



Expression of interest for a program to empower women in active mobility – BP21-22

City Club (Citizen Engagement program)

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

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Contents

Eol short description	3
1.1. About EIT Urban Mobility.....	3
1.2. Expression of Interest	3
1.3. What do we expect from this program?	4
1.4. Activity Calendar & Contract.....	6
1.5. Budget	7
1.6. Monitoring & Reporting Procedure	7
1.7. Evaluation & Selection Criteria	7
1.8. Timeline for the proposal submission	7

Eol short description

The following Expression of Interest is addressed to EIT Urban Mobility partners (gold or silver) based in Benelux for the creation of a training program to empower women in active mobility in close collaboration with EIT Urban Mobility.

The selected partner will start (up to) a 7-month pilot initiative, aiming at supporting the City Club Citizen Engagement Program to develop a program that supports long-term engagement with local citizens, with the specific aim to facilitate behaviour change and increase modal share for sustainable mobility.

1.1. About EIT Urban Mobility

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 to make them more liveable 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 impact. We engage cities and citizens, giving them the opportunity to become true agents of change. Using our cities as living labs, our industry and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, freight, and waste in smarter ways. Our programmes support our vision of creating more liveable urban spaces. By fostering innovation and transformation, we can improve people's quality of life, decarbonize mobility, and make Europe's economy more competitive. Activities are carried out by our Europe-wide partner community which is geographically affiliated to one of five regional Innovation Hubs.

1.2. Expression of Interest

The following Expression of Interest is strictly connected to the dissemination and outreach activities developed by the City Club (Citizen Engagement program). The dissemination and outreach activities aim to create awareness, to build and strengthen relations, to cooperate with key stakeholders at all levels as well as to build synergies to place EIT Urban Mobility as the largest European initiative transforming urban mobility. The Expression of Interest supports these activities through seeking a partner to co-develop a program that supports long-term engagement with local citizens, with the specific aim to facilitate behaviour change and increase modal share for sustainable mobility.

Citizen engagement and behaviour change are not superficial endeavours. They require building a network of change agents who develop trusted relationships with local residents over time, allowing for deeper and more meaningful actions and longer-term impact. Capacity building programs that empower change agents in support of sustainability goals can thus have a strong multiplier effect, increasing the effectiveness of local programs, raising awareness and expanding the number of participants.

To achieve these dissemination and outreach objectives, building this network of change agents is key. Therefore, the City Club (citizen engagement program) seeks a partner organisation with expertise in active mobility and community empowerment initiatives.

1.3. What do we expect from this program?

The program will be a pilot aiming at testing hands-on mechanisms to engage with local citizens in active mobility. As this is the first time running this program, the activities will include the development of the overall program of activities, conducting outreach and dissemination activities, coordinating the different actors (specifically the trainers/mentors and in some instances the participants), and conducting the final evaluation of the program. The activities will be conducted in close partnership with EIT Urban Mobility, with both actors co-designing and co-implementing the program together.

The expected outline and objectives of the program are below:

The program will consist of a training that individuals can apply to join that will culminate with them implementing a first instance of their own on-the-ground initiative. The initiative will consist of working with women to improve their cycling abilities, either through 1) teaching women how to cycle; 2) increasing women's confidence to cycle in urban environments and/or 3) partnering with women to establish and become comfortable with cycling routes from home to work/school.

The training program will be in English and will consist of several modules. Each module can be taught by a guest lecturer/speaker and will be accompanied by a hands-on exercise and an assignment to complete by the next module. A site visit to a city (e.g., Brussels or Amsterdam) to visit some local initiatives and see some examples in action, as well as to conduct some of the training modules, will be organized.

Objectives

According to the previous description, the main 5 activities for the selected partner will be to:

1. Execute a participant outreach and recruitment strategy
2. Co-design a program curriculum with EIT Urban Mobility
3. Identify and coordinate with expert trainers/speakers to deliver the curriculum
4. Provide facilitation and mentoring support to the participants during the program activities
5. Conduct an end-of-program evaluation

The following table details the description of the activities with the related expected deliverables and outputs:

Activity Table description

When	June - September - 2022
Activity 1	Execute a participant engagement and recruitment strategy
Deliverable	1 communication and dissemination plan 1 participant engagement and recruitment strategy
Expected Output	At least 8 qualified participants recruited to the program
Activity 2	Co-design a program curriculum
Deliverable	1 program curriculum, including topics and activities, for up to six sessions + an on-site field visit
Expected Output	A coherent and engaging program that builds local capacity to increase active mobility mode share; with an actionable output for each participant (an action plan to implement their own initiative)
Activity 3	Identify and coordinate with expert trainers/speakers to deliver the curriculum
Deliverable	1 document outlining a list of confirmed trainers/speakers and the topics they will address
Expected Output	Engaging speakers to deliver the course content

When	September - December - 2022
Activity 4	Provide facilitation and mentoring support to the participants during the program activities
Deliverable	Facilitation at up to six program sessions and the on-site field visit

Expected Output	Partner attends at least 75% of the program sessions including the on-site field visit; partner is responsive to questions from participants during the program
Activity 5	Conduct an end-of-program evaluation
Deliverable	1 program evaluation form for the participants 1 final report documenting the program outcomes, impact, lessons learned and suggested improvements for future scaling of the program. The report should include the responses from the participants' program evaluation form, as well as additional (audio)-visual and storytelling material for public dissemination.
Expected Output	A revised and improved program curriculum for future use. Public visibility and interest in the program; interest from other parties to continue (e.g., sponsor) the program in the future; interest from potential participants to take part in the program in the future.

According to the table the foreseen deliverables will be:

1. 1 communication and dissemination plan
2. 1 participant engagement and recruitment strategy
3. 1 program curriculum, including topics and activities, for up to six sessions + an on-site field visit
4. 1 document outlining a list of confirmed trainers/speakers and the topics they will address
5. Facilitation at up to six program sessions and the on-site field visit
6. 1 program evaluation form for the participants
7. 1 final report documenting the program outcomes, impact, lessons learned and suggested improvements for future scaling of the program. The report should include the responses from the participants' program evaluation form, as well as additional (audio)-visual and storytelling material for public dissemination.

1.4. Activity Calendar & Contract

The selected partner will sign a contract with EIT Urban Mobility and its activities will start in June 2022 and will end the 31 of December 2022.

1.5. Budget

The total budget for implementing the work plan (including activities, deliverables and outputs) will be of a maximum of 16.500 EUR.

1.6. Monitoring & Reporting Procedure

The monitoring and reporting procedure will be detailed in the contract that the selected partner will sign with EIT Urban Mobility before starting the activities.

1.7. Evaluation & Selection Criteria

The proposal will be evaluated according to the following table:

Evaluation criteria		Score
1	Partner with (1) proven experience and knowledge in active mobility and citizen engagement; (2) the necessary networks for the effective recruitment of participants and trainers; and (3) proven experience in program monitoring and evaluation activities	50%
2	The coherence of the proposal intervention logic with the targeted specific objective and activities	40%
3	Value for money and budget estimation	10%
TOTAL score		100%

Only a proposal with a score equal or higher than 60% (threshold) will be selected.

If two proposals have the same score, priorities will be given to the proposal with a higher score in criteria 1.

1.8. Timeline for the proposal submission

The applicants must send by email their proposal to the following email address julienne.chen@eiturbanmobility.eu by the **DEADLINE (13 JUNE 2022)** at 09:00 CEST attaching the application form duly filled and signed by the legal representative of the organisation. Applications sent after this deadline will not be considered.