



Call for Proposals for Activities to be executed in 2021

Guidelines for Proposal preparation

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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www.eiturbanmobility.eu



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I. Prologue

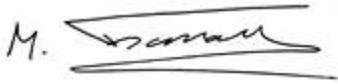
2019 was a year that put the combat against climate change at the forefront of both citizens' minds and political agendas. The world was shaken by catastrophic natural disasters and has seen youths around the globe standing up for our climate and calling for change.

Mobility is a key lever to tackle the climate emergency and the message that immediate and disruptive change is needed in how we move, especially in and around cities is now heard.

Low emission zones, removal of parking and transforming of public spaces, promoting active mobility, many cities are stepping up to meet green targets and make their cities more liveable.

EIT Urban Mobility's mission is to accelerate this transition towards sustainable mobility and more liveable cities. Our activities foster collaboration and co-creation between and across cities, industry, academia, research and citizens to drive systemic solutions and behavioural change that is so much needed.

Come and engage in the EIT Urban Mobility Community to make cities the game changers for our future.



Maria Tsavachidis
CEO, EIT Urban Mobility

Invitation to participate in EIT Urban Mobility Activities 2021

We are pleased to introduce to you the Call for Proposals for our Business Plan 2021.

EIT Urban Mobility presents its open Call for the Business Plan 2021 and invites all EIT Urban Mobility partners as well as non-partner organizations to propose impactful activities that will support EIT Urban Mobility to deliver on its mission and create real benefits to cities, citizens and companies in Europe and beyond.

We look forward to seeing inspiring collaborations unravel. This Call document is an invitation to submit proposals that will help us to continue building an even stronger portfolio of activities in 2021.

The document describes the goals and the process of the Call and outlines how an integrated portfolio of activities for the Business Plan 2021 will be selected. Furthermore, it will give you clarity on:

- What we expect: Focus of our Call for 2021.
- How we will evaluate and select proposals: Details on the evaluation and selection procedure and the applied criteria.
- What happens and when: Transparency on the timing of the entire process.
- Rules and eligibility: Guidance on financial and administrative issues, as well as eligibility criteria.
- Where to get help: We provide a summary of all key contact points for help and support.

All proposals need to be submitted electronically via the submission system of the EIT Urban Mobility Intranet (<https://plaza.eiturbanmobility.eu>). Further information regarding submission is provided in Chapter III.1 “Proposal structure and submission”.

Please note that the deadline for the *Notification of Intent to submit* is 30 April 2020, 23:59 (UTC+1/CET).

II. Strategic Focus

Proposals must support the EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives and most important city challenges. Proposals need to demonstrate how the activity will impact on specific city challenges and strategic objectives (SOs), as stated in the Strategic Agenda. Both documents are available in the Call publication article in the News section of the EIT Urban Mobility website.

The evaluation and selection of the submitted proposals will be highly depending on their contribution to these elements.

1. Vision & Mission

EIT Urban Mobility drives integration on all levels to accelerate change towards a sustainable model of urban mobility. It aims to develop and deploy solutions for the mobility of people, goods and waste, that solve problems and create impact for cities and citizens. We strive for a form of mobility that allows people, goods and waste to move affordable, fast, comfortably, safely and cleanly but at the same time enables cities to reclaim public space from cars, creating more space for people to work, meet up and play.

All activities of EIT Urban Mobility serve the purpose of achieving three societal impact goals:

- Improved quality of life in cities,
- Mitigation of climate change,
- Competitiveness of cities and the European mobility sector for job creation.

Further details on the programmes and the strategic focus of the thematic areas are given in sections IV.

2. Strategic Objectives

Five strategic objectives (SOs), as set out in the EIT Urban Mobility Strategic Agenda (see Annex 1) steer our activities and ambitions and will lead us to achieve our goals for urban mobility and eventually societal impact:

SO1 - Create liveable urban spaces

SO2 - Close the knowledge gap

SO3 - Deploy user-centric, integrated mobility solutions

SO4 - Accelerate market opportunities

SO5 - Promote effective policies and behavioural change

3. City Challenges

One of the core elements of our EIT Urban Mobility partnership is that our work is based on actual challenges within our cities. EIT Urban Mobility has created a unique vehicle to work with cities: The City Club.

The City Club already provided the challenges for the Call for Proposals for the Business Plan 2020. The six resulting challenges were: accessibility, data exploitation, combating pollution, allocation of space, managing the transition and accommodating urban growth. In the proposals submitted in May 2019, reference was made to these challenges.

Activities of the Business Plan 2021 should be linked even closer to real challenges of cities. For this purpose, the City Club identified individual challenges concerning each individual city and ranked them on importance. After a joint review and in order to make the high number of challenges (193) more accessible, they were clustered in 7 categories. The result of this whole process and the details of the challenges can be found in the Annex 2 “City Club Challenges for the Business Plan 2021”.

Challenges are divided into the following 7 categories:

1. **Shift to active modes of transport (walking & cycling)**
How to activate the use of active modes of transport, i.e. non-motorized transportation.
25 challenges from 9 different City Club cities.
2. **Avoid negative health, safety and environment impacts of urban mobility**
How to reduce the negative externalities of (motorized) urban transportation?
22 challenges from 10 different City Club cities.
3. **Improve urban logistics with a focus on last mile distribution**
How to improve the delivery of goods within our cities.
14 challenges from 7 different City Club cities.
4. **Improve public transport service provision**
How to improve the services and offerings of public transportation.
25 challenges from 12 different City Club cities.
5. **Improve the quality of public space**
How to free up and improve the usage and liveability of public space.
24 challenges from 10 different City Club cities.
6. **Improve traffic flow management (incl. ITS)**
How to improve and better understand traffic flows via the use of data and real time traffic management tools.
37 challenges from 11 different City Club cities.
7. **Avoid transition barriers**
How to overcome the hurdles in transitioning current urban mobility systems into the desirable future state.
47 challenges from 15 different City Club cities.

Each proposal needs to clearly identify and explain in detail the addressed challenge(s) and the justification of the proposed activity solving or contributing to solving the challenge.

III. General Information

1. Proposal structure and submission

The Call opens 17 February and closes 14 May, 23:59 (UTC+1/CET).

All proposals need to be submitted through the EIT Urban Mobility submission system PLAZA (accessible through [this link](#)). Be aware of the deadline at 30 April 2020, 23:59 (UTC+1/CET) for the *Notification of Intent to submit*. Further instructions on how to complete the Notification of Intent can be found via [this link](#).

If you are not registered yet, please directly register via [this link](#).

2. Eligibility Criteria

The following are the common eligibility criteria for proposals in **all thematic areas**. Each thematic area has additional eligibility criteria, which are listed in Chapter IV.

- Proposals must be complete according to the criteria laid out in the Call for Proposals and Guidelines for proposal submission documents.
- Proposers must complete the *Notification of Intent* by 30 April 2020, 23:59 (UTC+1/CET). The final submission deadline for the completion of proposals is 14 May 2020, 23:59 (UTC+1/CET).
In case of a successful submission and acceptance of the proposal, organizations not yet partners of EIT Urban Mobility become “project partners” of EIT Urban Mobility by signing the Framework Partnership Agreement (FPA) (an administration fee of 20% of the total EIT funding will apply for 2021). A proposal must adhere to the minimum partner participation requirements (outlined in the respective Call areas in Chapters IV.1-6).
- For Innovation activities the co-funding contributed by the activity consortium (in-kind and/or financial) should be at least 30% of the total KIC Added Value Activities (KAVA) cost. The co-funding ratio may vary by activity partner as long as an overall 30% is ensured on activity level.
- For activities in all other thematic areas, co-funding of at least 30% is required from large profit organizations (s. chapter III.4), although only for their share of the activity’s cost. Co-funding from non-profit organizations in non-innovation activities is not required but highly encouraged and positively evaluated.
- Should the total grant allocation after proposal selection exceed the respective cap (cf. chapter III.4 Financial Aspects below), the partner must decrease or redistribute funds to other project partners, in order to be within his respective cap. This must be done prior to submission of the Business Plan to EIT (expected for mid of September 2020).
- Note on Linked Third Parties (called LTPs): Please note that LTPs that intend to participate in the Call and are not yet registered to the Framework Partnership Agreement (FPA) must initially be included

in the Call under the KIC Partner. If the proposal is selected for the Business Plan 2020 portfolio, the LTP will be requested to accede to the FPA, following the approved process.

- Ethics approval info: it is required to include a statement in the submission document confirming that the H2020 Programme Guidance – ‘How to complete your ethics self-assessment’¹ has been read and that the guidance with respect to completion of procedures for ethics approval in your local region will be followed.
- All proposal editors (of partners and non-partners) are requested to complete Annex 3 and return it to call2021@eiturbanmobility.eu by latest 19th June. Please, be aware that the information in Annex 3 must be identical to the information in PLAZA-Proposal Partner Information Form.

3. Evaluation process and selection criteria

All eligible Activity proposals will be objectively assessed along a transparent evaluation process, taking into account the distinct selection criteria set out in this Call document. The evaluation guidelines will be published a week before starting the review process.

Evaluation will be done in two steps:

- Step 1: Evaluation of quality of individual proposals by an external reviewer panel
- Step 2: Evaluation of portfolio fit and systemic impact by EIT Urban Mobility Portfolio Definition Team (thematic area leads, CEO).

Step 1: Individual proposals will be evaluated by external reviewers. External reviewers will be contracted after being selected and screened by an external consultant. Each proposal will be reviewed by 3 reviewers.

Evaluation of each proposal will be done along four areas:

- Excellence, Novelty, and Strategic Fit (score weight 30%),
- Solution Readiness, Consortium and Workplan (score weight 20%),
- Strategy for Implementation (score weight 20%),
- Impact (score weight 30%).

After reviewers have reviewed and evaluated proposals individually, evaluation results will be discussed among reviewers and the EIT Urban Mobility management team in a final face to face review panel meeting(s). The final review panel will involve the external reviewers, the EIT Urban Mobility thematic area leads and the consultant and is aimed at clarifying deviations in evaluation between reviewers and creating a transparent and consolidated assessment for each reviewed proposal.

¹ https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/ethics/h2020_hi_ethics-self-assess_en.pdf

Step 2: This review stage will assess the overall portfolio fit of proposals, with regard to contribution to systemic impact and strategic importance to achieve EIT Urban Mobility goals and objectives, including financial sustainability contribution. The evaluation will be done by the Portfolio Definition Team of EIT Urban Mobility (thematic area leads, CEO).

Based on the indicative budget available, external reviewer evaluation (step 1) and evaluation of portfolio fit (step 2), proposals will be classified in four categories:

- A:** almost certainly fundable
- B:** fundable if EIT competitive funding allocation is as expected
- C:** fundable only if competitive part of EIT funding is much higher than expected
- X:** Proposal not funded

An announcement of the portfolio of Activities accepted for the draft Business Plan 2021 will follow end of June, see Chapter III.5 key dates. Final approval of Activities is conditional on the EIT grant allocation (expected in December 2020) and final approval of the Business Plan by EIT (expected in January 2021).

4. Financial Aspects

Funding caps

The following caps for EIT funding per partner apply:

- Core partner tier 1, including LTPs: uncapped
- Core partner tier 2, including LTPs: EUR 300k
- Project partners: EUR 150k

Table 1: Maximum EIT funding and minimum co-funding per KIC Added Value Activity (KAVA) by type of partner

Type of organization	Number of employees	Max. eligible EIT funding as % of partner's total KAVA3 cost	Min. co-funding contribution by partner as % of partner's total KAVA3 cost
<i>Profit organization²</i>			
Large company	>250	70%	30%
SMEs	<250	100%	
<i>Non-profit organisations</i>			
Universities		100%	
RTOs		100%	

Note that Innovation activities must ensure a co-funding rate of at least 30% on activity level.

