



Business Plan 2023 – 2025
Open Call for Proposals
EIT Urban Mobility Master School
Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes¹

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

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Abbreviations

BP	Business Plan
CfP	Call for Proposals
EEE	External Expert Evaluator
FSM	Financial Sustainability Mechanism
HE	Horizon Europe
I&E	Innovation and Entrepreneurship
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
HEI	Higher Education Institution
HE GA	Horizon Europe Grant Agreement
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
OLOs	(EIT) Overarching Learning Objectives
TA	Thematic Area

Glossary

Project Leader	<p>The Project Leader is the central contact point for EIT Urban Mobility from the proposal submission stage to the end of the project implementation.</p> <p>The Project Leader represents the project and the consortium partners (the other partners participating in the project) towards EIT Urban Mobility and also has responsibility for creating and submitting a proposal. In the case of mono-participant projects (single legal entity involved in the project), the mono-participant is also the Project Leader.</p>
Call for Proposals	<p>The Call for Proposals is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects. EIT Urban Mobility uses 3 different types of Calls following the provisions included in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Regular Open Calls (2) Calls for EIT UM Members (3) Permanently Open Calls/Permanently Open Calls for partners.</p>
Call Manual	<p>The Call Manual is the document where the terms, conditions, and criteria of any Call for Proposals are defined and stated according to the principles of transparency, equal treatment, open competition, and sound procedural management.</p>
Deliverable	<p>Deliverables are tangible or intangible goods or services produced at a given moment during the project implementation. Deliverables chart the path to reach project objectives and could be a report, a document, a software product, a course, an event or any other building block of a project. The deliverables specified need to fully demonstrate the achievements of the activity and judicious use of public funds.</p>
EIT KPIs	<p>Set of Key Performance Indicators (KPIs) defined by the EIT that reflect EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project is meeting the objectives of the EIT.</p>
EIT Label	<p>The EIT Label is a certificate of quality that is only awarded to excellent educational programmes that focus on innovation, entrepreneurship, creativity and leadership, and are based on the knowledge triangle paradigm - the integration of business, education and research.</p>
EIT Label Handbook	<p>The EIT Label Handbook presents the key principles of the EIT Label model, as provided in the EIT Label Framework. This Handbook offers guidance and hands-on working tools for the design, development and review of EIT-labelled programmes.</p>
Evaluation Process	<p>Process by which EIT Urban Mobility examines the quality of a proposal to decide if it should be selected to receive EIT funding.</p>
Evaluation Panel	<p>Group of external expert evaluators (EEEs), usually 3 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. In the case of Calls with proposals below 60.000 EUR of</p>

	EIT funding allocation, the evaluation panel is composed of at least one external expert evaluator.
Evaluation results list	List of proposals in order of scoring, based on the quality evaluation process results.
Horizon Europe Model 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 in the expected impact of the projects' results.
Master School Agreement	This Agreement concerns the structure of the EIT Urban Mobility Master School and its programmes. The programmes are implemented at the universities as a local Master programme or as a specific track within an existing local Master programme. The Agreement specifies the rights and obligations of all Parties and the terms under which students may be granted degrees from the Entry and the Exit University. The Agreement also outlines the relationship between the Master School and the procedures leading to the Business Plan of EIT Urban Mobility. The annexes are an integral and binding part of this agreement.
Milestone	Control points to chart progress. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.
Panel review	The process by which the evaluation panel reviews the evaluation for all eligible submitted proposals.
Ranking list	List of proposals in order of scoring after the Selection Committee assessment.
Selection Committee	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 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, whilst the selection of the proposals equal to 59,999 euro or below will be coordinated by the Academy TA leader.
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

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. We will now further develop our portfolio of education and training offerings for Masters students and take the EIT Urban Mobility Master School to the next level. We have identified several well-defined challenges and needs to address. We look for proposals to support us in creating new programmes and implementing new formats, 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 ²	
Key dates of the Call calendar	<p>Call opening: 6 November 2023</p> <p>Call closing: 15 January 2024 at 17:00 CET</p> <p>Eligibility and admissibility check: Beginning of January 2024</p> <p>Evaluation of proposals: February 2024</p> <p>Communication of results: March 2024</p> <p>Tentative start of the projects: Beginning of April 2024</p>
Total estimated EIT Funding allocated to this Call	The total EIT funding allocated to this Call is up to about 1,000,000 EUR
Link to the submission portal	The PLAZA platform will be available as of 6 November 2023
List of documents to be submitted	<ul style="list-style-type: none"> • Application form available on the PLAZA platform - Segment 1.7 – Academy Open Call (Master School) to be selected in TAB 0 • Supporting files, e.g. charts, graphics etc. (optional)
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual (this document) • EIT Urban Mobility Strategic Agenda 2021-2027 • Guidelines for Applicants • Eligibility of expenditure • Appeal procedure • Project Implementation Handbook • Financial Support Agreement • Horizon Europe Model Grant Agreement (especially Art. 16 and 17) • EIT Label Handbook for EIT Fellowships • EIT Label Handbook for planning, labelling and reviewing degree programmes • EIT Urban Mobility Master School Agreement (current valid version)
Short summary of the topics to be addressed	A number of specified activity areas to meet the EIT Urban Mobility Master School targets, including summer schools, new urban mobility related Master programmes that are aligned with the requirements of the EIT Label Handbook for degree programmes, and that have the potential to be

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

	<p>integrated into the EIT Urban Mobility Master School and obtain the EIT Label, new universities joining existing EIT Urban Mobility master programmes, and existing innovation and entrepreneurship (I&E) programmes at Master and Doctoral levels aligned with the EIT Label Handbook for EIT Fellowships criteria with the potential to join the EIT Urban Mobility I&E Fellowship.</p>
<p>Evaluation criteria</p>	<p>Proposals will be evaluated based on the criteria listed below, as stated in section 5 Evaluation and selection process.</p> <p>Evaluation criteria:</p> <ul style="list-style-type: none"> • Strategic fit • Excellence and novelty • Impact and social, economic, financial, and general sustainability • Quality and efficiency of the implementation

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this Call for Proposals must support EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027 (SA)**. 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 and 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 EIT Urban Mobility Master School 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 to be funded within 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 organisations from the Member States (MS) of the European Union (EU), and Horizon Europe Associated Countries³.

