



Business Plan 2023 – 2025
Targeted Open Call 2
Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes¹

Version	Publication Date	Change
1	23 June 2023	Initial version

¹ Any call update will be published on the EIT UM website and will be visible in this history of changes.

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Glossary

Project Leader	The Project Leader is the central contact point for EIT Urban Mobility from the proposal submission stage to the end of the project implementation. The Project Leader represents the project and the consortium partners (the other partners participating in the project) towards EIT Urban Mobility and also has responsibility for creating and submitting a proposal.
Call for Proposals	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.
Call Manual	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.
Deliverable	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 project and judicious use of public funds.
EIT KPIs	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.
Evaluation Process	Process by which EIT Urban Mobility examines the quality of a proposal to decide if it should be selected to receive EIT funding.
Evaluation Panel	Group of external expert evaluators (EEEs), up to 3 EEEs 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.
Evaluation results list	List of proposals in order of scoring, based on the quality evaluation process results.

Horizon Europe Grant Agreement	The Horizon Europe Grant Agreement (HE GA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.
KIC Specific KPIs	Set of indicators defined by EIT Urban Mobility that reflect the societal challenge that the KIC is trying to address.
Knowledge triangle integration	EIT Urban Mobility aims to gather close-knit partnerships of European education, research, and business entities (knowledge triangles) and also involves cities, either in the composition of the members of the projects or through 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.
PIC number	Participant identification code that serves as a unique identifier of an organisation participating in EU Calls for Proposals in the European Commission's organisation register (Participant Register).
PIF	Partner Information Form in the EIT portal PLAZA.
Ranking list	List of proposals in order of scoring after the Selection Committee assessment.
Selection Committee	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.
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

This Call falls under Innovation's Targeted Projects Programme. This Programme has recently been initiated to address a) gaps in our innovation portfolio with regards to the business plan, strategic agenda, and b) external changes and influences such as technological developments, policies/regulations, and (urgent) events.

The Call involves two separate topics. Each of them will be a standalone project and as such each topic should be applied to separately. **Call Topic 1** focuses on healthy cities, as the main annual innovation Call no longer funds projects that fall under the challenge areas of *Public Realm* and *Active Mobility*, which nevertheless form an important part of EIT UM's [Strategic Agenda 2021-2027](#). **Call Topic 2** aims to contribute to the European Commission's priority to promote the uptake of renewable and low-carbon hydrogen to help decarbonise the EU in a cost-effective way and reduce its dependence on imported fossil fuels ([EU Hydrogen Strategy](#) and [REPowerEU](#) plan).

Topic 1 – Healthy Cities

EIT Urban Mobility is seeking an innovative solution that helps cities to incorporate health as a core element in urban planning and transport policymaking and to prioritise public interventions that make public spaces more liveable, and which encourage healthier lifestyles. We are specifically looking **to support a consortium in the development and commercialisation of a user-friendly digital tool for cities, to better understand and measure the health effects and related economic impact of certain decisions in their urban planning.**

The tool should be based on the latest state-of-the-art scientific evidence that considers cross-sectoral public interventions and their impact on a wide range of health indicators, including physical, mental, and environmental health. Ideally, the tool includes evaluation indicators such as Healthy Life Years (HLY) and Quality-Adjusted Life Years (QALY) and is able to calculate economic impact (local GDP, healthcare costs, multiple deprivation index, etc.).

EIT Urban Mobility will award one or more projects (depending on the requested budget) that develop(s) such a tool in close collaboration with at least two cities who will serve as end users, to test and demonstrate its effectiveness. This also includes the development of a business model adapted to the needs and context of the cities.

This Call is specifically focused on strategic objective SO1 (create liveable urban spaces) of the [EIT Urban Mobility Strategic Agenda \(SA\) 2021-2027](#).

Topic 2 – Hydrogen Cargo Bikes

EIT Urban Mobility is looking for a state-of-the-art hydrogen cargo bike that offers a competitive and user-friendly alternative for zero-carbon last-mile logistics. It should overcome operational limitations and environmental challenges associated with e-cargo bikes. We are specifically looking **to support one or more consortium/a that is/are capable of integrating the use of hydrogen for propulsion into cargo bikes and bringing a hydrogen cargo bike to the market for the first time.**

The cargo bike should be designed with urban last-mile deliveries in mind and should consider the sector's needs for continuous operation, for instance, easy manoeuvrability on inner city streets. As a result, the design of the cargo bike should be lightweight, whilst being able to carry high payloads. Furthermore, it should be able to operate for at least 8 hours a day, to counter the current limitations of electric cargo bikes. The winning consortium should collaborate with a last-mile logistics provider to ensure that the solution is piloted in at least one city to test its real-life capabilities, and assess its effectiveness compared to other delivery vehicles.