Contrary to previous years, from 2021 onwards, under the new Horizon Europe Framework, EIT funded activities will not have to declare KIC Complementary Activities (KCAs) anymore.

Financial Sustainability contribution

EIT Urban Mobility is looking for income channels to gradually become financially independent from EIT funding. Therefore, it is required to include information on how the activity will contribute to financial sustainability of EIT Urban Mobility (FS mechanism). To this end, proposals are requested to provide:

- The commercialization strategy: a clear plan on how results will be commercialized
- The FS mechanism:

² Commission recommendation of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises (Text with EEA relevance) (notified under document number C(2003) 1422)

- Definition of the mechanism that will be applied to generate a financial backflow for EIT Urban Mobility (e.g. licensing deals, revenue sharing model, equity in start-ups created by Innovation Activities and/or supported by Business Creation Activities, innovation success fee, tuition or other fees for education programs, conference fees, service fees, etc.)
- Estimated quantitative financial backflow to EIT Urban Mobility (short-, mid-, long-term)
- In case that an activity is not expected to generate any direct returns, the indirect contribution to financial sustainability needs to be stated (e.g. contribution of data and knowledge that will be exploited through the EIT Urban Mobility Factory)

The EIT Urban Mobility Future Mobility Factory will evaluate all proposals regarding their potential and feasibility of scaling their outputs and thereby contributing to the financial sustainability of EIT Urban Mobility.

5. Key dates

Table 2: Key dates of the Call for Proposals 2021 (UPDATED 27-03-2020)

Date	Stage in process
17/02/2020	Call for Proposals 2021 open
21/02/2020	Web call for information and explanation of Call process and evaluation
03-04/03/2020	Matchmaking event, Eindhoven
25/03/2020	Opening of submission system, date will be communicated at the matchmaking event
02/04/2020	Web call for information and explanation of the online submission template (PLAZA)
30/04/2020	Notification of Intent (Find instructions under this link)
14/05/2020	Call 2021 closure
18/05/2020	Start of evaluation and selection process
15/06/2020	Reviewers results ready for evaluation by EIT UM portfolio definition team
15-19/06/2020	F2F meeting with external evaluators
25-26/06/2020	Proposal selection workshop for BP2021 (EIT UM portfolio definition team)
07/07/2020	Feedback on evaluation and change requests for the selected proposals to be included in BP2021
21/08/2020	Change requests implemented in PLAZA (Activity leads)
28/08/2020	Approval of draft BP 2021 by the supervisory board of EIT Urban Mobility
04/09/2020	Approval of draft BP 2021 by the General Assembly of EIT Urban Mobility
Sep 2020	Submission of draft BP2021 to EIT
Dec 2020	EIT Governing Board decision on grand allocation
Sep 2020 – Jan 2021	Final Business Plan revision according to EIT requirements
Feb 2021	Final Approval of BP 2021 by EIT

Disclaimer

Changes to the process and requirements of the Business Plan 2021 might occur due to the upcoming Horizon Europe guidelines, due April 2020.

6. Support

Questions related to the process, EIT definitions and requirements and other general aspects of the Call for Proposals can be addressed to: call2021@eiturbanmobility.eu

Questions regarding the specific thematic area Call can be addressed directly to the thematic area leads of EIT Urban Mobility.

Innovation:	Gareth Macnaughton Ben Kraaijenhagen	gareth.macnaughton@eiturbanmobility.eu ben.kraaijenhagen@eiturbanmobility.eu
Academy:	Martin Vendel	martin.vendel@eiturbanmobility.eu
Business Creation:	Fredrik Hånell	fredrik.hanell@eiturbanmobility.eu
RIS:	Bence Huba	bence.huba@eiturbanmobility.eu
Factory:	Alexander Schmidt	alexander.schmidt@eiturbanmobility.eu
Citizen Engagement:	Bernadette Bergsma	bernadette.bergsma@eiturbanmobility.eu

If in doubt, your EIT Innovation Hub (IH) Director will assist to find the right contact for your inquiry.

IH North	Henrik Morgen	henrik.morgen@eiturbanmobility.eu
IH West	Edwin Heesakkers Ton van Lier	edwin.heesakkers@eiturbanmobility.eu ton.vanlier@eiturbanmobility.eu
IH East	Traian Urban Roman Holy	traian.urban@eiturbanmobility.eu roman.holy@eiturbanmobility.eu
IH Central	Judith O'Meara	judith.omeara@eiturbanmobility.eu
IH South	Daniel Serra	daniel.serra@eiturbanmobility.eu

Contact for complaints and appeals

In case you want to issue any complaint or appeal against the procedures of this Call for Proposals please write an email to call.appeals@eiturbanmobility.eu.

7. Glossary

Table 3: Glossary of applied abbreviations in the Call document

Abbreviation	Meaning
BP	Business Plan
CfP	Call for Proposal(s)
EIT	European Institute of Innovation & Technology
EOI	Expression of Interest
FPA	Framework Partnership Agreement
FS	Financial Sustainability
GA	General Assembly
IH	Innovation Hub
LTP	Linked Third Party
MAMCA	Multi-Actor Multi-Criteria Analysis
MT	Management Team
IP	Intellectual Property
KAVA	KIC Added Value Activity
KCA	KIC Complementary Activity
KIC	Knowledge and Innovation Community
KPI	Key Performance Indicator
TRL	Technology Readiness Level
RIS	Regional Innovation Scheme
UMAM	Urban Mobility Assessment Model
SME	Small and Medium Sized Enterprises
SO	Strategic Objective
SUMP	Sustainable Urban Mobility Plan

IV. Overview of CfPs for the Business Plan 2021

Thematic areas of the Call

EIT Urban Mobility seeks to attract proposals in the following thematic areas:

- Innovation
- Academy
- Business Creation
- Regional Innovation Scheme (RIS)
- Factory
- Citizen Engagement

Each thematic area is described in more detail in a separate Call area in the following chapter. Each chapter provides information on the overall purpose of the area, the setup/structure of the area, general criteria for the Call including eligibility and funding specifications, the general evaluation criteria and the specific focus of this year's Call.

The table below gives an overview of the type of activity proposals expected in those areas.

Table 4: Overview of the type of activity proposals expected in each thematic area

<p>Innovation</p> <p>Focus on innovation activities delivering products / services / solutions at a Technology Readiness Level (TRL) of 5 and above.</p> <p>Innovation activities may fall into one of the following categories:</p> <ul style="list-style-type: none">• Research — creating and improving concepts for mobility solutions, with a focus on regulation;• Test — building, testing and learning in fast iterations, co-creating with citizens, cities and partners;• Pilot and implement — building pilots and demonstrating impact
<p>Academy</p> <p>Activities in the form of pilots and experiments to improve and introduce new content, formats and business models to the Master School, the Doctoral Training Network and the Competence Hub.</p> <p>Academy activities may fall into one of the following categories:</p> <ul style="list-style-type: none">• Master School• Doctoral Training Network• Competence Hub

Business Creation

Activities to continue and improve content, formats and business models of the Accelerator programme, Scale-up Hub and Go Global.

Business Creation activities may fall into one of the following categories:

- Acceleration in the Innovation Hubs South, Central, East, North, West (resubmissions only)
- Accelerator programme, Central Services
- Scale-up Hub, including Go Global

Regional Innovation Scheme (RIS)

EIT RIS focuses on countries with limited or no participation in EIT Urban Mobility, where innovation capacity is moderate or modest and which otherwise would not be able to benefit from insights and experience gained within the EIT Urban Mobility Community.

RIS Calls have the goal to connect new stakeholders from the RIS countries in the following activity fields:

- RIS Innovation
- RIS Education
- RIS Business Creation
- RIS Factory

Future Mobility Factory

Activities to support the exploitation of results and scale up urban mobility solutions. The Factory aims to receive proposals to create (semi) automated tools and other process-support to bring urban solutions to scale. Small and quick activities testing these processes are asked in this Call for Proposals.

Citizen Engagement

EIT Urban Mobility is looking for new, effective ways to co-create together with citizens, involve them in the ideation process, to look for and test suitable solutions together with industry, academia, cities and all stakeholders of a city. Citizen Engagement proposals should:

- Introduce new formats, contents and business models for citizen engagement activities in line with EIT Urban Mobility's Citizen Engagement goals.
- Help create a new communication methodology and process where citizens and end-users are not only informed about science and innovation but also empowered.

Indicative budget and funding allocation

The EIT grant for EIT Urban Mobility activities in 2021 (Call and non-Call activities but excluding management cost) is estimated to amount to approximately 33m EUR. The exact number of activities to be funded in the framework of this Call will depend on the quality of the received proposals and the total funding that will be granted in the end.

EIT funding (Call and non-Call activities) is expected to be allocated to the different thematic areas as follows:

Table 5: Indicative share of total EIT grant per thematic area

Thematic Area	Indicative share of total EIT grant* (%)
Innovation	45%
Academy	25%
Business Creation	13%
Regional Innovation Scheme	9%
Future Mobility Factory	5%
Citizen Engagement	3%

*excluding management cost

Activity duration

Per default all activities should deliver results by latest end of 2021. Depending on the thematic area and type of activity, activities may however last up to two years. Due to the EIT's annual grant cycle, even for multi-year activities, only activities executed in 2021 will be granted under this Call. Multi-year activities approved for the BP2020 will have to re-submit an activity proposal in 2020 for approval for the BP2021.

Participation model

This Call for Proposals is open to entities from the EU and H2020 associated countries. Some restrictions apply for entities that are not partners of EIT Urban Mobility:

- can receive total funding of maximum EUR 150k
- can participate but not lead Activities in the areas of Innovation, Academy, Business Creation, Citizen Engagement (this limitation does not apply to Factory and RIS calls)

We would like to particularly encourage cities, SMEs, start-ups and RIS stakeholders not yet partners of EIT to engage with EIT Urban Mobility partners and propose joint Activities that will help us to execute on the EIT Urban Mobility mission.

Each Activity proposal must have an appointed Activity lead. The Activity Lead will act already during the proposal phase and the whole duration of the Activity as the direct contact for EIT Urban Mobility and is responsible for the management of the budget, the deliverables and the impact of the Activity.

Note that for proposals in the areas Innovation, Academy, Business Creation, and Citizen Engagement, the Activity lead must already be an EIT Urban Mobility partner (core partner or project partner).

This does not apply for the Calls for the areas RIS and Factory.

Key requirements

All proposals must demonstrate:

- impact on city challenges and the EIT Urban Mobility vision, mission, strategic objectives and targets, represented by the EIT Urban Mobility's KPIs as set out in the EIT Urban Mobility Strategic Agenda³
- how they will contribute to the long-term Financial Sustainability (FS) of EIT Urban Mobility with a clear FS mechanism defined
- a clear strategy and plan how they will commercialize the activity results
- concise workplan, deliverables and milestones
- clear dissemination plan (including at least one event open to the public)
- how they will engage citizens
- strong partner commitment showing a clear contribution beneficial for the activity and a pan-European perspective involving multiple cities and other partners across Innovation Hubs.

³ the EIT Urban Mobility KPIs are currently under review and will be revised by end of June 2020. It is required to update proposals end of July 2020 to incorporate the revised KPIs.

1. Call Area: Innovation

Through our Innovation programme we take innovative ideas, improve them and put them into practice as a way of helping resolve the challenges facing eco-efficient and safe urban transport, improving data exploitation and promoting regulatory and behavioural change.

EIT Urban Mobility Innovation Activities for the BP2021 shall provide solutions for city challenges in the seven city challenge clusters. EIT Urban Mobility focuses on four Innovation segments as listed in the table below.