This Call is open to multi-participant proposals and mono-participant proposals (see Section 3.4 for specific requirements).

In case of mono-participant proposals, it is considered that the pan-European dimension is achieved through the network and truly international experience required from all our Master School programmes with compulsory mobility requirements embedded in the curriculum. Our programmes bring together students and teaching staff from the whole of Europe and beyond, attracting the best talent globally. In addition to this, universities who become partners in the Master School are required to sign the Master School Agreement, thereby becoming part of the consortium of partners jointly supporting the delivery of the EIT Urban Mobility Master School and offering the programmes. A similar agreement will be in place for the EIT Urban Mobility I&E Fellowship, which universities selected to take part will be required to join. In case of multi-participant proposals, as a minimum requirement, proposals must be composed of at **least**

³ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

two independent legal entities⁴ established in two different EU Member States and/or Third countries associated to Horizon Europe.

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. In case of budgets higher than 59,999 euro, such entities can participate in projects at their own costs.

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.

2.2.2 Membership

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

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

⁴ 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

To be part of the EIT Urban Mobility Community as members, the entities must belong to, or choose one of the following membership categories prior to 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.

EIT Urban Mobility partners in the EIT HEI Initiative⁵, who are part of a selected proposal in this Call, will be asked to pay an annual fee based on their chosen membership category.

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

⁵ The EIT's HEI Initiative: Innovation Capacity Building for Higher Education is a joint EIT Community activity coordinated by EIT Raw Materials. The initiative is a key objective for the European Institute of Innovation and Technology (EIT) as part of its new strategy, the EIT Strategic Innovation Agenda 2021–2027. The initiative aims to support higher education institutions with expertise and coaching, access to the EIT innovation ecosystem, and funding, enabling them to develop innovation action plans complementing the needs of individual higher education institutions. For more information check <https://eit-hei.eu/about/about-eit-hei-initiative/>

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 education and training portfolio.

In addition to this, the Master School must offer students quality programmes that are intersectoral, international, interdisciplinary and challenge-based, contributing in this way to support the creation of a more entrepreneurial mindset and preparedness to cope with technological changes required for the transition to a greener economy and the need for sustainable ways of mobility. Through adding new universities to existing programmes and also new programmes and formats, we expect to reach a growing number of students enrolling in and graduating from the Master School, therefore having a considerable pool of students and graduates who have acquired specific technical and analytical skills in the field of urban mobility, together with entrepreneurial and innovative expertise, supporting our startup creation targets by students and graduates in EIT labelled programmes. We envisage the Master School to reach an annual intake of 500 students by 2027.

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 and researchers, needed by the urban mobility ecosystem of the future. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

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

3.3 EIT Urban Mobility Master School

The EIT Urban Mobility Master School is run in cooperation with leading European universities, industry, and cities. Our current Master programmes provide the students with the education urgently needed by industry and cities, whilst also offering a valuable network and a truly international experience.

Our approach:

The Master School's approach is to offer excellent double degree Master programmes based on the [EIT Label Handbook for planning, labelling and reviewing degree programmes](#), that:

- Emphasise a human-centred approach to urban mobility that aims to create liveable urban places.
- Provide students with unique and sought-after portfolios of competencies to address modern urban mobility challenges.
- Nurture new professional identities that integrate different perspectives of currently siloed disciplinary practices.
- Immerse students in cutting-edge science in the different aspects of urban mobility.
- Apply an international, comparative perspective where innovation can benefit from cross-pollination.
- Tightly integrate public- and private-sector actors and practices into the implementation of the education.
- Prepare students to apply innovation and entrepreneurship skills to lead the transformation to sustainable mobility.
- Place students at the centre of their own educational activities by emphasising “learning-by-doing” and engaging them in challenge-driven education.

Programme structure and content:

The two-year double-degree Master programmes, in which students study at two of our partner universities, integrate leading technological knowledge with training and practice in innovation and entrepreneurship. Through coursework at each university, students simultaneously acquire both the essential technical skills to harness the necessary tools to address urban mobility challenges, and the critical transversal competencies required to bring innovations into practice. The programme also includes a two-week summer school between the two years, an internship at a company, city, or research institute, and a master thesis placement, again at a company, city, or research institute. The internship and thesis placement may be combined.

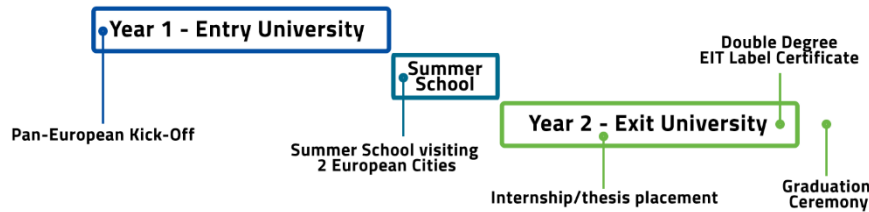


Figure 1: EIT Urban Mobility Master School two-year programme structure

Our programmes align with the key principles and requirements of the EIT Label Handbook for planning, labelling and reviewing degree programmes, therefore, upon completion of their studies, our students graduate with a double degree as well as an EIT Label Certificate, certifying the quality education in entrepreneurship and innovation in our programmes.

All new programmes that join the EIT Urban Mobility Master School must have the potential to obtain the EIT Label and therefore must be built respecting both the EIT key principles and the EIT Overarching Learning Outcomes (OLOs) specified in the EIT Label Handbook for planning, labelling and reviewing degree programmes.

