



Business Plan 2023 – 2025

Permanently Open Call for Proposals

#ChallengeMyCity in Braga, Vitoria-

Gasteiz, Larissa, Heraklion

Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | 7 March 2023

eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	07.03.2023	Initial version

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Abbreviations

BP	Business Plan
CfP	Call for Proposals
EEE	External Expert Evaluator
FSM	Financial Sustainability Mechanism
HE	Horizon Europe
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
MGA	Model Grant Agreement
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TA	Thematic Area

Glossary

Project Leader	<p>The Project Leader is the central contact point for EIT Urban Mobility from the proposal submission stage to the end of the project implementation.</p> <p>The Project Leader represents the project and the consortium partners (the other partners participating in the project) towards EIT Urban Mobility and also has the responsibility for creating and submitting a proposal.</p> <p>For mono-beneficiary grants, the mono-beneficiary (the single legal entity involved in the project) also has the Project Leader role.</p>
Call for Proposals	<p>The Call for Proposals is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects. EIT Urban Mobility uses 3 different types of Calls following the provisions included in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Regular Open Calls (2) Calls for partners (3) Permanently Open Calls/Permanently Open Calls for partners.</p>
Call Manual	<p>The Call Manual is the 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.</p>
Deliverable	<p>Deliverables are tangible or intangible goods or services produced at a given moment during the project implementation. Deliverables chart the path to reach project objectives and could be a report, a document, a software product, a course, an event or any other building block of a project. The deliverables specified need to fully demonstrate the achievements of the activity and judicious use of public funds.</p>
EIT KPIs	<p>Set of Key Performance Indicators (KPIs) defined by the EIT that reflect the EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project is meeting the objectives of the EIT.</p>
Evaluation Process	<p>Process by which EIT Urban Mobility examines the quality of a proposal to decide if it should be selected to receive EIT funding.</p>
Evaluation Panel	<p>Group of external expert evaluators (EEEs), usually 3 EEs and 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.</p>
Evaluation results list	<p>List of proposals in order of scoring, based on the quality evaluation process results.</p>
Horizon Europe Model Grant Agreement	<p>The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.</p>
KIC Specific KPIs	<p>Set of indicators defined by EIT Urban Mobility that reflect the societal challenge that the KIC is trying to address.</p>

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 members of the projects or in the expected impact of the projects' results.
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.
Panel review	The process by which the evaluation panel reviews the evaluation for all eligible submitted proposals.
Ranking list	List of proposals in order of scoring after the Selection Committee assessment.
Selection Committee	<p>The Selection Committee is responsible for the selection of shortlisted proposals and the definition of requirements for the inclusion of the selected proposals in the final EIT Urban Mobility's portfolio of projects. The Selection Committee is composed of the CEO, COO and at least 3 Thematic Leads.</p> <p>In the case of Calls with proposals below 60.000 EUR of EIT funding allocation, the selection and definition of the requirements is done by the Thematic Area Team.</p>
Summary Evaluation Report	A single and final Summary Evaluation Report (SER) per proposal is produced by the Rapporteur after the consensus meetings. This document summarises the final score, the strengths, weaknesses, risks, and potential recommendations of a proposal.
Thematic Lead	Director of a EIT Urban Mobility Thematic Area and/or relevant Head who is actively involved in content development of a Call for Proposals.

Introduction

The core of EIT Urban Mobility's mission is to resolve cities' mobility challenges related to the transition to net zero emissions and to making more liveable urban spaces. From the beginning, we have worked together with cities to define up to nine challenge areas that are common to the majority of them. From sustainable urban logistics, to active mobility, and to multimodality or pollution reduction, cities have, broadly speaking, similar needs, yet they present local conditions and ecosystems that make them unique and hence make it necessary to tackle them with a local eye.

Therefore, addressing these challenge areas requires an in-depth analysis of the local conditions with all involved actors before establishing a local strategy and targets in a Sustainable Urban Mobility Plan (SUMP). Rolling out an urban mobility plan with standard measures and approaches will lead logically to standard results, but we all know that our EU climate policy targets are (necessarily) high and that time is short. We need to accelerate the transition, and this can only be achieved by putting more impactful innovation in our urban mobility services and infrastructures.

With this aim, EIT Urban Mobility created the ChallengeMyCity programme: working hand in hand with cities and innovators for 12 months, under the premise of *"testing before investing"*. During this journey, we conduct an open innovation programme at urban scale that will define the most important challenges associated with the cities' sustainable urban mobility strategies and associated investment plans; sharpen them with the support of citizens and the local ecosystem, and then pilot the best selected solutions for 6 months. Thus, the city will get valuable insights that can be used to improve their upcoming procurements and policies, in order to be more effective and impactful in its planned mobility projects.

The effectiveness of this methodology has, so far, yielded good results in large cities like Toulouse, Milano and Madrid, and now we are keen to implement it together with 4 new medium-sized European cities: Braga, Vitoria-Gasteiz, Larissa and Heraklion. Accelerating to net-zero cities is our shared vision. We invite you to join us on this journey and make it possible with your mobility solutions.

Maria Tsavachidis

CEO

EIT Urban Mobility

1. Call summary

Call for Proposals Main Features ¹						
Key dates of the Call calendar	<i>Call opening:</i> 7 March 2023					
	3 cut-off dates - Topics	Eligibility and admissibility check	Evaluation of proposals (stage 1&2)	Communication of results	Conditions clearing	Tentative projects start
	Braga 8 May 2023 at 17:00 CET	May 2023	June 2023	July 2023	July 2023	August 2023
	Larissa and Heraklion 22 May 2023 at 17:00 CET	May 2023	June-July 2023	July 2023	July-August 2023	Sept 2023
	Vitoria-Gasteiz 15 June 2023 at 17:00 CET	June 2023	July 2023	August 2023	August-Sept 2023	October 2023
Total estimated EIT Funding allocated to this Call	3 cut-off dates - Topics		Total estimated EIT Funding allocation			
	Braga		180,000 EUR			
	Larissa and Heraklion		360,000 EUR (180,000 EUR per city)			
	Vitoria-Gasteiz		180,000 EUR			
	TOTAL max. allocation		720,000 EUR			
Link to the submission portal	The PLAZA platform will be available before the end of March 2023					
List of documents to be submitted	<ul style="list-style-type: none"> • Application form available on the PLAZA platform • Letter of recommendation and the Pitch deck to submit together with the Application Form on the PLAZA platform 					
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • List of KPIs • Guidelines for Applicants • Eligibility of expenditure 					

¹ Please note that this calendar is indicative. Dates may be subject to change.

