



Expression of interest

User engagement for urban
mobility solutions

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona, 3 August 2022 (amended 10 August 2022)

eiturbanmobility.eu

Co-funded by the
European Union



Contents

1. Expression of Interest.....	2
1.1. About EIT Urban Mobility	2
1.2. Scope of work.....	2
1.3 What do we expect?	3
1.4 Activity Calendar	5
1.5 EIT funding allocation.....	5
1.6 Monitoring & Reporting Procedure.....	5
1.7 Evaluation & Selection Criteria.....	5
1.8 Timeline for the proposal submission	6

1. Expression of Interest

The following Expression of Interest is **addressed to EIT Urban Mobility partners (gold or silver)** to develop and deliver user engagement activities for urban mobility solutions, in close collaboration with EIT Urban 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.

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 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 healthy form of mobility of people and goods, and at the same time to enable cities to reclaim public space from cars and create liveable urban spaces that support the well-being 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:

1. Improved quality of life in cities,
2. Mitigation of climate change, and
3. Creation of jobs and strengthening the European urban mobility sector.

1.2. Scope of work

The aim of this Expression of Interest is to obtain external services from an EIT Urban Mobility partner to engage citizens in the development of up to three different commercial urban mobility solutions. We seek a partner who is strong in “thinking and doing” - who can both conceive of interesting and compelling engagement activities, as well as execute them on the ground.

The selected partner will contribute to an EIT Urban Mobility programme that works with start-ups to pilot their urban mobility solution in a city environment. As part of this programme, we intend to support the start-ups with user engagement to help localize their products to the pilot city and/or otherwise help improve the solution and its positioning to match the needs and expectations of the target audience.

In addition, the selected partner will be supporting a broader focus within EIT Urban Mobility on citizen and end user engagement, which aims to incorporate a diversity of voices and perspectives from the community

throughout the innovation process. For this focus area, we would like to build a robust set of replicable activities and use cases for citizen and user engagement.

The goal of this Expression of Interest is first and foremost to deliver those use cases, and subsequently to lay the foundation for replicable activities that can be more broadly implemented and disseminated within the EIT Urban Mobility partner network.

1.3 What do we expect?

The selected partner will work with **up to three** start-ups that have already been selected by EIT Urban Mobility to pilot their urban mobility solutions in a city environment (locations: Riga, Latvia; Cluj-Napoca, Romania; and Prague, the Czech Republic). The selected partner will collaboratively define an impactful user engagement activity to support the start-up(s) to successfully localize their solution in a new environment and otherwise support the start-up(s) to gain user input and feedback to improve the solution and its positioning. They will then be responsible for the implementation of the activities and the subsequent analysis and reporting of the results to the start-up(s) and EIT Urban Mobility. While the selected partner will be the lead, EIT Urban Mobility would like to be actively engaged to co-design and co-evaluate the activities.

Each of the three start-ups may opt to work with the selected partner; thus, your response to this Expression of Interest should demonstrate the flexibility to adapt the scope based on the final number of start-ups that decide to participate. A separate scenario should be provided for if you would work with one, two or three start-ups.

In the scenarios where you work with one or two start-ups (rather than all three start-ups), you may include a supplemental scope of work to develop a toolkit that documents the user engagement activities that you have conducted with the start-up(s). The goal of the toolkit is for the user engagement activities to be understood by “non-experts” and to be easily adapted for future replication and dissemination. The desired outcome of this scope of work would be for a start-up or other company to be able to quickly understand the value and outcomes of the user engagement activity; and be equipped with sufficient information and tools (e.g., templates, worksheets) to independently (or with limited support) conduct the activity to support their own product development.

Preferably, the proposed budget will be the same amount for each of the three scenarios; although each scenario may encompass different scopes of work.

