

EIT Core KPIs

KPIs as defined by EIT. Status September 2021. Information has been updated based on the “Guidelines for the 2022 KIC Business Plans and estimated budgets” published by EIT in July 2021. Certain information on KPIs and supporting information still needs final confirmation by EIT (this is clearly flagged in the text below). Final confirmation of the required structured data and of all reporting requirements will be provided by the EIT in the “Reporting guidelines for 2021”.

KPI Code	KPI Title	KPI Definition	Supporting documents
EITHE02.1	Marketed Innovations	<p>Number of innovations introduced on the market during the KAVA duration or within 3 years after completion thereof. Innovations include new or significantly improved products (goods or services) and processes sold. Each reported innovation should have a sales revenue of at least 10,000 EUR documented.</p> <p>Innovations introduced on the market must be directly linked with the KAVA and reported in the year when they reached the first 10,000 EUR revenue (but not later than three years after completion of the KAVA). Open access innovations having at least 200 satisfied users should be reported separately with the number of users satisfied with the innovation.</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Name of the product and website. - Open access (YES/NO). - Market (country). - Reference to a specific KIC KAVA. - KAVA investment (EUR). <p>Supporting evidence (both required):</p> <ol style="list-style-type: none"> 1. Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the KIC societal challenge and the KAVA, as well as information on the KAVA investment in the innovation development. → TEMPLATE 2. Documented proof such as an invoice or an online sales records demonstrating that the purchase of at least 10,000 EUR has been made by a customer/s. <p><u>For open access innovations the evidence should prove:</u></p> <ul style="list-style-type: none"> • Number of users who have downloaded the innovation • Number of users with satisfactory feedback.
EITHE02.2 -EITRIS	EIT RIS marketed innovations	Number of products or processes (as per EITHE02.1 definition) launched on the	See EITHE02.1

		market by organisations from the EIT RIS countries	
EITHE03.1	Supported start-ups/scale-ups	<p># Start-ups and scale-ups supported by KICs for at least 2 months in year N, provided the KIC's services contribute to the company's growth (including potential growth).</p> <p>Examples of such services are mentoring, consultancy on access to finance and markets, product/service marketing, legal advice, internationalisation, matchmaking, etc. The services should be provided for a total period of at least two months. (Reported by country of registration of the venture)</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Company name. - Website. - Registration number. - Country of registration. - Gender of the CEO/owner. - Reference to a specific KAVA. <p>Supporting evidence (all 3 required):</p> <ol style="list-style-type: none"> 1. Declaration of the start-up supported confirming the length and type of services provided by the KIC and how they contributed to the growth of start-up. The declaration shall also include short description of the start-up and its core business. → TEMPLATE 2. Formal signed agreement between KIC and the ventures clearly stating what is being provided, when and with which milestones / deliverables for the start-up to go onto the next stage of BC services and, if applicable, what is KIC receiving in exchange 3. Registration certificate of the venture receiving BC services
EITHE03.2 -EITRIS	EIT RIS Start-ups/scale-ups supported	Number of start-ups and scale-ups registered in EIT RIS country supported by KICs for at least 2 months in year N	See EITHE03.1
EITHE04.1	Start-ups created of/for innovation	Number of start-ups established in year N as a result/ based on the output(s) of Innovation/ Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after completion of the KAVA).	<p>Structured data:</p> <ul style="list-style-type: none"> - Company name. - Website. - Registration number. - Country of registration. - Gender of the CEO/owner. - Reference to a specific KAVA. <p>Supporting evidence (both required):</p>