	<ul style="list-style-type: none"> • Appeal procedure • Project Implementation Handbook • Financial Support Agreement template • Horizon Europe Model Grant Agreement (specifically Articles 16 and 17)
<p>Short summary of the topics to be addressed by each cut-off date</p>	<p>The #ChallengeMyCity Call provides innovative mobility solutions with the opportunity to perform a pilot in a city’s urban environment in real conditions. The challenges of this Call are located in the cities of Braga (PT), Vitoria-Gasteiz (SP), Larissa (GR), and Heraklion (GR). EIT Urban Mobility and the respective City Councils have defined multiple mobility challenges (up to 3 per city will be funded) that need to be solved and the cities will be hosting the pilots of solutions that tackle these challenges. The pilot implementation will be co-funded by EIT Urban Mobility and administratively supported by the city (and service providers, where applicable). The impact of the pilots will be evaluated to estimate the results of a long-term implementation of the tested solutions.</p> <p>For each cut-off date (3 cut-off dates in total), several independent challenges in alignment with the city procurement plans and focusing in either of the following general topics must be addressed: active mobility (walking and cycling), public transport, logistics or private vehicles.</p>
<p>Evaluation criteria applicable to all the topics</p>	<p>For the Quality evaluation:</p> <p>The expert evaluators will assess the excellence, the impact, and the implementation of the proposals.</p> <p>For the Pitch and Portfolio Selection:</p> <p>The Selection Committee members will assess the quality of the pitch presentation and select the proposals to be granted.</p>

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this Call for 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)**.

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*

At EIT Urban Mobility, our mission is to accelerate change towards a sustainable mobility model for liveable urban spaces. As the leading European innovation community for urban mobility, we foster integration by bringing together the key players across the whole value chain of mobility. We facilitate collaboration between cities, industry, academia, research and innovation and put the challenges facing cities at the centre of all our activities. We aim to develop and deploy solutions for the mobility of people and goods that solve problems and create impact for cities and citizens. All activities of EIT Urban Mobility serve the purpose of achieving three societal impact goals:

- Improve quality of life in cities;
- Mitigate and adapt to climate change;
- Create jobs and strengthen the European urban mobility sector.

Further details on the strategic focus of the **Market Development** 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 mission:

- 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

The submitted proposals must be aligned with **SO1, SO3 and SO4** and must fit with the scope of the proposed activities as set out in section 3 below.

2.2 Applicants' eligibility and membership

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 more than 300 partners from 33 countries and four sectors: academia, research, industry, and cities.

2.2.1 Who can apply

This Call for Proposals is open to all types of enterprises (start-ups, SMEs², large companies), either EIT Urban Mobility members or not, and established in the Member States (MS) of the European Union (EU), and/or in Third countries associated to Horizon Europe.

Proposals can be presented by a single entity or by consortia composed by two or more entities, all being established in EU Member States and/or Third countries associated to Horizon Europe.

Specific cases

Entities established in the United Kingdom, and exceptionally entities established in Switzerland, are eligible to participate but at their own costs. These entities will not receive EIT funding.

2.2.2 Membership of EIT Urban Mobility

Participating in one of EIT Urban Mobility's projects means being part of the EIT Urban Mobility community to achieve the strategic objectives listed in section 2.1.2.

Implementing projects is one of the core activities of the EIT Urban Mobility Community. Beyond this activity, the Community has a broader role in connecting their members and facilitating networking activities to enable all sustainable mobility players to work together and multiply the impact of their initiatives.

By submitting their proposals to this Call, all entities that get their proposal awarded and are not EIT Urban Mobility members on the proposal submission date, accept to become members of the EIT Urban Mobility Community for the year 2023, except for start-ups, which do not need to become members. For those entities that must become members, **the associated membership fee will be waived** during the entire project implementation period. The waiver will apply exclusively to the entities awarded through this Call which were not EIT UM members at the submission date. If these entities have also been selected in any other EIT UM Call for Proposals for 2023, the waiver will not apply.

² Small and medium-sized enterprises (SMEs): https://single-market-economy.ec.europa.eu/smes/sme-definition_en

Detailed information of all membership packages and related benefits, as well as the registration and conditions for membership, are outlined on our website: <https://www.eiturbanmobility.eu/become-a-partner/>

3. Call specific requirements

The overall purpose of the #ChallengeMyCity Call is to resolve mobility-related challenges faced by European cities in their urban environment with market-ready innovative solutions.

This year's issue of the Call is dedicated to the cities of **Braga (Portugal), Vitoria-Gasteiz (Spain), Larisa and Heraklion (Greece)**. For the Business Plan 2023-2025, EIT Urban Mobility's Market Development area aims to support scaling innovative mobility solutions and to do so with the necessary involvement and support from cities and public entities.

Detailed analyses of the city's needs have been undertaken through collaborative workshops involving city officers, EIT Urban Mobility officers and external experts in mobility challenges. As an output of the workshops, the key challenges that are a strategic priority to the city have been identified and properly defined. Each one of these challenges will be addressed by innovators in the form of implementation pilots with clear scopes and timelines. The pilots in the cities will run around different locations in the city centre depending on the solutions awarded.

This Call will fund up to **12 challenges (3 per city)** distributed between **3 cut-off dates as detailed in the Annexes I, II and III** and aims to allow solution providers to test and market-scale their innovative product, service or process in a living urban environment.

An applicant can submit proposals to more than one challenge, but **each proposal is expected to address one single challenge in a given cut-off date** with the provider's developed solution. The selected applicants will implement the proposed solution in a pilot lasting at least **6 months**.

This is a unique opportunity to portray the impact of mobility solutions that have already been developed and piloted but still lack significant market deployment, and to promote them for long-term implementation. In this regard, applicants must show evidence that their proposed solution has already been piloted in another location. To demonstrate this previous experience, they must provide **at least one letter of recommendation** from the city or client where the solution was implemented. The proposed solution should not have already been widely implemented at the time of the Call opening (no market-mature solutions).

In addition, applicants must include at least the following **four compulsory deliverables** to prove the successful implementation of the pilot (more information on deliverables can be found in Annex IV) :

- DEL 1: Technical requirements, datasets and impact metrics definition report**
- DEL 2: Commercial agreement**
- DEL 3: Report on datasets of impact metrics**
- DEL 4: Final performance report**

Finally, all the activities implemented within this Call will leverage and use the Knowledge Triangle Integration (KTI) principle to gather and facilitate collaboration with the cities as well as with education, research and business entities. To this end, awarded beneficiaries will define exploitation pathways together with the corresponding city, large industry, university and research organisations. To this aim, proposals must include a joint workshop with the aforementioned stakeholders, where impact assessment data will be discussed and potential opportunities for further research and exploitation will be identified.

3.1 First cut-off date (8 May 2023 17:00 CET): City of Braga challenges

Challenge: Enhancing bike safety and monitoring cyclists flows

Challenge: Understanding and promoting active mobility in the city centre

Challenge: Improving the monitoring and use of on-street parking spaces

Challenge: Encouraging alternative transportation for school commuting to decrease private car usage

Detailed information about the challenges can be found in Annex I.

3.2 Second cut-off date (22 May 2023 17:00 CET): Cities of Larissa & Heraklion challenges

Challenges to be announced in March 2023.

Detailed information about the challenges will be published in Annex II.

3.3 Third cut-off date (15 June 2023 17:00 CET): City of Vitoria-Gasteiz challenges

Challenges to be announced in April 2023.

Detailed information about the challenges will be published in Annex III.

3.4 Benefits for selected projects

The successful applicants will benefit from support provided by EIT Urban Mobility and the participating cities:

- Support from the EIT Urban Mobility Market Development Officer throughout the pilot implementation.
- Support from the involved city officials throughout the pilot.
- Inclusion and promotion of the solution in the Mobility Innovation Marketplace, managed by EIT Urban Mobility.

- An impact assessment of the pilot, subject to the provision of the data generated during the pilot.
- The opportunity to receive further support in scaling the piloted solution beyond this Call.

