Business Plan 2023 – 2025
Business Creation - Call for proposals

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

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Contents

Abbreviations

BP	Business Plan
CLC	Co-Location Centres
CfP	Call for Proposals
EEE	External Expert Evaluator
EIT UM	European Institute of Innovation and Technology Urban Mobility
FSM	Financial Sustainability Mechanism
IER	Individual Evaluation Report
KAVAs	KIC Added Value Activities
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
LEAR	Legal Entity Appointed Representative
MGA	Model Grant Agreement
MT	Management Team
PMO	Programme Management Office
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objective
TA	Thematic Area
TALs	Thematic Area Leads
TSO	Thematic Strategic Objective

Glossary

Activity Leader	The Activity Leader is the person nominated for each project as the main contact point between the entities involved in the project and EIT Urban Mobility. This person is affiliated with the Lead Partner of the project. The Activity Leader can nominate or revoke an unlimited number of contacts from the entities involved in the project.
Call for Proposals	The call is the instrument used to allocate grant funding by EIT Urban Mobility to individuals, consortia and third parties to support the deployment and development of the Strategic Agenda through activities. EIT Urban Mobility uses two types of calls: (1) general call aligned with the corresponding Business Plan (BP). This type of call involves all Thematic Areas of EIT Urban Mobility (before the year of BP implementation), and (2) small or specific call, normally involving only one Thematic Area, which aims to complete or balance the portfolio outlined in the respective BP, through the allocation of the non-committed budget of the BP or the allocation of additional funding not initially included in the respective BP (during the year of the BP implementation).
Call Manual	Document where the terms, conditions, and criteria of any call for proposals are defined and stated according to the principles of transparency, equal treatment, open competition, and sound procedural management.
Call Report	Document prepared by the call coordinator, summarising the results of the call and its most important outputs, including the evaluation results list.
Deliverable	Deliverables are outputs (e.g. building blocks of the proposal information or data mapping, a design report, a technical diagram, an infrastructure or component list, or a software release upon which the end product/solution or service depends) that must be produced during the project lifecycle.
EIT Core KPIs	Set of indicators defined by the EIT that reflects the EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a consortium is meeting the objectives of the EIT.
Evaluation Process	Process by which EIT UM examines the quality of a proposal to decide if it should receive EIT funding.
Evaluation Panel	Group of EEEs (usually 3 EEEs + 1 rapporteur) with specific expertise in a specific area/segment of the call, aiming to evaluate a set of eligible proposals submitted to a call.
Evaluation Report	A report is written, covering all proposals and the process behind the individual evaluation results and from committee discussion (an evaluation panel comprising EEEs and a rapporteur) that is forwarded to the EIT Urban Mobility Management Team.
Evaluation results list	List of proposals in order of scoring, based on the evaluation process results.
Individual Evaluation Report	Applications to the calls are assessed individually by external expert evaluators according to the terms and criteria stated in the call for proposals' text. Each evaluator issues individual reports for each eligible application.

KIC Specific KPIs	Set of indicators defined by EIT Urban Mobility that reflects the societal challenge that the KIC is trying to address.
Knowledge triangle integration	EIT Urban Mobility aims to gather close-knit partnerships of European education, research and business entities (knowledge triangles) and also involves cities, either in the composition of the KAVAs partnerships or in the expected impact of the KAVAs results.
Lead Applicant	The Lead Applicant is the main responsible person from the Lead Partner entity and is the main contact point for EIT Urban Mobility for a particular grant.
Lead Partner	The Lead Partner is the lead entity who has final responsibility for creating and submitting the project proposal and who is the main contact point for EIT Urban Mobility for a particular grant.
Milestone	Control points to chart progress. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.
Model Grant Agreement	Model Grant Agreement is used in Horizon Europe and is replacing the specific grant agreement used in H2020.
Panel review	Process by which the evaluation committee reviews all the individual evaluations made on submitted proposals, to define those proposals that proceed to Management Team review. The results of the panel review are set out in the evaluation report.
Quality Controller	The Quality Controller is responsible for quality assurance and facilitation of the evaluation process of the call project proposals. Each evaluation panel of a call is assigned a Quality Controller. In the case of multi-area BP calls, this task is developed by the PMO and area officers. In the case of small/specific calls, this task is developed by area officers.
Selection Committee	The Selection Committee is responsible for the selection of shortlisted proposals and the definition of requirements for the inclusion of selected proposals in the final portfolio of projects/KAVAs. The Selection Committee is composed of the CEO, COO and at least 3 Thematic Leads. The Selection Committee bases its discussion and debate around the SERs provided with the Call Report.
Single-point-of-contact	A person serving as the focal point who may raise key issues directly with EIT Urban Mobility. All organisations registering in the e-Submission system PLAZA must name a single-point-of-contact.
Summary Evaluation Report	All the written external evaluations are discussed in a consensus meeting where the points of scoring, convergence and divergence are discussed and debated. Thereafter, a single and final Summary Evaluation Report is made, summarising the strengths, weaknesses, risks, and commercial and social value of a proposal.
Ranking list	Ranking of proposals selected for funding by the EIT Urban Mobility Selection Committee.
Rapporteur	Member of the evaluation panel who shall report on a proposal during the evaluation procedure (by writing a summary evaluation report, chairing the consensus meetings and by presenting the evaluation results to the quality controller).
Thematic Lead	Director and/or relevant Head who is actively involved in content development of any of the following areas: Academy, Innovation, Business Creation, City Club, Factory and RIS.

Introduction

Urban mobility has gone through unexpected and momentous changes since 2020. COVID-19 has changed the rules of mobility and is still having impact on how we move. Who we are today, how we relate to each other, and how we perceive and move around our cities has changed. Maybe forever. In addition, the Ukraine-Russia war has not only had humanitarian consequences but has also challenged the status quo of international relations with heavy implications on commercial agreements. Amongst other wide implications, logistics have been harmed globally. The macroeconomic scenario is also getting hit with concerning levels of inflation that are leading a cycle change to a global economic recession.

