



Business Plan 2023 – 2025

Permanently Open Call for  
proposals for EIT Urban Mobility  
members

Competence Hub

**Call Manual**

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona | 28 June 2023

[eiturbanmobility.eu](http://eiturbanmobility.eu)

# History of changes

Version	Publication Date	Change
1.0	28.06.2023	Initial version
2.0	01.08.2023	Section 2.2.1 (requirement for multi-participant proposals)  Sections 3.6.2 and 5.1 (co-funding rate for 2023)

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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
HE GA	Horizon Europe Grant Agreement
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TA	Thematic Area
SOC	Short Online Course
MOOC	Massive Open Online Course
F2F	Face-to-Face Courses (delivered fully online, fully on-site, or in a blended format, terminology used for EIT reporting activities)

# Glossary

<b>Project Leader</b>	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 has also the responsibility for creating and submitting a proposal. In case of mono-participant projects (single legal entity involved in the project), the mono-participant is also the Project Leader.
<b>A-courses</b>	Applied-learning Courses (delivered fully online, fully on-site, or in a blended format).
<b>Blended courses</b>	Courses delivered with a combination of on-site and online learning formats.
<b>Call for Proposals</b>	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 EIT UM Members (3) Permanently Open Calls/Permanently Open Calls for partners.
<b>Call Manual</b>	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.
<b>Deliverable</b>	Deliverables are tangible or intangible good or service 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.
<b>E-courses</b>	E-learning Course (this includes asynchronous SOCs and MOOCs).
<b>EIT KPIs</b>	Set of Key Performance Indicators (KPIs) defined by the EIT that reflects 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.
<b>Evaluation Process</b>	Process by which EIT Urban Mobility examines the quality of a proposal to decide if it should be selected to receive EIT funding.
<b>Evaluation Panel</b>	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. In the case of Calls with proposals below 60.000 EUR of EIT funding allocation, the evaluation panel is composed of at least one external expert evaluator.

<b>Evaluation results list</b>	List of proposals in order of scoring, based on the quality evaluation process results.
<b>Horizon Europe Model Grant Agreement</b>	The Horizon Europe Grant Agreement (HE GA) sets out the rights and obligations and terms and conditions applicable to the grant awarded.
<b>KIC Specific KPIs</b>	Set of indicators defined by EIT Urban Mobility that reflects the societal challenge that the KIC is trying to address.
<b>Knowledge triangle integration</b>	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.
<b>Milestone</b>	Control points to chart progress. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.
<b>Panel review</b>	The process by which the evaluation panel reviews the evaluation for all eligible submitted proposals.
<b>Ranking list</b>	List of proposals in order of scoring after the selection committee assessment.
<b>Selection Committee</b>	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 of this Call is composed of the Academy TA Leader and two other TA leaders for proposals equal to or above 60,000 euro while the selection of the proposals equal to 59,999 euro or below will be coordinated by the Academy TA leader, supported by the Academy segment leads.
<b>Summary Evaluation Report</b>	A single and final Summary Evaluation Report (SER) per proposal is produced by the Rapporteur after the consensus meetings. This document summarizes the final score, the strengths, weaknesses, risks, and potential recommendations of a proposal.
<b>Thematic Lead</b>	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

Urban mobility forms a core element to the functioning of our cities. The urban mobility sector faces several challenges but also has the potential to play a key role in making cities more sustainable and liveable. We need solutions that accelerate the transformation towards a sustainable mobility ecosystem, with a focus on securing and developing liveable urban spaces. This requires a systemic approach involving all key stakeholder groups and calls for change regarding what we do and how it is done. A key element to manage this transformation is to close the knowledge gap within the area of urban mobility. We need to make sure that the required capabilities and capacity are available to plan and handle the transformation while being relevant in a new technological, social and environmental context, a new urban mobility paradigm.

These education and training needs can be summarised as the ability to implement and leverage new technology, innovation and entrepreneurship, and system transformation and change. For all urban mobility professionals and organisations, the ever-growing need for transformation and change within the area calls us to further develop our portfolio of professional education and training offerings in the Competence Hub. We look for proposals to support us in creating a relevant and widely applied education and training courses, in line with EIT Urban Mobility's strategic ambitions and targeted impact. We look forward to receiving your applications for inclusion in our Business Plan 2023-2025.

Maria Tsavachidis

CEO

EIT Urban Mobility



# 1. Call summary

Call for Proposals Main Features <sup>1</sup>	
Key dates of the call calendar	<p><b>Call opening:</b> 28 June 2023</p> <p><b>Cut-off dates for the Year 2023:</b></p> <ul style="list-style-type: none"> <li>• <b>First cut-off date:</b> 28 July 2023 at 17:00 CET <ul style="list-style-type: none"> <li>○ Eligibility and admissibility check: End of July 2023</li> <li>○ Evaluation of Proposals: First half of September 2023</li> <li>○ Communication of result: Mid-September 2023</li> <li>○ Tentative start of the projects: End of September 2023</li> </ul> </li> <li>• <b>Second cut-off date:</b> 2 October 2023 at 17:00 CET <ul style="list-style-type: none"> <li>○ Eligibility and admissibility check: Beginning of October 2023</li> <li>○ Evaluation of Proposals: Beginning of October 2023</li> <li>○ Communication of result: End of October 2023</li> <li>○ Tentative start of the projects: Beginning of November 2023</li> </ul> </li> </ul> <p><b>Note:</b> The subsequent cut-off dates for the years 2024 and 2025 will be updated later.</p>
Total estimated EIT Funding allocated to this call	<p>The total EIT funding allocated to this call in 2023 is up to 1,320.000 EUR</p> <p><b>Note:</b> The total EIT funding allocated to this call for the years 2024 and 2025 will be updated later.</p>
Link to the submission portal	The <a href="#">PLAZA platform</a> will be available as of 3 July 2023
List of documents to be submitted	<ul style="list-style-type: none"> <li>• Application form is available on the PLAZA platform</li> </ul>
List of documents to take into consideration	<ul style="list-style-type: none"> <li>• Call Manual</li> <li>• EIT Urban Mobility Strategic Agenda 2021-2027</li> <li>• Guidelines for Applicants</li> <li>• Eligibility of expenditure</li> <li>• Appeal procedure</li> <li>• Project Implementation Handbook</li> <li>• Financial Support Agreement</li> </ul>

<sup>1</sup> Please note that this calendar is indicative. Dates might be subject to slight changes.