Table 6: EIT Urban Mobility Innovation Segments

EIT UM Innovation segments	Short description of innovation goals	Related City Challenge Cluster (s)
Accelerating urban transformation	Advancing the process of making cities more liveable places, through changing citizen behaviour, influencing urban policy and shared mobility services	<u>City Challenge Cluster 5. Improve the quality of public space</u> <u>City Challenge Cluster 7. Avoid transition barriers</u>
Encouraging integrated mobility	Facilitating integrated mobility for people and goods through activities driving sustainable logistics, smart infrastructure for parking as well as promoting cycling, walking and public transport	<u>City Challenge Cluster 1. Shift to active modes of transport (walking & cycling)</u> <u>City Challenge Cluster 3. Improve urban logistics with a focus on last mile distribution</u>
Meeting mobility needs	Improving data exploitation for intermodal urban mobility and advancing the development of intelligent mobility management and mobility as a service. Promoting a unified backbone system for Europe to enable providers and users of mobility solutions easy accessibility, affordable usage of services and safe and efficient use of infrastructure	<u>City Challenge Cluster 4. Improve public transport service provision</u> <u>City Challenge Cluster 6. Improve traffic flow management (incl. ITS)</u>
Decarbonising and automating mobility	Increase environmental awareness by developing clean and automated mobility, using new or adapted communication technologies	<u>City Challenge Cluster 1. Shift to active modes of transport (walking & cycling)</u> <u>City Challenge Cluster 2. Avoid negative health, safety and environment impacts of urban mobility</u>

Proposals must demonstrate:

- substantial contribution to making cities a better place to live, addressing specific city challenges
- their contribution to the EIT core KPIs and the EIT Urban Mobility KPIs and strategic agenda

- a clear commercialization strategy
- a clearly defined contribution to the EIT Urban Mobility financial sustainability
- how the output and results of the activity can be scaled through the Factory.

Table 6: Proposal categories

Category	Duration (month)	% of innovation portfolio	Max. budget per activity in 2021 (MEUR)
Short	max 6	25	0,3
Medium	max 12	50	1,0
Long	max 24*	25	2,0

*Due to the EIT’s annual grant cycle, even for multi-year activities, only activities executed in 2021 will be granted under this Call. Multi-year proposals will have to re-submit an activity proposal in 2021 for approval for the BP2022.

Table 7: Proposal consortium requirements per duration category

Category	Min number of partners	Consortium mix*				
		Country	Hub	Cities***	Industry	Academia
	Total					
Short	3	2	2	1	**	**
Medium	7	3	2	2	3	2
Long	10	3	3	3	4	2

* It is important to include project partners from RIS regions (for a definition of RIS, please cf. Chapter IV.6). At least 2 for the category “medium” and at least 3 for the category “long”.

**a minimum of two partner categories should be covered.

***Proposals are encouraged to bring in new cities, not yet partners of EIT Urban Mobility, to serve as test beds and living labs and widen the geographical scope of activities and impact.

Innovation activities can be conducted under three types of environment:

- **Confined lab:** co-creating and improving concepts for mobility solutions
- **Living Lab:** building, testing, learning in fast iterations with citizens, cities and partners
- **Market:** piloting and implementing by building pilots, demonstrating impact and creating revenues

Only short activities (max 6 months) can be limited to a confined lab environment. Activities of medium to long duration (6-24 months) must involve solution testing in living labs or piloting under market conditions, s. table below.

Table 8: Proposal environment requirements per duration category

Category	Partners	Confined	Living Lab	Market
	Total			
Short	> 3	x	x	x
Medium	> 7		x	x
Long	> 10		x	x

To obtain a portfolio balance aligned with the EIT UM strategy, the following ratio of activities in the four innovation segments is planned for the BP2021.

Table 9: Ratio of activities in the four innovaton segments

Area Innovation Segment	Mix of freight and people (%)
Urban transformation	30 / 70
Integrated mobility	35 / 65
Mobility needs	35 / 65
Decarbonising and automating	40 / 60

The specific evaluation criteria and specific weights for Innovation activities are given below.

Table 10: Evaluation criteria and specific weights for Innovation activities

<p>I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)*</p> <ul style="list-style-type: none"> • Activities should use innovative and unique approaches wherever possible. For example, applying existing knowledge in a new way or in a different context, or applying ‘new’ knowledge to solve challenges with a different approach. • Activities should state uniqueness of the proposal compared to the state of the art. Processes, policies or management innovation should be compared with standard practices, current guidelines, policies etc. • Added value of the proposal should be demonstrated. How will the output differentiate from what is already available on the market contributing to competitiveness at European and global level • Activities should address the relevance and fit with the City Challenge(s), the EIT Urban Mobility’s objectives and indicate how they relate to the focus areas, as described in the Call. • Activities should address in detail why this Innovation activity could not be developed without EIT Urban Mobility support and demonstrate the role that EIT Urban Mobility’s support will play in the proposed activity. • Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1). • Activities should describe their concept for citizen engagement in solution creation, testing and implementation.
<p>II. Solution Readiness, Consortium and Workplan (20%)</p> <ul style="list-style-type: none"> • The prior work demonstrates that the proposed solution (product/service /process) has reached the desired maturity level and can be appropriately configured for the relevant domain. • Workplans should be feasible in terms of the timeline, resources allocated and deliverables. Budget distribution between partners and between work packages should be relevant to the tasks to be carried out. • Activity tasks should be well spread between partners’ organisations and geographical areas (i.e. different countries or regions, RIS regions). The activity organisation should be logical with clear and well-defined work packages.

- The milestones that have been chosen should be relevant and realistic for the activity objectives.
- Composition of consortium, excellence of partners, good balance in the extended knowledge triangle.
- Strong involvement (in number of partners, share of budget) of RIS regions is encouraged and will be favourably evaluated

III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)

- Activities should describe a clear implementation strategy – to take the innovation to market or to adopt it – identifying the necessary resources and describing how these will be secured.
- Activities should present a competitive approach with a clearly defined innovation (product, service, process, organisation, management, etc.). In addition, activity teams should demonstrate a clear awareness of the competitive landscape.
- Activities should describe a clear dissemination strategy, including specific events and participation at relevant conferences, workshops, etc., to create visibility, to spread and to make knowledge and output accessible for the target groups increasing the value and financial success of the activity.
- Known hurdles (i.e. obvious barriers along the activity’s path) and potential risks to successful implementation/market launch should be identified, and mitigation plans should be clearly defined.

IV. Impact (30%)

- Sound KPIs should be defined. Activities need to ensure that the chosen KPIs, deliverables and outputs fit with the activities’ objectives.
- Activities should identify measurement of impact and contribution to the mobility system. Activities need to explain and specify the metrics used to measure the impact, to provide evidence of the expected impact or impact already created by the activity.
- Activities should demonstrate a clear commercialization strategy including targets values. Activities need to explain and specify the future of the activity and prove how it will become self-sustainable beyond EIT Urban Mobility funding.
- Activities should demonstrate a clear financial sustainability mechanism strategy including clear targets and values. Activities need to explain and specify the future of the activities and prove how it will contribute to the financial sustainable of EIT Urban Mobility. Activities should ensure knowledge transfer. Activities need to explain plans to scale and disseminate within the partnership and beyond, and how to share learnings.
- Upscaling potential: Activities should demonstrate implementation potential for at least one specific city and upscaling potential (Business Creation and Factory).

Out of the innovation activity plan BP2020 the following KAVAs are explicitly invited to submit a follow up proposal for the Business Plan 2021:

- ID20004 BIKE - LONGER
- ID20016 CLEAR and ID20023 SOUL are invited to submit a joint proposal

- ID20006 MaaS together, ID20029 PRO-MaaS and ID20026 UMOS are invited to submit a joint proposal
- I 2020 07 Smart Mobility Hub was rejected for BP2020 but is invited to re-submit a revised proposal for BP2021 considering the requirements

Of course, any other KAVA 2020 and all partners are invited to submit a follow up or new proposal for the BP2021.

2. Call Area: Academy

The overall purpose of the Academy is to close the knowledge gap within Urban Mobility, enabling the development of mobility for liveable urban spaces. The Academy consists of three main areas: The **Master School**, the **Doctoral Training Network** and the **Competence Hub**, our professional school targeting lifelong learning.

Table 11: EIT Urban Mobility Main Areas

	Main activities	Target group	Annual 2026 target
Master School	Double degree EIT Labelled Master programmes Summer Schools	EU and non-EU Master School Students	500*
Doctoral Training Network	EIT Labelled Innovation & Entrepreneurship course programme Annual Forum	PhD candidates within partner universities within urban mobility related areas	50*
Competence Hub	Web-TV channel Online courses F2F courses	Professionals within all concerned organizations, cities and industries	50 000** 500 000***

* Graduates ** Course participants ***Online unique users

We are now in the phase of building up these three areas. The Master School will take in the first students in the fall semester 2020. The Doctoral Training Network will go live 2020 and regarding the Competence Hub the first course offered started already during 2019. The Master School, the Doctoral Training Network and the Competence Hub will all be ongoing rolling activities that to a high extent are not subject to the yearly Call process.

Call and non-call activities of the Academy

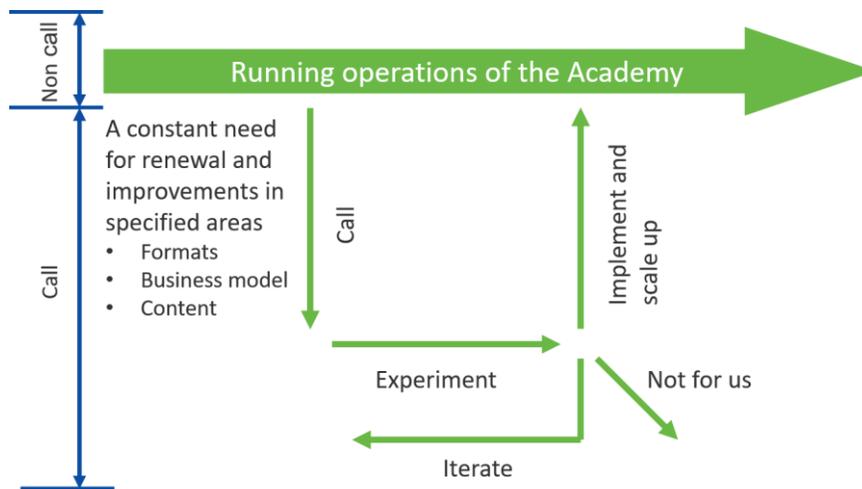


Figure: Call and non-call activities of the Academy

However, there is a constant need to develop methods, content and business models to improve the rolling operations. We need to have an experimental approach and test new ideas, that, when shown to work, may be scaled up and implemented on a broader scale, see figure above. We need to build capabilities to be able to offer relevant content, produce content fast and efficiently, differentiate us from what is already available, offer high quality education (content and methodology including supporting EIT labelled programmes), reach a large and wide audience, and market and gain recognition efficiently and with a lasting effect. In addition, activities need to create additional and leveraged value catalysed by the EIT funding, lasting value for the ecosystem and all relevant stakeholders. For all three areas, but especially for the Competence Hub, activities and experiments need to show, proven to the extent possible, that they already in the short run can become **financially sustainable**.

We therefore invite all partners to submit proposals introducing new education formats, contents and business models in line with our ambitions regarding the Master School, the Doctoral Training Network and the Competence Hub. The maximum EIT Urban Mobility funding (KAVA) is EUR 200k per activity (minimum EUR 20k), and the proposed activities should be completed within 2021. However, we expect the proposed activities to, on average, be about EUR 100k. The following need to be taken into account:

- The submitted proposal should have the potential, when shown to be successful, to be implemented on a broader scale throughout EIT Urban Mobility and thereby be both **repeatable and scalable**.
- The submitted proposal should be in line with the overall ambition of the Academy closing the **knowledge gap** concerning at least one of the three Academy areas. This includes also being **complementary** to what already exists in terms of content (new content in need) and/or scale (making existing content reach a larger audience).

