



CINDERELLA project and trial aim to empower breast cancer patients by providing personalized, AI-driven tools to help them make informed decisions about their surgical options.

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1. Describe your project through key words/key phrases that identify it.

Breast Cancer treatment; Digital Health Solutions; AI; Innovation in Patient Centred Care; Health Literacy; Inclusivity; Shared decision making.

2. In terms of impact, what will be the most tangible your project will achieve?

Currently, approximately one-third of women undergoing breast cancer surgery feel disappointed with the aesthetic outcomes, often due to a lack of information and unrealistic expectations. The CINDERELLA project and trial aim to empower breast cancer patients by providing personalized, AI-driven tools to help them make informed decisions about their surgical options. This will enable patients to align their choices with realistic expectations, ultimately leading to greater satisfaction with the results and improved quality of life.

3. Please describe your project's overall impact, if applicable, at the European level.

Across Europe patient involvement in decision-making regarding the type of breast cancer surgery remains limited. The CINDERELLA approach aims to transform this by introducing innovative, AI-driven tools that promote shared decision-making and empower patients to actively participate in their treatment choices. We anticipate that this methodology will not only have a significant impact across Europe but will also be adopted worldwide, fostering more patient-centered care and improving overall treatment satisfaction and outcomes.

4. As an applicant, what advice would you have wanted in the Horizon project design process? What support did you receive from National Contact point (NCP) and your organisation, and what improvement of support would you benefit from?

Given the highly competitive nature and specificities of Horizon Europe calls, having access to tailored insights and guidance can be invaluable in navigating challenging aspects of the application process. In our case, we were fortunate to benefit from the expertise of an outstanding pre-award team within our organization, which provided most of the necessary support internally.

However, during project implementation, sensitive or complex issues often arise where a more proactive and hands-on approach from the NCP could make a significant difference. Additionally, facilitating stronger communication and collaboration between NCPs from different countries involved in the project would be highly beneficial, fostering a more cohesive and supportive environment for multinational consortia.

5. Please highlight aspects of your Horizon project's strengths that you consider important and that may constitute good practice for other applicants.

When starting a grant application, the experience, cohesion, and expertise of the team are of paramount importance. The selection of a capable and well-organized managing team is critical, as it lays the foundation for the project's success. Equally important is carefully determining the size and composition of the consortium. While diversifying and including more partners can be appealing, it may also

increase the complexity of managing tasks and coordinating efforts.

Effective management hinges on maintaining clear communication, a shared sense of purpose, and consistent momentum throughout the project. Regular meetings, active discussions, and fostering an inclusive and collaborative environment are key to keeping the team motivated. Additionally, celebrating small milestones and achievements together helps maintain enthusiasm and strengthens team cohesion. These practices not only contribute to the successful execution of the project but also create a positive and engaged consortium culture.



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