This Call is specifically focused on strategic objectives SO3 (Deploy and scale green, safe, and inclusive mobility solutions for people and goods) and SO4 (Accelerate Market Opportunities) of the [EIT Urban Mobility Strategic Agenda 2021-2027](#).

Call summary

Call for Proposals Main Features ²	
Key dates of the Call calendar	<ul style="list-style-type: none"> • Call opening: 23 June 2023 • Call closing (submission of completed application): 23 August 2023 at 17:00 CET. • Eligibility and admissibility check: August 2023 • Evaluation of proposals: September 2023 • Communication of results: September/October 2023 • Tentative start of the projects: October 2023
Total estimated EIT Funding allocated to this Call and co-funding rate	<p>The total EIT funding allocated to this Call is €550.000, which is to be split between the two topics:</p> <ul style="list-style-type: none"> • Call Topic 1: The first ranking project(s) will receive a maximum EIT funding of €200.000 • Call Topic 2: The first ranking project(s) will receive a maximum EIT funding of €350.000 <p>In both cases, a minimum co-funding rate of 33% is mandatory. Additional co-funding will be positively assessed.</p>
Project duration	This Call is open to proposals with a project duration of 12 months - until October 2024 (tentatively).
Submission portal	The PLAZA submission portal will be available as of 23 June 2023.
List of documents to be submitted	<ul style="list-style-type: none"> • Topic 1 <ul style="list-style-type: none"> ○ Application form available on the PLAZA submission portal ○ Letters of intent from minimum 2 city end-users ○ Optional: any other supporting document • Topic 2 <ul style="list-style-type: none"> ○ Application form available on the PLAZA submission portal ○ Optional: letter(s) of support (from demonstrating parties) and any other supporting document
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • Guidelines for Applicants • Eligibility of expenditure • List of KPIs • Appeal procedure • Project Implementation Handbook • Template of the Financial Support Agreement • Horizon Europe Grant Agreement (specifically Articles 16 and 17)

² Please note that this calendar is indicative. Dates may be subject to slight changes.

<p>Short summary of the topic to be addressed</p>	<p>TOPIC 1</p> <p>EIT Urban Mobility is looking for a project consortium to develop and commercialise a digital tool that supports cities in making health an integral part of urban planning and transport policymaking. Most importantly it should enable cities to conduct an economic analysis of certain public interventions and measure their impact on public health through established indicators such as Healthy Life Years (HLY) and Quality-Adjusted Life Years (QALY). The tool should be grounded in the latest scientific evidence, whilst also being user-friendly in its design. The project must ensure the close involvement of cities as end-users of the tool.</p> <p>TOPIC 2</p> <p>EIT Urban Mobility is looking for a state-of-the-art hydrogen cargo bike that offers a competitive and user-friendly alternative for zero-carbon last-mile logistics. It should overcome operational limitations and environmental challenges associated with e-cargo bikes. We are specifically looking to support a consortium that is capable of integrating the use of hydrogen for propulsion into cargo bikes and bringing a hydrogen cargo bike to the market for the first time.</p>
<p>Evaluation criteria</p>	<p>For the Strategic & General Fit Evaluation:</p> <ul style="list-style-type: none"> • Contribution to EIT Urban Mobility Strategic Objectives, EU dimension and KTI integration • Alignment to Call specific requirements • Potential to achieve expected outcomes and impacts <p>For the proposal evaluation:</p> <ul style="list-style-type: none"> • Excellence, novelty, and innovation, • Impact and financial sustainability, and • Quality and efficiency of the implementation

1. Call importance

1.1 Call importance: Healthy Cities

Most Europeans already live in cities and the proportion of the urban population is continually growing. This higher population density incentivises more economic opportunity and efficiency in how we move around. However, with more human activity comes more pollution: as of 2020, 96% of the EU urban population was exposed to levels of fine particulate matter exceeding World Health Organisation (WHO) guidelines (EEA, 2022³). This reality has dire consequences: 238,000 people died in 2020, while thousands more live with disabilities from chronic obstructive pulmonary disease caused by excessive exposure to pollution. Consequently, pollution leads to economic losses, through loss of tax revenue and surging healthcare costs for the disabled. Therefore, urban spaces need to transform and be managed sustainably to ensure that citizens can remain healthy for as long as possible, no matter where they live. City planning needs to become more integrated across different departments like planning, health, and transport, to be able to properly tackle acute problems like climate change and creating healthy urban areas (Lowe et al., 2022⁴).