	<ul style="list-style-type: none"> <li>• <a href="#">Horizon Europe Model Grant Agreement</a> (specifically Articles 16 and 17)</li> <li>• EIT Label Handbook for Non-Degree Education and Training</li> </ul>
<b>Short summary of the topics to be addressed</b>	A number of specified activity areas to meet the EIT Urban Mobility Competence Hub targets, including short educational videos, e-courses covering a wide selection of innovative mobility topics, from new technologies to more social and environmental best practice, applied learning courses and programmes with significant revenue potential, and the scaling up of existing Competence Hub training initiatives to maximise impact.
<b>Evaluation criteria</b>	<p>Proposals will be evaluated based on the criteria listed below, as stated in section 5 Evaluation and selection process.</p> <p><b>Evaluation criteria:</b></p> <ul style="list-style-type: none"> <li>• Strategic fit</li> <li>• Excellence and novelty</li> <li>• Impact and social, economic, financial, and general sustainability</li> <li>• Quality and efficiency of the implementation</li> </ul>

## 2. General requirements

### 2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this Call for proposals must support EIT Urban Mobility (EIT UM)'s vision and mission and substantially contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027** (SA). By being in line with the scope of the activities, as set out in section 3, the proposals encouraged by this call will be aligned with SO2 - Close the knowledge gap.

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 organisations 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 Academy Competence Hub 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

By being in line with the scope of the activities, as set out in section 3, the proposals encouraged by this call will be aligned with SO2 - Close the knowledge gap.

## 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 links 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 is open to all EIT UM community members (as described in the following chapter 2.2.2) at the moment of the closing of the Call, as it aims at finetuning and improving existing courses and projects that were successfully completed and assessed. This analysis and decision on which courses and projects need to be improved takes place in Q1 of a given year for courses and projects implemented in the year before. Additionally, with this Call we aim to fill the portfolio gaps in terms of online and applied courses offer to deliver on the Competence Hub targets and commitments as per the Business Plan, that were not fulfilled with the Open call launched in 2022. We consider that the targeted expertise exists within the membership.

This Call is open to multi-participant proposals and mono-participant proposals.

In case of mono-participant proposals, it is considered that the pan-European dimension can be achieved through bringing in participants from different countries into the courses and exposing them to educational content that includes examples and case-studies from different European countries. The instructors/teaching staff are also expected to come from different European countries. In addition, a course in a specific city/region/country is internationalised/ replicated in a different city/region/country. As such, mono-applicants are expected to make the first few sessions in a given market, and once its quality is demonstrated, the course is to be open to other markets, involving other players/partners, if needed.

In case of multi-participant proposals, as a minimum requirement, proposals must be composed of at **least two independent legal entities**<sup>2</sup> established in EU Member States and/or Third countries associated to Horizon Europe.

The knowledge triangle integration is ensured by involving the cities and industry partners, not only in defining the educational needs, but also in designing and developing education courses together with the academia. City and industry partners may also be recipients of the education programmes.

#### **Specific cases**

Entities, members of EIT Urban Mobility, established in Switzerland can receive up to 59,999 euro EIT funding within the timeframe covered by the EIT UM Business Plan 2023-2025. For projects equal to or above 60,0000 euro, they can participate in projects at their own costs.

Entities, members of EIT Urban Mobility, established in the United Kingdom will not receive EIT funding, unless equities are offered to EIT Urban Mobility in which case they can receive up to 59,999 euro EIT funding within the timeframe covered by the EIT UM Business Plan 2023 - 2025.

In case UK partners participate in EIT Urban Mobility activities at their own costs, they may be eligible for recovery of project costs for 2023 through the UKRI.

#### **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* document published on the call webpage.

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<sup>2</sup> Two legal entities shall be regarded as independent of each other where neither is under the direct or indirect control of the other or under the same direct or indirect control as the other. Please refer to the entire definition in Article 8: [https://ec.europa.eu/research/participants/data/ref/h2020/legal\\_basis/rules\\_participation/h2020-rules-participation\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf)

### 2.2.2 Membership

Participating in a Call for KIC members means being part of the EIT Urban Mobility at the moment of the submission of the proposal.

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

To be part of the EIT Urban Mobility Community as members, the entities must belong to, or choose one of the following membership categories before the submission of their applications to the call:

**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 condition for membership is outlined on our website: <https://www.eiturbanmobility.eu/become-a-partner/>

## 3. Call specific requirements

### 3.1 Strategic Focus

The overall purpose of the Academy area is to close the knowledge gap within urban mobility, enabling the development of mobility for liveable urban spaces. This includes fostering innovation and entrepreneurship skills in a lifelong learning perspective. There is a constant need to develop new education methods, content, and business models to improve running operations. We need to have an experimental approach and test new ideas, that when shown to work, may be repeated, and scaled up. We need to build capabilities to be able to offer and produce relevant content quickly and efficiently, leveraging new learning formats and modalities that are different to what is already available. It is imperative that EIT Urban Mobility offers high quality education, reaches a large audience and market, and gains recognition with a lasting effect, through the quality and impact of its training portfolio. Furthermore, Competence Hub activities must create new, additional, long-lasting value, and leverage the value catalysed by EIT funding, for the ecosystem and all relevant stakeholders of EIT Urban Mobility and their members. For the Competence Hub, learning courses and activities need to demonstrate high potential for financial sustainability, with the potential to operate without additional funding from EIT Urban Mobility within 2 to 5 years. Competence Hub activities implemented in BP2023-2025 may have to follow a new EIT Label Certification process, thereby being aligned with the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and undertaking the necessary steps of the EIT Urban Mobility Quality System for Non-Degree Education and Training.

### 3.2 EIT Urban Mobility Academy

EIT Urban Mobility's Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the future urban mobility ecosystem. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

The webpage of EIT Urban Mobility Academy is <https://www.eiturbanmobility.eu/academy/>

### 3.3 Academy Competence Hub

The Competence Hub is the Professional Training Unit within the EIT Urban Mobility Academy. It empowers mobility professionals to convert the mobility challenges they face into opportunities for themselves, the organisations they work for, and the cities they live in.

Given the many digital and ecological transformations that the mobility sector and European cities must overcome, EIT Urban Mobility's Competence Hub focuses on the development of high-quality, innovative, and adaptable trainings for mobility professionals and organisations interested in reskilling/upskilling in order to make cities more liveable and mobility more efficient and sustainable. The webpage is: <https://www.eiturbanmobility.eu/competence-hub/>

The Competence Hub leverages EIT Urban Mobility's unique and growing network of prestigious experts (300+ top European companies, research institutions, consultancies, universities, and cities) and its own expertise in online learning to build relevant, trustworthy, and impact-oriented courses, methodologies, and communities.

