EIT Urban Mobility
Call for proposals #ChallengeMyCity Madrid

EIT Core KPIs

April 2022

KPIs as outlined below are subject to yearly target setting across the portfolio. Further KPIs will be subject to yearly reporting to EIT for statistical purposes and will be included in the activity reporting.

KPI Code	KPI Title	KPI Definition	Supporting evidence (Subject to final EIT Reporting Guidelines)
EITHE02.1	Marketed Innovations	Number of innovations introduced on the market during the KAVA duration. 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[1]. 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.	• Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical of 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. • 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.

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[1] In the specific case of the Call for proposals ChallengeMyCity Madrid, the innovations should be introduced on the market and have a sales revenue of at least 10,000 EUR no later than December 2023.

EIT Urban Mobility Specific KPIs

KPI code	KPI Title	Description
KSN01	# Innovation pilot scaling	The number of innovation products and/or processes (not below Technical Readiness Level TRL-4)[2] that have completed testing / demonstration with end users and prove to be successfully implemented beyond the KAVA activities, are ready for scaling. *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).* *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.* *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.:* • *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.*
KSN03	# Public realm improvements	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. 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. This KPI includes both: 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.

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[2] In the specific case of the Call for proposals ChallengeMyCity Madrid, the number of innovation products and/or services and/or processes must start with a Technical Readiness Level TRL 7. Please refer to the Call Manual for more information.