The concept of healthy cities is in line with many policy objectives at all levels of governance. Firstly, it is at the intersection of Sustainable Development Goals 3 (Good Health and Well-Being) and 11 (Sustainable Cities and Communities). Targets like 11.3 (*Inclusive and sustainable urbanisation*) or 3.4 (*Reduce mortality from non-communicable diseases and promote mental health*) exemplify the push towards more liveable spaces (The Global Goals, n.d.⁵). In addition, various EU-level deals like the European Green Deal, Zero Pollution Action or Europe's Beating Cancer Plan all promote the need for more active mobility (European Commission, 2021⁶). Investment in healthy cities also contributes to EIT Urban Mobility's three overarching goals of improving urban quality of life, mitigating climate change, and creating jobs in the European mobility sector (EITUM Strategic Agenda, 2021⁷).

The benefits of investing in healthy cities are multi-faceted. Disincentivising car use in favour of walking, cycling and public transport creates safer public spaces and reduces negative externalities like accidents and noise pollution. The increased efficiency in mobility and the reduction of health risks is also linked to significant economic gain. A Finnish study, conducted following the conversion of the major Hämeentie street to be more bike-friendly, found that for every €1 invested, the project generated €3.60 for the city

³ [Health impacts of air pollution in Europe, 2022 — European Environment Agency \(europa.eu\)](#)

⁴ [City planning policies to support health and sustainability: an international comparison of policy indicators for 25 cities – Lowe et al.](#)

⁵ [Goals Archive - The Global Goals](#)

⁶ [The New EU Urban Mobility Framework - EN - EUR-Lex \(europa.eu\)](#)

⁷ [EIT UM Strategic Agenda 2021-27](#)

(Tilburgs, 2020⁸). This was primarily due to the alleviated health risks as well as the reduced congestion. A separate Belgian study found that the cost-benefit ratio of building their ‘cycling highways’ was up to 14 times higher than the original investment (PASTA Project, n.d.⁹). Such projects also give access to jobs and shops to a wider demographic, stimulating economic growth (Lowe et al., 2022). These two studies are just the tip of the iceberg, but they nevertheless show how investment in healthy cities can have positive knock-on effects for a city’s economy and its residents’ health, even if these projects do not tend to be directly profitable. Much research has been done into how to measure policies’ effect on long-term health of residents, but there is still no way of comparing impacts of different policies quickly and objectively, making it difficult to optimise city planning.

To truly transform cities into safer and healthier places, the link between urban planning projects and Health-Adjusted Life Expectancy (HALE) needs to be made. HALE is the average number of years a person is expected to live in good health at a certain age, given the prevailing conditions related to mortality and morbidity. It should be noted that other similar metrics exist as well, namely ‘Healthy Life Years’, ‘Disability-Adjusted Life Years’ and ‘Quality-Adjusted Life Years’ (shortened to HLY, DALY and QALY respectively). Each of these measures has pros and cons, but overall, they can provide insight into whether a policy will have a positive or negative effect on the health of those impacted (Glover and Henderson, 2010¹⁰). The long-term economic impact on the community (GDP per capita, healthcare costs, etc.) can be inferred from such data as well. A 2022 study found that whilst 60% of cities have health-related goals in their transportation policies, only 16% require health impact assessments. Therefore, these policies rarely have measurable targets, making it difficult to assess the long-term success of a policy and hold the relevant public bodies accountable (Lowe et al., 2022). This discrepancy establishes the need for an accessible way of comparing the health impacts of mobility policies.

Supporting this project allows EIT Urban Mobility to contribute to overarching goals set by the UN and the EU, whilst reaching its own objectives. It also gives the opportunity to invest in a project within the challenge areas of Active Mobility and Public Realm, which are currently underrepresented in the current portfolio.