In the area of mobility and urban mobility, the Competence Hub offers free learning content and affordable training experiences, within the following framework:

- For junior professionals willing to upskill: free, quick and user-friendly trainings built upon curated content, with immediate application potential.
- For senior professionals and executives willing to upskill or reskill: technical online, onsite and blended/hybrid courses and connection opportunities with leading European mobility experts and peers to learn/debate/innovate together.
- For managers willing to train their teams: customised training solutions and experiences, workshops, and best-practice masterclasses/conferences, to overcome specific mobility challenges.
- For HR managers willing to develop their organisation's talent and purpose: an advisory service to identify the most relevant mobility trainings for their employees and a comprehensive/adaptable e-course/course portfolio.

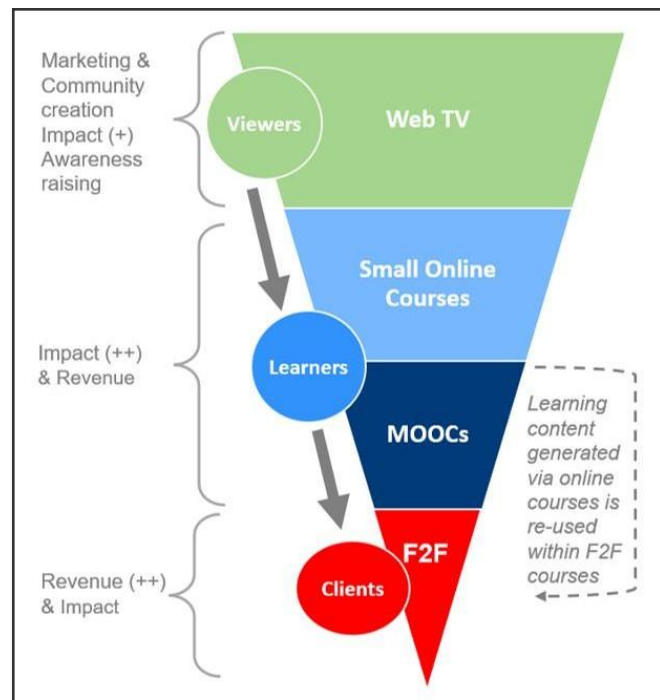
The Competence Hub aims to train 50,000 people per year and to reach a total of 500,000 people per year by 2027 through its online offers.

### 3.3.1 Our 4-level approach

The Competence Hub provides a customised and accessible way for professionals — people working for city authorities, public institutions, companies, or NGOs — to learn about the latest topics in urban mobility.

It operates using a funnel-based freemium model, with four levels and a blended approach to learning. While the first two levels offer easy access and up-to-date knowledge for a broad audience, the third and fourth levels are more tailored and deal with specific projects or topics.





This model allows for the constant probing of new topics, using the EIT Urban Mobility Academy's Urban Mobility Explained (UMX) YouTube channel (<https://www.youtube.com/@urbanmobilityexplained>) as a base to connect with a large community of urban mobility professionals and then drive them down the funnel so they become potential learners.

- **UMX/Urban Mobility Explained** (also previously known as EIT Urban Mobility Academy WebTV or WebTV): UMX is a YouTube channel offering a compilation of short videos (1 to 10 minutes) produced and diffused on a regular basis. The aim of the UMX is to connect with a high volume of urban mobility professionals from all sectors and offer them a wide selection of inspirational urban mobility videos regrouped into 13 different categories (playlists), that provide short/introductory answers to the questions they may ask themselves when facing new professional challenges.
- **E-courses:** the Competence Hub's e-courses are fully online (asynchronous training) courses that learners can take/complete whenever they wish. They fall into 2 categories:
  - **Short Online Courses (SOCs):** These short online courses (30 minutes to 5 hours to complete, over a period of few days or weeks) are developed around mobility topics that are not covered by existing training programmes and institutions. Our SOCs provide compelling introductory learning content on important urban mobility

issues, trends, tools, etc. The content is fully available for free, so that many urban professionals can benefit from these courses, discover the value that the Competence Hub can bring to them, and leverage our SOC to become more knowledgeable and competent professionals.

- **Massive Open Online Courses (MOOCs):** The Competence Hub also offers a second category of e-courses, our “MOOCs for professionals” (10 to 20 hours to fully complete, over a period of a few weeks to months). These longer and more comprehensive e-courses provide more advanced knowledge yet maintain a strong hands-on and applied focus that urban mobility professionals are looking for. The subjects/topics that are addressed are identified and produced based on the analysis of the knowledge gap within the urban mobility market (public and private sectors), the existing online learning solutions in the professional learning market that are already available, and the appetite/interests for certain specific topics expressed by our target audiences and current learner community.

The majority of our e-courses are available on the Competence Hub’s e-learning platform:

<https://urbanmobilitycourses.eu/>

We also have some e-courses available on FutureLearn as well as Coursera:

<https://urbanmobilitycourses.eu/other-e-courses/>

- **Face-to-face synchronous courses** (also known as F2F courses or Applied courses): In this fourth/final level of the funnel, the Competence Hub delivers “open” and “custom” courses (that are imparted online, on-site, or in a blended format that combines online and on-site) for urban mobility organisations and/or for specific cohorts of mobility professionals, so that they are able to overcome specific mobility challenges. These courses are primarily delivered synchronously and generate revenue. By leveraging EIT Urban Mobility’s unique community of partners (top European universities, innovation centres and consultancies) and experts, the Competence Hub probes a wide variety of course topics and formats with cities, mobility companies, and transport authorities. We then replicate/upgrade/upscale (at a national and/or European level) those courses that generate the highest levels of impact/satisfaction and that can best contribute to our strategic/impact goals and to EIT Urban Mobility’s financial sustainability.

### 3.4 Scope of Activities

#### “Urban Mobility Explained” (UMX) educational video production (CHA1)

**Scope:** Since 2020, around 150 short educational videos have been produced by the Competence Hub, through different collaboration frameworks. Between 2020 and 2022, the videos were published on EIT Urban Mobility’s YouTube channel, under the name [EIT Urban Mobility Academy WebTV](#). Since September 2022, the Competence Hub launched a dedicated YouTube channel, [Urban Mobility Explained \(UMX\)](#), to host these videos and to foster a community of urban mobility professionals eager to learn and innovate. UMX videos are short and easy-to-follow. They showcase cutting-edge practices in urban mobility throughout Europe and beyond. They are designed to highlight thought-provoking perspectives and key competencies needed for the successful delivery of urban mobility solutions and to close the urban mobility knowledge gap. Every week, a new video that has already been finalised, is released/shared on UMX. UMX videos portray the diversity of the European continent and of European cities in relation to urban mobility, innovation and sustainability: diversity of projects, ideas, nationalities, languages, professions, skills, etc. and promote a more diverse society and workforce (gender, race, accessibility, etc.). UMX videos generally focus on three types of mobility innovations: (1) technological (2) environmental (3) social.