All in all, the current context has exposed the importance for business to adapt and be agile when taking strategic decisions and implementing changes within each organisation. It has become a matter of survival in times of uncertainty, especially for entrepreneurs. It has been a continuous learning process that has shaped our thinking on where EIT Urban Mobility stands and where we want to go. With regards to the Business Creation thematic area, we keep our commitment to support and fund start-ups, even more so during cumbersome times. We promote innovative solutions within urban mobility and we trust in the power of entrepreneurship as the basis of a more competitive and strengthened Europe.

In 2022 we launch the call for proposals for the Business Creation thematic area, focusing on building new accelerator programmes for specific interest areas such as future mobility, data security, hardware solutions, active mobility, or start-up ecosystems. With the experience from Business Creation programmes, we expect the EIT Urban Mobility community to come up with great proposals that can embrace our mission to create more liveable cities.

We look forward to receiving your applications for inclusion in the Business Plan 2023-2025.

Maria Tsavachidis

CEO

EIT Urban Mobility

1. Call summary

Disclaimer: this document provides the applicants with detailed information on the Business Creation – Call for Proposals for the EIT Urban Mobility Business Plan 2023-2025. The information given is subject to revision, according to new potential rules or requirements provided by EIT and/or by the EC.

Call for Proposals Main Features	
Dates [1]	• **Call opening:** 21 July2022 • **Call closing:** 21 September 2022 • **Eligibility and admissibility check:** September 2022 • **Evaluation of proposals:** October 2022 • **Communication of results:** November 2022
Total Budget allocated to this call	The total maximum EIT funding allocated to this call for 2023-2025 is up to 2,880,000.00 EUR (320,000.00 EUR proposal/year)
Link to the submission portal	The **PLAZA platform** will be available from the same day of the launchment of the call
List of documents to be submitted	• Application form available on the PLAZA platform
List of documents to take into consideration	• Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • List of KPIs • Guidelines for Applicants • Eligibility of expenditure • Appeal procedure • Activity implementation handbook • Horizon Europe Model Grant Agreement (especially Articles 16 and 17)
Short summary of the topics to be addressed	Accelerator Programmes *EIT Urban Mobility – Business Creation Accelerator programmes provide support for innovative mobility solutions by nurturing start-ups. There is one cohort of supported start-ups per year and programme. The Accelerator programme offering to start-ups includes business coaching as well as urban mobility-specific expertise such as technology or market validation, product-market fit or market entry. Business Creation aims to*

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[1] Please note that this calendar is indicative. Dates might be subject to slight changes.

	expand the portfolio of programmes with a maximum of three new accelerators. The current accelerator programmes are: 5GTURBO, E+ Mobility, Energy and Public Realm, Sustainable City Logistics and Urban Air Mobility. Technology Transfer Programme *The implementation of a Technology Transfer Programme (TTP) aims to connect scientific and technological talent with entrepreneurial and business acumen professionals to create highly innovative science-based start-ups or spin-offs. These companies will be incorporated thanks to the funding and resources provided by EIT Urban Mobility and will transform specific results of scientific research and entrepreneurial spin-offs from universities and research centre into sellable and scalable products or services.*
Evaluation criteria	For the ***Strategic Fit evaluation***: • Fitting with Call scope and EIT Urban Mobility challenges at which the project proposal has been submitted, including the alignment with the Knowledge Triangle concept • Addressing the EIT Urban Mobility Strategic Objectives (reflected at the strategic Agenda) • The proposal provides a credible strategy for financial sustainability and contributes to achieve EIT Urban Mobility's vision to become an impact investor in urban mobility start-ups. For the ***full proposal evaluation***: • Excellence, novelty, and innovation, • Impact and financial sustainability, and • Quality and efficiency of the implementation, including sound financial management.

2. General requirements

2.1   EIT Urban Mobility strategic focus and objectives

Proposals must support EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027** (SA). By being in line with the scope of the activities, as stated in section 3, the proposals encouraged by this call will be aligned with SO4 – Accelerate market opportunities.

The evaluation and selection of the submitted proposals will be highly dependent on their contribution to the strategic elements as outlined below.

2.1.1 Vision and Mission

EIT Urban Mobility encourages the integration of innovative solutions and services at all levels to accelerate change towards a more sustainable model of urban mobility. It aims to develop and deploy solutions for the mobility needs of people and businesses, including goods delivery, waste collection and transport, that can solve air quality and congestion problems, and create a longstanding impact on cities and urban quality of life. We strive for an affordable, clean, safe, efficient and healthier form of mobility of people and goods, and at the same time enable cities to reclaim public space from cars by creating liveable urban spaces that support the wellbeing of local communities, where people want to live, 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,
- Creation of jobs and strengthening the European urban mobility sector.

Further details on the strategic focus of the Business Creation Thematic Areas are given in Section 3.

2.1.2 Strategic Objectives

Five strategic objectives (SOs), as set out in the Strategic Agenda 2021-2027, 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 and scale green, safe, and inclusive mobility solutions for people and goods
- SO4 - Accelerate market opportunities
- SO5 - Promote effective policies and behavioural change

2.2 Type and eligibility of partners

The EIT creates ecosystems. The KICs are anchored in regional and local communities via their Co-location Centres (called Innovation Hubs within EIT Urban Mobility). The EIT is the mechanism to link the knowledge triangle components of education, research, and businesses across Europe and into the wider world.

At EIT Urban Mobility, we integrate the knowledge triangle components and extend them by an additional group: cities. Accordingly, EIT Urban Mobility currently brings together around 175 partners from 26 countries and four sectors: academia, research, industry, and cities.

2.2.1 Applicant's origin

This Call for Proposals (CfP) is open to organisations from Member States (MS) of the European Union (EU), and Third countries associated to Horizon Europe[2]. As a minimum requirement, all proposals must be composed of at least two partners from two different EU Member States or Third countries associated to Horizon Europe[3].