1.2 Call importance: Hydrogen Cargo Bikes

Clean and efficient city logistics for goods deliveries is a major goal in EIT Urban Mobility’s mission to accelerate a sustainable model of urban mobility. High population densities and increased urban freight lead to a number of challenges, including high emissions and pollutants from congestion, costing the European economy some 100 billion EUR per year (Alice, 2022¹¹). Urban freight is responsible for 25% of urban transport related CO2 emissions and 30 to 50% of other transport related pollutants. The response is either to limit local delivery expansion via regulation and concession or find a better way to share facilities and decarbonise the local transport/logistics vehicles. The decarbonisation of urban logistics is vital to

⁸ [Hämeentie Bikenomics Report | CIVITAS Handshake \(handshakecycling.eu\)](#)

⁹ [PASTA \(pastaproject.eu\)](#)

¹⁰ [Quantifying health impacts of government policies \(publishing.service.gov.uk\)](#)

¹¹ [Alice, 2022](#)

comply with the Fit for 55 goals of the European Union¹². Also, rising volumes of goods delivered and returned, lead to slower delivery times, limited flexibility in time slots, increased direct costs for customers, and increased indirect costs for suppliers. The e-commerce surge during the COVID-19 pandemic has worsened these issues, and with a growing urban population, these trends are likely to persist. In most urban centres there has been an over 100% increase in active local delivery units in the same physical space.

In recent years, a new alternative mode of last mile logistics has emerged. Zero-emission e-cargo bikes offer an innovative solution to tackle pollution, congestion, and improve safety in cities. They are a suitable solution for certain scenarios, such as the transportation of small and light goods and the delivery of goods in space-constrained areas. They take up less road space and are less noisy than vans used in city logistics, emitting no tyre or brake particulate pollution. They limit safety hazards to vulnerable road users as compared to larger vans. They also provide advantages to logistics providers, such as lower costs compared to traditional delivery vehicles, improved manoeuvrability, reduced need for parking spaces, and efficient delivery in busy areas.

However, e-cargo bikes have limitations that restrict their applicability and widespread uptake in urban logistics. Range restrictions are a primary bottleneck that limits vehicle uptime and ability to transport higher payloads over longer distances. Whilst fast charging infrastructure is being developed, its availability is still limited, and frequent intermediate charging would lead to faster battery deterioration. Increasing battery capacity to extend the electric range would make cargo bikes heavier and less efficient. Higher upfront investment costs or battery replacement could make operations unprofitable for logistics providers, which operate on thin margins. Even if these technical limitations were addressed, a wider adoption of e-cargo bikes would exacerbate the existing battery supply chain problem related to the scarcity of rare metals and earth minerals.

A viable energy source that could address these limitations is to use lightweight hydrogen fuel cell stacks on cargo bikes. The European Commission has stated that Europe needs to adopt alternative fuels in our transport and logistics operations. EIT UM encourages exploring hydrogen as an energy carrier in mobility solutions. Hydrogen Cargo Bikes (HCBs) offer faster refuelling times, higher efficiency (lower weight), and a promising solution to the environmental issue of limited raw materials for batteries. However, commercial HCBs are not yet available due to challenges with hydrogen storage tank volume and weight, as well as limited hydrogen supply and charging infrastructure.

¹² [the Fit for 55 goals of the European Union](#)

2. Call requirements

2.1 Applicant eligibility & 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.

2.1.1 Who can apply?

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

For **Topic 1**, the consortium must consist of no more than two (2) partners. The consortium must also have secured the involvement of at least two cities as end-users for the purpose of conducting needs analysis and product testing. This must be demonstrated through letters of intent that specify their involvement, availability, and activities.

For **Topic 2**, the consortium must consist of no more than four (4) partners.

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.

Temporary eligibility requirements for Hungarian universities:

Following the Council's Decision on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary that entered into force on 15 December 2022, special participation and funding restrictions may affect Hungarian public interest trusts and their linked Universities participating in any EIT UM Calls.

For further information and the list of affected entities, please refer to Annex I of the *Eligibility of Expenditure*.

2.4.2 Membership

Participating in one of EIT Urban Mobility projects means being part of the EIT Urban Mobility community.

Implementing projects is one of the core activities of the EIT Urban Mobility Community. Beyond this project, 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.

All entities of selected proposals are asked to be part of the community and to choose one of the following membership categories when initiating their projects:

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

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

Cities are offered a special membership package:

Leading cities: with an annual fee of 10,000 EUR, they have full access to the gold membership package and the additional city-specific services.

Detailed description of all packages and related benefits, as well as the registration and conditions for membership is outlined on [our website](#).