			<ol style="list-style-type: none"> 1. Registration certificate of a start-up established in year N. 2. Declaration of the start-up demonstrating substantial link with the specific KIC KAVA (indication of the specific output of KIC KAVA(s) or asset development) and proof for the KAVA investment in the start-up. The declaration shall include short description of the start-up and its core business. → TEMPLATE.
EITHE04.2 -EITRIS	EIT RIS Start-ups created of/for innovation	Number of start-ups registered in EIT RIS country in year N and established as a result/ based on the output(s) of Innovation/ Research related KAVA(s), or created for the purpose of an innovation project to organise and support the development of an asset.	See EITHE04.1
EITHE05.1	Start-ups created of EIT labelled MSc/PhD programmes	<p>Number of start-ups established in year N by students enrolled and graduates from EIT labelled MSc and PhD programmes.</p> <p>To be eligible, a start-up should be created during EIT labelled programme (by students) or within 3 years from the graduation (by graduates).</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Company name. - Website. - Registration number. - Country of registration. - Gender of the CEO/owner. - Reference to a specific KAVA. <p>Supporting evidence (all required):</p> <ol style="list-style-type: none"> 1. Registration certificate of a start-up established in year N. 2. <u>Second supporting evidence document pending confirmation from EIT.</u>
EITHE05.2 -EITRIS	EIT RIS start-ups created of EIT labelled MSc/PhD programmes	Number of start-ups established in EIT RIS countries in year N by EIT labelled MSc and PhD students or graduates	See EITHE05.1
EITHE06.1	Investment attracted by KIC supported	Total EUR amount of private and public capital attracted within year N by supported start-up/scale-ups (per country) that have	<p>Structured data:</p> <ul style="list-style-type: none"> - Company name. - Website.

	start-ups/scale-ups	received KIC business creation services support of total duration of at least two months, within a maximum of three years following the last received KIC KAVA support activity.	<ul style="list-style-type: none"> - Registration number. - Country of registration. - Investment attracted. - Gender of the CEO/owner. - Reference to a specific KAVA. <p>Supporting evidence:</p> <ol style="list-style-type: none"> 1. Declaration of a start-up proving the amount, type of investment source of income by type (public/private) and a link to a specific KAVA and support received. → <u>TEMPLATE</u>
EITHE06.2 -EITRIS	Investment attracted by KIC supported EIT RIS start-ups/scale-ups	Total EUR amount of private and public capital attracted within year N by supported start-ups/scale-ups established in the EIT RIS countries, that have received KIC business creation services support of total duration of at least two months, within a maximum of three years following the last received KIC KAVA support activity.	See EITHE06.1
EITHE07.1	Graduates from EIT labelled MSc/PhD programmes	Sum of graduates from EIT labelled Masters and EIT labelled PhD programmes in year N.	<p>Structured data:</p> <ul style="list-style-type: none"> - Unique personal identifier (representing names, contact details (e-mail address), gender, country of citizenship). - <u>Further structured data TBC by EIT</u> <p>Supporting evidence: n/a</p>
EITHE07.2 -EITRIS	EIT RIS Graduates from EIT labelled MSc/PhD programmes	Number of graduates from EIT labelled Master and PhD programmes in year N with citizenship in EIT RIS countries.	See EITHE07.1

EITHE08.1	Participants in (non-degree) education and training	<p>Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender.</p> <p>Only participants who successfully finished the programme to be counted.</p> <p>For this KPI, only those education and training activities which have clearly defined learning outcomes and which carries out competency assessment method are applicable.</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Unique personal identifier (representing names, contact details (e-mail address), gender and country of citizenship). - Other structured data TBC by EIT, but including data on: <ul style="list-style-type: none"> • <u>title of education and training activity, start and complete dates, type of programme (TBC); delivery (online, onsite, blended)</u> • <u>Country of delivery (n/a for online) and Institution(s)/organisation(s) delivering the training, countries [the structured data TBC]</u> • <u>Defined learning outcomes and Competency assessment methods (YES/NO)</u> <p>Supporting evidence: n/a</p>
EITHE08.2 -EITRIS	EIT RIS Participants in (non-degree) education and training	<p>Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery with citizenship in EIT RIS countries.</p>	See EITHE08.1
EITHE09.1	EIT labelled MSc/PhD students and graduates who joined start-ups	<p>Number of students who joined start-ups during their EIT Label MSc and PhD studies. Sum of EIT Label graduates who joined start-ups up to 3 years after graduation. JOIN means join as an owner of an existing start-up, or be employed by a start-up.</p>	<p>Structured Data:</p> <ul style="list-style-type: none"> -Unique personal identifier (representing names, contact details (e-mail address), gender and country of citizenship). -Start-up name, registration number, registration country - Joined (owner / employed) <p>Supporting evidence: n/a</p>
EITHE09.2 -EITRIS	EIT RIS EIT labelled MSc/PhD students and graduates who joined start-ups	<p>Number of EIT label students and graduates with EIT RIS country citizenship who joined start-ups during their EIT label studies or up to 3 years after graduation.</p>	See EITHE09.1