Each UMX video focuses on one topic and aims at answering one mobility question in a few minutes. E.g., How to decarbonise road transport? How to make cities more child-friendly? How did Dunkirk make transit free? It is important that the educational dimension remains at the centre of each video, and that UMX does not promote a particular brand, product or company. In 2023, the Competence Hub will produce approximately 50 new UMX videos. Through this Call, the Competence Hub wishes to identify partners that are capable of supporting the creation of some of these new UMX videos. We are looking for partners that are capable of managing the video creation and production process, from pre-production (topic definition, scripting, shooting organisation, etc.) to production (shooting) and post-production (editing), under supervision from the Competence Hub that will provide a production framework and guidelines.

**Financial Sustainability:** Not required.

**Potential:** All the videos produced should hold strong appeal for urban mobility professionals, so they can generate over 1 000 views each. Each video should also contribute to the increase in the number of UMX subscribers/followers and to the generation of additional traffic to our e-course platform Urban Mobility Courses (UMC).

**Other:**

- UMX video proposals should avoid covering subjects and cities that are already covered by existing UMX videos or should at least cover them in a different way.

- A partner with existing experience in the production of UMX/WebTV videos may submit a proposal for the production of up to 10 videos by year end. Partners with no previous experience in producing and delivering UMX videos should limit their first proposal to the production of up to 3 videos.
- Though proposals covering the entire video production process defined above will be preferred, proposals covering part of these activities (such as pre-production and post-production while outsourcing the production component) may also be considered.

KPI Code	KPI description	Minimum Target expected
KONHE13	<p>Annual reach of impressions for EIT Urban Mobility online content</p> <p>Visitors visiting online content sites being EIT Urban Mobility branded count, irrespectively of type of content, being a site regarding innovation projects, WebTV channel, course home page, or MOOC etc</p>	Minimum 1000 views per video

## E-course (SOC and MOOC) production (CHA2)

**Scope:** Since 2020, around 40 e-courses have been produced by the Competence Hub, of which roughly 75% are SOC and 25% are MOOCs (more information in section 3.3.1.), through different collaboration frameworks. Between 2020 and 2022, these courses were either published on the Competence Hub's proprietary e-learning platform [Urban Mobility Courses \(UMC\)](#) (WordPress-based Learning Management System (LMS)) or on the leading e-learning marketplace platforms [FutureLearn](#) and [Coursera](#). Since January 2023, the Competence has decided to prioritise the development of e-courses to be hosted on UMC, though it may continue to support the development of e-courses on external platforms (through existing collaborations or where providing a clear added-value). The Competence Hub's e-courses address a variety of mobility topics/challenges and target the training needs of professionals around Europe (and the world) working in (or interested in) urban mobility. These professionals can be either from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public sector (city officials, transport authorities, civil servants, think tanks, NGOs, etc.).

Our e-courses are fully online asynchronous and self-directed. Both content and user experience components need to be well balanced, so that the e-courses are highly attractive and engaging. Each e-

course should focus on one mobility subject and aim at answering one main question, e.g. What are the challenges of urban mobility? What is a superblock? What are the main challenges faced by cities when developing active mobility? In terms of general layout (presentation pages, appearance, organisation of contents in learning modules, etc.), the e-courses currently available on [Urban Mobility Courses \(UMC\)](#) should be used as reference. The Competence Hub's e-courses are based on a freemium model: the content is accessible for free, while premium services (such as certification) are also available at a cost, for those learners willing to pay for them.

Within each e-course, the learning strategies must integrate some level of active learning, with activities that focus on the development of competencies that connect the learning with real life, exploring use cases, examples, and expert interviews from a practical and impact-oriented perspective. The Competence Hub wishes to identify partners capable of supporting the creation of our e-courses. This support may be total (from the content identification/definition to the publication, operation and commercialisation of the course). It may also be partial and focus only on course design and/or delivery (speaker identification and content definition, project management, etc.), provided that the remaining parts of the e-course production (instructional design, content digitalisation, etc.) are subcontracted to a e-learning agency approved by the Competence Hub.

**Financial Sustainability:** Not required for e-courses published on [Urban Mobility Courses \(UMC\)](#), as the commercialisation will be handled by the Competence Hub. For e-courses published on an external platform, revenues (paid freemium services) of minimum EUR 1,000 per year per course, are expected.

**Potential:** Each e-course should hold strong appeal for urban mobility professionals and hold the potential to generate over 500 registrations and over 50 course completions per year, after they are published.

**Other:** E-course proposals should avoid covering subjects that are already covered by existing Competence Hub e-courses. Conversely the development of e-courses that build upon existing Competence Hub e-courses and have the potential to generate "learning tracks" by capitalising on one another, will be preferred.

KPI Code	KPI description	Minimum Target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on</p>	50 per course (in the year after the e-course is published)

	country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	
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### Face-to-face synchronous course (or Applied Course) commercialisation and delivery (CHA3)

**Scope:** Since 2021, around 40 face-to-face/applied courses (a-courses) have been developed, commercialised and delivered through partnerships between the Competence Hub and leading universities, research centres, international associations or mobility consultancies. Further information on the a-courses currently offered is available on the “Blended learning” page of [Urban Mobility Courses \(UMC\)](#). Our a-courses have a duration of between 10 and 200 hours over a period of 2 days to 6 months. The Competence Hub aims to identify and invest in the development of new a-courses that demonstrate the capacity for impact as well as financial sustainability. We are looking for a-courses with a potential to be replicable (different cohorts/editions) over several years. Therefore, a proposal should include a clear business model, identifying the different types of costs (course design, course development, sales/marketing, etc.) as well as diverse revenue streams, outside of EIT Urban Mobility funding. A marketing/commercialisation strategy should detail how the partner(s) involved will identify, contact and commercialise the course to the relevant market (people, organisations, or sponsors) so that the revenue generation forecasts of the business model in the proposal are achieved. The commercialisation/enrolment of a course can either be “open/B2C” or “custom/B2B”, with at least 40% of the participants based in Europe. Various revenue generation models can be considered and combined (charging beneficiary organisations, charging participants, third-party funding/sponsorship, etc.).