3.5 Project duration

Projects selected to any of the Challenges of the 3 cut-off dates will have a duration of at least **6 months**.

If the consortium wishes to continue the completed activity beyond 2023, this must be indicated in the proposal. In this case, a high-level plan, including provisional budget request, should be included in the proposal.

As indicated in the *Project Implementation Handbook 2023*, in case the project requires additional time to complete its workplan and/or achieve the KPIs, the Project Leader will have to request a project extension from EIT Urban Mobility. Project extensions shall not be longer than 5 additional months. If the extension is approved, the project will be allowed to continue with the implementation without any additional EIT funding. No extension can be granted beyond 31 December 2025.

3.6 Financial aspects

3.6.1 EIT funding allocation and co-funding rate

The total **maximum EIT funding** allocated to this Call is up to **720,000 EUR for the 3 cut-off dates**. The amounts will be allocated according to estimations outlined in the table below:

Cut-off dates	Maximum EIT funding allocated	Indicative number of pilot projects to be funded	Indicative Max. EIT funding per challenge
First cut-off date Braga	Max. 180,000 EUR	3 projects in total	Challenge 1: max. 60,000 EUR Challenge 2: max. 60,000 EUR Challenge 3: max. 60,000 EUR
Second cut-off date Larissa and Heraklion	Max. 360,000 EUR	6 projects in total: 3 per city	City of Larissa: Challenge 4: max. 60,000 EUR Challenge 5: max. 60,000 EUR Challenge 6: max. 60,000 EUR City of Heraklion: Challenge 7: max. 60,000 EUR Challenge 8: max. 60,000 EUR Challenge 9: max. 60,000 EUR

Third cut-off date Vitoria-Gasteiz	Max. 180,000 EUR	3 projects in total	Challenge 10: max. 60,000 EUR Challenge 11: max. 60,000 EUR Challenge 12: max. 60,000 EUR
TOTAL indicative EIT allocation	Max 720,000 EUR	12 pilot projects	

All proposal budgets must offer a minimum **co-funding³ rate of 15%** of the total costs. Co-funding above 15% will be positively assessed by the Selection Committee.

Therefore, for example, for a proposal with a total budget of 70,588 EUR, the maximum EIT contribution to be received will be 60,000 EUR (85%), with a total co-funding of 10,588 EUR (15%).

3.6.2 Lump Sum mechanism

This Call for Proposals provides a lump sum with a fixed amount of up to 60,000 EUR per selected project. The aim of the use of this lump sum funding is reducing administration and financial errors, as well as to simplify complex and time-consuming reporting, making participation in the EIT Urban Mobility community more transparent and accessible.

More information on the lump sum design and processes can be found in Annex IV at the end of this document.

For information on the eligibility of costs of your project’s budget, please refer to the document *Eligibility of expenditure* published on the Call webpage.

3.6.3 Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy. To this end, each selected project is expected to contribute to EIT Urban Mobility’s financial sustainability, and therefore proposals submitted to this Call must include a commitment to EIT Urban Mobility’s financial sustainability mechanism (FSM). The submission of the project proposal will be considered proof of agreement to providing the details of such required contribution to EIT Urban Mobility’s financial sustainability.

The successful applicants will be required to sign a Commercial Agreement with EIT Urban Mobility at the beginning of the activities.

³ Co-funding refers to financial contributions such as partners’ own resources or and/other non-EIT Urban Mobility funding sources.

To this end, proposals are requested to include a meaningful Financial Sustainability Mechanism (FSM) that provides a Return on Investment (ROI) for EIT Urban Mobility via:

- A revenue share on future sales **and** a service fee for project administration;
- or**
- Equity shares (exclusively for startups applicants)

All proposals must provide a description of the subject of the FSM (the piloted product/service) and the name of the commercial lead partner in case of multi-beneficiary proposals.

3.7 Mandatory Key Performance Indicators (KPIs)

Proposals submitted to any challenge from any of the cut-off dates must address the following two mandatory KPIs to be eligible:

KPI Code	KPI description	Minimum Target expected
EITHE 2.4	<p>Marketed Innovations</p> <p>Number of innovations introduced to the market during the project duration or at the latest within 18 months from the start of the project with a sales revenue of at least 10 000 EUR documented. Innovations include new or significantly improved products (goods or services) and processes sold.</p>	1
KSN01	<p>Innovation Pilot Scaling</p> <p>The number of innovation products and/or processes (not below Technical Readiness Level TRL-4) that have completed testing/demonstration with end users and prove to be successfully implemented beyond the activities, and are ready for scaling.</p>	1

Please refer to the detailed definition of these KPIs in the *List of KPIs* document.

3.8 Project implementation, monitoring and reporting

All Project Leaders and consortium partners (if any) will need to comply with the rules and procedures defined in the Horizon Europe MGA⁴ during the project implementation. In particular, they will have to comply with the rules and procedures defined in the *EIT Urban Mobility Project Implementation Handbook 2023* published on the Call webpage and the Financial Support Agreement that each partner will have to sign.

In addition, they should familiarise themselves with the EIT Urban Mobility Brand Book and Communication guidelines and comply with the provision of HE MGA Article 16 (Intellectual Property Rights) and with the branding guidelines and obligations as set out in Article 17 (Communication, Dissemination and Visibility). All communication and dissemination activities funded by this Call 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.”*

Finally, in the case of this Call for Proposals applying a lump sum mechanism, EIT Urban Mobility will assess the mandatory deliverables as explained in Annex IV of this Call Manual. Reporting periods and technical reporting follow the rules and procedures mentioned in sections 6 and 7 of the *EIT Urban Mobility Project Implementation Handbook 2023*, with the focus on successful completion and approval of the mandatory deliverables submitted by the partners.

⁴ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon- Euratom_en.pdf

4. General proposal preparation and submission

4.1 Support on proposal preparation

A document on *Guidelines for Applicants*, recorded webinars and contact details are available to guarantee the maximum support to applicants during the proposal preparation process.

Guidelines for Applicants

EIT Urban Mobility has developed the *Guidelines for Applicants* document with the aim of assisting all potential applicants during the proposal preparation and submission processes. The *Guidelines for Applicants* is published on the Call webpage and provides a full set of information and instructions to prepare and submit a proposal to this Call.

Call information sessions

To help applicants with the preparation and submission of their proposals, EIT Urban Mobility will host 3 information sessions after the publication of each cut-off date. These online information events will be focused on the Call content, the challenges and requirements, as well as on the general procedures, such as the submission and evaluation process, the financial aspects and the monitoring and reporting activities.

Please find below the details and the links to register to the webinars:

Cut-off date-topic	Date and time (CET)	Access to platform
Braga	21 st of March 2023 at 9:30 CET	https://eiturbanmobility-eu.zoom.us/webinar/register/WN_nch11HeiRrC6Mxzb r x l P 3 A
Larissa and Heraklion	3 rd of April 2023 at 15:00 CET	https://eiturbanmobility-eu.zoom.us/webinar/register/WN_9ryP5d5gQj2txRZaO D l v u g
Vitoria-Gasteiz	4 th of May 2023 at 9:30 CET	https://eiturbanmobility-eu.zoom.us/webinar/register/WN__32aJN27SLmBppXl c X R 4 S g

Call contact points

In parallel to the Call information sessions, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on the general/technical procedures and Call content. These are the key contact details of the EIT Urban Mobility team for questions related to this Call:

Type of contact	Email
Legal, Financial, Administrative and general procedures	pmo@eiturbanmobility.eu
Challenges, technical content (Market Development Area)	market.development@eiturbanmobility.eu

4.2 Proposal submission: how and when to apply

Before starting a proposal, all applicants (Project Leader and potential consortium partners) must be registered on the following two platforms:

- [The EU Funding & tender opportunities portal](#), in order to obtain the 9-digit Participant Identification Code (PIC number). If the participant already has a PIC number, there is no need to register again.
- The [EIT Urban Mobility PLAZA tool](#).

