Call for Expression of interest

EIT Urban Mobility – Selection of experts.

EIT Urban Mobility - Mobility for more liveable urban spaces

Co-funded by the European Union

Summary

1. Overview of EIT Urban Mobility

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more livable.

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019, we have been working to encourage positive changes in the way people move around cities in order to make them more livable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.

We create systemic solutions that will **move more people around the city more efficiently and free up public space**.

We bring **all key players in urban mobility together** to avoid fragmentation and achieve more.

We engage cities and citizens from the word go, giving them the opportunity to become true agents of change.

The Academy is the collaborative arena for lifelong learning within EIT UM.

The Academy helps to build critical capabilities for innovation and transformation. The Academy is training the next generation of urban mobility practitioners needed by the urban mobility ecosystem of the future. It will close the urban mobility knowledge gap with challenge-based training using the latest education methodologies across disciplines and sectors. The Academy programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

Within the Academy, the Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, city executives and entrepreneurs. These programmes are co-created by our partners in various locations in Europe. These lifelong learning initiatives use a variety of formats including light online material in a Web-TV channel, online courses (short courses and MOOCs), in-project training, and co-creation work, as well as more conventional face-to-face seminars. The Competence Hub aims to reach a total of 500,000 people per year through its online offers.

The Competence Hub provides a customized and accessible way for busy professionals - people working for city authorities, public institutions, companies, or start-ups - to learn about the latest topics in mobility and transport. It operates using a funnel model with four levels and a blended approach to learning. While the first two levels offer easy access and up-to-date knowledge for a broad audience, the third and fourth levels are more tailored and deal with specific projects or topics.
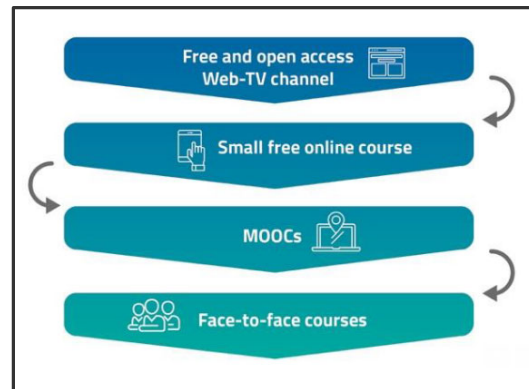

Figure: EIT Urban Mobility – The 4-level approach of the competence hub

This model enables the Competence Hub to probe new topics constantly, using the EIT Urban Mobility Academy WebTV as a base to connect with a large community of urban mobility professionals and potential learners. The four layers of the model are:

1. **EIT Urban Mobility Academy WebTV**: The WebTV is a compilation of short videos (2 to 5 minutes) produced and diffused on a regular basis. The aim of the WebTV is to connect with a high volume of urban mobility professionals from all sectors, by producing videos that provide short/introductory answers to the many questions they ask themselves when facing new professional challenges or responsibilities and try to research by browsing the internet. EIT Urban Mobility WebTV videos currently available:

https://www.youtube.com/playlist?list=PLL-kekO8_f-Xm9u0IYXsqSZj27-1CgeiS

2. **Short Free Online Courses (SFOCs)**: The short online courses (30 minutes to 3 hours) are developed around the WebTV topics that gain most attraction or sustainable mobility topics for professionals that are not covered by existing training programmes and institutions. These courses are asynchronous and developed fully online, so that each learner can take/complete them whenever she/he wishes. These courses provide compelling introductory learning contents on important urban mobility issues, trends, tools, etc. The content is fully available for free, so that as many urban professionals as possible can benefit from these courses, discover the value that the Competence Hub can bring to them, and leverage our SFOCs to become better professionals. EIT Urban Mobility Academy Short Courses currently available:

https://www.eiturbanmobility.eu/competence-hub/e-learning-courses-competence-hub/

3. **Massive Open Online Courses (MOOCs)**: The Competence Hub also offers a second category of online courses, our "MOOCs for professionals" (10 to 20 hours to fully complete, over a period of a few weeks/months). These longer and more comprehensive online trainings provide more advanced, detailed and academically rigorous content and training activities, yet maintaining a strong hands-on and applied focus that urban mobility professionals are looking for. The subjects/topics that are addressed are identified and produced based on the analysis of the knowledge gap within the urban mobility market (public and private sectors), the existing online learning solutions in the professional learning market that are already available, and the appetite/interests for certain specific topics expressed by our target audiences and current learner community. These courses allow for a deeper and more comprehensive understanding and knowledge/skills development process. EIT Urban Mobility Academy MOOCs currently available:

https://www.eiturbanmobility.eu/competence-hub/e-learning-courses-competence-hub/