Our a-courses portfolio should address a wide variety of sustainable urban mobility topics/challenges. Each a-course can be delivered either fully on-site, fully online, or in a blended format (partly online, partly onsite) to leverage the benefits of each format. “Blended” courses which have learners experience either asynchronous learning or synchronous learning in different sessions (on-site or online), will be preferred. Conversely, “hybrid” learning, in which the in-person attendees and the remote learners are all experiencing the same class at the same time, should be avoided. Each a-course should focus on a specific mobility need/challenge that a specific group of professionals (or stakeholders of a specific organisation) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental

sectors (city officials, transport authorities, NGOs, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, commercialisation, delivery, and explicitly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. Previous experience in delivering similar revenue-generating and self-sustainable courses will be preferred.

**Financial Sustainability:** Required. A-courses should have significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model established in the proposal). While EIT Urban Mobility covers the cost of a course, the revenue generated is allocated to EIT Urban Mobility.

**Potential:** In addition to the stated financial sustainability potential, it should be possible to run the course beyond 2025.

**Other:** The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the a-course can become financially viable without additional funding from EIT Urban mobility, over a period of 2-5 years.

KPI Code	KPI description	Minimum Target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	8 (per year)

KONHE02	<p>Participants in all Academy activities</p> <p>Here each individual participant in an education programme counts, being in the Master School, Doctoral Training Network or Competence Hub.</p>	12 (per year)
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## Replication, scaling-up, remodelling and B2B commercialisation of existing courses and trainings (CHA4)

**Scope:** Since 2020, the Competence Hub has delivered over 40 e-courses and 40 a-courses for different audiences of mobility professionals. In addition to the development of new courses to diversify/complete this portfolio, it also wishes to further leverage and develop its existing courses. The ambition of this additional development is: (1) to deliver new editions/cohorts of a-courses delivered in previous years, that have shown interesting market potential (2) to scale-up the impact of existing a-courses towards new countries and regions (3) to remodel existing a-courses and e-courses into blended courses so they are better adapted to the new EIT label framework for non-degree programme which is being pilot-tested in 2023 and will be rolled out from 2024 onwards and/ or (4) to identify additional sales and commercialisation opportunities for both existing e-courses and a-courses within the B2B market, by commercialising them to the private sector (transport/mobility/infrastructure companies, digital companies working in mobility, consultancies, insurances, etc.) and/or to the public sector (cities, regions, countries, transport authorities, public transport operators, foundations and other funding entities, etc.).

Proposals can include a wide range of activities, such as the organisation of events in the local language to raise awareness and generate leads, the translation of existing e-course and a-course material, the development of webinars complementing existing e-courses or a-courses, upgrade of the learning materials and formats of existing a-course and e-courses, and other complementary learning support activities, marketing and sales development actions, as well as any other initiative that can help achieve at least one (ideally various) of the four ambitions detailed above. Proposals must leverage one (or various) existing e-course(s) and/or a-course(s) within the Competence Hub's portfolio. Proposals should aim to identify an existing training need of a specific organisation (or group of organisations) operating in urban mobility or leverage the activities from the proposal to do so. Previous experience in similar activities, in designing/delivering blended courses, and in working within the B2B market, will be preferred.

**Financial Sustainability:** Required for the replication and scale-up of a-courses. Not required, though preferred, for the remodelling and commercialisation actions.

**Other:** If a proposal wishes to leverage a course that has been jointly developed by the Competence Hub and a Third Party which is not involved in the proposal, then this Third Party must be contacted and the permission to use the course obtained prior to submission.



KPI Code	KPI description	Minimum Target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	10 (per year)

## Cross-cutting considerations for all Competence Hub Activity topics (CHA1-CHA4)

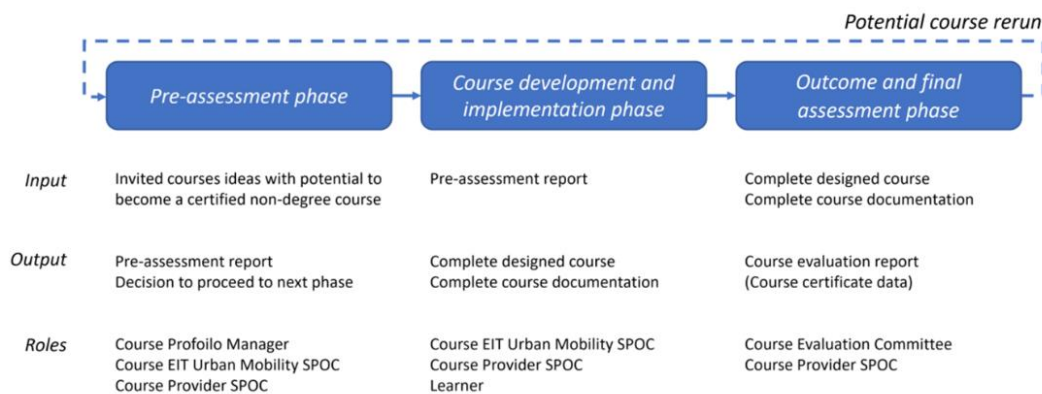
**Smart objectives:** For each proposal, the proposal objectives should be SMART (Specific, Measurable, Achievable, Realistic and Time Bound). The aim and objectives of the proposal should be clearly related to the outcomes and results and demonstrate its need and relevance for society, a specific target group and/or market.

**EIT Label Certification:** In line with the EIT Strategic Innovation Agenda 2021-2027 (SIA), starting from 2024, 75% of the funding provided by EIT for the development of the Competence Hub's education portfolio will be progressively mainstreamed to EIT-labelled courses and activities. As a direct result of this demand, EIT Urban Mobility has designed a quality control process – the EIT Urban Mobility Quality System for Non-Degree Education and Training – to assess our courses and training's alignment with the EIT Label quality criteria and the right to give out EIT Label Certificates.

Competence Hub activities implemented in BP2023-2025 may have to follow a new EIT Label Certification process, thereby being aligned with the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and undertaking the necessary steps of the EIT Urban Mobility Quality System for Non-Degree Education and Training.

The EIT Urban Mobility Quality System for Non-Degree Education and Training will be developed and tested in 2023 and become fully operational in 2024. It consists of a three-step approach, primarily based on self-assessment to be completed by the course provider. The courses that successfully complete this full quality assurance process will be eligible to display the EIT Label as part of its advertising and certification.

The three steps of the EIT Urban Mobility Quality System are represented below.