Applicants are requested to send their proposals no later than the given cut-off dates (dates may be subject to change, in which case this will be duly announced in the Call webpage):

Topic	Cut-off dates (deadlines)
Challenges for the city of Braga	8 May 2023 at 17:00 CET
Challenges for the cities of Larissa and Heraklion	22 May 2023 at 17:00 CET
Challenges for the city of Vitoria-Gasteiz	15 June 2023 at 17:00 CET

Any proposals submitted to the above-mentioned challenges after the given cut-off dates will be ineligible.

The following documentation must be submitted by the Project Leaders through the [PLAZA e-submission platform](#) no later than the indicated deadlines:

1. Application Form, including but not limited to:

- A description of the proposed solution to be piloted (including any relevant installation requirements).

- An initial description of proposed performance metrics to be used to objectively evaluate the climate, social and economic impact of the pilot. These metrics will later be validated/modified in the corresponding deliverable.
 - A marketing and end-user engagement plan that targets the specific client audiences throughout the pilot, aimed at gaining users of the product/service and performance data, and a dissemination and communication plan on the pilot activities, impact and outcomes.
 - Pilot implementation and management plan, including activities, deliverables, milestones, timelines and a Gantt chart.
 - Proposed FSM.
 - KPIs addressed and target value.
 - Detailed budget, including co-funding rate.
 - Implementation team and project management structure. This includes a description of the main role taken up by the applicants (if more than one entity is involved).
2. **At least one letter of recommendation in English** from the city or client where a prior pilot was carried out.
 3. **The Pitch Deck** describing the problem addressed, the solution proposed and the company/delivery team.
 4. **Optional:** Annexes to the application form (figures, graphics, photos etc.)

Applicants are requested to carefully read the registration and submission processes outlined in the *Guidelines for Applicants*.

5. Evaluation and selection process

Once the applicants have submitted their proposals to a specific challenge/cut-off date, the EIT Urban Mobility team will proceed to:

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

5.1 Eligibility and admissibility check

A proposal submitted to any of the challenges from any of the cut-off dates will be eligible if:

1. Completeness	The submitted proposal is completed, submitted on time by the Project Leader via the PLAZA submission tool, in English, with all its mandatory sections.
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2. Applicants' registration	<p>Applicants (including all consortium partners) are fully registered in both the EU Participant Portal (PIC number) and in the PLAZA submission tool.</p> <p>NB: The lack of any information within the Partner Information Form in PLAZA by one or more applicants, may result in the complete ineligibility of the project.</p>									
3. Applicants eligibility	<p>All types of enterprises, as defined in Section 2.2.1, are established in the Member States (MS) of the European Union (EU), and/or in <u>Third countries associated to Horizon Europe</u>.</p> <p>NB: entities from Switzerland and UK are eligible to participate but they will not receive EIT funding.</p>									
4. KPIs addressed	<p>All proposals must identify and address the mandatory KPIs related to the specific Challenge under which the proposal is submitted.</p> <table border="1" data-bbox="662 758 1243 947"> <thead> <tr> <th>KPI Code</th> <th>KPI title</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>EITHE2.4</td> <td>Number of Marketed Innovation</td> <td>1</td> </tr> <tr> <td>KSN01</td> <td>Number of Innovation pilot scaling</td> <td>1</td> </tr> </tbody> </table>	KPI Code	KPI title	Target	EITHE2.4	Number of Marketed Innovation	1	KSN01	Number of Innovation pilot scaling	1
KPI Code	KPI title	Target								
EITHE2.4	Number of Marketed Innovation	1								
KSN01	Number of Innovation pilot scaling	1								
5. Co-funding rate	<p>All proposals must have a minimum co-funding rate of 15%.</p>									
6. Letter of recommendation	<p>All proposals must provide at least one letter of recommendation (translated into English) from the city or client where a prior pilot was carried out.</p>									
7. Pitch Deck	<p>All proposals must provide a Pitch Deck.</p>									
8. Mandatory deliverables	<p>All proposals must include the following mandatory deliverables:</p> <ul style="list-style-type: none"> • DEL 1: Technical requirements, datasets and impact metrics definition report • DEL 2: Commercial agreement • DEL 3: Report on datasets of impact metrics • DEL 4: Final performance report 									

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 partner registration, KPIs, co-funding, letter of recommendation, Pitch Deck and mandatory deliverables, applicants will be awarded 5 calendar days from the official communication for the completion of the missing elements in 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 process (see section 5.2 below).

If the applicants fail to respond or respond after the deadline, the proposals will remain ineligible and will not be further processed. The Project Leader will be informed accordingly.

The Project Leader of any proposal finally 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* published on the Call webpage).

5.2 Evaluation of proposals

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

This evaluation process will consist of **the quality evaluation** carried out by **three external expert evaluators and the pitch assessment** carried out by the Selection Committee.

The evaluation phase comprises different groups of criteria and sub-criteria which will be assessed according to the following scores:

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

5.2.1 Quality Evaluation

During the Quality Evaluation phase, three Expert Evaluators (EEEs) will be invited to evaluate the proposals and produce a Summary Evaluation Report (SER) per proposal assessed. The result of each SER will be sent to the Selection Committee.

The proposals will be evaluated against the criteria, scores and weight listed below:

Quality Evaluation			
Evaluation criteria	Description	Max. score in points	Weight over

			final score
Excellence	The proposal objectives are SMART (Specific, Measurable, Achievable, Realistic and Time Bound). The proposal outcomes are in line with the scope of the challenge addressed and with the Vision, Mission of the EIT Urban Mobility Strategic Agenda and strategic objectives.	5	15%
	The solution (product/service/process) represents a step forward regarding current state-of-the-art innovation (TRL)	5	5%
	The solution description demonstrates its need and relevance for society, target group and market.	5	5%
Expected Impact	The application demonstrates measures to tackle SDGs ⁵ and contributes to a positive societal impact.	5	5%
	The proposal presents adequate performance metrics (feasible to measure, addressing environmental, social and economic impact) of the proposed solution.	5	5%
	The content of the marketing and user engagement plan is credible and effective, clearly defines specific target audiences and ensures securing users effectively during the implementation of the solution.	5	10%
	The content of the dissemination and communication action plan is credible and effective at targeting specific audiences and is aligned with the challenge area (MGA Article 17).	5	5%
	The content of the proposed financial sustainability strategy is appropriate and in line with EIT Urban Mobility requirements in Section 3.6.3.	5	10%
Implementation	The workplan is aligned to the achievement of objectives and KPIs expected and provides sufficiently defined deliverables, milestones, timeline and risks and mitigation to be considered for lump sum award. The proposed cost estimations, the resources mobilized and the resulting overall lump sum are plausible and reasonable.	5	15%
	The proposal includes management structures that guarantee an effective management of project resources. It also demonstrates gender balance for the management of the project.	5	5%
TOTAL weight			80%

⁵ **Sustainable Development Goals** (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The total weight of the quality evaluation process is 80% distributed as follows:

	Weight
<i>Expected Impact</i>	35%
<i>Excellence</i>	25%
<i>Quality and efficiency of implementation</i>	20%
Total weight	80%

Once the quality evaluation is finalised, a set of documents, including all the SERs, are provided to the EIT Urban Mobility Selection Committee.