- The submitted proposal should clearly contribute to building one or more of the required **capabilities** of EIT Urban Mobility Academy, as stated above.
- The submitted proposal should be in line with the EIT Urban Mobility strategic objectives and aim for a lasting impact and be able to prove a **financial sustainability mechanism**.
- All submitted proposals need to include all aspects of the **extended Knowledge Triangle** and furthermore we encourage all to include more than one partner, one geography, and one type of partner (City, Academia and Research, Corporates as well as SMEs/start-ups) as well as including RIS regions.

The proposals will be reviewed based on the criteria stated, including but not limited to the potential impact (including repeatability and scalability), feasibility, efficiency (potential impact per EUR) and diversity.

The specific evaluation criteria and respective weights for Academy activities are given below.

Table 12: Evaluation criteria and specific weights for Academy activities

I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)*

- A well-defined objective of the activity.
- A clearly defined hypothesis (what to test/experiment), related to the purpose of the Call (development and improvement of the EIT Urban Mobility Academy operation).
- Well defined output/deliverables.
- Demonstrated rationale and added-value.
- Alignment with at least one of EIT Urban Mobility's strategic objectives.
- Show how the EIT Urban Mobility funding catalyse a development, which would otherwise not happen now.
- Level of efficiency, in terms of potential activity output related to required funding.
- Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1).
- Contribution to the overall ambition of the Academy closing the knowledge gap.
- Alignment with the EIT Urban Mobility's life-long learning and challenge-based approach.
- Level of complementarity to what already exists in terms of content and/or scale.
- Level and type of partner involvement (number of partners, number of countries, variety in terms of type of partner (City, Academia and Research, Corporates as well as SMEs/start-ups), as well as inclusion of RIS regions.
- Supporting the EIT Urban Mobility Academy to meet EIT Label standards (only applicable for Master School and Doctoral Training Network related activities).

II. Solution Readiness, Consortium and Workplan (20%)

- Appropriate experimental design, relevant for testing the hypothesis (that the concept works, there is a market, a clear need /solution fit, it can generate revenues, or similar).
- Demonstrated ability to perform the activity. Team capability, strength and composition.
- Availability of required resources.
- The workplan's feasibility in terms of the timeline, resources allocated and deliverables.
- A relevant budget distribution between involved partners and between work packages for the tasks to be carried out.
- An organisation of the activity with clear governance and a logical division of well-defined work packages.
- Well defined milestones, relevant and realistic for the activity's objectives.

III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)

- Ability of the proposed activity to be repeated and scaled up.
- Feasibility of the implementation strategy – illustration of how this in the future may be implemented on a broader scale.
- Knowledge of and mitigation strategy for hurdles and risks.
- Level and commitment of industry and cities.
- Feasibility of the IP strategy (if relevant) – illustration of how EIT Urban Mobility and its partners may benefit.

IV. Impact (30%)

- KPIs clearly fitting the activity's objectives and targeted impact.
- A logical link between the activity and building lasting targeted capabilities.
- Measurable impact and contribution to the EIT Urban Mobility Academy as well as the urban mobility ecosystem.
- Financial sustainability mechanism in terms of level of targeted financial sustainability, estimated time to achieve financial sustainability target/s, as well as given rationale and "proof" for that set targets are realistic.
- Suitable plan for knowledge transfer within and beyond the activity consortium, EIT Urban Mobility and beyond.

*Percentage indicates the relative weight of each category of evaluation criteria.

Individual criteria may have different weights, and for the 2021 Academy proposal evaluation for instance hypothesis/experimental design, Knowledge Triangle integration (including cities), value for money, and financial sustainability and the financial sustainability mechanism are emphasized and have a high weight when calculating the overall score.

We hope to get a significant number of good proposals suggesting activities that can have a major impact on the performance of the EIT Urban Mobility Academy 2021 and onwards, overcoming the barriers to close the knowledge gap. We have a lifelong learning and challenge-based approach for all education

activities (Master, Doctoral and Professional levels), aiming to meet different stakeholder needs and based on specific conditions for each targeted segment.

EIT funding for Academy activities can be up to 100% of KAVA. Co-funding is not required but encouraged and regarded to strengthen the proposal.

Even if being open to any proposal living up to the ambitions and criteria stated above, we do for this Call especially welcome proposals regarding:

Master School

- Two to three EIT Urban Mobility Master School Summer Schools in line with the EIT Urban Mobility Summer School concept. Non EIT Urban Mobility Master School partners are also welcome to submit proposals.
- Initiatives supporting marketing of the Master School on a big/global scale and supporting the finding and selection of talent. Preferably financially supported by the industry or other relevant organizations.
- Initiatives increasing the involvement of industry and cities in the Master School that also create a significant value for the industry and the cities.

Doctoral Training Network

- A Doctoral Training Network Annual Forum in line with the EIT Urban Mobility Annual Forum concept.
- Initiatives supporting marketing of the Doctoral Training Network on a European scale and support the finding and selection of talent. Preferably financially supported by the industry or other relevant organizations.
- Initiatives increasing the involvement of industry and cities in the Doctoral Training Network that also create a significant value for the industry and the cities.

Competence Hub

- Course concepts with an immediate commercial and profit generating potential. Development costs are covered, but after that, the course concept should be able to be repeated and scaled making profit from start.
- Course concepts that especially target the need within city administrations, taking into account their specific constraints in terms of resources available etc. Still living up to the requirements in the previous bullet point. This could for example be short blended courses including study visits.
- Initiatives leveraging already existing (internal) education within (potential) partner organizations.
- Initiatives leveraging already existing activities, such as conferences, industry fairs etc. Offering education modules on top of and utilizing given presentations and exhibitions.

For specific RIS related education activities, please see the RIS section below.

3. Call Area: Business Creation

Business Creation helps turn the **most innovative mobility projects into successful business ventures**. It does so by providing a **new-business-friendly environment**, offering **start-ups** and **existing businesses training, advice, funding** and opportunities for **networking**.

For the Business Plan 2021, we are specifically looking for activities to continue and improve content, formats and business models of the Accelerator programme, Scale-up Hub and Go Global.

Business Creation activities may fall into one of the following categories:

- A) Accelerator programme in the Innovation Hubs South, Central, East, North, West:** Please note that for the Business Plan 2021 only existing partners are asked to re-submit a proposal. In 2021, the Call for the Accelerator programme will be reopened for the Business Plan 2022.
- B) Accelerator programme, Central Services:** Please note that the Call for Acceleration, Central Services proposals will be reopened in 2021 for the Business Plan 2022.
- C) Scale-up Hub, including Go Global:** Please note that the Call for Scale-up Hub, including Go Global proposals will be reopened in 2021 for the Business Plan 2022.

For specific RIS related Business Creation activities, please see the RIS Call in section 6 below.

The proposals will be reviewed based on the general criteria stated, including but not limited to the potential impact (including repeatability and scalability), feasibility, efficiency (potential impact per EUR) and diversity. The specific evaluation criteria and respective weights for Business Creation proposals are given below.

Table 13: Evaluation criteria and specific weights for Business Creation activities

I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)*

- A well-defined objective of the activity.
- A clearly defined hypothesis (what to test/experiment), related to the purpose of the Call (development and improvement of the EIT Urban Mobility Business Creation operation).
- Well defined output/deliverables.
- Demonstrated rationale and added value.
- Alignment with at least one of EIT Urban Mobility's strategic objectives.
- Show how the EIT Urban Mobility funding catalyses development, which would otherwise not happen now.
- Level of efficiency, in terms of potential activity output related to required funding.
- Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1).
- Contribution to the overall ambition of Business Creation to create a new-business-friendly environment.
- Level of complementarity to what already exists in terms of content and/or scale.

<ul style="list-style-type: none"> • Level and type of partner involvement (number of partners, number of countries, variety in terms of type of partner (City, Academia and Research, Corporates as well as SMEs/start-ups), as well as inclusion of RIS regions).
<p>II. Solution Readiness, Consortium and Workplan (20%)</p> <ul style="list-style-type: none"> • Appropriate experimental design, relevant for testing the hypothesis (that the concept works, there is a market, a clear need /solution fit, it can generate revenues, or similar). • Demonstrated ability to perform the activity. Team capability, strength and composition. • Availability of required resources. • The Workplan’s feasibility in terms of the timeline, resources allocated and deliverables. • A relevant budget distribution between involved partners and between work packages for the tasks to be carried out. • An organisation of the activity with clear governance and a logical division of well-defined work packages. • Well defined milestones, relevant and realistic for the activity’s objectives.
<p>III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)</p> <ul style="list-style-type: none"> • Ability of the proposed activity to be repeated and scaled up. • Feasibility of the implementation strategy – illustration of how this in the future may be implemented on a broader scale. • Knowledge of and mitigation strategy for hurdles and risks. • Level and commitment of industry and cities.
<p>IV. Impact (30%)</p> <ul style="list-style-type: none"> • KPIs clearly fitting the activity’s objectives and targeted impact. • A logical link between the activity and building lasting targeted capabilities. • Measurable impact and contribution to the EIT Urban Mobility Business Creation as well as the urban mobility ecosystem, especially for start-ups and scale-ups. • Financial sustainability mechanism in terms of level of targeted financial sustainability, estimated time to achieve financial sustainability target/s, as well as given rationale and “proof” for that set targets are realistic. • Suitable plan for knowledge transfer within and beyond the activity consortium, EIT Urban Mobility and beyond.

*Percentage indicates the relative weight of each category of evaluation criteria.

A) Follow-up proposals to provide Acceleration Services for the “Accelerator Programme” 2021

The consortia selected for implementation for the Business Plan 2020 in the Innovation Hubs South, Central, East, North, West are requested to submit a follow-up proposal for the Business Plan 2021.

Background	<ul style="list-style-type: none"> The EIT Urban Mobility Accelerator provides support for innovative mobility solutions. It nurtures start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups from the EU and EIT participating countries. Up to 50 start-ups will be accelerated across five regions in 2021. Application and selection of each batch, consisting of five start-ups per region, are envisaged to be highly competitive. The six-month acceleration programme includes co-working space, access to prototyping facilities and business coaching as well as urban mobility specific expertise. The Innovation Hubs also leverage cities as partners for concept validation and pilot activities with partners from City Club. In addition to the EIT Urban Mobility Accelerator, start-ups get grants through Finance2Move.
Expected outcomes and impact of activity on economy and society	<ul style="list-style-type: none"> EIT Urban Mobility Accelerator creates an enabling environment for start-ups. Entrepreneurs often lack the business skills, market access, finance and network, such as access to cities to do pilot activities to successfully grow their companies. Up to 50 EIT Urban Mobility start-ups will be accelerated across 5 Innovation Hubs in 2021, with a typical team size of 3-5 people per start-up, thus up to 150-250 people trained per year. EIT Urban Mobility start-ups will also have access to additional opportunities through EIT Urban Mobility activities such as e.g. Finance2Move and the Scale-up Hub.
Proposal structure, submission and budget	<ul style="list-style-type: none"> Proposals must be written according to the structure outlined above in III.1 and as provided in PLAZA. Proposals are expected to be re-submitted by existing consortia. Changes in existing consortia (e.g. drop out of existing partners) should be flagged in the proposals. There needs to be <u>one clear Activity lead</u> (see also eligibility criteria). The Activity lead will act during the duration of the overall Activity, is the direct contact for the EIT Urban Mobility Thematic Directors and is responsible for the management of the budget, the deliverables and the impact of the overall Activity. Partners of existing consortia should indicate their planned work and budget split. Consortia should plan with a maximum budget of EUR 350 000 for the conduct of two 6-month batches of 5 start-ups each – conditional on 2021 budget approval.