2.2.2 Membership

Being a partner in one of our projects means being part of the EIT Urban Mobility community to achieve the strategic objectives listed in section 2.1.2. All partners of selected proposals will be asked to choose one of the following membership categories when initiating their projects:

Gold members: they pay an annual fee of 30,000 EUR and have full access to all benefit packages offered by EIT Urban Mobility.

Silver members: they pay an annual fee of 10,000 EUR and have limited access to all benefit packages offered by EIT Urban Mobility. In the case of Small Enterprises and NGOs, a reduced annual fee of 5,000 EUR will be applied. Cities are offered a special membership package:

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[2]   https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

[3] Exceptionally Swiss entities are entitled to participate at their own costs.

- **Leading cities**: with an annual fee of 10,000 EUR, they have full access to the gold membership package and the additional city-specific services[4]. Cities with less than 300,000 inhabitants may pay a reduced annual fee of 5,000 EUR.

A detailed description of all packages and related benefits, as well as the registration and condition for membership is outlined on our website: https://www.eiturbanmobility.eu/become-a-partner/

2.3   Partner registration process

Before submitting a proposal, all applicants (lead partner and other consortium partners) must register on the EU Participant Portal and at the PLAZA submission tool[5].

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[4] Applicants from RIS countries who are already an EIT Urban Mobility partner will be asked to pay an annual fee based on their chosen partnership category. Applicants from RIS countries who are new to EIT Urban Mobility (excluding large companies), will have a 2-year fee. For the first calendar year of the project implementation, their fee will be waived. For the second calendar year, the silver partner category will automatically apply to them

[5] The registration process is outlined in the *Guidelines for Applicants.*

3. Call specific requirements

3.1 Strategic Focus

EIT Urban Mobility aims to become the reference impact investor in urban mobility start-ups. Sustainability, team diversity and core Sustainable Development Goal (SDG) business values are the cornerstones of our investment thesis that focuses on early-stage companies.

Business Creation leads the activities related to investments and, overall, programmes that provide support to start-ups. The Business Creation programmes help business ventures become successful. They do so by providing a new business-friendly environment, offering start-ups and scale-ups training, advice, funding, and networking opportunities. Ultimately, the Business Creation programmes are intended to be a funnel to the EIT Urban Mobility investment arm for the top performers of each programme and supported start-ups. The funnelling mechanism is the result of scouting, evaluating and selecting the most promising early-stage companies whilst also giving recommendations for investment in top performers.

For the Business Plan 2023-2025, Business Creation specifically looks for actions to continue and improve content, formats, and execution of its programmes.

3.2 Programmes Portfolio

The Business Creation Call for BP 2023 suggests several areas that can be a source of inspiration for proposals. Accelerators must tackle a specific area within the field of urban mobility and focus on providing support to early stage companies.

3.2.1 Accelerator Programmes

The EIT Urban Mobility Accelerators provide support to start-ups with current TRL 4 to TRL 7[6] innovative mobility solutions. Support is provided in terms of mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services. Accelerators will nurture start-ups from the various EIT Urban Mobility programmes as well as other promising start-ups

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[6] According to Technology Readiness Level definition in Horizon Europe – Work Programme 2021-2022 General Annexes B – Eligibility (page 10)

from the EU and Third countries associated to Horizon Europe. **This call is open to consortia who will run the Accelerator Programmes**.

Providing working space to start-ups is not a mandatory requirement. Each proposal should plan at least one face-to-face Bootcamp – depending on the pandemic situation. The consortia will leverage cities and industry firms as partners for market and technology validation by connecting with the City Club. If cities and industry players are not included as members of the consortium, we encourage the submission of signed Letters of Intent, where these players express their willingness to collaborate with the Accelerator Programme. Involved cities do not need to be part of the City Club.

Accelerators are encouraged to present a proposal addressing one of the following areas :

1. **Future Mobility Accelerator**
   We live in a fast and ever-changing world where new services and disruptive technologies have the potential to reshape the way in which we live and work and how we move. Innovative and disruptive technology take-up can be challenging for mobility providers, cities and citizens due to unsuitable processes, skill sets, administrative rules, lack of training, data ownership, pace of innovation, etc.
   Technology is driving the evolution of the mobility ecosystem and services, enabling on-demand services and integrated solutions. One of the clear enablers of new mobility services and innovations is digitalisation: high-impact technologies such as artificial intelligence (AI)-driven platforms, blockchain, 5G, vehicle-to-everything (V2X), Internet of Things (IoT) and edge computing are and will shape all sectors and fields. In the field of mobility, these innovative technologies enable the creation and adoption of new services such as mobility as a service (MaaS), shared micro-mobility services, autonomous driving, and urban air mobility to name a few. New mobility services have the potential to improve liveability in our cities, release space to citizens and help decarbonise our transport systems by supporting a systemic change to more people-friendly sustainable transport solutions.

   Future Mobility Accelerator focuses on start-ups that play a key role in digitalisation as an enabler to improve mobility with solutions based on AI, blockchain, 5G and/or IoT.

2. **Data Security Accelerator**
   The shift we are experiencing towards a more connected world, digitalisation and the exponential technology evolution are three main factors that are paving the way to a new mobility paradigm. New solutions within the field of urban mobility embrace data as a powerful asset that can be exploited through different products and solutions. Whilst there are several opportunities unveiled by data exploitation, there is a need to address the threats arising from data management for organisations, cities and citizens.
   Since the data threat landscape changes as technology evolves, cybersecurity awareness and cyber threat mitigation must be systemic to emerging urban mobility environments. Addressing data security related to urban mobility is a must for all involved stakeholders and all urban mobility

solutions: MaaS, micromobility, V2X, logistics, urban air mobility, energy, etc.

Data Security Accelerator focuses on start-ups that address security issues related to urban mobility data.