Key objectives:

Over the next five years, we envisage the EIT Urban Mobility Master School developing in the following way:

- Increasing the number of universities, industry partners, and cities involved in our programmes.
- Expanding industry and city involvement in the programmes, both in course development and execution, as well as through the creation of a solid pool of companies and other non-academic organisations that commit to host students for their internship and master thesis placement.
- Diversifying the range of second-year specialisations to cover a broader range of smart mobility topics and skills.
- Exploring and encouraging the creation of synergies with other education programmes within EIT Urban Mobility, such as the Doctoral Training Network, the RIS Education portfolio or the HEI capacity building initiative, as well as the collaboration with wider entrepreneurship ecosystems, such as Start for Future (<https://startforfuture.eu/>).

- Strengthening our Master School students' exposure to other opportunities to develop their entrepreneurial competencies and skills through innovation and entrepreneurship ecosystem facilities and resources available at the Master School partners, such as innovation centres and incubators.
- Establishing widely recognised and intensive Summer Schools, across two European cities, focused on addressing critical city-based challenges.
- Expanding the geographical coverage of our students and graduates, including in RIS countries.
- Launching new programmes that obtain the EIT Label and contribute to attracting students from more diversified backgrounds and disciplines, thus directly impacting student volume.
- Increasing the pool of renowned I&E programmes that become part of the EIT Urban Mobility I&E Fellowship, generating a steady stream of fellows that engage and take part in the activities of our EIT Urban Mobility's ecosystem.
- Achieving the new and increased Master School revenue generation targets, based on new programmes being added and student volume. In the long-term, the EIT Urban Mobility Master School should be able to run by covering its own cost.

For more information on the EIT Urban Mobility Master School, please visit <https://www.eiturbanmobility.eu/academy/masterschool/>

3.4 Scope of Activities

For activities to be implemented as part of BP2023-2025, we are looking for proposals that are aligned and support the key objectives of the EIT Urban Mobility Master School over the next five years and beyond. We welcome proposals for the following types of activities:

MSA1: Summer schools

MSA2: New EIT Urban Mobility Master programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programmes)

MSA3: New universities joining the existing EIT Urban Mobility Master School programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programmes)

MSA4: I&E Master programmes that join the EIT Urban Mobility I&E Fellowship (type 2: single degree master programmes based on the EIT Label Handbook for Fellowships)

MSA5: Summer schools for Bachelor students

The number of proposals selected will depend on the evaluation and total budget available. We may need to exclude one or various activity topic(s) if there are no proposals deemed good enough or due to portfolio assessment criteria. The scope and requirements of each activity topic are listed below.

Summer schools (MSA1)

Scope: This activity topic is open to **multi-participant proposals** only. The Summer school is a combination of a challenge-based course and a study trip, focusing on entrepreneurship and business creation. Over a period of two weeks, the students visit two cities located in two different countries. The first week in one city focuses on problem analysis and the second week in another city focuses on potential solutions that should be possible to develop into a startup and be pitched to an investor jury. The two cities and the travel arrangements should consider the need to minimise air travel for participating Master students, for example by situating the locales within bus/train travel range of each other. Summer schools are targeted to our own Master School students but will also be open to any paying participants with a background or an interest in urban mobility. The Summer schools should follow the set Summer school model. Students should produce an output that can form the basis of academic examination by the Master School partner universities based on the Summer school intended learning outcomes, found in the Master School Agreement, Annex B. Each summer school should aim to accommodate up to a maximum of 45 participants, including a minimum of 15 Master School students and a minimum of 15 external participants. Summer schools must be delivered during dates that are compatible with the Master School partner universities' calendars of ordinary instruction. Hence, the exact dates of the Summer school(s) will be determined in conversation with the Master School leadership.

Financial Sustainability: Revenues to EIT Urban Mobility from paying participants: minimum EUR 8,000.

Potential: To include up to 45 students per Summer school. Possible to repeat in 2025, provided the cost decreases (due to less development costs) and the revenues increase.

Other:

-Budget should include all costs, including travel and accommodation for EIT Urban Mobility Master School students and travel between the Summer school sites.

-The participation fee for external participants will be determined in coordination with the Master School leadership.

-External paying participants are expected to cover their own travel and accommodation on top of the Summer school participation fee.

-Budget should include cost of other goods and services related to external participation, such as meals, bike rentals, etc.

Mandatory KPIs:

KPI Code	KPI description	Minimum Target expected per year
EITHE08.1	Participants in (non-degree) education and training	Minimum 15 (on top of the Master School students to be counted in KPI EITHE07.1 under

	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 finish 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.	our separate Master School activity)
KONHE01	Companies involved in EIT labelled programmes With companies we here refer to both companies and cities	Minimum 4

New EIT Urban Mobility Master programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programme (MSA2)

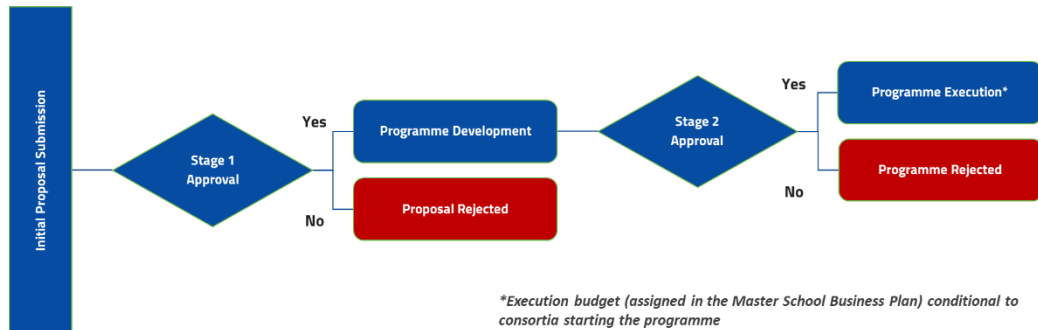
Scope: This activity topic is open to **multi-participant proposals** only. EIT Urban Mobility is looking to support new Master programmes within urban mobility integrating leading technological knowledge with training and practice in innovation and entrepreneurship. These programmes should build capacity and transversal skills of students in urban mobility and be clearly distinct from existing EIT Urban Mobility Master School programmes. See <https://www.eiturbanmobility.eu/academy/masterschool/> for details on current programmes. In 2024, we will launch a new programme on Business Engineering in Urban Mobility, for which information is not yet available in our website, with the programme’s website expected to be published by mid-November, therefore, we will be able to provide additional information on this new programme upon request.