The EIT Label Handbook for Non-Degree Education and Training can be found here:

[https://eit.europa.eu/sites/default/files/eit\\_label\\_nondegree\\_handbook.pdf](https://eit.europa.eu/sites/default/files/eit_label_nondegree_handbook.pdf)

**Note:** Proposals under CHA1 and CHA2 will not be subject to alignment with the new EIT Label Certification mentioned above. For all courses delivered within CHA3 and CHA4, this will be a requirement from 2024 onwards.

### 3.5 Project duration

This Call is open to proposals with different durations according to the type of planned activities.

While short duration projects (up to 9 months) are expected for ensuring a fast achievement of results, longer term projects (up till December 2025) are also supported. In case of long-term projects, a high-level plan, including a provisional budget should be included in the Application form. A yearly review will be carried out by the Academy team to assess the performance and the feasibility of continuation. A meeting with the Project Leader and other members of the consortium (when applicable) will take place in Q4 to discuss the continuation and the decision will be made by an Academy panel, coordinated by the Head of the Competence Hub.

## 3.6 Financial aspects

### 3.6.1 EIT funding allocation

The total **maximum EIT funding** allocated to the 2023 cut-off dates of this Call is up to 1.320.000 EUR. The amounts will be allocated according to estimations outlined in the table below. When the maximum EIT funding for this Call is allocated, the subsequent cut-off dates will be cancelled, and the information updated accordingly on this Call's webpage in EIT Urban Mobility's website.

The total EIT funding allocated to this Call for the years 2024 and 2025 will be updated later.

Scope of Activities	Maximum Indicative EIT funding	Indicative number of project products to be funded	Indicative Max. EIT funding per project per year
"Urban Mobility Explained" (UMX) educational video production (CHA1)	100.000 EUR	Approximately up to 20 videos are expected to be funded	From 1.500€ to 4.000€ (depending on proposal quality, variety of tasks undertaken and number of videos, etc.)
E-Course (SOC and MOOC) production (CHA2)	200.000 EUR	Approximately 5 e-courses are expected to be funded	SOC: from 8.000€ to 18.000€ (depending on proposal quality, variety of tasks undertaken, number of speakers/modules, etc.) MOOC: from 10.000€ to 50.000€ (depending on proposal quality, variety of tasks undertaken, number of speakers/modules, etc.)
Face-to-face synchronous course (or Applied a-Courses) commercialisation: and delivery (CHA3)	620.000 EUR	Approximately 6 a-courses are expected to be funded	From 5.000€ to 200.000€ (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Scaling -up, remodelling and B2B commercialisation of existing courses and trainings: (CHA4)	Max 400.000 EUR	Approximately 10 courses and projects are expected to be funded	From 5.000€ to 50.000€ (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)

Notwithstanding the indicative amounts referred to in the table above, the exact number of projects to be funded per type of activity and funding per project will depend on the quality of the proposals received and available budget. Also, EIT Urban Mobility reserves the right to use available amounts across the different types of projects, as necessary.

### 3.6.2 Co-funding rate

#### *Co-funding required*

All proposals submitted by the cut-off dates in 2023 must have a minimum co-funding rate of 15%. Co-funding above this rate will be positively assessed during the portfolio selection. The minimum co-funding rate refers to the total project budget.

The co-funding rate for Academy activities will be gradually increased for the cut-off dates in the following years.

The expected minimum co-funding rate is as follows:

- cut-off dates in 2023 (15% co-funding), cut-off dates in 2024 (20% co-funding) and cut-off dates in 2025 (25% co-funding)

By co-funding we mean financial contributions other than EIT Urban Mobility funding allocation or partners' own resources.

### 3.6.3 Eligibility of expenditure

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.

In duly justified and exceptional cases, the costs of the projects applying in the first cut-off date, shall be eligible as of their selection date. With this Call we encourage EIT Urban Mobility members to work on the development, commercialisation and delivery of high-quality educational videos and courses for urban mobility professionals, based on continuing working models proved to work. This is to cater for a high demand among transport professionals and public officials for fast implementation of previously developed and delivered courses on innovative and key urban mobility topics. For this reason, to ensure continuity and that we address the existing demand for our educational offerings, the costs of the projects selected via this call can be eligible as of their selection date.

The applicants may start the implementation of the activity before a positive decision is taken by the EIT Urban Mobility at their own risk. EIT Urban Mobility shall not be liable for reimbursing costs for the not selected proposals or costs deemed unreasonable during the proposal assessment.

### 3.6.4 Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy.

For the Academy Competence Hub, the recommended FS mechanism is revenue sharing for its a-courses (in exceptional cases other mechanisms or other types of courses, can be considered, if relevant). During the period in which the a-course receives funding from EIT, 100% of the revenues generated by the course go to EIT Urban Mobility. If the a-course is expected to generate more revenue than the funding provided by EIT Urban Mobility, then a profit-sharing model may be defined in the proposal. If this is not the case, the default profit sharing model will be 20/80 (EIT Urban Mobility/ project member(s)). When a course or event is repeated after the duration of the project and becomes viable without EIT funding, a standard profit share agreement may be established between EIT Urban Mobility and the project member(s) as part of the proposal. If this is not the case the default profit sharing model will be 50/50 (EIT Urban Mobility/project member(s)).

Proposals for activities with FS requirements (see section 3.4), should present a commercialisation strategy, indicating its contribution towards achieving EIT Urban Mobility's financial sustainability. For this purpose, each proposal must specify the subject of the FS mechanism (course, training, methodology, etc.), outline the expected revenue forecast and specify if the expected revenue is to be generated with or without further funding.

The FS mechanism of each selected proposal will be revised and further developed during the activity implementation and a Commercial Agreement will be signed with EIT Urban Mobility before the end of the project. The Commercial Agreement will be signed with only one partner, before the end of the project. In case of projects implemented by a consortium, one of the partners must take the role of the commercial partner who will commercially exploit the project's results. The partner who will commercialise the project's results during the project and after the project ends must be identified by the consortium and named to EIT Urban Mobility by the Lead Partner.

Such Commercial Agreements will be valid and monitored during five to ten years after the finalisation of the project to follow/monitor the impact that will be generated by the project's outputs, as part of the FS mechanism. The duration depends on the scope of the activity and type of content produced.

For detailed information on financial sustainability requirements per type of activity, please check section 3.4 Scope of Activities.

## 3.5 Project implementation, monitoring and reporting

The Academy Competence Hub will continuously monitor the implementation of the projects and establish regular check-in points during the projects' timelines. For additional information on project execution (implementation, monitoring and reporting phases), please refer to the *Project Implementation Handbook* 2023 published on the Call webpage.

All Project Leaders and consortium partners will need to comply with the rules and procedures defined in the Horizon Europe MGA during the project implementation.