3. Hardware solutions for mobility – HW Accelerator

Although software services gather a lot of attention within urban mobility, hardware solutions also play an equally important role. Hardware solutions for urban mobility cover a wide range of technological devices such as vehicle computers, IoT devices, road sensors, etc. Also included are vehicle frames, tyres, catenaries or materials for urban furniture, just to name a few. Supporting start-ups that focus on the development of hardware solutions can accelerate the technological transition within urban mobility.

HW Accelerator focuses on start-ups that design or produce hardware solutions for urban mobility.

4. Active Mobility Accelerator

Active mobility is regular physical activity undertaken as a means of transport. It includes travel by foot, bicycle and other vehicles which require physical effort to get moving. There are both individual and public health benefits of active mobility, primarily through the direct impact of physical activity, but also indirectly through reduced air pollution and noise pollution. This is true only if active mobility modes increase due to a shift from non-active forms of transportation. Active mobility includes walking, swimming, cycling, pedal-assisted e-vehicles, and skateboards. As well as the considerable health benefits, active mobility also provides benefits in terms of reducing the amount of space used by means of transport (for example, when compared to cars), freeing up space in public transport, and reducing CO_2 emissions.

Because of the wide variety of benefits associated with active mobility, many cities want to increase levels of active mobility, and in some cases high levels of active mobility (e.g. cyclists) require new solutions to support crowding/congestion of cycling infrastructure and still ensure high quality of life and good use of public space. Supporting modal shift to active mobility requires a range of different measures, not least the (re-)allocation of space in urban areas to allow for safe solutions for these modes, for travel and parking when required. There are however many barriers to achieving increased active mobility, not least that decades of car-centric planning have created organisational and cultural barriers to prioritise active mobility in many European cities.

Active Mobility Accelerator focuses on supporting start-ups that lower the barriers to achieve more active mobility in society, from behaviour change to active modes of transport solutions.

5. Access to leading start-up Ecosystems – Ecosystems Accelerator

Ecosystem Accelerator aims to onboard globally high-ranking nodes of accelerator services within Europe to offer curated and recognised networks and support to prominent urban mobility start-ups. This approach to onboard leading accelerators and established ecosystems in the field of urban mobility follows the EIT innovation ecosystem approach based on connecting innovators, entrepreneurs, researchers, learners, R&D enthusiasts, citizens and policymakers alike.

Ideally, the consortium behind the Ecosystem Accelerator includes start-up campuses, investors, communities, events and workshops, connection to exclusive services (including public services) and promotion activities for the supported start-ups. The consortium should be established in the EU or in Third countries associated to Horizon Europe, with a clear European focus on their offering and solid connections to overseas ecosystems.

Ecosystems Accelerator puts together a network of consolidated start-up organisations, events, service providers, etc. from recognised EU stakeholders to support urban mobility start-ups.

6. Accelerators with other areas of thematic focus

Accelerators with other areas of thematic focus within EIT Urban Mobility's communicated challenge areas[7] can also be suggested. Proposals must still meet the expected outcomes, impacts and KPIs listed below.

Proposals should provide expertise within the target field and a justification on the value of the activities provided.

Some examples for other areas of thematic focus for accelerators include: Public Transport Accelerator, Inclusive Mobility Accelerator, etc.

Expected outcomes & impacts

The awarded consortium is responsible for running the full accelerator programme, from curriculum preparation to closure. The expected outcomes per year are:

- A significantly strengthened market position for start-ups and scale-ups related to urban mobility from the EU and Third countries associated to Horizon Europe, demonstrated via an impact assessment tool and methodology. This can include (but is not limited to) a quantified social-environmental-economic impact and SDGs impact of the supported start-ups.
- At least 50 full submitted applications from eligible start-ups.
- At least 10 supported start-ups.
- At least 4 recommendations for investment from the pool of supported start-ups.

Consortia are required to select start-ups as future subgrantees by following the principles of transparency, non-discrimination and equal treatment. The accomplishment of these principles within their call documents, evaluation and selection processes will be monitored by EIT Urban Mobility.

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[7] EIT Urban Mobility STRATEGIC AGENDA 2021 – 2027, Figure 1 – The nine EIT Urban mobility Challenge Areas, page 13

The Accelerator programmes must support the financial sustainability strategy of EIT Urban Mobility Business Creation by scouting and selecting the most promising start-ups and giving recommendation for investment upon successful completion of the programme.

At the end of the programme, the awarded consortia must provide to Business Creation **at least 4 recommendations for investment** from the pool of supported start-ups according to the following criteria: impact (environmental, economic, social), sustainability focus, team (diversity and coachability), and fit to EIT Urban Mobility's investment thesis.

Awarded consortia are expected to make a strong contribution to EIT Urban Mobility's financial sustainability in support of a shared mission to make EIT Urban Mobility the main impact investor in urban mobility ventures. The return on investment from supported start-ups is one of the main revenue streams defined as financial sustainability mechanisms of EIT Urban Mobility, as defined in the EIT Urban Mobility Strategic Agenda 2021 – 2027.

Mandatory KPIs

The following KPIs are mandatory for each proposal for an Accelerator programme.

KPI	Short title	Minimum target year 1	Minimum target year 2	Minimum target year 3
EITHE03.1	Start-ups and scale-ups supported by KICs	10	10	10
EITHE06.1	Investment attracted by KIC-supported start-ups and scale-ups	0	100,000 EUR	200,000 EUR
KONHE06	# Outreach events in EIT RIS countries	2	2	2
KONHE11	# Number of external and internal events	2	2	2

Addressing a higher target than minimum expected on KPIs, will be positively assessed during the evaluation and portfolio selection processes.