Master programmes must be two years and 120 ECTS in length and must include study periods in two countries (entry year in one academic institution and exit year in another academic institution). The programmes must comply with the pertinent national accreditation boards so that the awarded diplomas are legally recognised across Europe. Upon graduation, students will receive a double degree, as well as an EIT Label Certificate. We will accept proposals for programmes with a major in an urban mobility related field and a minor in innovation and entrepreneurship, as well as programmes with a major in innovation and entrepreneurship and a minor in urban mobility. It is fundamental that the proposed programmes or curricula follow the elements and requirements of the EIT Label, as well as the EIT Overarching Learning Outcomes (see EIT Label Handbook for planning, labelling and reviewing degree programmes also in attachment). Thus, the programmes must focus on six key elements:

1. Knowledge Triangle Integration
2. Strong and robust innovation and entrepreneurial education
3. Integrated, innovative 'learning by doing' criteria
4. International engagement and exposure
5. Inter-sectoral and inter-organisational experience
6. Geographic inclusion

Consortia can submit proposals for new EIT Urban Mobility Master programmes based on variations of existing programmes or new programmes to be developed. All proposals should provide a clear overview of the curricula and structured activities, including a clear description of its alignment with the elements and requirements of the EIT Label, alignment with the required structure of the EIT Urban Mobility Master School and how the proposed programme differentiates from existing ones in the Master School and complements the Master School study offer.

Proposals under this activity type will follow a two-stage approval process. This means that proposals will first be approved for programme development and, second, only after the programme is developed, discussed and agreed with the Master School leadership, the approval will be granted for programme execution/implementation. In this case, execution/implementation budget based on the Master School Agreement in place will be conditional to consortia starting the programme.



Financial Sustainability: The Master School financial sustainability stems from participation fees collected from students, which are collected centrally by EIT Urban Mobility. The EIT Urban Mobility Master School has a common participation fee for all its Master programmes. Participation fees for EIT Urban Mobility Master programmes are set by the KIC and are published on the [EIT Urban Mobility Master School website](#). Partner universities agree not to charge students admitted to the EIT Urban Mobility any local tuition fee, participation fee or application fee, or any other additional cost associated with the participation in EIT Urban Mobility programmes. Partner universities can receive a participation fee reimbursement from EIT Urban Mobility for duly registered students for the time of enrolment with a maximum of two semesters. In addition to this, partner universities receive financial support for the development, implementation and local management and coordination of EIT Urban Mobility Master programmes. The financial conditions mentioned herewith are stated and regulated by Annex D to the Master School Agreement. New Master programmes approved under this Call for execution (second level approval) will have to join and adhere to the rights and obligations of the EIT Urban Mobility Master School Agreement.

Potential: To enrol a minimum of 20 students in the first programme cohort (2025) with the potential to increase this number in subsequent cohorts. The programme should have the potential to continue to run independently of EIT Urban Mobility funding after the first four cohorts.

Other:

-The first students are expected to enrol during autumn 2025. Proposals should indicate the expected number of enrolled students in the programme and provide a clear plan to expand student intake in future years, including a marketing and recruitment plan.

-As a key element of the EIT Label, the programme is expected to engage with a variety of public and private stakeholders, including large industries, SMEs, the public sector, as well as research institutes and civil society (e.g., local communities, informal collectives and interest groups).

-New EIT Urban Mobility Master School partners are required to adhere to the rights and obligations of the Master School Agreement by signing this document before they start implementing the programme.

-Proposals can request a duly justified programme development budget of up to €30,000. When the programme is approved for execution/implementation, budgets will be allocated via the EIT Urban Mobility Business Plan, in accordance with the terms and conditions of Annex D to the Master School Agreement. This includes financial support for the local management and coordination of the programme, participation fee reimbursements and innovation and entrepreneurship content and activity development. As an indication of annual budget, the average planned budget per university in 2023 was approximately €65,000, depending on the number of students enrolled.

-Consortia must have a minimum of two higher education institutions from two different countries, and this activity must be led by a higher education institution. The consortia can be composed of new and existing EIT Urban Mobility Master School partners, although new partners, especially in countries in which the Master School does not have a partner university, will be prioritised.

Mandatory KPIs (planned to achieve provided the programme starts):

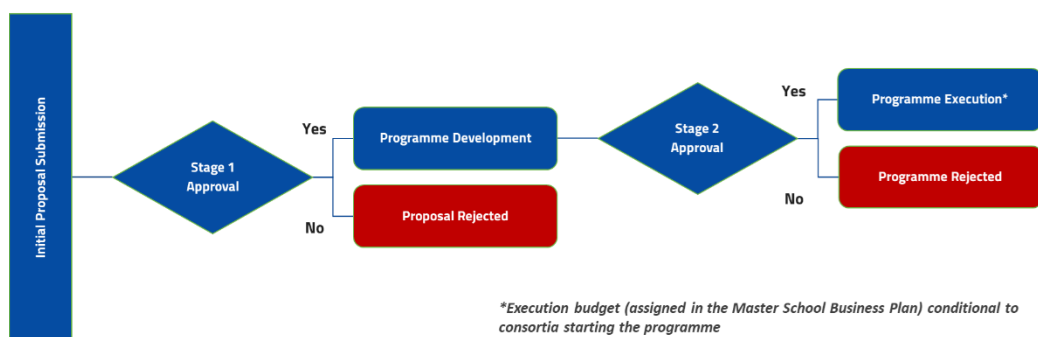
KPI Code	KPI description	Minimum Target expected in the first iteration of the programme
EITHE05.1	<p>Startups created by students and/or graduates from EIT labelled programmes</p> <p>Number of start-ups established in year N by students enrolled and graduates from EIT labelled MSc and PhD programmes or by learners / participants in other EIT labelled activities. To be eligible, a start-up should be created during an EIT labelled programme (by students, participants) or within 3 years from the graduation (by graduates) or within 1 year in case of other EIT Label activities.</p>	<p>Minimum 2 (<i>a minimum target of 2 startups created by students and/or graduates of the programme first cohort</i>)</p>
EITHE07.1	<p>Graduates from EIT labelled programmes</p> <p>Sum of graduates from EIT labelled Masters, PhD programmes and other education activities awarded EIT Label (in year N)</p>	<p>Minimum 20 (<i>a minimum target of 20 students graduating in the first cohort</i>)</p>