B) Submission of proposals to provide “Central Services” for Acceleration 2021

Background	<ul style="list-style-type: none"> The EIT Urban Mobility Accelerator provides support for innovative mobility solutions. It nurtures start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups from the EU and EIT participating countries. Up to 50 start-ups will be accelerated across five regions in 2021. Application and selection of each batch, consisting of five start-ups per region, are envisaged to be highly competitive. The six-month acceleration programme includes co-working space, access to prototyping facilities and business coaching as well as urban mobility specific expertise. The Innovation Hubs also leverage cities as partners for concept validation and pilot activity with partners from City Club. In addition to the EIT Urban Mobility Accelerator, start-ups get grants through Finance2Move.
Expected outcomes and impact of	<ul style="list-style-type: none"> EIT Urban Mobility Accelerator creates an enabling environment for start-ups. Entrepreneurs often lack the business skills, market access, finance and network, such as access to cities to do pilot activity to successfully grow their companies.

<p>activity on economy and society</p>	<ul style="list-style-type: none"> • Up to 50 EIT Urban Mobility start-ups will be accelerated across 5 Innovation Hubs in 2021, with a typical team size of 3-5 people per start-up, thus up to 150-250 people trained per year. • EIT Urban Mobility start-ups will also have access to additional opportunities through EIT Urban Mobility activities such as Finance2Move and the Scale-up Hub.
<p>Specific requirements on IT platform and Marketing support (including dealflow)</p>	<p>1. IT Platform Please note: Requirements are specified for the Accelerator, but the selection of start-ups for the other programs, such as Scale-up Hub, including Go Global and Finance2Move investments also have to be handled by the IT Platform.</p> <p>I. APPLICATION PHASE</p> <ul style="list-style-type: none"> • Interested start-ups must submit their application for the EIT Urban Mobility Accelerator via an online platform of the Central Services provider that will already be established in 2020 (Link to the platform will be available from 04/2020 through the Business Creation section of the EIT Urban Mobility website). • The application platform should be EIT Urban Mobility branded (i.e. a white label solution is desired and will have been established in 2020). • It is a completely open Call process open to any registered company who meet the eligibility criteria. • The online application will be based on the solution implemented in 2020 and include questions designed to verify e.g. the business idea/model credibility, quality of the founding team, economic viability, traction, impact, the quality of their business solution and whether their idea aligns with EIT Urban Mobility strategic objectives. Equally, the online application will question how attending the program will help progress their business, and contribute to transforming the urban mobility system, particularly across Europe. The Central Services provider will coordinate with EIT Urban Mobility Business Creation Team when it comes to any updates (design as well as content) of the application form. • The IT platform should allow for detecting interested candidates at two stages during the submission process of applications – most notably candidates with a confirmed interest in the programme who have not started working on their application and candidates with unfinished applications. • As there will be several parties involved in the promotion of the programme, the IT platform should also ensure traceability of interested candidates/applications (e.g. by communication channel, location or country). This is essential to measure the effectiveness of internal/external marketing strategies and promotions as well as regional marketing activities. • The IT platform must ensure that interested candidates meet the eligibility criteria, accept the Terms and Conditions, GDPR. • The IT platform must have an option to upload videos, pitch decks and supporting material. <p>Additional considerations:</p> <ul style="list-style-type: none"> • The Central Service provider of the IT platform should provide technical support on the application process to assist interested candidates. Other questions and requests especially those about programme content will only be answered by EIT Urban Mobility and/or the regional accelerator hubs.

- The Central Service provider of the IT platform should provide frequent updates on the status of applications and assist the acceleration hubs to reach out to interested candidates/start-ups directly within their region
- The application platform should be able to collect key demographic data (male, female, etc.) and then visualise this
- Promotional support by the Central Service provider in coordination with EIT Urban Mobility is required (cf. Marketing requirements below)
- All data generated during the application process is the sole property of EIT Urban Mobility and will be shared with the EIT Urban Mobility partners. The use of information on interested candidates/start-ups for the promotion of programmes offered/advertised by the Central Services Provider has to be approved by EIT Urban Mobility (especially cross-promotional activities).

II. SELECTION/ JUDGING PHASE

- After the cut-off date, each application will be reviewed and scored on the IT platform by the regional Accelerator hub lead and a panel of experienced external judges. To ensure the selection of high-quality start-ups fitting the scope and objectives of EIT Urban Mobility, at least five judges will evaluate each application based on the aforementioned criteria. Judges will be recruited by EIT Urban Mobility and its partners with the support of the Central Services provider. They will be experts from the urban mobility space, i.e. EIT Urban Mobility Corporate Partners, City Club members, investors, entrepreneurs. The participation of independent judges other than EIT Urban Mobility partners is desired.
- The Central Services Provider will support organising the online judging process (i.e. distribution of applications, excluding conflict of interest, ensuring a sufficient number of online evaluations). In coordination with EIT Urban Mobility judges will receive a briefing, highlighting explanations regarding the process as well as an intro to the strategic objectives of EIT Urban Mobility.
- **Evaluators will need to be (re-)selected by the end of April 2021.**
- The judging process will result in a ranking based on the equally weighted scores of each criterion. A minimum quality threshold will be defined in coordination with the Central Services Provider. The best-ranked start-ups above the quality threshold will be invited to join the second round of judging. Notification of start-ups admitted/rejected will be sent by EIT Urban Mobility. An option to provide anonymised feedback from the judges to the start-ups is desired.
- The IT platform should also be used for the second round of judging (in person pitching) in each accelerator location. Thus, a cloud-based application is preferred. The Central Service Provider should provide technical support during the judging events.
- The IT platform has to ensure a transparent judging process (especially regarding the ranking results and evaluations of each criteria per judge). All data/scores collected and information on the start-ups before and during the online application and judging process is the sole property of EIT Urban Mobility and will be shared among the EIT Urban Mobility partners. Further use of the data obtained by the Central Service Provider is only allowed upon approval by EIT Urban Mobility.

III. Acceleration Phase

	<ul style="list-style-type: none"> The IT platform must maintain a common database at central level of all supported start-ups / scale-ups and the services they receive (cf. note on inclusion of Scale-up Hub, including Go Global, Finance2Move investments going forward above). <p>2. Marketing support (including dealflow):</p> <p>Requirements:</p> <ul style="list-style-type: none"> Promotional support, in addition to Marketing activities both at EIT Urban Mobility Central level and at regional level to raise awareness on the programmes for start-ups and to drive applications. Outreach to potential start-up participants, either via owned database and/or via cooperation with external providers of start-up scouting <p>Please outline how you will meet the requirements for 1. and 2.</p>
<p>Proposal structure, submission and budget</p>	<ul style="list-style-type: none"> Proposals must be written according to the structure outlined above in III.1 and as provided in PLAZA. Proposals can be submitted <u>either independently or in form of consortia. Each partner can only participate either alone or in one single consortium.</u> If consortia are applying, there needs to be <u>one clear Activity lead</u> (see also eligibility criteria). The <u>Activity lead</u> will act during the duration of the overall <u>Activity</u>, is the direct contact for the EIT Urban Mobility Thematic Directors and is responsible for the management of the budget, the deliverables and the impact of the overall <u>Activity</u>. If consortia are applying, partners of that consortium should indicate their planned work and budget split. Note that the budget for Acceleration Central Services is EUR 350,000 maximum per year and conditional on 2021 budget approval

C) Submission of proposals to implement “Scale-up Hub, including Go Global” 2021

<p>Background</p>	<ul style="list-style-type: none"> This activity promotes long-term collaboration and is aimed at mature start-ups from EIT regions who have completed our acceleration process or external start-ups. In 2020, the first TOP15 start-ups will be selected to join Scale-up Hub via a pan-European competition. Up to 3 start-ups will be provided with a budget of 50k Euro each for a pilot with a partner city. An Urban Mobility Start-up Map for Europe will be published to leverage the insights gained on the start-up landscape through the Scale-up Hub competition as well as all other Business Creation activities. All outlined activities are expected to continue in 2021 and to be implemented through partners in close collaboration with the EIT Urban Mobility Business Creation Team Scale-up Hub also offers the internationalization package “Go Global”, which promotes global outreach e.g. by organising trips for urban mobility start-ups and start-up members of the Scale-up Hub looking to expand their activities beyond Europe. It also provides access to external events such as to the Smart City Expo World Congress. Go Global may also host international start-ups and scale-ups
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	<p>who are targeting Europe through activities such as invitations to trips or to external events. This activity will be driven by the EIT Urban Mobility Business Creation Team, in collaboration with partners strengthening the global dimension.</p>
<p>Expected outcomes and impact of activity on economy and society</p>	<ul style="list-style-type: none"> • EIT Urban Mobility Scale-up Hub contributes to the enabling environment for mature start-ups. • The basic scale-up package for the TOP 15 includes: <ul style="list-style-type: none"> • Access to <u>two high-level networking events per year</u>, which will foster engagement between start-ups, SMEs, OEMs and suppliers and with cities and citizens about their needs and expectations • <u>Participation in major European city events</u>, which will foster engagement between start-ups, SMEs, OEMs and suppliers and with cities and citizens about their needs and expectations • Facilitate collaboration between <u>City Club members and Scale-up Hub</u> • Visibility for the start-ups, e.g. through the <u>Urban Mobility Start-up Map Europe</u> • <u>Support with regulatory and country-specific formalities</u>, which will facilitate market-entry in other European countries <p>Driven by the EIT Urban Mobility Creation Team, an additional internationalization package will be offered to the TOP 15 for a yearly fee. This package may include:</p> <ul style="list-style-type: none"> • Minimum number of guaranteed yearly warm introductions to customers and partners, depending on maturity of start-up, combined with a success fee on signed deals. • Pilot financing of up to 60k Euro, combined with a success fee on the ensuing commercial deal. <p>Go Global support, consisting of:</p> <ul style="list-style-type: none"> • Organized Matchmaking-Tour in (European) regions to member cities of the city club, complementing activities of the Accelerator. This will include the introduction of the local ecosystem, a pitch event, matchmaking with investors and local hub partners. It will also foster engagement between start-ups, SMEs, OEMs and suppliers and with cities and citizens about their needs and expectations. • Field trip to e.g. the US or Asia, which will facilitate opportunities for market-entry. • Access to global leading external events such as Smart City Congress. <p>The success fees will be applicable for introductions leading to deals or financing made within the Go Global support.</p>
<p>Proposal structure and submission</p>	<ul style="list-style-type: none"> • Proposals must be written according to the structure outlined above in III.1 and as provided in PLAZA. • Proposals can be submitted <u>either independently or in form of consortia</u>. <u>Each partner can only participate either alone or in one single consortium</u>. • If consortia are applying, there needs to be <u>one clear Activity lead</u> (see also eligibility criteria). The <u>Activity lead</u> will act during the duration of the overall

	<p><u>Activity</u>, is the direct contact for the EIT Urban Mobility Thematic Directors and is responsible for the management of the budget, the deliverables and the impact of the overall <u>Activity</u>.</p> <ul style="list-style-type: none">• If consortia are applying, partners of that consortium should indicate their planned work and budget split.• The budget for partner-driven activities for Scale-up Hub, including Go Global is in the range of EUR 200,000-500,000 maximum per year and conditional on 2021 budget approval
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4. Call Area: Future Mobility Factory

The so-called **Future Mobility Factory** (or simply: Factory) will become the exploitation arm of the EIT Urban Mobility. Its main goal is to implement urban mobility solutions at scale and raise funds from non-EIT-sources to increase project impact and contribute to the financial sustainability of EIT Urban Mobility. It shall source knowledge and information from other EIT Urban Mobility activities, such as innovation activities, education material, investments/activities done by business creation activities as well as RIS activities and City Club. The activities performed by the Factory based on this knowledge shall include consulting services, selling blueprints (i.e. proven concepts) and in-detail studies to interested clients. The Factory needs tools to fulfil its intended objectives. The first tools to be implemented based on needs expressed by our partner cities are an “Urban Mobility Auditing Model (UMAM)” – a tool to analyse the mobility performance of cities - and a framework to scale up solutions/blueprints. Both have been sourced from existing knowledge of the EIT Urban Mobility partners in our Call for Participation from 2019 and are part of the Business Plan 2020.

What are the main activities providing valuable information to the Factory?