The total weight of the Quality Evaluation process represents 80% of the total scoring to be received by the proposal.

5.2.2 Pitch and Portfolio selection

Up to 2 top-rated proposals per challenge ranked by the scores received in the quality evaluation and in all cases with a weight **equal or over 50%** (threshold) will be invited to a pitch session with the members of the EIT Urban Mobility Selection Committee.

The EIT Urban Mobility Selection Committee is composed of the Thematic Area team, and two observers from the thematic area Impact Ventures as well as the corresponding city of the Challenge.

The pitch will take place remotely. The applicants will be invited to present in 15 minutes: the solution/product/service, the team and experience as well as the implementation plan. The presentation will be followed by 15 minutes of Q&A. The Selection Committee will evaluate the pitch according to the quality of the presentation and the evaluation criteria and scoring/weighting summarised below:

Evaluation Criteria during the Pitch	Max. score	Weight over final score
<ul style="list-style-type: none"> Quality and clarity of the presentation 	5	20%
<ul style="list-style-type: none"> Strategic fit with city investment plans 		
<ul style="list-style-type: none"> Professionalism of the project delivery team (especially previous experience of the delivery team to carry out the project) 		
<ul style="list-style-type: none"> Q&A: quality and clarity of the answers provided by the applicant. 		

The Selection Committee will decide on the final pre-selected proposals considering the following factors:

1. Total scoring obtained:
 - o Quality Evaluation scoring (up to 80%)
 - o Pitch Evaluation scoring (up to 20%)

Quality Evaluation scoring (up to)	80%
Pitch evaluation scoring (up to)	20%
Total scoring (phase 1 + phase 2 evaluation) (up to)	100%

If proposals have the same scoring, additional consideration will be given to proposals with a co-funding rate higher than 15%.

The Selection Committee can review the pre-selected proposals, make recommendations to improve the proposal and issue a conditional offer. As part of this process, EIT Urban Mobility may also issue technical conditions that will be included in the conditional offer.

5.3 Communication of results to applicants

The Project Leader will receive an email notification with the evaluation results (including the SER, and the score obtained during the pitch when applicable).

If the proposal is pre-selected or included in the Reserve List, the Project Leader will receive the corresponding communication together with the SER of the proposal.

In case the proposal is pre-selected, the evaluation results will include a set of recommendations/conditions. The communication will set up a defined and non-negotiable deadline. The Project Leader of a pre-selected proposal under conditions will need to respond and update the proposal according to these recommendations/conditions within the timeframe outlined in the communication.

If the Project Leader fails to comply with the provided recommendations/conditions or does not respond by the time allocated, the Selection Committee reserves the right to withdraw the conditional notification. In such a case, the next proposal by ranking included in the Reserve list will be contacted.

5.4 Appeal on Evaluation Results

The Project Leader 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 proposal. In this case, the Project Leader will have 5 calendar days after receipt of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* published on the Call webpage).

ANNEX I: City of Braga

First cut-off date: 8 May 2023 17:00 CET

EIT Urban Mobility and the City of Braga have identified **four (4) urban mobility challenges** to be launched through that Call for proposals.

As a result of this Call for the city of Braga, all the proposals submitted will be evaluated, however only a **maximum of three proposals will be funded**. It is intended that each proposal that gets funded will address a different challenge, meaning that one challenge will not be funded.

Nevertheless, fewer proposals may be selected based on the evaluation results, the budget requested and the total available EIT funding. If a particular challenge does not obtain any proposal, this challenge may be excluded from this Call. The resulting 3 pilots from the selected proposals will be implemented in parallel.

For all 4 challenges, the entry point of the product, service, or process must be at least a Technology Readiness Level of 7 (according to the **European Commission TRL definition**).

Specific Challenges

The following challenges have been identified with the city of Braga, and are being considered for this Call:

- **Challenge: Enhancing bike safety and monitoring cyclists flows**
- **Challenge: Understanding and promoting active mobility in the city centre**
- **Challenge: Improving the monitoring and use of on-street parking spaces**
- **Challenge: Encouraging alternative transportation for school commuting to decrease private car usage**

Applicants are expected to specify in their proposals which one of the four challenges is being targeted. Please note that **applicants addressing more than one challenge in this given cut-off date must submit a separate proposal for each challenge.**

1. Challenge: Enhancing bike safety and monitoring cyclists flows

1.1 Challenge description

The use of bicycles as a preferred mean of transportation for commuting purposes in the municipality of Braga, presents a very low percentage of uptake, hovering at approximately 0.2%⁶. The low percentage is attributed to factors such as the lack of a dedicated bicycle lane network and the perceived safety risks of cycling alongside motor vehicles. The Braga Municipal Master Plan (2015) outlines the development of a cohesive cycling network, including the creation of shared traffic lanes between transport modes, as well as 10 and 30 km/h areas.

While constructing dedicated bike lanes is the preferred option, it is not always feasible due to space constraints, particularly in the central area of the city. To address this limitation, Braga has opted, in a short term, to create shared traffic lanes that can accommodate multiple transport modes.

While this initiative represents a significant step forward for Braga's cycling infrastructure, there are challenges to overcome when it comes to cyclist safety. To address these issues, the city is exploring ways to enhance bike safety and monitor bike flows on shared traffic lanes.

By implementing additional safety measures, and better understanding cyclists' behaviour and mobility patterns, Braga can create a more friendly environment for cyclists and reduce the risk of accidents. The city is committed to testing innovative solutions that will make cycling a safe and accessible mode of transportation for everyone.

In pursuit of this objective, the city welcomes innovative solutions that can address the following, but are not limited to:

- monitoring the use of shared lanes to provide insights to the city mobility planners and inform the road users.
- solutions that can enhance safety through the utilization of intelligent signalling devices.
- novel lighting techniques.
- systems to measure bicycle and vehicle speeds with sensors or comparable intelligent solutions.

By investing in cutting-edge technology and exploring new approaches to enhancing cyclist safety, the city is taking a major step forward in its commitment to creating a more bike-friendly and safe urban environment in line with its Sustainable Urban Mobility Plan (SUMP).

⁶ Statistics Portugal (Instituto Nacional de Estatística, INE), 2011

1.2 Expected outcomes

The objective of this project is to improve the safety and quality of the cycling experience, thereby reducing risks and accidents and increasing the use of bikes in the city. The solution should allow the collection of information autonomously for decision-making on the effective implementation of definitive measures for the sustainable coexistence of different modes of transport on shared traffic lanes.

The successful proposal will need to demonstrate to the city and the EIT Urban Mobility the impact of their solution, proved within the pilot area/context, by presenting specific results, for example, a reduction of accidents by 20% in area of the pilot, or improvement in a safety perception among users of the shared lanes.