2. 2 Call scope

2.2.1 Objectives

Topic 1

- a) To develop a **new product/service/solution** or **significantly improve an existing product/service/solution**. The solution is expected to involve cities as end users in its development, and it is anticipated to achieve full market readiness by the end of the project, reaching Technology Readiness Level 8/9.
- b) To conduct a **demonstration** of the product/service/solution in at least two cities. The consortium must demonstrate the digital tool by supporting at least two cities in designing an urban plan for a healthier city and measuring the health impacts of different public interventions and policies through economic evaluation indicators like HLY and QALY.
- c) To develop a **business model** for the tool, adapted to the specific context of cities and their needs.

The product will have the potential to inform policymaking decisions in the urban mobility space, incentivising city officials to make choices that will in turn incentivise healthier lifestyles among residents. As a result, this Call is focused on strategic objective SO1 (Create liveable urban spaces) of the [EIT Urban Mobility Strategic Agenda \(SA\) 2021-2027](#).

Topic 2

- a) To develop a **competitive hydrogen cargo bike** that should achieve full market readiness by the end of the project, reaching Technology Readiness Level 8/9.
- b) To conduct a **demonstration** of the product with a last-mile logistics operator in a real-life urban setting. The consortium should design the real-life pilot to test and measure the advantages of hydrogen cargo bikes in the daily operations of a fleet operator.

This Call is focused on strategic objectives SO3 (Deploy and scale green, safe, and inclusive mobility solutions for people and goods) and SO4 (Accelerate Market Opportunities) of the [EIT Urban Mobility Strategic Agenda \(SA\) 2021-2027](#).

2.2.2 KPIs

The objectives of both Call topics align with the two Key Performance Indicators (KPI) **EITHE02.4** and **KSN02**. Contribution to both KPIs is mandatory for a proposal to be eligible. Additional KPIs are positively evaluated, **especially a contribution to EIT core KPI EITHE04.4**.

Mandatory KPIs

KPI Code	KPI Name	Min. Target
EITHE02.4	Marketed Innovations with a sales revenue of at least 10 000 EUR	1
KSN02	Demonstrations/pilots/living labs within a project that actively involve citizens and/or local associations	1

Optional KPIs

KPI Code	KPI Name
EITHE04.4	Start-ups created of/for Innovation with financial transactions of at least 10 000 EUR
KONHE20	# Designed/Tested Innovations
KONHE03.2	# City engagements in projects
KONHE30	# Patents submitted
KSN01	# Innovation pilot scaling

For more information on the definition and detail regarding supporting evidence, please refer to the *List of KPIs*.

2.2.3 Deliverables and outputs

The consortium should focus on providing deliverables and outputs linked to product development, market launch and optionally start-up creation. The workplan should include the following mandatory outputs – **demonstration in real-life urban setting (M12)**, **the product/solution/service (M12)**, and if applicable **start-up incorporation (M6)**. The workplan should also include the following mandatory deliverables – **the business plan (M6)**, **the demonstration report (M12)**, and **the commercial agreement (M12)**. The selected proposal will also need to comply with the monitoring requirements specified in the EIT UM Project Implementation Handbook.

2.3 Project duration

This Call is open to project proposals with a duration of up to 12 months, from October 2023 to October 2024 (tentatively).

2.4 Financial aspects

2.4.1. Project budget

Both awarded project(s) will receive a total EIT UM contribution of 67% of the total project budget. Accordingly, all proposals must have a **minimum co-funding rate of 33%**. Co-funding above 33% will be positively assessed during the evaluation process.

For information on the eligibility of costs of the project budget, please refer to the document *Eligibility of expenditure*.

Topic 1

The awarded project(s) will receive a **maximum EIT funding of €200 000**

Topic 2

The awarded project(s) will receive a **maximum EIT funding of €350 000**

2.4.2 Financial Sustainability

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

Each proposal should have a credible commercialisation strategy, indicating its contribution towards achieving EIT Urban Mobility's financial sustainability.

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

- Equity shares in existing start-ups or start-ups created as a result of the project implementation (prior EIT UM assessment), or
- Revenue share, or
- Product and service fees

All proposals must:

- Specify the subject of the FSM (product, service, patent, solution etc),
- Specify the FSM type (equity, revenue share, transaction fees, services, etc.),
- Provide a named commercial lead partner, and
- Outline a provisional financial revenue forecast.