While the main source of valuable and potentially exploitable knowledge will be from innovation activities within EIT Urban Mobility, Factory activities are open for input from all other thematic areas and partners. EIT Urban Mobility partners can apply for funding from the innovation budget based on an open Call. Activities implemented using EIT funding shall make their results available to the Factory (subject to agreements between the Factory and each partner) for further exploitation. One example might be that a novel type of bike-distribution system has been trialled in a city and will be scaled up or “sold” to other cities by the Factory.

What is the general approach?

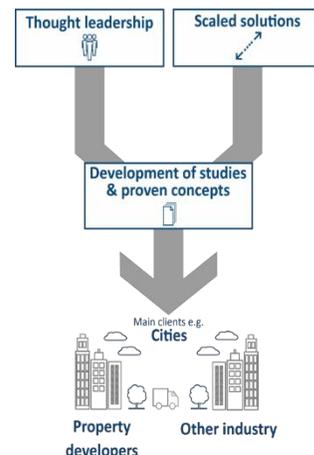
It is planned to not “reinvent the wheel” but to build on existing knowledge from the partnership. The Factory will use and reuse the existing knowledge from EIT Urban Mobility partners and knowledge created in the partnership for its partners’ benefits to create revenues.

UMAM (Urban Mobility Assessment Model):

Members of City Club will audit its present urban mobility system to analyse their strengths, weaknesses and potential. The assessment will support cities accelerating their strategic development and plans, to achieve better performance and is intended to be carried out yearly.

The activity is carried out with a range of partners that has been identified through an open Call. In 2020 this activity contains the following developments:

- Introduce a tool to analyse the mobility systems of cities to propose and monitor improvements
- Tool development as a combination of existing partner tools



- Main requirement: be able to use it with little resources in 25+ cities per year
- Analysing all City Club Cities (12-16) with UMAM (afterwards yearly)
- Performing the analysis
- Creating a baseline to identify potential for improvements

Thought Leadership:

Within the first input stream, practically relevant and cutting-edge opinion and guidance studies regarding globally relevant urban mobility topics with great transformation potential are carried out. In comparison to existing thought leadership studies, these papers will be developed from cross-sectoral, systemic perspective, including representatives from across the extended Knowledge Triangle.

Thought Leadership Studies aim to disseminate impactful insights and provide additional visibility for the work performed in the areas of Innovation and the Future Mobility Factory. The main aim is to attract clients for future offerings of consulting services and tools distributed through the channels of the Future Mobility Factory. The document will be provided free of charge combined with the offering of more in-detail analyses or deep-dives for a fee.

In 2020 at least one study will be written with a planned publication date in early 2021. The preferred topic from the City Club is on “Increasing the value of urban space”.

Scaled Solutions:

For this task, an increasing set of tools is developed, tested and rolled out. The activity is carried out with a range of partners that has been identified and shall continuously be identified through open Calls. In 2019 the following tools have been identified and their introduction is further developed via the Factory’s activities in 2020:

- tool supporting scaling-up solutions that have already been implemented in the City Club cities to other cities: Pilot Solutions for Scaling with MAMCA
- feasibility check to introduce tools to a central platform and potential trial
- best practice database with practical information: collecting information on existing implementation activities
- tool for impact assessment (Impact Simulation): Feasibility study for Virtual Mobility Lab

Preparing acquisition of external funds:

Based on the experience of the EIT Urban Mobility partners with a focus on the members of the City Club, the advantages and application areas of different existing financing vehicles will be analysed to develop an external funding strategy (public funds) for mobility solution integration across Europe. The activity shall use existing analyses of different EU funding mechanisms, e.g. as

The outcome of the activity will be a report laying out the opportunities for activating the most suitable public funds. This strategy will be tested with first application(s) to benefit the KIC LE and the partnership in the last quarter of 2020.

Online and offline matchmaking 2020:

Building on the successful Matchmaking activities of 2019, the Future Mobility Factory will continue to conceptualize and support partner Matchmaking with the aim to leading towards upscaling and implementation of urban mobility solutions. Matchmaking in 2020 will be predominantly done in workshops. In addition, online Matchmaking will be tested.

This activity will test the suitability of an online Matchmaking platform and discuss potential functionalities with the partners. In addition, it will conceptualize the central Matchmaking Workshops for the EIT Urban mobility Community.

OVERVIEW OF FACTORY CALLS FOR BUSINESS PLAN 2021

Within the year 2020 (and therefore becoming part of the Business Plan 2021) two different streams of work with partners are opened within separate Calls for proposals:

1. **Scaling Solution Trials** – to add to the consulting offer of the Future Mobility Factory or develop new tools (which is part of this Call document)
2. **Tool-kicker** – to bring a pre-developed tool to market jointly with the Future Mobility Factory (which will be a separate Call opened in Q3/4 2020)

CALL FOR PROPOSALS 2021: SCALING SOLUTION TRIALS

This funding stream aims to add new consulting offers to the Future Mobility Factory or introduce new (semi) automated tools to the Future Mobility Factory toolbox.

It is planned to add to the tools and services already in development to equip the Future Mobility Factory and its delivery partners to deliver towards higher quality of urban space and improved mobility in cities. The following tools are already in development as part of the 2020 activities, new tools shall add to this tool portfolio:

- UMAM (Urban Mobility Assessment Model): The assessment will support cities accelerating their strategic development and plans, to achieve better performance and is intended to be carried out yearly
- MAMCA: tool supporting scaling-up solutions that have already been implemented in the City Club cities to other cities:
- BEST PRACTICE DATABASE: collecting and sharing information on existing implementation activities
- VIRTUAL MOBILITY LAB: tool for impact assessment (Impact Simulation) of urban mobility solutions
- CENTRAL PLATFORM: central platform to access the tools and best practices

Indicative conditions:

- Min. 2 partners per proposal
- Funding: 80k EUR (for activity partners) + 10k EUR for external market research or similar
- Available budget 180k - 540kEUR

All indicative conditions provided above are non-binding in the Future Mobility Factory area – formally there is no maximum amount for funding or minimum number of partners. However, these conditions will be reflected in the selection criteria.

The proposals will be reviewed based on the criteria stated, including but not limited to the potential impact (including repeatability and scalability), feasibility, efficiency (potential impact per EUR) and diversity.

The specific evaluation criteria and respective weights for Factory activities are given below.

Table 14: Evaluation criteria and specific weights for Future Mobility Factory activities

<p>I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)*</p> <ul style="list-style-type: none">• A well-defined objective of the activity.• Well defined output/deliverables.• Demonstrated rationale and added value.• Alignment with at least one of EIT Urban Mobility’s strategic objectives.• Show how the EIT Urban Mobility funding catalyse a development, which would otherwise not happen now.• Level of efficiency, in terms of potential activity output related to required funding.• Level of complementarity to what already exists in terms of content and/or scale.• Contribution to the overall ambition of the Factory bringing activities to scale.• Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1).
<p>II. Solution Readiness, Consortium and Workplan (20%)</p> <ul style="list-style-type: none">• Demonstrated ability to perform the activity. Team capability, strength and composition.• Availability of required resources.• The workplan’s feasibility in terms of the timeline, resources allocated and deliverables.• A relevant budget distribution between involved partners and between work packages for the tasks to be carried out.• An organisation of the activity with clear governance and a logical division of well-defined work packages.• Well defined milestones, relevant and realistic for the activity’s objectives.• Time to market
<p>III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)</p> <ul style="list-style-type: none">• Ability of the proposed activity to be repeated and scaled up.

<ul style="list-style-type: none"> • Feasibility of the implementation strategy – illustration of how this in the future may be implemented on a broader scale. • Knowledge of and mitigation strategy for hurdles and risks. • Level and commitment of industry and cities. • Feasibility of the IP strategy (if relevant) – illustration of how EIT Urban Mobility and its partners may benefit. • Written interest from pilot clients (should be added as Letters of Intent
<p>IV. Impact (30%)</p> <ul style="list-style-type: none"> • KPIs clearly fitting the activity’s objectives and targeted impact. • Financial sustainability mechanism in terms of level of targeted financial sustainability, , estimated time to achieve financial sustainability target/s, as well as given rationale and “proof” for that set targets are realistic. • Forecast revenue

*Percentage indicates the relative weight of each category of evaluation criteria.

Criteria will have different weights.

For specific RIS related Factory activities, please see the RIS section below.

Pre-information: 2nd Call (or similar) Tool-kicker in Q3/4 2020

The process to finalize and develop supporting tools for Scaling Solutions for the Factory based on existing knowledge/tools from the EIT Urban Mobility partners (core partners, project partners, network partners and linked third parties). The call is only opened later in 2020 to also allow the BP2020 activities that are creating tools to participate in the programme and reduce the time from decision to market introduction. No money will be provided to the applying partner directly. The funding is available to acquire external support for finalizing the tool and bring it to market. These external services could be the following:

- Industrial grade programmers
- UI/UX designers
- Expert review

Framework conditions:

- Funding: 50k EUR for external market research or similar
- Available budget 100k-400k EUR (for BP2021)

This process is not part of the present EIT Urban Mobility Call for Proposals and will follow the following timeline:

- Definition of final budget for this activity – August 2020
- Opening of Call – September 2020
- Closing of Call – October 2020
- Choice of successful proposals – November 2020

- Refinement/rework of details – December 2021
- Activities finalized (external service used) - June 2021
- Market introduction of tool – September 2021

5. Call Area: Citizen Engagement

Developing solutions with and for citizens is the key to delivering real change. EIT Urban Mobility believes that if the different players can get to understand each other's preferences and priorities by working together in a shared endeavour, reaching a consensus becomes much easier. For citizens, this can increase social acceptance of change and speed up changes in people's behaviour, for the private sector, this can help adapt and overcome limiting regulatory frameworks. Successful stakeholder engagement will increase the ability to create, experiment, demonstrate, scale and deploy. Citizen engagement is therefore an important priority for EIT Urban Mobility.

The Citizen Engagement pillar of EIT Urban Mobility's communication framework targets citizens and end users. Its approach towards citizen engagement consists of three pillars: 1) Connect; 2) Exchange; and 3) Empower.

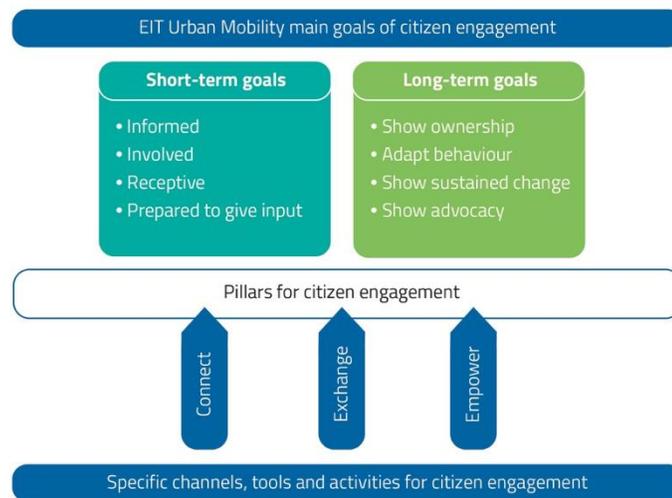


Figure: EIT Urban Mobility main goals of citizen engagement

The pillar 'Connect' is about creating awareness and includes activities to engage, inform and involve the citizens (e.g. open and local events). The pillar 'Exchange' is about creating a relationship of trust and exchanging information with the citizens. It includes activities, such as specific visual communication campaigns, contests or open house events in different cities simultaneously. The pillar 'Empower' is about co-creating together with the citizens, involving them in the ideation process, to jointly look for and test suitable solutions.

Challenge

Citizen engagement activities and its results are directly connected and serve as input to the five EIT Urban Mobility programmes (City Club, Academy, Innovation, Business Creation, Factory - more details in Strategic Agenda). Specific tools, channels and activities will be created aimed at citizens and end-users with the aim to:

- build trust for long-lasting relations with citizens;
- create awareness of EIT Urban Mobility among citizens and end-users;
- enhance two-way communication;
- create opportunities to experience new products, systems and services;
- share information in stimulating formats in order to increase knowledge and interest in urban-mobility-related topics;
- ensure citizens and end-users are part of the ideation process.