Objectives

According to the previous description, the selected partner is expected to deliver the following main activities during the 4 months of implementation (from 15 August 2022 to 31 December 2022):

- Conduct an initial assessment with three start-ups to define their needs and collaboratively define a user engagement activity
- Implement the engagement activity (including any necessary support for participant recruitment and language localisation) for the start-ups that opt to participate following the initial assessment
- Conduct a de-briefing and lessons learned workshop with EIT Urban Mobility
- Develop a toolkit for other start-ups/companies to adaptively replicate the activity (supplemental scope of work should only one or two start-ups opt to participate)

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

Activity Table description

Activity	Description
Activity 1	Conduct an initial assessment with three start-ups to define their needs and collaboratively define a user engagement activity
Deliverable	A summary report of the start-ups' needs and proposed strategy for user engagement
Expected Outcome	Up to three start-ups decide to collaborate on the user engagement activity
Activity 2	Execute the user engagement activity
Deliverable	1 final deliverable per engagement activity, documenting the process and an analysis of the results, to be shared with the start-up(s) and EIT Urban Mobility; in addition, a summary version that can be shared with the public should be provided. Visually and graphically engaging formats are preferred.
Expected Outcome	10-15 citizens provide timely and actionable feedback to each start-up
Activity 3	De-brief and lessons learned
Deliverable	1 workshop/meeting with EIT Urban Mobility to discuss the process, lessons learned, and the broader scalability and replicability of the methods. The workshop/meeting should be documented in a final deliverable.
Expected Outcome	All participants have a clear understanding of the value of user engagement within the piloting process and how it can be further replicated by other start-ups and companies in the future
Activity 4	Development of a toolkit for start-ups (optional)
Deliverable	An easy-to-disseminate toolkit with the necessary documentation, worksheets, etc. to support other start-ups to adaptively replicate the user engagement activities tested in this project
Expected Outcome	Start-ups and companies in the EIT Urban Mobility network demonstrate interest to replicate the activities

According to the table, the foreseen deliverables will be required during the project lifecycle by EIT Urban Mobility:

- 3 summary reports of the start-ups' needs and proposed engagement activity (from the initial assessment)
- 1 final deliverable per engagement activity (up to three), documenting the process and an analysis of the results. Engaging visual and graphical formats are preferred.
- 1 final deliverable that summarizes the process and the lessons learned, including 1 workshop/meeting with EIT Urban Mobility to discuss broader scalability and replicability of the methods.
- 1 toolkit with the necessary documentation, worksheets, etc. to support other start-ups to replicate the activity conducted together with the start-up(s) (optional)

1.4 Activity Calendar

The selected partner will implement the activities from the 15th of August 2022 until the 31st of December 2022.

1.5 EIT funding allocation

Only one proposal is expected to be selected for funding.

The total EIT allocation that the partner will receive for the implementation of the work plan (including activities, deliverables and outputs) must be a maximum of 52,500 EUR.

1.6 Monitoring & Reporting Procedure

The monitoring and reporting procedure is detailed in the existing internal agreement between the partner and EIT Urban Mobility.

Once the implementation of the activities has finished, the partner will submit a final performance report and cost report to EIT Urban Mobility.

1.7 Evaluation & Selection Criteria

Only proposals that are submitted by EIT Urban Mobility Partners (gold or silver) are eligible and will be sent to the evaluation phase.

The eligible proposals will be evaluated according to the following evaluation criteria:

Nº	Evaluation Criteria	Evaluation Criteria description	Score
1	Excellence	EIT Urban Mobility Partner with (1) proven experience and knowledge in active mobility and citizen/user engagement and (2) the necessary networks for the effective recruitment of participants in the target locations	40%
2	Impact	The coherence of the proposal intervention logic with the targeted specific objective and activities	30%
3		The dynamism of the approach towards delivering the activities	15%
4	Implementation	The partner demonstrates its capacity to execute the activities within the timeframe	5%
5		The proposal budget is clearly outlined, justified and reflects value for money.	10%
TOTAL SCORE			100%

Proposals must have a score equal to or higher than 60% (threshold) during the evaluation phase to be eligible for award.

1.8 Timeline for the proposal submission

The applicants must send by email their proposal to julienne.chen@eiturbanmobility.eu no later than the **12th of August 2022 at 10:00 CEST** attaching the application form duly filled and signed by their legal representative of the organisation (electronic signatures are accepted). Applications sent after this deadline will not be considered.