Partnerships

For actions addressed to the Accelerator Programmes:

- There needs to be one clear Activity Lead (see also eligibility criteria), for the duration of the overall Activity. The Activity Lead will be the direct contact for the EIT Urban Mobility Thematic Area and is responsible for the management of the budget, the deliverables and the impact of the overall Activity.
- The consortia will leverage cities and industry connections with supported companies. If cities and industry players are not included as members of the consortium, we will take into account signed Letters of Intent to collaborate with the programmes. It is not mandatory that the cities involved are part of the City Club.

3.2.2 Technology Transfer Programme

Business Creation currently offers different business support services which include accelerators, scale-up and investment programmes. Nonetheless, there is an untapped stage that could potentially expand the impact generated by EIT Urban Mobility, by increasing the dissemination of innovative products and services for the public benefit: technology transfer.

The implementation of a Technology Transfer Programme (TTP) aims to connect scientific and technological talent with entrepreneurial and business acumen professionals to create highly innovative science-based start-ups or spin-offs. These companies will be incorporated thanks to the funding and resources provided by EIT Urban Mobility, and will transform specific results of scientific research and entrepreneurial spin-offs from universities and research centre into sellable and scalable products or services.

With the TTP, EIT Urban Mobility aims to:

1. Build meaningful relationships with industry, community and investor partners. We believe that technology transfer activities strongly benefit all EIT Urban Mobility partner communities.

2. Act as a talent matchmaker, matching researchers/spin-offs with graduates from top-tier business schools, business acumen profiles and/or serial entrepreneurs affiliated to research centres, business schools, universities and tech centres, whose research and entrepreneurial activity is likely to yield results that could be commercially exploited and meet the challenges proposed by EIT UM 2022 TTP. The ultimate goal is to recruit and publicly engage the best scientific research and entrepreneurial projects to create new sustainable businesses, jobs and wealth.

Phases of the TTP

1. **Opportunity validation:** this stage consists of the technological validation of the project by examining the competitive advantage offered by the science/technology, the identification of existing similar products and services and the determination of the potential use cases and industry segments where the technology could be successfully implemented.

2. **Matchmaking:** multidisciplinary teams with complementary skills will be connected, bringing together academy and research/scientific profiles with entrepreneurial/business acumen professionals.

3. **Validation:** the project conceptualisation will be validated by an independent jury to ensure its viability and continuation in the programme. The newly formed teams. comprised of researchers and business professionals/entrepreneurs generated through the matchmaking phase. will further explore and validate the business opportunity, defining an action plan and minimum viable product (MVP) development to transfer the technology to market. During this stage, teams will start to work together in conjunction with the TTP's mentoring services and different industry players/corporations to choose the best business model to bring the technology to market.

4. **Portfolio:** creation and launch of the companies. The goal of this stage is to launch the minimum viable product (MVP) and to craft the go-to-market strategy. EIT Urban Mobility will support the teams to conduct pilot projects through industry players and municipalities. These pilots seek further validation in the market, to generate the first sales and to establish the main unit economics and metrics. Further support will be provided to the newly created companies to strategise their future financing rounds via public funding sources and external capital.

Mandatory KPIs

KPI	Short title	Minimum target year 1	Minimum target year 2	Minimum target year 3
EITHE04.4	Start-ups created	0	5	10

Addressing a higher target than minimum expected on KPIs, will be positively assessed during the evaluation and portfolio selection processes.

Partnerships

For actions addressed to the Technology Transfer Programme:

- There needs to be one clear Activity Lead (see also eligibility criteria), for the duration of the overall Activity. The Activity Lead will be the direct contact for the EIT Urban Mobility Thematic Area and is responsible for the management of the budget, the deliverables and the impact of the overall Activity.
- The consortia will leverage scientific and technological talent with entrepreneurial and business acumen professionals, matching researchers/spin-offs with graduates from top-tier business

schools, business acumen profiles and/or serial entrepreneurs affiliated to research centres, business schools, universities and tech centres.

3.3   Programme duration

The programme proposals submitted to this call option are expected to have a duration of 36 months and to submit a workplan for the years 2023-2025 (including budget, KPIs, Milestones, Deliverables and Outputs). EIT Urban Mobility will perform a Go/No Go assessment every 6 months approximately (two per year), and there will be a final assessment at the end of the Activities (see section 3.5 for further information). In case of exceptional circumstances where the strategic priorities of EIT Urban Mobility need to be modified, EIT Urban Mobility reserves the right to stop the Activities following a Go/No Go assessment.

3.4   Financial Aspects

3.4.1 EIT funding allocation

The total maximum EIT funding allocated to this call for 2023-2025 is up to 2,880,000.00 EUR. The amounts will be allocated according to the below estimation[8].

Segment/Area	Maximum EIT funding allocated	Indicative number of proposals to be granted	Indicative Max. EIT funding per proposal per year
Accelerator Programmes: - Future Mobility Accelerator - Security Accelerator - Hardware Accelerator - Active Mobility Accelerator - Ecosystems Accelerator - Accelerator with other area of thematic focus **Technology Transfer** Programme	Max 2,880,000.00 EUR	3	320,000.00 EUR proposal/year

3.4.2 Co-funding rate

This call does not foresee a minimum co-funding requirement. However, proposals with co-funding are particularly welcome.

3.4.3 Eligibility of expenditure

For information on the eligibility of costs of the budget, please refer to the document *Eligibility of expenditure* of the Call for Business Plan 2023- 2025.

3.4.4 Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy. This FS strategy is based on a mix of both active earned income and passive investment revenue. These revenue streams will be complemented by financial contributions coming from activities funded by EIT Urban Mobility.

The accelerator programmes must contribute to the long-term vision of EIT UM to become the reference impact investor in urban mobility start-ups. Sustainability, team diversity and core SDG business values are the cornerstones of the EIT UM investment thesis that focuses on early-stage companies.