EITHE13.1	KIC success stories	<p>20 quality success stories per year submitted by KIC to EIT on continuous basis (e.g. 5 per quarter) and accepted by EIT.</p> <p>The success stories should follow the EIT respective guidelines and should be accepted by the EIT including eligible nominees for the EIT awards.</p>	<p>Structured Data:</p> <ul style="list-style-type: none"> - Name and country of a success story. - Name and country of organization related. - Link to a specific KAVA. - Website link and keywords. <p>Supporting evidence:</p> <p>1. Template provided by EIT → TEMPLATE. Initial drafts need to be reviewed by EIT Urban Mobility’s Head of Communications and EU Affairs Bernadette Bergsma (bernadette.bergsma@eiturbanmobility.eu).</p>
EITHE13.2 -EITRIS	EIT RIS Success Stories	Number of success stories (as per EITHE13.1 definition) linked to EIT RIS country.	See EITHE13.1

EIT Urban Mobility Operational KPIs – Status March 2021

The KAVA leader will be requested to introduce the achieved KPI value in PLAZA, and to upload a supporting document. The requirements for supporting documents for Operational (KON) and Specific (KSN) KPIs are more flexible than for EIT Core KPIs. Therefore, KAVA leaders can decide which document(s) they consider appropriate (i.e., there is no need for templates). In the column “supporting documents” of the table below, KAVA leaders can find some suggestions, which are not prescriptive. As a general tip, if a KAVA Deliverable contains the information that justifies an Operational or Specific KPI, the KAVA leader is encouraged to use it as supporting document.

New Code	KPI name	Description	Supporting documents (suggestions, not prescriptive)
KONHE01	# Companies involved in EIT labelled programmes	This applies only to Master School and Doctoral Training Network. These are formally not Labelled Programmes yet, but may in this context be regarded as labelled. With companies we here refer to both companies and cities.	E.g., <i>document listing involved companies, or Deliverable where these companies are listed, etc.</i>
KONHE02	Participants in all Academy activities	Here each individual participant in an education programme counts, being in the Master School, Doctoral Training Network or Competence Hub.	E.g., <i>list with unique personal identifiers, deliverable where the number of participants is presented, etc.</i>