KONHE01	Companies involved in EIT labelled programmes With companies we here refer to both companies and cities	Minimum 5
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New universities joining the existing EIT Urban Mobility Master School programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programmes) (MSA3)

Scope: This activity topic is open to **mono-participant proposals**. Based on the existing portfolio of EIT-labelled Master Programmes in EIT Urban Mobility Master School, EIT Urban Mobility is looking to expand the number of partner universities in each programme, including in new geographies. All proposals should provide a clear and detailed overview on alignment with the programme they wish to join, clearly indicating their own programme with which they would be participating, including detailed curricula, admission requirements and awarded degree title.

Proposals under this activity type will be approved to start alignment with the existing consortium delivering the EIT Urban Mobility Master School programme, including whether they will be entry or exit university, ECTS and curricula equivalence, programme’s schedule, etc. After full alignment is agreed with the Master School leadership, the university will be approved to formally join the programme for execution/ implementation. In this case, execution/ implementation budget based on the Master School Agreement in place will be conditional to the university starting the programme.



All proposals are expected to specify which Master School programme they apply to join, as listed below.

MSc Sustainable Urban Mobility Transitions (MSA3SUMT)

“Sustainable Urban Mobility Transitions” is looking for new university partners running MSc urban mobility related programmes in English to join our EIT labelled double degree Master programme. For detailed information on the SUMT programme, see <https://www.eiturbanmobility.eu/academy/sustainable-urban-mobility-transitions/>. You are encouraged to additionally check each partner university programme website for details on the curricula and checking full alignment.

MSc Smart Mobility Data Science and Analytics (MSA3SMDSA)

“Smart Mobility Data Science & Analytics” is looking for new university partners running MSc urban mobility related programmes in English to join our EIT labelled double degree Master programme. For detailed information on the SMDSA programme, see <https://www.eiturbanmobility.eu/smart-mobility-data-science-and-analytics/>. You are encouraged to additionally check each partner university programme website for details on the curricula and checking full alignment.

MSc Business Engineering in Urban Mobility (MSA3BEUM)

“Business Engineering in Urban Mobility” is looking for new university partners running MSc urban mobility related programmes in English to join our EIT labelled double degree Master programme. The participating partner universities in the programme are TU Braunschweig (entry university), with the Technology-Oriented Management master programme and UPC (exit university), with the Urban Mobility master programme. This is a new programme to be launched in 2024 for which information is not yet available on our website, with the programme’s website expected to be published by mid-November.

Financial Sustainability: The Master School financial sustainability stems from participation fees collected from students, which are collected centrally by EIT Urban Mobility. The EIT Urban Mobility Master School has a common participation fee for all its master programmes. Participation fees for EIT Urban Mobility Master programmes are set by the KIC and are published on the [EIT Urban Mobility Master School website](#). Partner universities agree not to charge students admitted to the EIT Urban Mobility any local tuition fee, participation fee or application fee, or any other additional cost associated with the participation in EIT Urban Mobility programmes. Partner universities can receive a participation fee reimbursement from EIT Urban Mobility for duly registered students for the time of enrolment with a maximum of two semesters. In addition to this, partner universities receive financial support for the development, implementation and local management and coordination of EIT Urban Mobility Master programmes. The financial conditions mentioned herewith are stated and regulated by Annex D to the Master School Agreement. New Master programmes approved under this Call for execution (second level approval) will have to join and adhere to the rights and obligations of the EIT Urban Mobility Master School Agreement.

Potential: Universities joining existing Master School programmes should be able to start promoting the programme in autumn 2024 and enrol the first students in 2025. Each partner university should enrol a minimum of 10 students per programme cohort.

Other:

-The programmes with which universities apply to join the Master School should have admission requirements that are compatible with the programmes they wish to join. Stricter admission requirements will not be considered.

- New EIT Urban Mobility Master School partners are required to adhere to the rights and obligations of the Master School Agreement by signing this document before they start implementing the programme.

- Proposals can request a duly justified programme development budget of up to €20,000 to cover costs related to programme alignment with the existing consortium of universities delivering the existing EIT Urban Mobility Master programme and administrative costs of joining the EIT Urban Mobility Master School. Universities who then formally join the EIT Urban Mobility Master programme they apply for will be allocated budget via the EIT Urban Mobility Business Plan, in accordance with the terms and conditions of Annex D to the Master School Agreement. This includes financial support for the local management and coordination of the programme, participation fee reimbursements and innovation and entrepreneurship content and activity development. As an indication of annual budget, the average planned budget per university in 2023 was approximately €65,000, depending on the number of students enrolled.

Mandatory KPIs (to be achieved per programme cohort, per university):

KPI Code	KPI description	Minimum Target expected per programme cohort and per university
EITHE05.1	Startups created by students and/or graduates from EIT labelled programmes Number of start-ups established in year N by students enrolled and graduates from EIT labelled MSc and PhD programmes or by learners / participants in other EIT labelled activities. To be eligible, a start-up should be created during an EIT labelled programme (by students, participants) or within 3 years from the graduation (by graduates) or within 1 year in case of other EIT Label activities	Minimum 1 (<i>a minimum target of 1 startup created by students and/or graduates per programme cohort, per university</i>)
EITHE07.1	Graduates from EIT labelled programmes Sum of graduates from EIT labelled Masters, PhD	Minimum 10 (<i>a minimum target of 10 students graduating per programme cohort, per university</i>)

	programmes and other education activities awarded EIT Label (in year N)	
KONHE01	Companies involved in EIT labelled programmes With companies we here refer to both companies and cities	Minimum 2