Scope

In 2020, a citizen engagement strategy will be created, as well as a platform which serves for learning, exchange of knowledge and collection of best practices. In 2021, we need to further boost the uptake of citizen engagement activities within EIT Urban Mobility with the aim of bringing EIT Urban Mobility to the attention of a wider EU audience and increase the KIC's outreach and impact.

The aim is to work on creating a new communication methodology and process where citizens and end-users are not only informed about science and innovation but also empowered. It's about co-creating together with the citizens, involving them in the ideation process, to look for and test suitable solutions together with industry, academia, cities and all stakeholders of a city. EIT Urban Mobility's aim is to understand and change thinking and behaviour and open up research and innovation to society. It's important to understand our target groups and having long-term impact in order to be truly effective in citizen engagement activities.

We therefore invite all partners to submit proposals introducing new formats, contents and business models for citizen engagement activities in line with EIT Urban Mobility's Citizen Engagement goals. Proposed activities should be completed within 2021.

The following need to be taken into account:

- Be targeted towards a specific, clearly identified target group (e.g. children and schools or elderly)
- The gender dimension and social inclusion
- Choose a specific topic to focus on within the activity in line with the EIT Urban Mobility strategic objectives and City Club challenges
- Include knowledge on target group behaviour with regard to the selected topic (either by bringing this in or being a topic in the activity) and pushing towards actual behavioural change and influence thinking
- Include the development of a communication plan in its activities
- The submitted proposal should have the potential, when shown to be successful, to be implemented on a broader scale throughout EIT Urban Mobility and thereby be both repeatable and scalable.
- The submitted proposal should clearly contribute to building the EIT Urban Mobility's Citizen Engagement approach (Pillars Connect, Exchange, Empower).

- The outcome/results of the submitted proposal should be included as a best practice example to the citizen engagement platform. The citizen engagement platform will be developed in 2020, as part of the 2020 Call for Proposals on Citizen Engagement.
- We encourage all submitted proposals to include all aspects of the extended knowledge triangle and include more than one partner, one geography, and one type of partner (cities, academia and research, industry as well as SMEs/start-ups) as well as including RIS regions.
- Partners are encouraged to think of citizen engagement activities as long term initiatives. Also, proposers are invited to think creatively and to include innovative approaches.

Budget

For 2021, Citizen Engagement proposals will be funded at up to 220.000 EUR.

EIT funding for Citizen Engagement activities can be up to 100% of KAVA. Co-funding is not required but encouraged and regarded to strengthen the proposal.

The specific evaluation criteria and respective weights for Citizen Engagement activities are given below.

Table 15: Evaluation criteria and specific weights for Citizen Engagement activities

I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)

- A well-defined objective of the activity.
- Well defined output/deliverables.
- Demonstrated rationale and added value; what makes the proposal unique and differentiates from State of the Art.
- Activities should use innovative and unique approaches wherever possible. For example, applying existing knowledge in a new way or in a different context, or applying 'new' knowledge to solve challenges with a different approach.
- Alignment with EIT Urban Mobility's strategic objectives.
- Show how the EIT Urban Mobility funding catalyse a development, which would otherwise not happen now.
- Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1).
- Alignment with the EIT Urban Mobility's Citizen Engagement approach (Pillars Connect, Exchange, Empower).
- Level of complementarity to what already exists in terms of content and/or scale.
- Level and type of partner involvement (number of partners, number of countries, variety in terms of type of partner (City, Academia and Research, Corporates as well as SMEs/start-ups), as well as inclusion of RIS regions.

II. Solution Readiness, Consortium and Workplan (20%)

- Appropriate experimental design, relevant for testing the hypothesis (that the concept works, there is a market, a clear need /solution fit, it can generate revenues, or similar).
- Demonstrated ability to perform the activity. Team capability, strength and composition.
- Availability of required resources.
- The workplan's feasibility in terms of the timeline, resources allocated and deliverables.
- A relevant budget distribution between partners and between work packages for the tasks to be carried out.
- An organisation of the activity with clear governance and a logical division of well-defined work packages.
- Include the development of a communication and dissemination plan in its activities.
- Well defined milestones, relevant and realistic for the activity's objectives.
- Composition of consortium, excellence and added value of partners, good balance in the extended knowledge triangle

III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)

- Ability of the proposed activity to be repeated and/or scaled up.
- Feasibility of the implementation strategy – illustration of how this in the future may be implemented on a broader scale.
- Knowledge of and mitigation strategy for hurdles and risks.
- Level and commitment of industry, academia and cities.

IV. Impact (30%)

- KPIs clearly fitting the activity's objectives and targeted impact, contributing to the EIT core KPIs and EIT Urban Mobility KPIs.
- A logical link between the Activity and building lasting targeted capabilities.
- Measurable impact and contribution to the EIT Urban Mobility Citizen Engagement approach as well as the urban mobility ecosystem.
- Level of targeted long-term financial sustainability, beyond EIT Urban Mobility funding. In case the Activity is not expected to generate any direct returns, the indirect contribution to financial sustainability needs to be stated (e.g. contribution of data and knowledge that can be exploited through the EIT Urban Mobility future activities e.g. Innovation and Factory)
- Concrete plan for knowledge transfer within and beyond the activity consortium and EIT Urban Mobility.

6. Call Area: Regional Innovation Scheme (RIS)

EIT Regional Innovation Scheme (EIT RIS) is a structured outreach scheme of EIT Urban Mobility. EIT RIS is designed to disseminate knowledge, know-how, good practices and lessons learnt emerging from the EIT Urban Mobility's activities, as well as to widen participation in its activities. EIT RIS focuses on countries with limited or no participation in the EIT Urban Mobility, where innovation capacity is moderate or modest and which otherwise would not be able to benefit from the experience gained by EIT Urban Mobility.

EIT RIS is designed as a two-way interaction scheme. By sharing its good practices of Knowledge Triangle Integration (KTI) and increasing their activities in the eligible countries, EIT Urban Mobility will also gain access to productive inputs, business skills, talent, cooperation opportunities in education, market and business, currently untapped entrepreneurial potential, customers for innovative ventures, innovation, knowledge, knowhow and technology transfer possibilities, additional testbeds for applications of innovative solutions as well as access to co-funding options provided by EU, Regional and National support Schemes.

In the mid-term perspective, EIT RIS is expected to facilitate the incorporation of relevant players of the local innovation ecosystems in the EIT Urban Mobility ecosystems and foster the Knowledge Triangle Integration approach as a framework for the enhancement of innovation capacity.

EIT Urban Mobility RIS activities are classified to the two Action Lines (AL):

I. Action Line 1.: Engaging local players in EIT Urban Mobility activities

EIT Urban Mobility will engage local players—individuals (students, PhDs, urban mobility professionals) and entities (e.g. start-ups, scale ups, universities, research labs, NGOs, regions and cities)—in its activities within its three + two main pillars (education, entrepreneurship and innovation & research and City Club, Factory) by practically demonstrating the benefits of Knowledge Triangle Integration (KTI) and connecting to Knowledge Triangle with the cities. The aim of this activity is to increase the participation of these local players in EIT Urban Mobility's business creation and education programs as well as innovation activities. All the activities under this action line should receive broad publicity on local and regional levels by raising awareness of the brand of EIT Urban Mobility and the KTI model.

II. Action Line 2.: Mobilising, interlinking and internationalising the national/regional innovation networks

In addition to directly involving potential local players in the innovation ecosystem, EIT Urban Mobility intends to work with Knowledge Triangle (KT) stakeholders on national and regional levels to raise awareness and share the best practices of the KTI model to create fully-fledged KTI-based innovation ecosystems locally.

In the framework of this area of action EIT Urban Mobility intends to establish a formalised collaboration with a local entity capable of functioning as an EIT Urban Mobility's RIS Hub, an 'interaction point' between EIT Urban Mobility and local actors. Also acting as an interface of EIT Urban Mobility, this entity will interact with local players, mobilising and internationalising the local innovation networks and facilitate EIT Urban Mobility's efforts in fostering the Knowledge Triangle Integration as innovation brokers.

Key activities of EIT Urban Mobility's RIS program

EIT Urban Mobility RIS activities focus on the following strategic areas of action in 2020-2021:

- Mapping local innovation ecosystem in EIT RIS regions, identifying key players, unique assets and selling points as well as focus areas and investment needs. Identifying connection points and synergies between regional capabilities and EIT Urban Mobility strategic goals
- Providing opportunities for key stakeholders in RIS regions to get engaged with EIT Urban Mobility activities and participate in certain EIT Urban Mobility programs
- Organizing outreach events where EIT Urban Mobility representatives can meet with RIS stakeholders, such as start-ups, regulators, policy decision makers, cities, researchers, industrial representatives to introduce EIT Urban Mobility, present its programs and opportunities as well as to present achievements and success stories.
- Ensuring knowledge transfer towards EIT RIS regions to strengthen innovation ecosystems
- Provide comprehensive support and mentoring services for RIS regions how they can develop regional innovation ecosystems by mobilizing local KTI actors, working out joint development strategies and implement joint local activities.
- Engaging key national and regional policy makers within the activities of EIT Urban Mobility in order to support fund interconnectivity and the set-up of local European Structural and Investment Funds (ESIF) projects which can be directly linked with EIT Urban Mobility programs; support the participation of local institutions in KIC activities and finance the adaptation and integration of best in-class programs of EIT Urban Mobility into the local innovation ecosystem, if possible. Convincing local stakeholders is essential to utilize synergies between available ESIF and EIT Urban Mobility programs. EIT Urban Mobility has the significant potential to shape national grant management systems in a way that could lead to a better rollout of its activities across the continent.

Actions in all the RIS focus countries of EIT Urban Mobility are eligible:

- EU member states:
Bulgaria, Croatia, Cyprus, Estonia, Greece, Hungary, South-Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Romania
- Horizon Europe associated countries:
Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Republic of North Macedonia, Georgia, Moldova, Montenegro, Serbia, Turkey, Ukraine

Eligibility criteria for the beneficiaries:

Legal status: Being a registered legal entity. The applicant can apply together with a group of partners sparring the Knowledge Triangle but one organization has to be designated as the lead.

It is not required to apply with a group of partners, but it is an advantage to show the local coverage of the Knowledge Triangle. None of the applicants can be a Core Partner of EIT Urban Mobility neither a linked or affiliated third party of an EIT Urban Mobility Partner and applicants have to submit a self-declaration about it.

Thematic alignment: The applicant entity should demonstrate a thematic alignment with EIT Urban Mobility focus areas and a proven track record of related professional activities in the area of EIT Urban Mobility’s mission: promote more liveable cities, provide solutions for the city challenges.

Table 14: Framework conditions

Area	Max. funding per beneficiary	Max budget per activity/activity	Estimated overall available budget for area	Grant intensity (max. funding rate)	latest activity end
RIS Innovation	60.000 EUR	200.000 EUR	700.000 EUR	100%	31.12.2021
RIS Education	60.000 EUR	150.000 EUR	300.000 EUR	100%	31.12.2021
RIS Business Creation	60.000 EUR	200.000 EUR	400.000 EUR	100%	31.12.2021
RIS Factory	60.000 EUR	100.000 EUR	100.000 EUR	100%	31.12.2021

Evaluation criteria for the RIS activities

The RIS proposals will be reviewed based on the criteria stated, including but not limited to the potential impact (including repeatability and scalability), feasibility, efficiency (potential impact per EUR) and diversity.