KONHE03.1	# Members of City Club	Number of cities who are members of the City Club. Applicable to City Club only.	E.g., <i>minutes of City Club meeting, list of city club members, etc.</i>
KONHE03.2	# City engagements in projects	Number of city engagements per KAVA.	E.g., <i>any KAVA-related document that describes the number of cities engaged, etc.</i>
KONHE03.3	# City Club events for knowledge transfer	Number of City Club events for awareness raising, knowledge exchange, including high-level meetings.	E.g., <i>list of events, agendas of meetings, presentations, etc.</i>
KONHE04	# Order for Factory consultancy	Number of orders for consultancy or advisory services (incl. automated services such as online tools) offered by the Factory and its partners under contracts.	E.g., <i>any document that justifies the orders.</i>
KONHE06	# Outreach events in EIT RIS countries	Number of events to increase awareness about EIT Urban Mobility in RIS countries, and inform and actively engage local players and the public in EIT Urban Mobility activities.	E.g., <i>agendas of meetings, presentations, KAVA Deliverable containing this information, etc.</i>
KONHE07	# Sub-grants to EIT RIS country partners	Number of sub-grants to EIT RIS country partners.	E.g., <i>list with name of partners, country and subgrant agreement references, etc.</i>
KONHE08	# Education activities at EIT RIS hubs	Number of education activities in RIS countries organised by the RIS Hubs.	E.g., <i>list of education activities, KAVA Deliverable containing list of activities, etc.</i>
KONHE09	# Entries in idea and business competitions	Number of submissions, not individuals, or pitches in competitions count, including competitions arranged by EIT Urban Mobility or partner KAVAs.	E.g., <i>list with title of submissions/pitches and name of event/competition, KAVA Deliverable containing the number of entries, etc.</i>
KONHE10	# Investments secured via Finance2Move	Number of investments that originate from Finance2Move activities either internal from EIT Urban Mobility or from external investors, i.e. grant-for-equity and introductions to investors that result in investments. Sum of #investments made by EIT Urban Mobility in start-ups and scale-ups and the #facilitated investments for scale-ups in Scale-Up Hub.	E.g., <i>KAVA deliverable containing number of investments, document describing number of investments, etc.</i>

KONHE11	# Number of external and internal events	<p>KIC specific internal and external events: Internal events are events organised by EIT Urban Mobility. External events are events organised by other organisations or initiatives, in which EIT UM has an active role. This can be by having a booth or a stand, by doing a presentation or speech or by being part of a panel. As long as EIT UM has an active participation creating visibility.</p> <p>Events are: meetings with external stakeholders that provide visibility/create awareness of EIT UM or the KAVA; workshops; conferences; symposia; seminars; trade shows; networking events, etc.</p>	E.g., <i>Document with list of events, agendas of meetings, presentations, KAVA deliverable containing this information, etc.</i>
KONHE13	Annual reach of impressions for EIT Urban Mobility online content	Visitors visiting online content sites being EIT Urban Mobility branded content, irrespectively of type of content, being a site regarding innovation projects, web-TV channel, course home page, or MOOC etc.	E.g., <i>document with information about impressions for online content.</i>
KONHE14	% Partner satisfaction rate	The expressed satisfaction rate of the EIT UM partners based on an annual survey. Applicable for KIC Central Management and Innovation Hubs only.	<i>Information on partner satisfaction survey.</i>
KONHE16	% Employee satisfaction	Satisfaction rate expressed by the EIT UM employees based on an annual survey. Applicable for KIC Central Management and Innovation Hubs only.	<i>Information on annual staff survey.</i>
KONHE19	# Start-ups where EIT Urban Mobility owns equity	The total number of start-ups in which EIT Urban Mobility owns equity as an output of the grant-for-equity Financial Sustainability schemes.	E.g., <i>KAVA Deliverable containing number of start-ups, document describing number of start-ups, etc.</i>
KONHE20	# Designed/Tested Innovations	Number of innovative products/services resulting from innovative projects (a) filed for some form of intellectual property protection (i.e. patents, trademarks, registered designs, copyrights), or innovative products/services that have progressed towards commercialisation, defined as	E.g., <i>KAVA Deliverable with information about the innovative products/services, document describing innovative products/services, etc.</i>

		one or more of: progress by at least one technology or manufacturing readiness level (TRL/MRL); prototype/proof of concept/beta version developed; product/ service/ model piloted; or(b) innovative products tested through test-beds or other innovative platforms.	
KONHE21	# New courses developed	Number of new courses and trainings for degree and non-degree education developed	E.g., <i>list of new courses, KAVA Deliverable containing this information, etc.</i>

EIT Urban Mobility Specific KPIs – Status February 2021

The KAVA leader will be requested to introduce the achieved KPI value in PLAZA, and to upload a supporting document. The requirements for supporting documents for Operational (KON) and Specific (KSN) KPIs are more flexible than for EIT Core KPIs. Therefore, KAVA leaders can decide which document(s) they consider appropriate (i.e., there is no need for templates). In the column “supporting documents” of the table below, KAVA leaders can find some suggestions, which are not prescriptive. As a general tip, if a KAVA Deliverable contains the information that justifies an Operational or Specific KPI, the KAVA leader is encouraged to use it as supporting document.