I&E programmes, at Master level, that join the EIT Urban Mobility I&E Fellowship (type 2: single degree Master programmes based on the EIT Label Handbook for Fellowships) (MSA4)

Scope: This activity topic is open to **mono-participant proposals**. With the aim of promoting and advancing innovation and entrepreneurship, EIT Urban Mobility is looking to support existing and well-established innovation and entrepreneurship programmes, at Master level, to become part of the dynamic EIT Urban Mobility I&E Fellowship programme. This Fellowship aims to bring together diverse expertise, resources, and ideas to address pressing global challenges, enabling students who sign up to develop their entrepreneurial mindset, problem-solving and innovation skills in an international, intersectoral and interdisciplinary environment. The end goal is that students gain the knowledge and skills to become qualified employees and passionate founders to design innovative solutions and initiate business ventures that improve our business and personal lives.

The programmes must be a minimum of one year and 60 ECTS in length, result in a Master's degree, and be aligned with the elements and requirements of the EIT Label Handbook for Fellowships, including the EIT Label key principles and EIT Overarching Learning Outcomes (see in attached documents). It is not required that these programmes are urban mobility focused, as it is expected that students will gain first-hand urban mobility insights while on the EIT Urban Mobility I&E Fellowship. Nonetheless, there are certain aspects of the education that the programme needs to meet, which are:

- Diverse student base, with a balanced ratio between male and female students from different countries, including RIS.
- Learning by doing curriculum where students benefit from evidence-based insights about innovation and entrepreneurial practices to interact with their environment. This provides for individualised study plans and a safe space for experimentation where students feel comfortable and have the tools to develop and validate their business and innovative ideas.
- Ensuring that the basics of ethics (values, worldviews, societal influences) are embedded in the curriculum and that students can describe their own values, relevant for the implementation of their own innovation processes.
- Impact-driven programme that aims to provide solutions to societal challenges.
- Strong networks with academic and industry partners who support in the development and implementation of the programme's activities with the identification and provision of business

ideas and who also offer a platform for students to be exposed to and gain first-hand experience on business creation and running a company.

Programmes accepted via this Call are expected to actively promote the I&E Fellowship and encourage their students to sign up to become EIT Urban Mobility Fellows, gaining access to participation in other EIT Urban Mobility education and ecosystem activities, such as the EIT labelled Summer schools, the flagship event Tomorrow.Mobility World Congress, other urban mobility events organised or co-organised by EIT Urban Mobility, be part of the EIT Urban Mobility Alumni, apply for the Student Entrepreneur Grant Scheme, amongst other activities. Students who complete the Fellowship, will be eligible to receive an EIT Label Certificate and a completion scholarship of approximately 2k€, provided that the key elements of the EIT Label are attained, including cross-organisational and international mobility or other forms of international exposure.

Financial Sustainability: Proposals should provide the estimated income generated per student to the university.

Potential: Programmes applying to become part of the EIT Urban Mobility I&E Fellowship must have the potential to attract a minimum of ten students signing up to the Fellowship and reach a minimum of six students completing the Fellowship programme per cohort.

Other:

-Proposals can request a duly justified budget of up to 30,000€ (per year) to cover administrative costs related to the monitoring and tracking of students enrolled in the Fellowship, alignment with EIT Urban Mobility programme branding requirements, and any other related costs.

-EIT Urban Mobility Fellowship partners will be required to adhere to the rights and obligations of the EIT Urban Mobility I&E Fellowship Agreement, soon to be established.

-Higher education institutions whose programmes join the Fellowship may be entitled to receive funding to participate in train-the-trainer activities or any other activities with the purpose of enhancing the skills of the teaching staff, to be decided on a case-by-case basis.

Mandatory KPIs:

KPI Code	KPI description	Minimum Target expected per programme cohort, per university
EITHE05.1	<p>Startups created by students and/or graduates from EIT labelled programmes</p> <p>Number of start-ups established in year N by students enrolled and graduates from EIT labelled MSc and PhD programmes or by</p>	Minimum 1 (startups created per programme cohort, per university)

	learners / participants in other EIT labelled activities. To be eligible, a start-up should be created during an EIT labelled programme (by students, participants) or within 3 years from the graduation (by graduates) or within 1 year in case of other EIT Label activities	
EITHE07.1	Graduates from EIT labelled programmes Sum of graduates from EIT labelled Masters, PhD programmes and other education activities awarded EIT Label (in year N)	Minimum 6 (students per programme cohort, per university)
KONHE01	Companies involved in EIT labelled programmes With companies we here refer to both companies and cities	Minimum 4

Summer schools for Bachelor students (MSA5)

Scope: This activity topic is open to **multi-participant and mono-participant proposals**. The Summer school focuses on training in Innovation and Entrepreneurship (I&E) in the context of urban mobility. The Summer school is a combination of a challenge-based course and a study trip. It should be organised in the summer of 2024, and it should target the students who completed at least their 2nd year of Bachelor education. The desired academic background of the students is: Engineering, Information Science, Information Technology, Computer Science, Computer Engineering Statistics, Geoinformation Technology, Urban Planning, Geography, Economics, Software Engineering. The goal of the Summer school is to raise awareness of the EIT Urban Mobility Master School and provide the students with basic knowledge about entrepreneurship applied to urban mobility and incentivise them to apply for the EIT Urban Mobility Master Programme. This Summer school focuses on problem analysis and on potential solutions that should be possible to develop into a start-up.

The proposals are expected to elaborate on:

- Recruitment strategy for the Summer school ensuring that selected candidates have the right background to participate in the Summer school and show a strong motivation and interest in urban mobility and the EIT Urban Mobility Master School. This should lead to the recruitment of 30-40 students who will attend the Summer school.

-Design of the one-week summer school, including teaching methods and learning outcomes. During the Summer school, students will complete a course on innovation and entrepreneurship in the context of urban mobility and work in groups on a final project. The local industry players should be involved as well by organising site visits, providing guest lectures and/or mentoring the participants.