In particular, all project activities must comply with the provision of 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.”*

### 3.5.1 Deliverables

Given that EIT Urban Mobility is an economic activity within Pillar 3 of Horizon Europe, the primary objectives are to create sustainable wealth, jobs, and skills. As such, provision of academic deliverables akin to the Horizon Europe research and societal pillars is not an objective. Project Leaders should focus on providing deliverables and outputs linked to the educational content developed within their project.

The deliverables listed below represent the minimum requirement for each activity topic.

Deliverable	Description
CHA1: Video pre-production document	A video pre-production document will be delivered as part of CHA1, including for each video: a pitch of each topic, a list of potential and/or confirmed interviewees, the shooting locations, the interview questions, as well as (where relevant) the choice of b-rolls to illustrate the topic of the video, as well as any additional relevant information on the visual approach and the equipment that will be used to produce the video.
CHA2: E-Course documentation	For CHA2, an e-course delivery reporting package detailing all e-course contents and activities to be implemented in the e-learning platform (SCORMS, texts, evaluation elements, etc.) as well as all the raw material used to develop/deliver the e-course, so the Competence Hub is able to modify, update or move the course to other platforms. Where relevant, an e-course marketing and diffusion plan should also be delivered. Conversely, if the proposal only covers part of the activities needed to deliver a course (like the course content), then the e-course document will be adapted accordingly.
CHA3: A-Course documentation	For CHA3, an a-course delivery reporting package detailing all the key components of course design, commercialisation and delivery

	(course outline, PPTs, videos, reading materials used in the course, photos, evaluation forms, list of participants, etc.).
CHA4: Event/Course programme	For CHA4, in the case of new editions, scaling-up or remodeling of a-courses (and blended courses), an updated a-course or e-course delivery reporting package, with all the necessary additional information and data relative to the changes and additional developments that have been implemented. In the case of sales and development activities, a report detailing all the actions undertaken, and the results achieved in terms of lead generation and conversion.

## 4. General proposal preparation and submission

### 4.1 Support on proposal preparation

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

#### Guidelines for Applicants

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* is published on the Call webpage and provide 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 the below information sessions after the publication of the call. 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 the calendar of events and the link to register in the table below:

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	Launch of the Call info session: scope and challenges of the call, tips to applicants	3 July 2023 14:00 – 15:30	Zoom
	General procedures: Call calendar, evaluation and selection process, financial aspects and PLAZA submission tool		

**Note:** The Call information sessions for 2024 and 2025 will be updated later.

#### Call Contact points

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	<a href="mailto:pmo@eiturbanmobility.eu">pmo@eiturbanmobility.eu</a>
Academy area	<a href="mailto:academycall@eiturbanmobility.eu">academycall@eiturbanmobility.eu</a>

## 4.2 Proposal submission and call calendar

### 4.2.1 How to apply

Before starting a proposal, all applicants (Project Leader and consortium partners, as applicable) 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 read carefully 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 the cut-off date **at 17:00 CET**:

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

Any proposals submitted after the set deadline will be ineligible.

### 4.2.2 Call calendar

An indicative timeline is outlined in the table below. Please note that this calendar is indicative. The dates might be subject to slight changes.

Activity	Date
<i>Call opening</i>	<i>28 June 2023</i>
<b><i>First cut-off date</i></b>	<i>28 July 2023</i>
<i>Eligibility and admissibility check</i>	<i>End of July 2023</i>
<i>Evaluation of proposals</i>	<i>Beginning of September 2023</i>
<i>Communication of results to applicants</i>	<i>September 2023</i>
<i>Conditions clearing</i>	<i>September 2023</i>

<i>Compliance check of the fulfilment of conditions</i>	<i>September 2023</i>
<i>Final selection of portfolio</i>	<i>September 2023</i>
<i>Tentative start date of the projects</i>	<i>End of September 2023</i>
<b><i>Second cut-off date</i></b>	<b><i>2 October 2023</i></b>
<i>Eligibility and admissibility check</i>	<i>Within 1 week from the cut-off date</i>
<i>Evaluation of proposals</i>	<i>Within 2-3 weeks from the cut-off date</i>
<i>Communication of results to applicants</i>	<i>Within 3-4 weeks from the cut-off date</i>
<i>Conditions clearing</i>	<i>Within 4 weeks from the cut-off date</i>
<i>Compliance check of the fulfilment of conditions</i>	<i>Within 5 weeks from the cut-off date</i>
<i>Final selection of the portfolio</i>	<i>Within 5 weeks from the cut-off date</i>
<i>Tentative start date of the projects</i>	<i>Within 6 weeks from the cut-off date</i>

## 5. Evaluation and selection process

Once the applicants have submitted their proposals, 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 will be eligible if:

<b>1. Completeness</b>	The submitted proposal is completed, submitted in time by the Project Leader via the PLAZA submission tool, in English with all its mandatory sections.
<b>2. Membership of the applicants</b>	All applicants are EIT Urban Mobility members according to the definition provided at section 2.2.
<b>3. Applicants 'eligibility</b>	Entities applying to this call are registered in an EU Member State or Third country associated to Horizon Europe and are fully registered in both the EU Participant Portal (PIC number) and the PLAZA submission tool.
<b>4. Co-funding rate</b>	The expected minimum co-funding rate is as follows:

	<ul style="list-style-type: none"> <li>• cut-off dates in 2023 (15% co-funding), cut-off dates in 2024 (20% co-funding) and cut-off dates in 2025 (25% co-funding)</li> </ul>
5. KPIs addressed	All proposals must include the minimum required KPIs of the specific activity group for which the project proposal is submitted (see section 3.4.)

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 co-funding, KPI and partner registration, applicants will be awarded 5 calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the proposals will be sent to the next step of the evaluation 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. For consortium proposals, in case one single partner of the consortium is ineligible, this partner will step down. The Project Leader will be informed accordingly.

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

## 5.2 Evaluation of proposals

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

This Individual Evaluation Process will be carried out by at least one independent external expert evaluator.