Applicants are requested to include a set of performance metrics in their proposals, that will, later, be revised and agreed upon with the city, to objectively quantify the social, environmental and economic impact of the pilot. These metrics should focus on the usage of bikes and other modes of transport on shared lanes (such as the number of users and usage time, and speed) as well as qualitative metrics relating to user profiles, preferences, and satisfaction levels, if possible, registration of accidents, road surface conditions etc.

By measuring and analysing these performance metrics, the city can better understand the impact of the proposed solution and make data-driven decisions on future improvements. The city of Braga and the EIT Urban Mobility look forward to working with a provider who can deliver tangible results and help achieve Braga's mobility goals.

1.3 Project requirements

The proposals must budget a pilot implementation of a total duration of 6 months, although proposals with longer implementation periods (based on co-funding) of up to 8 months are welcome. In case of implementing physical solutions (hardware, etc) the pilot location will be on Avenida 31 de Janeiro (preliminary location, subject to changes), a major thoroughfare that connects to the city centre and sees heavy cyclist traffic flows, in an extension of about 1.6kms, extending along the Ecovia do Rio Este.

Also, for solutions requiring a physical installation, the selected provider will be responsible for managing the installation, maintenance, and eventual final removal of all necessary equipment (hardware), including sensors. As part of this contract, the provider must ensure the proper functioning of all equipment and promptly address any issues that may arise. This includes regular maintenance and servicing of sensors and other devices, if applicable, to ensure their continued operation.

During the pilot's execution, all aspects concerning users' privacy (in line with GDPR) should be considered. All relevant information should be gathered/delivered in a secure and non-intrusive manner. The successful proposal should outline the specific achievements related to the expected outcomes of the project and

provide clear roadmap instructions for its implementation. Additionally, the proposal should demonstrate a thorough understanding of the local context and the needs of the citizens.

In addition, the provider will need to coordinate its activities with the Municipality of Braga, and other necessary stakeholders identified for the successful implementation of the pilot, with the support of the EIT Urban Mobility team.

2. Challenge: Understanding and promoting active mobility in the city centre

2.1 Challenge description

The municipality of Braga covers a vast area of 183.4 km², but most of the population resides less than 20 minutes away on foot or by bicycle from the compact city centre. Despite this convenience, statistics reveal a preference for individual motorized transport in Braga. However, Braga is committed to sustainable mobility and creating liveable public spaces to embrace the 15-minute city framework. For this purpose, encouraging wider adoption of active mobility in the urban core could markedly enhance the quality of the urban environment.

With the recent development of a "walkable city" ("*cidade caminhável*" in Portuguese), which includes a reserved zone for active mobility in the centre with the main goal of improving walking paths and making public spaces more people-friendly, it is crucial for the city to gain a comprehensive understanding of micro-mobility patterns and encourage the use of active modes of transportation.

The city is seeking innovative technological solutions that can help to collect information and provide data-based insights to inform urban planning, enhancing a holistic comprehension of pedestrian and cyclist flows in the city centre. Furthermore, solutions that can improve and encourage walking and promote active mobility in the city centre are welcome, as well as proposals incorporating both aspects.

These solutions should support the creation of a safer, more accessible environment for all pedestrians and cyclists.

Proposals are requested to focus on one or more of the following areas where technological solutions could be applied, such as:

- collection and visualization of pedestrian and cyclist traffic flow data, which can be used to inform city planning and design decisions. Additionally, tools to gather feedback/reports from citizens to better understand the constraints, needs and mobility preferences of Braga's citizens.

- predicting active mobility in the city centre to anticipate pedestrian flow patterns and develop strategies to improve the flow of pedestrians and cyclists.
- providing citizens with real-time information and recommendations on walking routes, traffic conditions, and amenities, to navigate the city centre more efficiently.
- incentivizing active mobility through gamification, supporting the local economy and /or involving employers to increase active mobility in commuting to work.
- on-street and digital signage systems to provide information, improving connectivity, and visibility in public spaces.

Through piloting technological solutions, the city aims to gain key insights into the situation in the city centre, and how to better plan for sustainable mobility. By providing innovative solutions to Braga's citizens, the city wants to increase the number of active mobility trips, promote healthier lifestyles, and create a more vibrant city centre.

2.2 Expected outcomes

Overall, this project aims to support the transformation of the mobility patterns in Braga city centre and improve the quality of the urban environment, while potentially involving and contributing to the local economy. More specifically, this project aims to measure and understand pedestrian, and cyclist flows on one side, and/or encourage pedestrian travel and increase modal shift from motorised vehicles to active modes.

Applicants are requested to include a set of performance metrics in their proposals that will, later, be reviewed and agreed upon with the city, to objectively quantify the environmental, social and economic impact of the pilot.

While cycling promotion solutions may also be considered, **the primary focus of the proposals should be on pedestrians and improving the walkability** in the city centre of Braga.

The city of Braga and the EIT Urban Mobility look forward to working with a provider who can deliver tangible results and help achieve Braga's active mobility goals.

2.3 Project requirements

The successful proposal should outline the specific objectives and goals of the project and provide a clear set of requirements for its implementation and operation. Additionally, the proposal should demonstrate a thorough understanding of the local context and the needs of the citizens.

The Municipality of Braga should be engaged in the exploitation of data insights eventually generated by the piloted solution. To assist the city in understanding and gaining those data insights, it will be crucial to

provide adequate training to city officials during the pilot implementation, enabling them to effectively utilize and benefit from the data insights.

Proposals that bring additional features that provide benefits towards the end-user's experience, city integrability and planning, and/or the environmental impact will be positively evaluated. In addition, the provider will need to coordinate its activities with the Municipality of Braga, and other necessary stakeholders identified for the successful implementation of the pilot, with the support of the EIT Urban Mobility team.

In case solutions require a physical installation, the selected provider will be responsible for managing the installation, maintenance, and final removal of all necessary equipment (hardware), including sensors. Such solutions shall not require major civil works for installation. The potential location for such solution implementation will be the route between the Train Station and the University of Minho. As part of this contract, the provider must ensure the proper functioning of all equipment and promptly address any issues that may arise. This includes regular maintenance and servicing of sensors and other devices, if applicable, to ensure their continued operation.

Testing of the winning solution is expected to take 6 months, although proposals offering pilot timeframes of up to 8 months are welcome.

3. Challenge: Improving monitoring and use of on-street parking spaces

3.1 Challenge description

Finding a parking space in the city can often be a time-consuming and frustrating task for drivers, leading to increased congestion and pollution. To address these issues, the city of Braga aims to provide a streamlined parking experience for all visitors, residents, and shoppers who choose to travel by car, by ensuring a more efficient way to find a free spot and reduce cruising for parking.

The city's objective is to reduce the negative externalities of parking as increased congestion, pollution and indiscipline, through increasing curbside management efficiency. Therefore, the city of Braga is seeking innovative tech-based solutions to inform citizens how to find available on-street parking spaces while also helping the city to monitor, gain insights and manage limited-time paid parking zones in the city centre.

The proposed solutions should be capable of detecting parked vehicles and allowing drivers to locate available parking spaces quickly through a mobile app or other means/tools. Furthermore, the solution proposed should assist the city in monitoring and managing parking occupancy rates, as well as identify parking behaviour patterns which can provide supporting data for future curbside policy decisions. The city aims to improve the parking experience while maintaining privacy and security.