This initial proposed FSM will be revised during the project implementation and a Commercial Agreement will be signed with EIT Urban Mobility before the end of the project. All proposals must have a formal Milestone for the signature of a Commercial Agreement in their workplans. This Commercial Agreement will be monitored for a minimum of five years after the finalisation of the project. This is to enable evaluation of the impact generated by the project's outputs, including the FSM.

2.5 Reporting and monitoring

For information on your project's execution (implementation, monitoring and reporting phases), please refer to the Project Implementation Handbook.

Since this project has a duration of 12 months, the progress monitoring will include one Go/No-Go assessment at the mid-point of implementation (known as the "Mid-Term Review") and a final assessment by the end of the project.

Given that the targeted projects programme is a pilot mechanism, awardees will be monitored on a monthly basis throughout the implementation until successful closure of their project.

All project outputs, including KPIs, must be achieved within the project lifecycle. Once the implementation of the project has finished, a final performance report and cost report will have to be provided.

The innovation programme emphasises on-site visits to test labs and city demonstrations. Interviews will be conducted with project users and end beneficiaries to assess the overall value and impact. This monitoring may include videos and demonstrations defined as support for Outputs or Deliverables.

Project leaders must ensure that test site and demonstration cities plan for quality demonstrations and access to core applications and hardware in-situ. This may include provision of administrative access to test functionalities and usability of solutions, as well as priority access to physical sites and equipment. All digital solutions must have a minimum level of real/mock data to allow solution functionalities to be tested. This may include, but is not limited to, admin/user profiles, GIS maps, timetables, booking/payment systems, images, and rules base etc.

In relation to site visits, the thematic area innovation representative may be accompanied by representatives from the *Market Development* and *Impact Ventures* departments. An open invite is extended to EIT Urban Mobility Supervisory Board members to attend at least one site visit per year.

NB: In case project results (outputs, KPIs, deliverables) cannot be achieved, the consortia can request a project extension. If an extension is approved, the project may continue without any additional EIT funding until the KPIs are attained. Any extension may not exceed 3 months from the original project close date of **in October 2024 (tentatively)**.

3. Proposal submission

3.1 Proposal preparation support

Guidelines for Applicants, recorded webinars and contact details are available to guarantee the maximum support to the applicants during the proposal's preparation process.

EIT Urban Mobility has developed the *Guidelines for Applicants* with the aim to assist all potential applicants during the proposal preparation and submission processes. The *Guidelines for Applicants* provide a full set of information and instructions to prepare and submit a proposal to this Call.

To help applicants with the preparation and submission of their proposals, EIT Urban Mobility will host one information session in June 2023.

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar info session Call, both Topic 1 & 2	Explanation of Call content, financial aspects, submission and evaluation procedures.	27 June 2023 at 11:00	Zoom

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 via these channels:

Type of contact	Email
Legal, Financial, Administrative and general procedures	pmo@eiturbanmobility.eu
Innovation area	judith.schuermans@eiturbanmobility.eu

3.2 How to apply

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

- The [EU Funding & tender opportunities portal](#) to obtain a 9-digit Participant Identification Code (PIC number) and
- The [EIT Urban Mobility PLAZA tool](#).

Please carefully read the registration and submission processes outlined in the *Guidelines for Applicants*.

The following documentation must be submitted by the Project Leaders through the [PLAZA e-submission platform](#) no later than **23 August 2023 at 17:00 CET**:

- **Topic 1**
 - Application form available on the PLAZA submission portal
 - Letter(s) of support of (at least 2) city end-users
 - Optional: any other supporting document
- **Topic 2**
 - Application form available on the PLAZA submission portal
 - Optional: letter(s) of support (from demonstrating parties) and any other supporting document

Any proposals submitted after the set deadline will be ineligible.

4. Evaluation process

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

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

4.1 Eligibility and admissibility check

A proposal will be eligible if:

1. Completeness	The submitted proposal is complete, submitted on time by the applicant via the PLAZA submission tool, in English with all its mandatory sections.		
2. Proposal eligibility¹³	The consortium and the individual applicants respect the requirements defined in Section 2.1.1 (eligible countries, maximum number of partners/ topic, letters of intent for applicants submitting proposals for Topic 1) and are registered in both the EU Participant Portal (PIC number) and PLAZA (PIF).		
3. Co-funding rate	All proposals must have a minimum co-funding rate of 33%.		
4. KPIs addressed	All proposals must identify and address the mandatory KPI.		
	KPI Code	KPI Name	Target
	EITHEO2.4	Marketed innovation	1
	KSN02	Demonstrations/pilots/living labs	1

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 in EC Participant Portal and PLAZA, co-funding and KPIs, applicants will be given five calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the proposals will be sent to the next step of the evaluation process (see section 4.2 below).