Financial Sustainability: Revenues to EIT Urban Mobility from participation fees or sponsorships: minimum EUR 4,000.

Potential: To include up to 40 students in the Summer school. Possible to repeat in 2025, provided the cost decreases (due to less development costs) and revenues are generated in 2024.

Other:

-The selected project takes the responsibility for the recruitment, communication and marketing activities of the Summer school to ensure the required number and quality of applicants.

-Budget should include all costs including accommodation and food for selected participants. Students are expected to cover their travel costs to the summer School location.

- Scholarships will be available for students coming from low-income countries.

Mandatory KPIs:

KPI Code	KPI description	Minimum Target expected per year
EITHE08.1	Participants in (non-degree) education and training 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	Minimum 30

KONHE01	<p>Companies involved in EIT labelled programmes</p> <p>With companies we here refer to both companies and cities</p>	Minimum 4
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Cross-cutting considerations for Master School Activity topics

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 All education degree programmes financed by EIT Urban Mobility, including the Summer schools, must fit within the EIT Label Quality Framework. It is fundamental that the proposed programmes or curricula follow the key principles of the EIT Label, as well as the EIT Overarching Learning Outcomes. For further information, please see the EIT’s information on the [EIT Label](#), and the [nd Doctoral programmes](#) and the [EIT labelling handbook for fellowship schemes](#). This is not applicable to MSA5.

Communication and branding: All EIT Urban Mobility education programmes, including the Summer schools, are expected to be branded and promoted according to the EIT Brand Book and Communication guidelines, and comply with the requirements of promoting the value of the EIT Label.

3.5 Project duration

For proposals submitted under MSA1 and MSA5, 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 the case of long-term projects, a high-level plan, including a provisional budget should be included in the Application form.

For proposals submitted under MSA2 and MSA3 and MSA4, this does not apply because if a programme is approved for execution, budgets will be allocated via the EIT Urban Mobility Business Plan, in accordance with the terms and conditions of Annex D to the Master School Agreement or the new EIT Urban Mobility I&E Fellowship Agreement to be soon established.

Multiannual funding will be conditional on positive mid-term reviews, where milestone achievements, delivery of relevant KPIs, and sufficient students being enrolled will be assessed by the Master School leadership, through a yearly review to be carried out with the Project Leader and other members of the

consortium (when applicable). This meeting will take place in Q4 to discuss the project’s continuation and a decision will be made by an Academy panel, coordinated by the Academy Director.

3.6 Financial aspects

3.6.1 EIT funding allocation

The total **maximum EIT funding** allocated to this Call is up to **1,000.000 EUR**. The amounts will be allocated according to estimations outlined in the table below.

Scope of Activities	Maximum Indicative EIT funding	Indicative number of projects to be funded	Indicative Max. EIT funding per project per year
Summer schools (MSA1)	590.000 EUR	Up to 3	150.000 EUR
New EIT Urban Mobility Master programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programmes) (MSA2)	80.000 EUR	Up to 3	30.000 EUR (if a programme is approved for execution, budgets will be allocated via the EIT Urban Mobility Business Plan, in accordance with the terms and conditions of the Master School Agreement).
New universities joining the existing EIT Urban Mobility Master School programmes (type 1: double-degree Master programmes based on the EIT Label Handbook for planning, labelling and reviewing degree programmes) (MSA3)	60.000 EUR	Up to 4	20.000 EUR (if a university is selected to join the Master School, budgets will be allocated via the EIT Urban Mobility Business Plan, in accordance with the terms and conditions of Annex D to the Master School Agreement).
I&E programmes (at master and doctoral levels) that join the EIT Urban Mobility I&E Fellowship (MSA4)	120.000 EUR	Up to 5	30.000 EUR (to cover administrative costs related to the monitoring and tracking of students enrolled in the Fellowship, alignment with EIT Urban Mobility programme branding requirements, and any other related costs).

Summer schools for Bachelor students (MSA5)	100.000 EUR	Up to 1	50.000 EUR
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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 to this Call must have a minimum co-funding rate of 20% for the whole project duration. 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 in the following years.

The expected minimum co-funding rate is as follows: 20% co-funding in 2024 and 25% co-funding in 2025.

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.

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 Master School activities, please refer to Section 3.4 for the specific financial sustainability requirements per type of activity. Proposals for activities with FS requirements, should present a clear marketing and student recruitment plan addressing how they will be able to achieve the targets and expand the student intake in future years, outlining the expected revenue forecast. Proposals should also address if they benefit from other non-EIT funding, such as national and international public funding, private sponsorship, and/or other grants.

3.7 Project implementation, monitoring and reporting

The Academy 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.”*

3.7.1 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 1 and 2 listed below represent the minimum requirement for each activity topic. Deliverable 3 represents an additional requirement for activity topics MSA1 and MSA5.

Deliverable	Description
1. For MSA1-MSA5: Curriculum and Course Outline	Detailed outline for each course in the programme, including course titles, descriptions, assessment methods, number of ECTS, schedule for when each course will be offered. ILOs for each course should be provided and aligned with the EIT OLOs.
2. For MSA1-MSA5: Student Recruitment Plan	Clear recruitment plan specifying targeted marketing actions and channels used, including timeframes and expected number of students applying and enrolling.
3. For MSA1 and MSA5 only: student recruitment plan and Summer school activity report	A document presenting the student recruitment strategy to attract highly skilled and motivated bachelor students to the Summer school. Report presenting activities implemented during the Summer school, including challenge description, teaching methods,

	stakeholder involvement, final solutions and potential leads for the EIT Urban Mobility Master School.
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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 proposal 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 provides a full set of information and instructions to prepare and submit a proposal to this Call.

Call information sessions

To help applicants with the preparation and submission of their proposals, EIT Urban Mobility will host 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	<p>Launch of the Call info session: scope and challenges of the Call, tips to applicants</p> <p>General procedures: Call calendar, evaluation and selection process, financial aspects and PLAZA submission tool</p>	<p>15 November 2023 09:30-11:00 CET</p>	<p>Webinar Registration - Zoom</p>

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	pmo@eiturbanmobility.eu
Academy area	academyCall@eiturbanmobility.eu

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 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 **15 January 2024 at 17:00 CET**:

- Application Form - **Segment 1.7 – Academy Open Call (Master School) to be selected in TAB 0**
- 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 may be subject to slight changes.