All proposals must include a commitment to EIT Urban Mobility's financial sustainability: The consortia commit to funnelling at least four promising investment candidates per batch to EIT Urban Mobility's financial sustainability or investment activities. EIT Urban Mobility Business Creation team will provide instructions and guidance to the consortia with regards to the recommendation for investment, by designing and sharing a set of standardised criteria and conditions for a structured evaluation. Submission of a proposal will be considered as proof of acceptance of provide the required contribution to EIT Urban Mobility's financial sustainability. The funnelling mechanism is the result of scouting, evaluating, and selecting the most promising early-stage companies whilst also giving recommendations for investment on top performers.

In addition, proposals are also encouraged to include Financial Sustainability contributions around sponsorship opportunities for branded accelerator programmes. Other attainable and realistic financial sustainability mechanisms can also be included in proposals.

Note that the provision of a FSM for EIT Urban Mobility will be assessed as part of the evaluation criteria (see section 5.2).

3.4.5 Other requests

The selected Accelerator programmes are requested to:

- Harmonise the dates for the application phase and selection of start-ups among all accelerator consortiums.
- Coordinate with Business Creation thematic area and use EIT Urban Mobility (awardsplatform.com) as the software tool to gather and evaluate proposals.
- Provide a sound and attainable scouting plan to reach, at least, 50 full submitted applications from eligible start-ups.
- Ensure that at least one third of the start-ups applying for an Accelerator programme have a female founder and/or a female in leading position. Consortia need to provide quantitative and qualitative data during the Go/No Go assessments on how they have assessed gender balance in the scouting process.
- Assure that the start-ups selected for the programme embrace gender equality and team diversity policies.
- Implement a state of the art Impact Assessment Tool, which is based on market standards, for start-ups to evaluate and improve their impact specifically related to SDGs.[9]
- EIT Urban Mobility will support the consortium with centralised marketing and communications activities like the creation of a landing page, design of visuals and paid online campaigns. The consortium must communicate and promote the programme and its activities, milestones, outcomes, etc. via all available communication channels of the partners.

3.5 Monitoring

EIT Urban Mobility monitors the status (performance, budget and impact) of all supported projects through a Go/No-Go assessment ("project review"). **This assessment allows EIT Urban Mobility to evaluate the risk of underperformance and/or underspending**, and to provide support to projects by identifying mitigation measures. **Ultimately, it allows EIT Urban Mobility to reduce the grant or stop projects that are underperforming, and redirect resources to other actions**. There will be a Go/No-Go assessment every 6 months and a final assessment at the end of the project.

In addition, a Business Creation point of contact will be assigned to each programme in order to overview the implementation of activities, cascade useful information and ensure that activities are in line with EIT UM Strategic Agenda. In parallel, the Activity Leader is expected to coordinate consortium meetings and regularly update the Business Creation point of contact. Updates should take place at least once every two weeks and should include an update on status of execution of tasks for the programme.

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[9] Before the beginning of the activity the EIT Urban Mobility Business Creation Team will contact the lead applicants of the preselected proposals to identify the Tool to be used during the implementation process.

3.6   Reporting

Ahead of the Go/No-Go assessment, projects will have to submit a progress report, an individual partner cost report and the results (Reports, Outputs, KPIs) achieved to date. Once the implementation of the Activity has finished, a final performance report and cost report will have to be provided.

In addition, each consortium member will need to comply with the rules and procedures defined in the Horizon Europe MGA[10], with special attention to Article 16 (Intellectual Property Rights) and Article 17 (Communication, Dissemination and Visibility). In particular, all project activities must follow the branding guidelines and obligations as set out in MGA Article 17: all communication and dissemination activities funded by the grant must display the logos of EIT Urban Mobility and the EU emblem with the following text: "This project is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Urban Mobility acts to accelerate positive change on mobility to make urban spaces more liveable. Learn more: eiturbanmobility.eu."

NB: All project outputs, including KPIs, must be achieved within the project lifecycle.

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[10] general-mga_horizon-euratom_en.pdf (europa.eu)

4. General proposal preparation and submission

4.1   Support on proposal preparation

A *Guidelines for Applicants*, a call information event and contact details are available to support the applicants in the proposal preparation process.

4.1.1 Guidelines For Applicants

EIT Urban Mobility has developed the *Guidelines for Applicants*, to ensure that all interested parties have access to the relevant and necessary information to support the call preparation and submission. The *Guidelines for Applicants* provides clear information on how, when, where and what the applicant must submit to EIT Urban Mobility to participate in any area of the call.

4.1.2 Call information event

To help applicants with the preparation and submission of their proposals, EIT Urban Mobility will carry out a series of events after the call publication to ensure open, free, and fair access to the wider mobility community. The overview is provided in the table below.

Type	Topic	Date/time (CET)	Platform
Webinar	Info session on the Call for Proposals on Business Creation for BP2023-2025	22 July 2022	Zoom
Webinar	Guidance, rules, and evaluation process and PLAZA training	22 July 2022	Zoom

4.1.3 Call Contact points

In parallel to the call information events, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on general/technical procedures and call content.

These are the key contact details of the EIT Urban Mobility team per area:

Type of contact	Email
Legal, Financial, Administrative and technical procedures	pmo@eiturbanmobility.eu
Business Creation area	businesscreationcalls@eiturbanmobility.eu

4.2 Proposal submission

All Lead Applicants will submit their proposals via the PLAZA e-submission platform.

Guidance on the usage of PLAZA will be found in the *Guidelines for Applicants* once the system is available. Additionally, EIT Urban Mobility will organise a webinar to support applicants during the submission phase (see the previous section).

The deadline for the submission of the proposals is 21 September 2022 at 17:00 CET. An indicative timeline is outlined below[11]:

Activity	Date
Call opening	*21 July2022*
Call closing	*21 September at 17.00 CET*
Eligibility and admissibility check	*September 2022*
Evaluation of proposals	*End September –October 2022*
Communication of results to applicants	*November 2022*
Conditions clearing	*November 2022*
Compliance check of the fulfilment of conditions	*November 2022*
Final selection of portfolio	*Beginning December 2022*
Total duration	5 months

4.2.1 Mandatory documents to be submitted

The following documentation must be submitted by the applicants through the PLAZA submission tool no later than **21 September 2022** at 17:00 CET:

- Application form

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[11] Please note that this calendar is indicative. Dates might be subject to slight changes.

