

## Widening Country Inspiration Story

“In a successful team mutual trust is as important as professional competences.”

**Organisation name:** SWPS University  
**Organisation type:** Higher Education Organisation  
**Country:** Poland  
**Project Acronym:** Eye4ICU  
**Project start and end date:** 1.09.2022 – 31.08.2026  
**Type of MSC action, Horizon Europe:** Doctoral Networks  
**Is your organisation a coordinator?** No

### What is your project about?

Eyes for information, communication, and understanding (Eyes4ICU) explores novel forms of gaze interaction using real-time predictive models in highly promising applications. We focus on the dynamics of visual attention for predicting cognitive load during human-machine interactions and in multimedia learning. The project innovatively introduces the use of eye movement metrics to make pervasive interactions seamless and intuitive.

### Why is your project important for society?

Our project closely deals with modern societal challenges, among them overstimulation. By modelling cognitive load and attention dynamics, we hope to make the multimedia systems-based learning process more effective and better fitted to the personal cognitive resources of each student. Analysis of focused and ambient attention during heavy-machine operating will help design innovative adaptive operator assistive systems using eye movement-based input for increasing safety in, e.g. construction work spaces. We aim also to increase the effectiveness of heavy machines operator training.



### What kind of support did you get?

The project idea was developed during Prof. Krzysztof Krejtz's visiting professorship at Ulm University, the coordinating institution of the Eyes4ICU project. Ulm University had previous experience with MSCA Doctoral Networks successful applications.

### Do you have other successful projects under Horizon 2020/ Horizon Europe? What in your experience helped you to succeed?

Yes. Eye Tracking Research Center (ETRC) at SWPS University is a consortium partner in [ClearClimate](#) MSCA Staff Exchanges project and a leader of [LEAD-ME COST Action](#) (CA19142).

The involvement in Horizon projects, especially leading and active participation in LEAD-ME COST Action had a trifold impact for the Eyes4ICU success. First, it helped in building the capacity of scientific collaborations. Second, it widened the interdisciplinarity of scientific collaboration between researchers of

ETRC at SWPS University and other institutions. Third, it helped our understanding of how to turn scientific discoveries into societal impact.

**How did you find the partners in your consortium?** Active participation in the scientific international life of the eye-tracking community was most beneficial in terms of finding partners for the consortium. It is an interdisciplinary community that gathers researchers and experts from various disciplines, among them computer scientists and psychologists, and industry, all focused on pushing forward new developments and applications of eye tracking.

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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 Doctoral Networks (DN) offer doctoral programmes implemented by partnerships of organisations from different sectors across Europe and beyond to train highly skilled doctoral candidates, stimulate their creativity, enhance their innovation capacities and boost their employability in the long-term.

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.



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

Build an interdisciplinary team, preferably with researchers known from previous research activities (e.g., conferences and other forms of networking such as COST Actions). In a