Activity	Date
<i>Call opening</i>	<i>6 November 2023</i>
Call closing	<i>15 January 2024</i>
<i>Eligibility and admissibility check</i>	<i>End of January 2024</i>
<i>Evaluation of proposals</i>	<i>February 2024</i>
<i>Communication of results to applicants</i>	<i>Beginning of March 2024</i>
<i>Conditions clearing</i>	<i>March 2024</i>

<i>Compliance check of the fulfilment of conditions</i>	<i>March 2024</i>
<i>Final selection of portfolio</i>	<i>March 2024</i>
<i>Tentative start date of the projects</i>	<i>Beginning of April 2024</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:

1. Completeness	The submitted proposal is completed, submitted on time by the Project Leader via the PLAZA submission tool, in English, with all its mandatory sections.
2. Applicants 'eligibility	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.
3. Co-funding rate	All proposals must have a minimum co-funding rate of 20%.
4. 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. To be noted that in case of consortia formed of two partners only, if one is ineligible, the entire proposal becomes ineligible (applicable to MAS1 and MSA2 proposals). 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 strategic fit, 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 three external expert evaluators in case of proposals with EIT allocation equal to or above 60K (SERs to be compiled by a Rapporteur)
- by at least one external expert evaluator in case of proposals with EIT allocation below 60K.

Each evaluation phase is comprised of 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"> • To what extent does the proposal contribute to the EIT Urban Mobility Strategic Objectives and Focus, especially the ones emphasised in Section 3.1 of the Call Manual 	5 points

<ul style="list-style-type: none"> To what extent is the proposal aligned with the Call specific requirements as indicated in Section 3.4 of the Call Manual 	10 points
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Excellence and novelty	Max. scoring
Excellence	20 points
<ul style="list-style-type: none"> The education programme proposed demonstrates a Pan-European dimension beyond the implementation of activities and in the potential impact of the expected results. 	5 points
<ul style="list-style-type: none"> The education programme proposed leverages on the multiple sides of the extended Knowledge Triangle in the curriculum development and/or programme implementation. 	5 points
<ul style="list-style-type: none"> The applicant(s) involved in the proposal demonstrate experience and expertise in successfully delivering similar programmes, within collaboration frameworks similar to the ones provided by the EIT Urban Mobility Master School. 	10 points
Novelty	10 points
<ul style="list-style-type: none"> The education programme proposed is innovative both in format and content and demonstrates a competitive advantage over existing offers in the market. 	10 points

Impact: social, economic, financial, and general sustainability	Max. scoring
Ambition of the proposal and contribution to expected impact	25 points
<ul style="list-style-type: none"> The education programme proposed identifies measures to attract students from across the EU and has the potential to reach a high number of students enrolled. 	10 points
<ul style="list-style-type: none"> The expected impacts are measurable and clearly defined. 	5 points
<ul style="list-style-type: none"> The proposal presents a clear marketing and student recruitment plan addressing how they will be able to expand the student intake in future years and contribute to the Master School financial sustainability. 	5 points
<ul style="list-style-type: none"> The proposal defines measures to ensure the durability and transferability of the expected outcomes and the education programme has the potential to be repeated and scaled. 	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	5 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). Where applicable the proposal describes a clear commercialisation and/or exploitation strategy (keeping into consideration measures for IPR management according to MGA Article 16 if necessary). 	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	10 points
<ul style="list-style-type: none"> The workplan is aligned to the achievement of proposal objectives, KPIs and expected results. The activities proposed are aligned to proposal outcomes/outputs and expected results. 	5 points
<ul style="list-style-type: none"> The quality of the financial proposal: the estimation of direct/indirect costs, personnel v. outsourced costs, allocation of resources, fixed/variable costs are outlined and justified and reflect value for money. 	5 points
Appropriateness of the management structures and procedures, including quality management and risk management	15 points
<ul style="list-style-type: none"> The proposal identifies management structures to guarantee effective management of the proposal resources and presents a clear contingency plan. 	10 points
<ul style="list-style-type: none"> 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). 	5 points

The total scoring of 100 points is distributed as follows:

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

Only proposals ranked equal or over 60 points will be passed to the Selection Committee.

In case of same scoring of two or more proposals, prioritisation will be based on the scoring following the order: excellence, impact, implementation. This will be specifically brought to the attention of 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. Once the quality evaluation is finalised, all the SERs are provided to the EIT Urban Mobility Selection Committee.

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:

- 3 members, Academy TA Lead and two other members of the Executive Management Team nominated by the CEO for proposals with EIT allocation equal to or above 60K

- 3 members, the Academy TA Lead and other two Segment Leads within Academy TA, for proposals with EIT allocation below 60K

This final portfolio pre-selection will be based on the Call Report, the SERs, and the Ranking list.

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
EIT Urban Mobility Master School Portfolio Assessment	Portfolio alignment	5: full alignment in scope and coverage 4: full alignment in scope or coverage 3: potential for full alignment in scope after development work but implementation possible within the expected date as per section 3.4. 2: alignment issues that will delay expected implementation date as per section 3.4. 1: serious alignment issues that will be difficult to overcome 0: proposal not aligned with EIT Urban Mobility Master School portfolio and objectives	10 points
Business Intelligence and Strategic Assessment	Relevance of the partner(s) at strategic level by EIT UM (track record in terms of performance in delivering similar programmes, track record in terms of student recruitment, new country involvement with the Master School)	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

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

- Co-funding: for co-funding, rates higher than 20%.

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 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 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. Should all conditions be met within the indicated timeframe, EIT Urban Mobility will initiate the onboarding/ contracting process but not earlier than 30 days from the pre-selection decision.

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 reserve list (to be valid for 1 year) 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).