KPI code	KPI name	Description	Supporting documents (suggestions, not prescriptive)
KSN01	# Innovation pilot scaling	<p>The number of innovation products and/or processes (not below Technical Readiness Level TRL-4) that have completed testing / demonstration with end users and prove to be successfully implemented beyond the KAVA activities, are ready for scaling.</p> <p>Scaling means expansion to wider scale application (more people reached within same location) and/or introduction in a new location (other places within the same municipality, other cities/regions in Europe or worldwide).</p> <p>An innovation is defined as: ‘An idea, practice or object that is perceived as new by an individual or other unit of adoption in the place that it is implemented. Innovations need to integrate into the context in order to be economically successful and provide societal impact.</p>	E.g., <i>KAVA Deliverable containing this information, document describing the innovation products and/or processes, etc.</i>

		<p>EIT Urban Mobility focuses on technological and social innovations that contribute to green, safe and inclusive mobility solutions for people and goods (SO3), e.g.:</p> <ul style="list-style-type: none"> • Deploy and uptake of new modes of transport which encourages a modal shift to new mobility services ; Improve the user experience for people (individual mobility, public transport, shared mobility); • Optimise and improve city logistics operations for last-mile deliveries; Engage citizens, users and other stakeholders to stimulate behavioural change, and accelerate the adoption of new mobility solutions and regulations as a result of the activity. 	
KSN02	# Demonstrations/ pilots/ living labs within a project that actively involve citizens and/or local associations	<p>Actively engaged an appropriate amount of citizens/community representatives of various age and social groups in running a demonstration/successful pilot/living lab* to encourage experimentation, research and the development of solutions to city challenges and issues; and, where relevant:</p> <p>Mobilised local citizen associations and community groups to help maximise reach out to citizens. The aim is to ensure acceptance of measures, raise awareness for opportunities or restrictions that come with measure implementation, and enhance ownership of measures.</p> <p>*Living labs are defined as user-centred, open innovation ecosystems based on a systematic user co-creation approach integrating research and innovation processes in real life communities and settings. Living labs place the citizen at the centre of innovation.</p>	E.g., <i>KAVA Deliverable containing this information, document describing the demonstrations/pilots/living labs that actively involve citizens and/or local associations.</i>

KSN03	# Public realm improvements	<p>The number of successful single interventions directly implemented by the activity focused on public realm improvements, in line with SO1 “Create liveable urban spaces”. Public realm is a platform for life with a diversity of urban functions to live, work, shop, relax, encounter and play, commonly defined as all areas between buildings including streets, boulevards and open squares that are accessible to the public.</p> <p>Improvements for the diversity of individual users (citizens, customers, visitors, tourists etc. incl. young and elderly, mobility impaired and diverse gender/roles) within the common urban space specifically address: giving more space to pedestrians and cyclists, reducing car ownership/dependency, improved routes, multi-modal options, efficient public transport, streets greening and expansion of the tree canopy, parklets (reusing parking space and creating real opportunities for people to meet), new street lighting, new greenery, waste collection, improved directions for visitors, etc.</p> <p>This KPI includes both:</p> <ul style="list-style-type: none"> a) small-scale and temporary changes, using low-cost and scalable interventions, as the first step in informing long-term systemic change, and b) permanent investment as part of a public realm action plan and/or a walking and cycling strategy, and/or parking interventions. 	<p>E.g., KAVA Deliverable containing this information, document describing public realm improvements.</p>
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