Implementing this solution on-street is a crucial step towards a more modern and efficient city. Its success will improve the parking experience for all city users and help the city deliver on its mobility plan agenda.

3.2 Expected outcomes

The project aims to provide a range of benefits, including:

- Improving the visibility and accessibility of available parking spots to assist drivers.
- Supporting the city's enforcement efforts by monitoring limited-time parking spaces.
- Providing data-based insights for the city to improve decision-making and planning.
- Better traffic flow management.
- Encouraging patronage of local businesses by making them more accessible to potential customers.
- Boosting citizen satisfaction with the city's parking services.

The successful proposal will need to demonstrate the impact of their solution, proved within the pilot area/context to be defined, by presenting specific results to the city and the EIT Urban Mobility.

Applicants are requested to include a set of performance metrics in their proposals, that will, later, be revised and agreed upon with the city, to objectively quantify the social, environmental, and economic impact of the pilot.

By measuring and analysing these performance metrics, the city can better understand the impact of the proposed solution and make data-driven decisions on future improvements. The city of Braga and the EIT Urban Mobility look forward to working with a provider who can deliver tangible results and help achieve Braga's mobility goals.

3.3 Project requirements

The proposals must budget a pilot implementation of a total duration of 6 months, although proposals with longer implementation periods (based on co-funding) of up to 8 months are welcome.

In case solutions require a physical installation, the selected provider will be responsible for managing the installation, maintenance, and final removal of all necessary equipment (hardware), including sensors. Such solutions shall not require major civil works for installation. As part of this contract, the provider must ensure the proper functioning of all equipment and promptly address any issues that may arise. The potential location for pilot implementation will be in the central streets of Braga. In the proposal, applicants should indicate the number of parking spaces they intend to monitor during the pilot project within the available budget and the co-funding offered.

The solution that enables the integration of the collected data into the various existing IT systems of the municipality will be positively considered.

During the pilot's execution, all aspects concerning users' privacy (e.g.: compliance with GDPR) should be addressed by the applicant. All relevant information should be gathered/delivered in a secure and non-intrusive manner. The successful proposal should outline the specific expected achievements related to the expected outcomes of the project and provide a clear roadmap of instructions for its operational set-up. Additionally, the proposal should demonstrate a thorough understanding of the local context and the needs of the citizens.

In addition, the provider will need to coordinate its activities with the Municipality of Braga, Transportes Urbanos de Braga (TUB) and other necessary stakeholders identified for the successful implementation of the pilot, with the support of the EIT Urban Mobility team.

4. Challenge: Encouraging alternative transportation for school commuting to decrease private car usage

4.1. Challenge description

The main concentration of educational centres in Braga is in the city centre, and as citizen surveys show, 86%⁷ of respondents regularly choose to use their private motorised vehicles to drive their children to school. Parents driving their children to school contribute to traffic congestion during peak hours, resulting in environmental issues and traffic jams on streets near schools that pose risks to pedestrians and cyclists. Given the city's unique configuration, where most of the population resides within a 15-20-minute distance from the city centre, it is necessary and feasible to encourage the use of sustainable alternative modes of transportation to go to and from school, as advantageous for both parents and children.

In this context, the city of Braga has already undertaken several initiatives to promote behavioural change and promote alternatives to private car transportation, including the "SchoolBus", which encourages the use of public transportation to schools through a digital sign-up platform, or "CicloExpresso", a cycling-to-school "train" project, and "Peddybus", a walk-to-school program piloted in collaboration with schools and parent associations. However, these alternatives to the use of private cars are still underused.

Currently, the city is seeking innovative technological solutions to improve, optimize and enhance the use of sustainable modes of transportation to go to school, reduce reliance on private cars and alleviate traffic congestion in the city centre.

To this end, potential solutions may focus on, but are not limited to:

- optimizing bus schedules and routes based on user needs,

⁷ BUILD (Braga Urban Innovation Laboratory Demonstrator) project Implementation Plan survey (2017)

- providing effective communication tools for parents/guardians and schools/municipalities (such as feedback mechanisms and parental check-in notifications),
- implementing real-time tracking and monitoring,
- developing on-demand transport management systems,
- offering carpooling solutions for parents.

Solutions that use gamification or incentives to encourage the use of sustainable modes of transport and increase awareness of sustainable mobility practices among children might also be considered.

4.2. Expected outcomes

This project aims to encourage sustainable means of transportation for children going to school, reducing the reliance on individual private cars. The city is open to different proposals, which could focus on promoting walking or cycling to school, enhancing the effective take-up of school buses, or implementing carpooling for parents. The successful proposal should demonstrate the impact of their solution, to the city and the EIT Urban Mobility, proved within the pilot area/context, by presenting specific results.

The project that provides the city with valuable data-based insights to inform decision-making will be positively considered.

Applicants are requested to include a set of performance metrics in their proposals, that will, later, be revised and agreed upon with the city, to objectively quantify the social, environmental, and economic impact of the pilot.

The successful proposal should outline the specific objectives and goals of the project and provide a clear set of requirements for its set-up implementation and operation. Additionally, the proposal should demonstrate a thorough understanding of the local context and the needs of the citizens. The city of Braga and the EIT Urban Mobility look forward to working with a provider who can deliver tangible results and help achieve Braga's mobility goals.

4.3. Project requirements

The proposals submitted must budget for a pilot implementation that lasts for six months. However, proposals that have a longer implementation period, up to eight months, are also welcome, subject to co-funding from the solution provider.

The pilot could be implemented in collaboration with schools currently involved in ongoing projects with the city, such as Colégio D. Diogo de Sousa, Colégio D. Pedro V, Colégio Leonardo Da Vinci, Colégio Teresiano, Conservatório de Música Calouste Gulbenkian, EB 2,3 Francisco Sanches, EB 2,3 André Soares and Externato Paulo VI, EB1 and EB2/3 de Lameações (*Please see on the map below the locations of above-mentioned schools in light grey*).



During the pilot's execution, all aspects concerning users' privacy (e.g.: compliance with GDPR) should be addressed. All relevant information should be gathered/delivered in a secure and non-intrusive manner. The successful proposal should outline the specific achievements related to the expected outcomes of the project and provide a clear roadmap of instructions for its operational set-up. Additionally, the proposal should demonstrate a thorough understanding of the local context and the needs of the citizens.

In addition, the provider will need to coordinate its activities with the Municipality of Braga and Transportes Urbanos de Braga, and other necessary stakeholders identified for the successful implementation of the pilot, with the support of the EIT Urban Mobility team.

ANNEX II: Cities of Larissa and Heraklion

Second cut-off date: 22 May 2023 17:00 CET

Further information on the specific details of this challenge will be provided to the applicants at the end of March provided that the second cut-off date is 22 May 2023.

ANNEX III: City of Vitoria-Gasteiz

Third cut-off date: 15 June 2023 17:00 CET

Further information on the specific details of this challenge will be provided to the applicants at the end of April provided that the second cut-off date is 15 June 2023.

ANNEX IV: Lump Sum mechanism

The aim of the use of this lump sum funding is reducing administration and financial errors, as well as to simplify complex and time-consuming reporting, making the participation in the EIT Urban Mobility community more accessible.

