead to advancement in the methods for obtaining realistic 3D computational and physical models of the female breasts, as well as in novel printing materials and printing technology used in developing and testing novel x-ray-based breast imaging techniques.

**Why is your project important for society?** The developed solutions will contribute to the advancement in the development of x-ray-based breast imaging techniques and in the design and implementation of virtual clinical studies suitable for the development of anthropomorphic models for x-ray imaging to boost current experimental and validation research.

**What communication and public engagement measures have you**

**foreseen?** Interviews on the radio and in newspapers, three dedicated workshops, a dedicated website, social media, YouTube content, as well as a study with the involvement of patients are planned within the project.

**What kind of support did you get?** The support during the application process was provided from three sources: (a) guidelines, (b) from the Bulgarian NCP, (c) from our partner BIOEMTECH, who has already participated in a successful RISE project.

**Do you have other successful projects under Horizon 2020?** Yes, the [MaXIMA](#) project – Three dimensional breast cancer models for X-ray Imaging research, which is a Twinning project related to the creation of three-dimensional computational models of lesions of the breast.

**What in your experience helped you to succeed?** There are four key factors: (a) a good research profile, (b) excellent EU partners with

complementary knowledge and skills, working together as a project team and respecting each other, (c) a novel idea that provides an opportunity for excellent research, (d) a suitable EU call for funding.

**How did you find the partners in your consortium?** The PHENOMENO project consortium consists of five partners, two universities and three SMEs. We have all collaborated before within the framework of other national and international projects. The collaborations are similar in topic, fruitful and invariably successful.



**What tips can you give other organisations that would like to apply for MSCA?**

Identify appropriate partners, with complementary expertise in order to maximize the knowledge transfer. Also, from the very beginning carefully study the rules of the programme to ensure that all secondments can be implemented. Finally, establish collaboration with the partners during the secondments and see what other opportunities present themselves.

**Seconded researchers' impressions:** Mobilities between academia and SMEs provide a great opportunity for gaining first-hand knowledge of how an idea can be made into a successful

product and a chance for partnerships on new projects and ventures.

Secondments in MSCA advance the professional development of the people involved, in particular as regards one's attitude in working in an international context, language skills improvement, collaborating with different attitudes and cultures, or becoming aware of research needs in a foreign or international context. In addition, secondments can offer opportunities to boost a person's professional development through active involvement in workshops and conferences with the possibility of participation in talks in front of an international audience.

More information on the project:



The Marie Skłodowska-Curie Actions (MSCA) support researchers at all stage of their career across all disciplines. The MSCA also support cooperation between industry and academia and provide innovative trainings and career developments.

The MSCA Research and Innovation Staff Exchange (RISE) promotes international and cross-sector collaboration through exchanging research and innovation staff, and sharing knowledge and ideas from research to market (and vice-versa).

The MSCA-NET project is the MSCA NCP project to facilitate the transnational cooperation to achieve a consistent and harmonised level of NCP support. The scientific community can also profit from our project to support their MSCA application.