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

Score	Description	
0	<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

Strategic fit	Max. scoring
<ul style="list-style-type: none"> <li>To what extent does the proposal contribute to the EIT Urban Mobility Strategic Objectives, especially the ones emphasized in Section 3.1 of the Call Manual</li> </ul>	5 points
<ul style="list-style-type: none"> <li>To what extent is the proposal aligned with the call specific requirements as indicated in Section 3.4 of the Call Manual</li> </ul>	10 points

Excellence and novelty	Max. scoring
<b>Excellence</b>	<b>20 points</b>
<ul style="list-style-type: none"> <li>To what extent does/ do the participant(s) involved in the proposal demonstrate experience and expertise in successfully developing, delivering and/or commercialising similar products or services.</li> </ul>	10 points
<ul style="list-style-type: none"> <li>To what extent does/ do the participant(s) involved in the proposal demonstrate experience and expertise in successfully delivering similar products or services, within collaboration frameworks similar to the ones provided by EIT Urban Mobility in this Call for Proposals.</li> </ul>	10 points
<b>Novelty</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>For CHA1: To what extent does the proposal cover different topics/cities to the ones already covered by existing UMX videos. Similar topics may also be covered provided the angle is different.</li> <li>For CHA2-CHA4: To what extent does the proposal either build upon/on existing courses or address new topics/subjects/regions, different to the ones already covered by the Competence Hub course portfolio.</li> </ul>	10 points

Impact: social, economic, financial, and general sustainability	Max. scoring
<b>Ambition of the proposal and contribution to expected impact</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>To what extent are the proposal's expected impacts measurable.</li> </ul>	5 points
<ul style="list-style-type: none"> <li>For CHA3 (and CHA2 if e-courses are to be hosted on a platform other than UMC): To what extent does the proposal have the potential to generate revenue, either through direct payments from the beneficiaries (individuals professionals or organisations) or through third party sponsorship/funding.</li> </ul>	5 points

<ul style="list-style-type: none"> <li>For CHA1, CHA2 (if e-courses are to be hosted on UMC) and CHA4: to what extent do the courses or activities in the proposal have the potential to reach and be relevant to a high number of urban mobility professionals.</li> </ul>	
<b>Impact and Viability</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>For CHA1: To what extent do the topics of the videos in the proposal show the potential to generate at least 1.000 views from mobility professionals.</li> <li>For CHA2–CHA4: To what extent does the proposal define measures to ensure the course(s) addressed has(have) the potential to be repeated (doing the same activity again) or scaled up (repeated without a significant additional development budget).</li> </ul>	10 points
<b>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</b>	<b>5 points</b>
<ul style="list-style-type: none"> <li>To what extent does the proposal present a dissemination and communication plan to specific target audiences and aligned to the challenge area (MGA Article 17).</li> <li>When applicable (i.e. CHA2, CHA3, CHA4, as applicable – see section 3.4 of the Call Manual), To what extent does the proposal describe a clear commercialisation and/or exploitation strategy (keeping into consideration measures for IPR management according to MGA Article 16 if necessary).</li> </ul>	5 points

<b>Implementation: planning and sound financial management</b>	<b>Max. scoring</b>
<b>Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>To what extent is the workplan aligned to the achievement of proposal objectives, KPIs and expected results.</li> <li>To what extent are the activities aligned to proposal outcomes/outputs and expected results.</li> </ul>	5 points
<ul style="list-style-type: none"> <li>The quality of the financial proposal: to what extent are the estimation of direct/indirect costs, personnel v. outsourced costs, allocation of resources, fixed/variable costs, revenue generation, revenue share, etc., outlined and justified and reflect value for money.</li> </ul>	5 points
<b>Appropriateness of the management structures and procedures, including quality management and risk management</b>	<b>5 points</b>
<ul style="list-style-type: none"> <li>To what extent does the proposal identify management structures to guarantee an effective management of the proposal resources and presents a clear contingency plan.</li> </ul>	5 points
<b>Relevance of the Applicant/Consortium</b>	<b>15 points</b>
<ul style="list-style-type: none"> <li>To what extent does/do the applicant(s) represent the right competences in accordance with the scope of the proposal and have (differentiated) and clear role(s) and responsibility(ies).</li> </ul>	5 points
<ul style="list-style-type: none"> <li>To what extent does/do the applicant(s) have previous experience of working with EIT Urban Mobility's Academy.</li> </ul>	10 points

The total scoring of 100 points is distributed as follows:

		Max score
Strategic Fit		15 points
Excellence		30 points
Impact		25 points
Implementation		30 points
Total points		100 points
Total weight	70%	

In case of same scoring of two or more proposals, prioritization will be based on the scoring following the order: excellence, implementation, impact. This will be specifically brought to the attention of the EIT Urban Mobility Selection Committee. Once the quality evaluation is finalised, all the SERs (or IERs in case one single external evaluator is involved in the assessment), are provided to the EIT Urban Mobility Selection Committee. The total weight of the Quality Evaluation process represents the 70% of the total scoring to be received by the proposal.

### 5.2.2 Portfolio selection

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals. The EIT Urban Mobility Selection Committee for this Call is composed of the Academy TA Leader and two other TA leaders for proposals equal to or above 60,000 euro while the selection of the proposals equal to 59,999 euro or below will be coordinated by the Academy TA leader, supported by the Academy segment leads. This final portfolio pre-selection will be based on the Call Report, the SERs or IERs, as applicable, and the ranking list. Only proposals ranked equal or over 60 points will be passed to the Selection Committee.

The Selection Committee will consider the portfolio factors outlined in the table below and will add max. 20 points to the final scoring obtained by each proposal in the Quality Evaluation phase. The total weight of the Portfolio Selection process represents 30% of the total scoring that a proposal will receive.

Within the Selection Committee, the following portfolio factors are considered:

Assessment factor	Description of the assessment	Scoring methodology (examples)	Max score
<b>Business Intelligence</b>	Duplication of topic/proposal (current or old BP)  Relevance of the partner(s) at strategic level by the EIT UM	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	10 points
<b>Track Record</b>	Previous performance of the applicants (project milestones, demonstrations, outputs) in past/present EIT UM projects Track record of entities involved in terms of financial sustainability	5: Excellent track record, all performance indicators were overachieved 4: Very good track record, all performance indicators were at least achieved with some overperformance 3: Good track record, all performance indicators were achieved 2: Fair track record, all performance indicators were achieved with some underperformance 1: Poor track record, all performance indicators were underachieved 0: Very poor, all performance indicators were underachieved, the entity did not submit the reporting documents.	10 points

If proposals have the same scoring, additional consideration will be given to these factors:

- Co-funding: for co-funding, rates higher than 15%.
- Geographic/topic diversity: proposals covering topics or cities/regions that have not been covered in existing/past training initiatives (or that are less covered) .

The Selection Committee can review the pre-selected proposals, make minor 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. If the proposal is pre-selected, the evaluation results may include a set of recommendations/conditions. The communication will set up a defined and non-negotiable deadline and it marks the beginning of the 30-day standstill period. 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.

## 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/ IER 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).