

Business Plan 2023 – 2025  
 Permanently Open Call for proposals  
 #ChallengeMyCity: Braga, Vitoria-Gasteiz, Larissa, Heraklion

## List of mandatory KPIs

07 March 2023

### EIT Core KPIs

KPI Code	KPI Title	KPI Definition	Supporting evidence
EITHE02.4	<b>Marketed Innovations</b>	Number of innovations introduced on 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.	<ul style="list-style-type: none"> <li>• Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the KIC societal challenge and the project, as well as information on the project investment in the innovation development.</li> <li>• Documented proof demonstrating that purchases of at least 10,000 EUR have been made by a customer/s. It should include:             <ul style="list-style-type: none"> <li>o Official purchase order from the buyer including buyer invoice details (name, VAT, etc.)</li> <li>o Acceptance of invoice by the buyer AND/OR paid confirmation of the invoice (bank note)</li> </ul> </li> </ul>

## EIT Urban Mobility Specific KPIs

KPI code	KPI Title	Description
KSN01	<b># Innovation pilot scaling</b>	<p>The number of innovation products and/or processes (not below Technical Readiness Level TRL-4)<sup>1</sup> that have completed testing / demonstration with end users and prove to be successfully implemented beyond the project activities, are ready for scaling.</p> <p><i>Scaling means expansion to wider scale application (more people reached within same location) and/or introduction in a new location (other places within the same municipality, other cities/regions in Europe or worldwide).</i></p> <p><i>An innovation is defined as: ‘An idea, practice or object that is perceived as new by an individual or other unit of adoption in the place that it is implemented. Innovations need to integrate into the context in order to be economically successful and provide societal impact.</i></p> <p><i>EIT Urban Mobility focuses on technological and social innovations that contribute to green, safe and inclusive mobility solutions for people and goods (SO3), e.g.:</i></p> <ul style="list-style-type: none"> <li>• <i>Deploy and uptake of new modes of transport which encourages a modal shift to new mobility services ; Improve the user experience for people (individual mobility, public transport, shared mobility);</i></li> <li>• <i>Optimise and improve city logistics operations for last-mile deliveries; Engage citizens, users and other stakeholders to stimulate behavioural change, and accelerate the adoption of new mobility solutions and regulations as a result of the activity.</i></li> </ul>

<sup>1</sup> In the specific case of this Call for proposals ChallengeMyCity, the number of innovation products and/or services and/or processes must start with a Technical Readiness Level TRL 7. Please refer to the Call Manual for more information.