4. **Face-to-face synchronous (F2F) courses**: In the previous levels, the target audience of the training programmes is mainly "individual professionals" (B2C market) and most of the content produced is delivered asynchronously. In this fourth/final level of the funnel, the aim is to primarily focus on the development of synchronous courses for organisations (B2B and B2B2C markets). In some cases, synchronous programmes will/may also target individual professionals from different organisations. By leveraging our unique community of partners and by building multi-partner collaborations and partnerships, which bring together cities, corporates, research institutes, and start-ups, the Competence Hub will create, develop, and probe various innovative training programmes and services that currently are not available in the urban mobility sector. By focusing on the B2B and B2B2C mobility market segments with high levels of needs/expenditure on staff training, the Competence Hub will build, test and scale custom training programmes and solutions.

2. Scope of the experts involved

2.1. General objectives

In order to achieve its yearly production goals of at least 10 SFOCs, 5 MOOCs and 5 F2F courses for Urban Mobility professionals (as described above), EIT Urban Mobility Competence Hub must secure the support of various external experts to undertake the necessary activities relative to course design, production, commercialisation, and delivery.

The main types of expertise that are needed are:

- Content-related expertise in order to identify, generate and/or structure the learning content which the courses will be based on.
- Instructional course-design related expertise in order transforms the learning content into digital (text, audio, video, interactive) learning pathways and activities that are coherent, intuitive, varied and that optimise the participant learning impact.
- Course management and development expertise in order to coordinate all the different parties and experts involved in the design and delivery of the course and make sure the deadlines regarding KPIs, outputs and deliverables are met, while complying with all EIT Urban Mobility's budgetary and reporting constraints.

Given the many differences between asynchronous learning courses (such as our SFOCs and MOOCs) and synchronous learning courses (such as our F2F), with respect to course design, production, commercialisation, and delivery, the type of expertise that EIT Urban Mobility Competence hub is seeking will also vary in function of the kind of course it wishes to produce.

2.2. Detailed scope of work

The different types of experts/expertise EIT Urban Mobility is seeking to source are detailed below.

1) Asynchronous course: instructional learning design and development

Alongside the content and/or academics expert(s), management of the instructional/learning design, media production, course build and interactives as well as the beta testing of one or various EIT UM Competence Hub online course(s) (SFOC and/or MOOC formats). Operational supervision for course design, in liaison with the content experts/academics, by leading and organising the workflow for all parties involved. When relevant, creation course meta-syllabus, which includes a detailed explanation of each

learning item and its specific objectives, as well as supporting commercialisation, diffusion, and operating the online courses over a specific period of time.

2) Asynchronous course: academic supervision

Supporting the online learning agency and/or the instructional learning designer in the design of one or various EIT UM Competence Hub online course(s) (SFOC and/or MOOC format) being, if necessary, the "face" of the course(s) to the public. If relevant, in charge of content creation as well as content quality insurance and all content-based operations at all stages of the online-course production. For example: identification of sources of content, design of the learning path, course structure validation, quality assessment, scripting/recording content (written and audio-visual) for one (or various) module(s) of one (or various) course(s), quiz design, interviews, draft course contents, course pilot and final course review/validation, etc.

3) Asynchronous course: entire-course delivery supervision

Includes all the tasks related to (1) and to (2). Also, may include coordination/reporting activities with other parties: when courses involve various partners and/or experts working together, management of all necessary course/project coordination/reporting activities with all the other involved parties (content providers, LMS/platform providers, marketing agencies, etc.), and making sure that all the deliverables and KPIs of the course are achieved.

4) Synchronous course: academic supervision

Supporting the course-delivery supervisor in the design of one or various EIT UM Competence Hub face-to-face course(s) being, if necessary, the "face" of the course(s) to the public. If relevant, in charge of syllabus/content creation as well as content quality insurance and all content-based operations for the entire course or part of the course (specific modules/sections). For example (at a course or module level): identification of sources of content/experts, design of the learning path, course structure validation, quality assessment, briefing other experts involved, summarising the different key learnings at the end of a day/session, quiz design, live course-imparting, support to other experts imparting the course, joint-imparting, post-course feedback to participants, etc.