The specific evaluation criteria and respective weights for RIS Innovation/Education/Business Creation/Factory activities are given below:

Table 16: Evaluation criteria and specific weights for RIS activities

<p>I. Activity Excellence, Novelty of Innovation and Strategic Fit (30%)</p> <ul style="list-style-type: none"> • A well-defined objective of the activity. • Activities should use innovative and unique approaches wherever possible. For example, applying existing knowledge in a new way or in a different context, or applying ‘new’ knowledge to solve challenges with a different approach. • Activities should state uniqueness of the proposal compared to the state of the art. Processes, policies or management innovation should be compared with standard practices, current guidelines, policies etc. • Added value of the proposal should be demonstrated. • Well defined output/deliverables. • Alignment with at least one of EIT Urban Mobility’s strategic objectives.
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- Show how the EIT Urban Mobility funding catalyse a development, which would otherwise not happen now.
- Alignment with the concept of the extended Knowledge Triangle Integration, see also Strategic Agenda (Annex 1).
- Level and type of partner involvement (number of partners, number of countries, variety in terms of type of partner (City, Academia and Research, Corporates as well as SMEs/start-ups))

II. Solution Readiness, Consortium and Workplan (20%)

- Workplans should be feasible in terms of the timeline, resources allocated and deliverables. Budget distribution between partners and between work packages should be relevant to the tasks to be carried out.
- Activity organisation should be logical with clear and well-defined work packages.
- The milestones that have been chosen should be relevant and realistic for the activity's objectives.
- Composition of consortium, excellence of partners, good balance in the extended knowledge triangle.
- Demonstrated ability to perform the activity. Team capability, strength and composition.
- Availability of required resources.

III. Strategy for Implementation (Commercialisation and/or Adoption) (20%)

- Ability of the proposed activity to be repeated and scaled up.
- Feasibility of the implementation strategy – illustration of how this in the future may be implemented on a broader scale.
- Knowledge of and mitigation strategy for hurdles and risks.
- Level and commitment of industry and cities.

IV. Impact (30%)

- KPIs clearly fitting the activity's objectives and targeted impact.
- A logical link between the activity and building lasting targeted capabilities.
- Measurable impact and contribution to the EIT Urban Mobility goals as well as the urban mobility ecosystem.
- Suitable plan for knowledge transfer within and beyond the activity consortium, EIT Urban Mobility and beyond.

6.1 Specifications for the RIS Innovation Activities 2021

RIS innovation activities aim at offering non-member RIS stakeholders a possibility to work on and present their innovative idea to the community and in the same time to connect the best innovators from the RIS countries with the EIT Urban Mobility community (partners and the KIC itself).

The offered innovative solution for urban mobility challenges can represent all stages of the development, but more mature development stages with short access to market are more favourable.

To address special needs of the RIS countries is a strong asset. Further highlighted goal of this action is to give possibility the appropriate organisations to start activities with the KIC members and get involved into the KIC Business Creation programs or to access the KIC community and be a partner.

The experiences of the evaluation of the activity implementation should contribute to the gap analysis of the local innovation ecosystem to give the opportunity to address well-grounded suggestions for the strengthening of the local innovation ecosystem.

Table 17: Specifications for the RIS Innovation Activities 2021

Challenge to address	<ul style="list-style-type: none"> • Solutions to all City Club challenges are welcome • The City club challenges can be translated/adapted to the special RIS needs if needed, (if you do so, please introduce, why is a translation/adaption needed in your case) • It is a great advantage if your activity can contribute to the <ul style="list-style-type: none"> • better visibility of EIT Urban Mobility • higher grade of knowledge triangle integration • building of an EIT Urban Mobility community in your country • more citizen engagement • improvement/strengthening of the local innovation ecosystem (benchmarks, introduction of gaps...) in your local RIS country(ies)
Scope	<ul style="list-style-type: none"> • identify new innovations in RIS countries, partly adapted to special needs of the RIS countries • offer innovative solutions to the needs • introduce the market chances of your solution, show your potential way to get a significant player of the market • evaluate the outputs and the impact of your planned actions
Expected outputs	<p>Different kind of outputs are possible according to the development stage of the innovative idea:</p> <ul style="list-style-type: none"> • New products implementing new mobility solutions (for the RIS region or coming from the RIS region) or • New tools and systems to support the cooperation between good and modest innovators or • Local infrastructure analysis and development to prepare the adaptation of innovative technologies for a given city or • Based on your own activity experiences a gap analysis of the local innovation ecosystem (if possible, also benchmarking to measure development

	<p>obstacles in the given RIS country(ies), and a development plan close the gap</p> <ul style="list-style-type: none"> • Success stories based on the <u>activities</u>
<p>Central criteria for selection</p>	<ul style="list-style-type: none"> • The impact of the innovation on the City Club challenges • Future business potential • Contribution to the local Knowledge Triangle integration • Through the activity analysis of the local Innovation ecosystem • Pilot implementation • Visibility • Fit to the existing EIT Urban Mobility activities • Fit to the EIT Urban Mobility's RIS strategy and overall strategy

6.2 Specifications for the RIS Education activities 2021

RIS education activities aim at offering non-member RIS stakeholders a possibility to be part of the EIT Urban Mobility education activities. The RIS partners can get professional support for their educational program to participate in EIT labelled programs or other kind of educational courses. In the same time the RIS stakeholders can help EIT Urban Mobility to reach many young talents and provide feedback about the educational demand in the RIS countries.

Table 18: Specifications for the RIS Education Activities 2021

Challenge to address	<ul style="list-style-type: none"> • Connect RIS stakeholders with the members of the KIC members to start joint: <ul style="list-style-type: none"> • Educational programs • Training programs • Special activities, like summer schools • Develop new tools for education • Support the entrepreneurial education • Support the knowledge absorption of the local RIS community to catalyse the change of attitude • It is a great advantage if your activity can contribute to the <ul style="list-style-type: none"> • better visibility of EIT Urban Mobility • higher grade of knowledge triangle integration • building of an EIT Urban Mobility community in your country • more citizen engagement • improvement/strengthening of the local innovation ecosystem (benchmarks, introduction of gaps...) in your local RIS country(ies)
Scope	<ul style="list-style-type: none"> • All kinds of the professional education connected to EIT Urban Mobility city challenges • Support of the entrepreneurial knowledge and attitude • Creating the missing link between education and entrepreneurial carrier • Financial sustainability of the educational programs • Close connection of education with practical training and utilisation of knowledge
Expected outputs	<p>Different kind of outputs are possible according to the educational activity:</p> <ul style="list-style-type: none"> • Participation in EIT labelled educational programs (participation of partners in existing programs, facilitate participation of students and lecturers) • Initiation or preparation of new local educational and training program (also with EIT label) with local stakeholders • Summer schools • Development of new education and training system for the education of RIS stakeholder (also tools can be supported) • Educational events to connect the local knowledge triangle stakeholders • New tools and systems to support the cooperation between good and modest innovator countries to benchmark them and build on the experiences • Local system analysis to work out suggestions for actions for the better integration of the educational and innovation ecosystems • Success stories based on the activity

Central criteria for selection	<ul style="list-style-type: none"> • The impact of the education or educational system on urban mobility development of the RIS region • Incomes from future educational activities, supporting financial sustainability of EIT Urban Mobility • Contribution to the local Knowledge Triangle integration, by facilitating cooperation of universities, industry and cities in education • Giving young talents the possibility to obtain both professional knowledge and readiness for entrepreneurship • Visibility • Good fit to the existing EIT Urban Mobility activities • Fit to the EIT Urban Mobility's RIS strategy and overall strategy

6.3 Specifications for the RIS Business Creation activities 2021

RIS Business Creation aims at finding hidden champions in RIS regions. Start-ups who have an innovative idea, excellent expertise, possibly a prototype production facility, but have not yet succeeded due to the missing link to financing, to investors or to the market.

Table 19: Specifications for the RIS Business Creation Activities 2021

<p>Challenge to address</p>	<ul style="list-style-type: none"> • Find the best RIS urban mobility start-ups with high growth potential • Make the EIT Urban Mobility business creation portfolio appealing to start-ups • Give feedback to EIT Urban Mobility on how to make EIT Urban Mobility's RIS business creation program valuable for RIS start-ups and complementary to other existing business creation activities of EIT Urban Mobility • Support the launch of start-ups who have a unique solution solving City Club challenges • It is a great advantage if your activity can substantially contribute to: <ul style="list-style-type: none"> • better visibility of EIT Urban Mobility • high level of knowledge triangle integration • building of an EIT Urban Mobility community in your country • citizen engagement • improvement/strengthening of the local innovation ecosystem (benchmarks, introduction of gaps...) in your local RIS country(ies)
<p>Scope</p>	<ul style="list-style-type: none"> • Start-up competition for the RIS start-ups • Network of RIS accelerators • Cooperation opportunities
<p>Expected outputs</p>	<ul style="list-style-type: none"> • Start-ups with high business and impact potential • Identification of bottlenecks of the selected RIS country's innovation ecosystems based on innovation ecosystem expertise the • Success stories based on the activities
<p>Central criteria for selection</p>	<ul style="list-style-type: none"> • Embeddedness into the local innovation ecosystem • Evaluation of the local innovation ecosystem to find the most efficient action items • The impact of the innovation program on urban mobility solutions • Models for contribution to the financial sustainability • Visibility • Fit to the existing EIT Urban Mobility activities • Fit with existing EIT Urban Mobility Business Creation activities • Fit to the EIT Urban Mobility's RIS strategy and overall strategy

6.4 Specifications for the RIS Future Mobility Factory activities 2021

RIS cities are growing, the motorisation is increasing, the environment is strongly burdened. As a result, the quality and comfort of life in several aspects of urban life is decreasing. Consequently, the impact new mobility solutions can have in RIS regions are significant and this part of the Call for Proposals is meant to support partners in RIS regions to come a step closer to realizing these positive impacts. With the financial help of the European structural and investment funds (ESIF) high number of RIS cities get a chance to renew their infrastructure. These investments are long term decisions influencing the future city development.

It is of utmost importance in planning urban mobility, especially considering the time horizon of implementation, that decision-makers should be aware of the latest or possible solutions at the time of commencement of activities, so that they can be integrated into long-term urban development concepts. The RIS Factory activities can support the future-proof planning of these investments and eligible partners can apply for funding under this programme.

Table 20: Specifications for the RIS Future Mobility Factory Activities 2021

Challenge to address	<ul style="list-style-type: none"> • Support the usage of feasible urban mobility solutions in RIS regions • Educate urban decision makers to be aware of the most innovative technologies and future needs before long term planning and decisions are made, to influence the decision-making process to adsorb as many innovative inputs as possible. • It is a great advantage if the activity can contribute to the <ul style="list-style-type: none"> • goal of having real and visible impact on urban mobility systems in public spaces • better visibility of EIT Urban Mobility • building of an EIT Urban Mobility community in your country • improvement/strengthening of the local innovation ecosystem (benchmarks, introduction of gaps...) in the local RIS country(ies)
Scope	<ul style="list-style-type: none"> • Implement smart mobility solutions in your RIS region • Apply the Urban Mobility Assessment Model or other tools (cf. Chapter IV.4 for the list of current tools) to evaluate and structure your own next steps in implementing smart mobility solutions
Expected outputs	<ul style="list-style-type: none"> • Being a step closer to implementing at least one smart mobility solution at scale
Central criteria for selection	<ul style="list-style-type: none"> • Impact of the proposed activity on the quality of life of citizens • Novelty of the solution in RIS regions • Co-funding rate (even though not required, it will be seen as a major benefit of the activity and the commitment of the applicant) • Fit to the EIT Urban Mobility's RIS strategy and overall strategy

V. Overview of Annexes

You can also find the Annexes via the respective article of Call publication on our website:
<https://www.eiturbanmobility.eu/category/news/>.

Annex 1: Strategic Agenda EIT Urban Mobility ([Link](#))

Annex 2: City Club Challenges for the Business Plan 2021 ([Link](#))

Annex 3: Proposal Partner Information Form for Business Plan 2021 ([Link](#))