- Optional: Annexes to the application form (figures, graphics, photos etc.)

NB: Any documentation missing or considered incomplete, may be a reason for application rejection.

5. Evaluation and selection process

Once the applicants have submitted their proposals, EIT Urban Mobility will proceed to:

- Check eligibility and admissibility and, if successful:
- Initiate the evaluation of the content by external experts.

5.1 Eligibility and admissibility check

A proposal will be eligible if:

1. Completeness	The submitted proposal is completed, submitted on time via the PLAZA submission tool by the applicant, in English, with all its mandatory sections.
2. Consortia composition	The consortia shall be composed of at least two entities from two different EU countries or Third countries associated to Horizon Europe[12]. **Additional requirement: Only for the Accelerator Programme** For the Accelerator programme, the consortia should include cities and industry players. If cities and industry players are not included as members of the consortium, a signed *Letters of Intent* to collaborate with the programmes must be included.
3. KPIs addressed	The following KPIs are mandatory for each proposal for an accelerator programme (see section 3.2.1):

KPI Code	KPI title	Target Year 1	Target Year 2	Target Year 3
EITHE03.1	Start-ups and scale-ups supported by KICs	10	10	10
KONHE06	# Outreach events in EIT RIS countries	2	2	2

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[12] Exceptionally Swiss entities are entitled to participate at their own costs.

| | KONHE11 | # Number of external and internal events | 2 | 2 | 2 |
| | EITHE06.1 | Investment attracted by KIC-supported start-ups and scale-ups | 0 | 100,000 EUR | 200,000 EUR |

The following KPIs are mandatory for each proposal for the Technology Transfer Programme (see section 3.2.2):

KPI Code	KPI title	Target Year 1	Target Year 2	Target Year 3
EITHE04.4	Start-ups created	0	5	10

Whilst failing any of these criteria will make the proposal ineligible, failing the following criteria will make the single partner ineligible[13]:

4. Consortium partners' eligibility	The consortium partners respect the requirements defined in the selected Thematic Area (type of partner, compulsory documentation) and are fully registered in both the EU Participant Portal and the PLAZA submission tool.

Proposals containing one or more ineligible elements will receive an official communication from EIT Urban Mobility setting out the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

In case of missing or incorrect information linked to KPI and partner registration, applicants will be awarded 5 calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the proposals will be sent to the next step of the evaluation (see section 5.2 below). If the applicants fail to respond or respond after the deadline,

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[13] The results of this criterion might affect the decision on the composition of partnership, or even the eligibility of the whole proposal, depending on the relevance of the role of the partner being removed (e.g. a Work Package (WP) leader whose activity is central to the achievement of a key objective or KPI). The inadmissibility of the partner can result in the inadmissibility of the whole proposal.

the proposals will remain ineligible and will not be further processed. The Lead Applicant will be informed accordingly.

The Lead Applicant of any proposal deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within 5 calendar days of the official EIT Urban Mobility notification of ineligibility (see document *Appeal procedure* linked to the call).

5.2   Evaluation of proposals

The purpose of the evaluation is to assess the excellence, impact, implementation, and overall quality of each proposal that successfully passes the eligibility and admissibility check.

This Individual Evaluation Process will consist of the **strategic fit evaluation** (first qualifying phase) and the **full evaluation** (second qualifying evaluation phase) carried out by three independent external expert evaluators.

Each evaluation phase is integrated by different groups of criteria and sub-criteria which will be assessed according to the following scores:

Score		Description
0	None	The information requested is missing or incomplete
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	Poor	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	Fair	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	Good	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	Excellent	The information provided is outstanding in its details, clarity and coherence, compared to the specific call provisions

5.2.1 Strategic Fit Evaluation

The strategic fit evaluation will be focused on the fit of the proposal idea to the call topic in which the proposal has been submitted, as well as on the main challenges and KPIs reflected in the EIT Urban Mobility Strategic Agenda. Only proposals successfully passing the strategic fit evaluation will pass to the full proposal evaluation.

To determine if the proposal is strategic for EIT Urban Mobility and in line with the provisions set out in the call, the evaluation criteria defining the strategic fit will be evaluated first and independently from the full evaluation performed by the evaluators.

The strategic fit evaluation will consist of 3 questions with a total score of 15 points.

Strategic fit evaluation criteria	Max. scoring
• Fitting with Call scope and EIT Urban Mobility challenges at which the project proposal has been submitted, including the alignment with the Knowledge Triangle concept	5 points
• Addressing the EIT Urban Mobility Strategic Objectives (reflected at the strategic Agenda)	5 points
• The proposal provides a credible strategy for financial sustainability and contributes to achieve EIT Urban Mobility's vision to become an impact investor in urban mobility start-ups.	5 points

The threshold for the strategic fit is 3 points in each sub-criterion. Accordingly, the following procedure applies:

- If a proposal receives a lower score than 3 points in any of the three strategic fit evaluation criteria, then it will not pass to the full proposal evaluation (except if this is specifically required or advised by the Rapporteur of the respective Evaluation Panel).
- If a proposal receives at least 3 points in all the strategic fit evaluation, then it will automatically pass to the full proposal evaluation.

The score from the "strategic fit" criteria will be carried forward for inclusion in the final evaluation score.

5.2.2 Full Evaluation

If the proposal passes the strategic fit evaluation, the proposal will continue to the full proposal evaluation. The evaluation will focus on the proposal's plan to meet the objectives of the call, in line with the requested resources in time and money, as well as on the feasibility of the proposed management plan.

The full evaluation is the final step of the evaluation process. It consists of assessing the excellence, impact, implementation, and overall quality of the proposals that passed the strategic fit evaluation.