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

¹³ Applicants are requested to carefully read Section 2.1.1 in order to ensure compliance with the eligibility requirements.

4.2 Evaluation of proposals

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

For this open Call, the evaluation is carried out by three External Expert Evaluators (EEEs) supported by an external Rapporteur.

The evaluation criteria and sub-criteria 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

4.2.1 Strategic Fit Evaluation

The strategic fit evaluation will focus on how well the proposal idea fits with the Call topic for which it has been submitted, as well as on the main challenges and KPIs reflected in the EIT Urban Mobility Strategic Agenda. Only proposals successfully passing the strategic fit evaluation will pass to the full proposal evaluation.

To determine whether the proposal is in line with the provisions set out in the Call and with the EIT Urban Mobility strategic objectives, the strategic fit criteria will be evaluated first and independently from the full evaluation.

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

Strategic fit evaluation criteria	Max. scoring
<ul style="list-style-type: none"> The proposal contributes to the EIT Urban Mobility Strategic Objectives, to the EU Dimension, and it reflects the Knowledge Triangle Integration 	5 points
<ul style="list-style-type: none"> The proposal addresses the portfolio gap defined in the Call-specific requirements 	5 points
<ul style="list-style-type: none"> The proposal shows potential to achieve the Call's expected outcomes and impacts 	5 points

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

- If a proposal receives a lower score than 3 points in any of the three strategic fit evaluation criteria, the proposal will not be further evaluated within the sections integrating the full proposal evaluation (Excellence, Impact and Implementation).
- If a proposal receives at least 3 points in all the strategic fit evaluation, then it will pass to the full proposal evaluation.

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

4.2.2 Full Evaluation

The full evaluation consists of assessing the excellence, impact, implementation, and overall quality of the proposals.

Three External Expert Evaluators (EEEs) will be invited to evaluate the proposals. The Rapporteur will produce one summary evaluation report (SER) per proposal assessed. The result of each SER will be sent to the Selection Committee.

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

Excellence: novelty and innovation	Max. scoring
Coherence of the intervention logic	10 points
<ul style="list-style-type: none"> • The proposal objectives are SMART (Specific, Measurable, Achievable, Realistic and Time Bound) 	5 points
<ul style="list-style-type: none"> • The aim and the objectives of the proposal are clearly related to outcomes and results. • The proposal outcomes/outputs have been specified in relation to the expected product/service/ solution. 	5 points
Innovation potential/Thought leadership and results-focus	15 points
<ul style="list-style-type: none"> • The proposal represents a step forward regarding current state-of-the-art innovation. 	5 points
<ul style="list-style-type: none"> • The proposal demonstrates its need and relevance for society, target group or market 	5 points
<ul style="list-style-type: none"> • The product/service/solution and their sub elements are defined and are realistic according to the timeframe and budget of the proposal. 	5 points

Impact: social, economic, financial, and general sustainability	Max. scoring
Ambition of the proposal and contribution to expected impact	10 points
<ul style="list-style-type: none"> • The proposal’s expected impacts are measurable at a quantitative and a qualitative level. • The impact on key outcomes of the proposal is clearly defined. 	5 points

<ul style="list-style-type: none"> • Social, economic and innovation impacts of the proposal are covered. 	
<ul style="list-style-type: none"> • The proposal provides a credible and realistic strategy for financial sustainability. 	5 points
Extent to which the proposal strengthens competitiveness and growth	10 points
<ul style="list-style-type: none"> • The proposal is addressed to specific target group/s and/or market sector/s. • The city demonstrations or living labs are evidenced 	5 points
<ul style="list-style-type: none"> • The proposal defines measures to ensure the durability and transferability of proposal outcomes. 	5 points
Effectiveness of the proposed measures to exploit and disseminate the proposal results (including IPR management), to communicate the proposal and to manage data, where relevant	10 points
<ul style="list-style-type: none"> • The proposal presents a dissemination and communication plan to specific target audiences and aligned to the challenge area (MGA Article 17). 	5 points
<ul style="list-style-type: none"> • The proposal defines clear measures for IPR management (MGA Article 16). • The proposal defines clear measures to manage commercialisation and exploitation of proposal results. 	5 points