Proposal development including lump sum with fixed amount

Whilst drafting a proposal with lump sums, the applicants must keep into consideration the following:

- Use the Application Form template published on the Call webpage
- The proposal must describe in detail the content to be provided in each mandatory deliverable, the expected date of submission and the estimated use of resources linked to it.
- The applicants must provide the mandatory deliverables (as explained below) to prove how activities covered by the lump sum have been implemented. Therefore, the activities to be implemented, linked to the lump sum, need to be thoroughly described in the proposal; and the share of the lump sum per partner (only in case of a consortium), shall be included in the proposal.

Budget main features

All proposals must provide a detailed estimation of the eligible direct and indirect costs in the budget section of the Application Form. The budget estimation provided must keep into consideration the following principles:

- Must be based on the eligible cost categories provided in the *Eligibility of expenditure* document annexed to this Call for Proposals.
- Must be in line with normal practices of the applicants' organisation.
- Must be reasonable/not excessive.
- Must be in line with and necessary for the activities proposed.

Payments schedule

Successful applicants will receive either one or two payments depending on the type of entities:

1.Pre-financing

Pre-financing rules for entities receiving lump sums are the same as for the rest of the EIT Urban Mobility regular grants. The payment of pre-financing is done according to the budget distribution of the lump sum outlined in the approved project and to the type of entity.

	Prefinancing
<i>SME/Start-up</i>	Up to 20% of the total EIT Urban Mobility allocation to be received
<i>Other types of entities</i>	No prefinancing

2.Final payment (payment of the balance)

It closes the financial aspects of the grant and takes place after the official closing of the project. The remaining amount of the EIT Urban Mobility allocation to be received by the partners (either up to 100% of EIT Urban Mobility allocation in case there is no pre-financing or up to 80% if the pre-financing was paid) will be paid according to the total amount of mandatory deliverables declared as fully completed and approved by EIT Urban Mobility, as well as declared partially completed and approved or rejected. The project performance and percentage on KPIs achieved declared within mandatory deliverable 3 might affect the balance payment (i.e., application of the performance rate methodology to the balance payment).

Mandatory deliverables

During the implementation of the activities, the applicants applying to any of the Challenges from any of the cut-off dates must provide the **four mandatory deliverables** described in the table below to prove how activities covered by the lump sum have been implemented and delivered.

These compulsory deliverables will have to be submitted and successfully approved by EIT Urban Mobility in order to receive the EIT allocation according to its defined value.

Deliverable title	Description	Submission deadline
DEL 1:	Technical requirements: Install/uninstall plan: activities, resources, timings and requirements.	1 st week of the project start

Technical requirements, dataset definition Report	Dataset definition: report including the definitions of the final agreed metrics to be data-collected during the pilot implementation, aimed at the analysis of the climate, social and economic impact of the pilots.	Month 1
DEL 2: Commercial agreement	Commercial agreement (template provided by EIT Urban Mobility) to set and agree on the Financial Sustainability Mechanism as well as to establish the specific rights and obligations between the Parties regarding the exploitation and commercialisation of the results.	Month 1
DEL 3: Report on datasets of impact metrics	Raw datasets collected during the pilot implementation/tests regarding the agreed performance metrics. It may include data collected during the test such as: the production and consumption of energy; data on the number of users and frequency, data on user's satisfaction and feedback, etc.	Month 4
DEL 4: Final performance report	A final report describing: <ul style="list-style-type: none"> • Pilot implementation and outcomes, results and KPI achievements with supported evidence • KTI workshop results for future exploitation and research and proof on addressing the branding requirements. • Environmental footprint of the solution implemented: materials used for the construction of the solution: recycled or not (circularity), energy consumed, and emissions (incl. transport) produced to produce and deliver the solution to the site. 	Month 5 (end of the project)

Important: all project deliverables and outputs must be achieved within the project duration.

The lump sums cannot exceed the maximum amount of 60,000€ per entity. Overall, applicants cannot receive more than 60,000€ of lump sums per grant agreement (i.e., during the implementation of BP2023-25). Any further grant that would lead to the exceeding of a cumulative 60,000€ grant for the same entity under the same grant agreement must be assessed and reported as actual costs (as detailed in the *Eligibility of Expenditure* document).

Reporting

Reporting periods and technical reporting follow the rules and procedures established in section 6 and 7 of the *Project Implementation Handbook*, with the focus on successful completion and approval of the mandatory deliverables submitted by the partners. If a mandatory deliverable cannot be completed for scientific-technical reasons, the applicant must ask for an amendment from EIT Urban Mobility to make it feasible, including the possibility to extend the project duration, if allowed by EIT Urban Mobility.

Before a lump sum mandatory deliverable is rejected as incomplete, the partners are invited to respond to the observations of the EIT Urban Mobility Project Officer/s. If a mandatory deliverable is declared incomplete or needs to be improved, it will be rejected by EIT Urban Mobility, and the lump sum share concerned will be not paid at that point in time. Accordingly, the partners will have to complete/improve the mandatory deliverable later and resubmit it at the end of any subsequent reporting period for its approval and subsequent payment. If the rejection of the mandatory deliverable is confirmed, the total project budget (or the percentage) linked to it is not paid/refunded.

Assessment of the mandatory deliverables

EIT Urban Mobility will assess the reports and the status of the mandatory deliverables at the end of the project. For each mandatory deliverable submitted, EIT Urban Mobility will assess and choose between 'completed', 'partially completed' and 'not completed'. In case EIT Urban Mobility declares a mandatory deliverable as 'partially completed' or 'not completed', the percentage of completion will be calculated according to the specific grant reduction methodologies established by EIT Urban Mobility, as shown in the table below:

DEL	Indicator to be considered for the assessment	Weight (%)
DEL 1: Technical requirements, dataset definition Report DEL 3: Report on datasets of impact metrics	Deliverables Achievement/not achievement of deliverable, submission/no submission of deliverable, quality of deliverable. DEL1: 5% DEL3: 15%	Up to 20%
DEL 2: Commercial agreement	Financial Sustainability Mechanism (FSM)/Commercial Agreement <ul style="list-style-type: none"> ▪ Agreement is signed: no reduction. ▪ Agreement not signed: 30% reduction. 	Up to 30%
DEL 4: Final performance report	KPIs <ul style="list-style-type: none"> ○ EIT KPI EITHE02.4 Marketed Innovations: 35%. <ul style="list-style-type: none"> ▪ All KPIs achieved: no reduction. ▪ No KPIs achieved: 35% reduction. ▪ Some EIT core KPIs achieved: reduction proportional to underachievement. ○ EIT Urban Mobility specific KPI Innovation pilot scaling: 5%. <ul style="list-style-type: none"> ▪ All KPIs achieved: no reduction. ▪ No KPIs achieved: 5% reduction. ▪ Some EIT Urban Mobility specific KPIs achieved: reduction proportional to underachievement 	Up to 40%

	Branding Please refer to Section 2 communication requirements and to documents “EIT Urban Mobility 2023-2025 Brand Book” and “EIT Urban Mobility 2023-2025 Communication guidelines”.	Up to 10%
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EIT Urban Mobility will reject a mandatory deliverable when a significant or essential part of the information has not been provided or is not completed, and this has not been justified or accepted. If EIT Urban Mobility intends to reject a mandatory deliverable, the partner will have the opportunity to react to the observations of EIT Urban Mobility. In this case, EIT Urban Mobility will either send the partner a request for additional information or reject the technical report and ask the partner to justify the completion of the mandatory deliverable.