The proposals are evaluated and scored against the criteria listed below:

Excellence: novelty and innovation	Max. scoring
Coherence of the intervention logic	*10 points*
• The proposal objectives are SMART (Specific, Measurable, Achievable, Realistic and Time Bound).	5 points
• The aim and the objectives of the proposals are clearly related to outcomes and results. • The proposal outcomes/outputs have been specified in relation to the expected product/service/ solution.	5 points
Thought leadership and results-focus	*20 points*

Excellence: novelty and innovation	Max. scoring
• The consortium partners complement each other, provide a tailored offering and add value to the overall proposal.	5 points
• The programme addresses current leading-edge ventures and already incorporated start-ups addressing urban mobility challenges.	5 points
• The programme demonstrates its need and relevance for society, ventures, or market.	5 points
• The programme outcomes are clearly defined and realistic according to timeframe and budget. • The programme provides clear concrete value to the participating ventures, based on participant quality assessment attributed to the programme.	5 points

Impact: social, economic, financial, and general sustainability	Max. scoring
Ambition of the proposal and contribution to expected impact	*10 points*
• The proposal's expected impacts are at a quantitative and/or qualitative level. • The impact on key outcomes of the proposal is clearly defined.	5 points
• Social, economic and innovation impacts of the proposal are covered. • The proposal clearly reflects a potential pan-European impact[14]	5 points
Extent to which the proposal strengthens competitiveness and growth	*15 points*
• The proposal is addressed to specific target group/s and/or market sector/s.	5 points
• The proposal has measures in place to ensure a tailored scouting approach and a well-defined evaluation process, to select high quality start-ups tackling urban mobility challenges.	5 points
• The proposal provides a framework to use an Impact Assessment Tool with the aim to evaluate start-ups and their impact specifically related to SDGs.	5 points
Effectiveness of the proposed measures to exploit and disseminate the proposal results (including IPR management), to communicate the proposal and to manage data, where relevant	*5 points*
• The proposal defines clear measures for IPR management.	5 points

Implementation: planning and sound financial management	Max. scoring
Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources	*15 points*
• The workplan is aligned to the achievement of proposal objectives, KPIs and expected results.	5 points

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[14]The expected project results will have an impact in all or most of the states of Europe.

Implementation: planning and sound financial management	Max. scoring
• The activities are aligned to proposal outcomes/outputs and expected results.	
• The proposal properly identifies deliverables, milestones, timelines and risks and mitigation relevant for the overall proposal. • The proposal presents a clear contingency plan.	5 points
• The proposal budget is clearly outlined and justified. • The proposal budget reflects value for money.	5 points
Appropriateness of the management structures and procedures	*5 points*
• The proposal identifies management structures to guarantee an effective management of the proposal resources and partners.	5 points
Relevance of the Consortium	*5 points*
• The partners represent the right competencies in accordance with the proposal scope. • The partners have differentiated, clear and specific roles.	5 points

The full proposal evaluation will take into account both the initial strategic fit score (15), as well as the external evaluation three criteria scores. The total scoring of 100 points is distributed as follows:

	Max score
Strategic Fit	*15 points*
Excellence	*30 points*
Impact	*30 points*
Implementation	*25 points*
Total	*100 points*

Three External Expert Evaluators (EEEs) will be invited to evaluate the proposals and produce an Individual Evaluation Report (IER). The 3 EEEs will meet in a consensus meeting with a rapporteur to discuss and calibrate their IERs. The rapporteur will address any notable divergences between them and will develop the final Summary Evaluation Reports (SERs). The result of each SER will be added to the Evaluation Results List and the Call Report for the Selection Committee.

5.2.3 Portfolio selection

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals. The EIT Urban Mobility Selection Committee is composed of the CEO, the COO and three Thematic Leads nominated by the CEO.

This final portfolio pre-selection will be based on the Call Report, the SERs and the Evaluation results list. Only proposals ranked equal or over 60 points (threshold) will be passed to the Selection Committee. The Selection Committee will discuss in detail proposals equalling 200% of the available budget in each segment of the call.

Within the Selection Committee, the following portfolio factors are considered and additional 15 points will be added accordingly:

- Business Intelligence: issues or concerns highlighted by the Selection Committee members (5 points)
- KPIs: complementary of additional KPIs (5 points)
- EU dimension and pan-European impact: consistent distribution of the tasks and resources among the partners (5 points)

Furthermore, in case a proposal has a similar topic or expected results as previously funded projects, this proposal won't be selected.

Additional factors can be also assessed by the Selection Committee to tie-break in case there are 2 or more proposals with same score :

- Co-funding: rates higher than minimum percentage will be prioritised

The Thematic director proposes the commented new ranking, which will be discussed with the SC members, where an agreement will be reached. After the agreement, proposals will be selected based on ranking and available budget. High quality proposals not selected will be put in the reserve list.

5.3   Communication of results to applicants

The Lead Applicant will receive an email notification with the evaluation results, including (if pre-selected for funding) a set of recommendations/conditions. During this conditions clearing period, each consortium applicant will be requested to sign and submit legal declarations as part of the conditions. The communication will set up a defined and non-negotiable deadline. The Lead Applicant of a pre-selected project proposal under conditions will need to respond and update the proposal according to these recommendations/conditions within 15 calendar days.

If the Lead Applicant fails to comply with the provided recommendations/conditions or does not respond by the deadline, the Selection Committee reserves the right to withdraw the conditional notification. In such a case, the next project proposal on the portfolio list will be contacted following the ranking list.

After this compliance check, the Lead Applicant will receive the final evaluation results based on the pre-selection of portfolio proposals.

5.4   Appeal on Evaluation Results

The Lead Applicant of a rejected proposal who disagrees with the decision may appeal only in the event where a SER comment is in clear contradiction with the information provided in the project proposal. In

this case, the Lead Applicant will have 5 calendar days after receipt of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* linked to the call).