Implementation: planning and sound financial management	Max. scoring
Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources	15 points
<ul style="list-style-type: none"> • The workplan is aligned to the achievement of proposal objectives, KPIs and expected results. • The activities are aligned to proposal outcomes/outputs and expected results. • The workplan of the proposal integrates societal inclusion actions. 	5 points
<ul style="list-style-type: none"> • The proposal properly identifies deliverables, milestones, timeline and risks and mitigation relevant for the overall project's activities. 	5 points
<ul style="list-style-type: none"> • The proposal budget is clearly outlined and justified. • The proposal budget reflects value for money. 	5 points
Appropriateness of the management structures and procedures, including quality management and risk management	10 points
<ul style="list-style-type: none"> • The proposal identifies management structures to guarantee an effective management of the proposal resources and partners. 	5 points
<ul style="list-style-type: none"> • The proposal presents a clear contingency plan. 	5 points
Relevance of the Consortium	5 points
<ul style="list-style-type: none"> • All the partners have the right skills and expertise to carry out the workplan. • The partners have differentiated, clear and specific roles. 	5 points

The total scoring of 100 points is distributed as follows:

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

If two or more proposals have the same final score, prioritisation will be based on the order of the highest scores following the order: impact, implementation, excellence. This will be specifically brought to the attention of the EIT Urban Mobility Selection Committee.

Once the full 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 full evaluation process represents 80% of the total scoring of the proposal. Only proposals ranked equal or over 60 points (threshold) in the External Evaluation will be invited to the second stage.

4.2.3 Portfolio selection

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals and the proposals that will constitute the reserve list¹⁴. The EIT Urban Mobility Selection Committee is composed of the CEO, the COO and at least 3 thematic area leads.

The Selection Committee will consider the following portfolio factors and will add up to 20 points to the final scoring obtained by each proposal in the full evaluation phase. The total weight of the portfolio selection process represents 20% of the total scoring that a proposal will receive.

¹⁴ The reserve list will remain open until December 2023.

Assessment factor	Description of the assessment	Scoring methodology (examples)	Max score
Business Intelligence	<p>Issues and concerns expressed by the External Expert Evaluators (EEEs) or by the Selection Committee members within the following aspects:</p> <ul style="list-style-type: none"> - Duplication of topic/proposal (current or old BP) - Documented track record of entities involved in terms of performance - Documented track record of entities involved in terms of financial sustainability - Relevance of the partnership at strategic level by the EIT UM - Contribution to FSM 	<p>5: no issues 4: 1-2 minor issues 3: more than 3 minor issues 2: 1 serious issue 1: 2-3 serious issues 0: more than 4 serious issues</p>	<p>10 points Total score received x 2 (max 5 points x 2)</p>
KPIs	<p>Number of additional specific and/or mandatory KPIs included in the proposal beyond the minimum KPIs and targets established by the Call Manual</p>	<p>Contribution to both KPIs EITHE02.4 and KSN02 is mandatory for a proposal to be eligible. Additional KPIs are positively evaluated, especially a contribution to EIT core KPI EITHE04.4.</p> <p>5: additional target of optional EIT Core KPI EITHE04.4 4: additional unit target of all mandatory KPIs (EITHE02.4 + KNS02) 3: additional unit target of mandatory EIT core KPI (EITHE02.4) 2: additional optional KPIs (KONHE20 and KONHE03.2) 1: 1 additional optional KIC-specific KPI (KONHE20 and KONHE03.2) 0: only mandatory KPIs</p>	<p>10 points Total score received x 2 (max 5 points x 2)</p>

If proposals have the same scoring, additional consideration will be given to these factors: co-funding, and demonstration impact:

- For co-funding, rates higher than 33% will be ranked higher.
- For demonstrations, the commitment and evidence of the city applicants and resources allocated will be considered.

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.

4.3 Communication of results to applicants

The Project Leader will receive an email notification with the evaluation results. If the proposal is pre-selected, the evaluation results will include a set of recommendations/conditions. The communication team 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 on the portfolio list will be contacted, following the ranking list.

4.4 Appeal on Evaluation Results

The Project Leader of a rejected proposal who disagrees with the decision may appeal only in the event where an SER comment is in clear contradiction with the information provided in the proposal. In this case, the Project Leader will have five calendar days after receipt of the final evaluation results to submit an appeal (see *Appeal procedure*).