5) Synchronous course: entire-course delivery supervision

If the course is purely on-site, supervision of the course design (involvement of experts/speakers, definition of course syllabus, etc.), production (registration, logistics, payment of experts, etc.), commercialisation (marketing, sales, etc.) and delivery (venue, activities, interviews, attendance, etc.) activities of the course. Operational supervision for course design, in liaison with the content experts/academics and other parties, by leading and organising the workflow for all parties involved. When relevant, creation course syllabus, which includes a detailed explanation of each learning item and its specific objectives, as well as supporting commercialisation, diffusion, and delivering the course through one or various cohorts.

If the course is purely online, the above activities will be adapted in consequence, in terms of production (identification/management of online registration platform, online webinar delivery platform, etc.) and delivery (livestream management, tech support to participants, etc.).

If the courses are blended, the above activities will be cumulative

3. How to become a registered expert

An Expert Expression of Interest form (Annex 1.2) and instructions can be downloaded on the EIT UM Website. Once completed this should be sent to **procurement@eiturbanmobility.eu**. You will receive a confirmation of receipt. Submission of a completed expression of interest does not guarantee you will be selected for assignment but will enter you into the expert pool. The Expression of Interest will be valid for three years.

Selection of experts will only be made from within the expert pool. The criteria for selection are based on the specificities of the assignment, taking into consideration the professional and technical skills required. Additional considerations may include language skills, geographical, sector and gender balance. If selected for a specific assignment, EIT staff will contact you to confirm your suitability and availability.

- Experts of any nationality with any residence may register.
- Proven capacity to work in English is mandatory.

Prior to any work assignment, you will be issued guidelines covering a description of the tasks, duration, location (remote/physical), remuneration rates, and reimbursement methods. You will be assigned a specific EIT Urban Mobility staff interface. You will be issued both a Code of Conduct, including confidentiality, and a Conflict of Interest for each assignment to be reviewed and signed.

Periodically, a call for Expert Expression of Interest will be reopened to maintain an open, transparent and fair selection of experts.

Personal data will be processed in accordance with Regulation No 2018/1725

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4. Payment for participation

EIT Urban Mobility will pay the following service fee as per the scope of work demanded

1) Asynchronous course: instructional learning design and development 100 EUR/Hour
2) Asynchronous course: academic supervision 85 EUR/Hour
3) Asynchronous course: project and partner coordination 100 EUR/Hour
4) Synchronous course: academic supervision 100 EUR/Hour
5) Synchronous course: entire-course delivery supervision 120 EUR/Hour

EIT Urban Mobility shall pay the Expert for the work, or part(s) thereof, within thirty (30) calendar days from the date of the invoice of the Expert.

Invoices shall be paid electronically by EIT Urban Mobility to the banking institution/account number provided by Expert.

EIT Urban Mobility reserves the right to refuse to provide financial contribution in case of non-performance or poor performance of the work and/or breach of any substantial obligations, including the obligation of confidentiality, and the no conflict of interest declaration.

EIT Urban Mobility reserves the right to refuse to contribute for any report or other deliverable required by the appointment letter that is submitted beyond the date specified in the appointment letter.

EIT Urban Mobility reserves the right to recover any payment made to Expert who has breached the obligations arising from the declarations of confidentiality and no conflict of interest.

5. Eligibility requirements

Applicants for the role of Competence Hub Course Development Expert are required to comply with the following criteria to be included in the roster of experts.

- A Master's university degree attested by a diploma or equivalent professional experience
- At least 5 years professional experience in the field of learning and/or urban mobility
- Proven experience in course management, design, production, commercialisation, or delivery
- Fluency in English (oral and written)

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6. Award criteria

Candidates will be assessed on their CV and online form provided at the link below.

Applications will close **on 15 June 2022 at 23:59 CET.**

Selected candidates will be informed by the 17 June 2022.

EIT KIC Urban Mobility values diversity and welcomes applications from all suitably qualified candidates regardless of age, gender, race, disability, sexual orientation, religion or ethnic background.

EIT KIC Urban Mobility will assess candidate's profiles based on the following documents:

Send an updated CV to **procurement@eiturbanmobility.eu** with subject [Application for Experts Academy] attaching the corresponding form below:

Application Form