Business Plan 2023–2025

Open Call for Proposals

Innovation Programme – 2025

Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	04.04.2024	Initial version
2.0	26.04.2024	▪ Change in the definition of demo hosts and supporting evidence required in Section 2.2.2. ▪ Small changes in the wording of Section 5.1 Eligibility and admissibility check ▪ Name of declarations adapted according to the provided templates. ▪ Updated description of the mandatory deliverable “final dissemination report” in Section 3.10.2.

Any updates to this Call Manual are identified in the table above. Amended versions are published on the EIT Urban Mobility call website.

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Abbreviations

B2B	Business to Business
B2G	Business to Government
CAC	Customer Acquisition Cost
CCAM	Connected, cooperative and autonomous mobility
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CLV	Customer Lifetime Value
CRL	Commercial readiness level
EIT	European Institute of Technology and Innovation
EV	Electric vehicles
FS	Financial sustainability
FSA	Financial Support Agreement
FSM	Financial sustainability mechanism
HE	Horizon Europe
ICE	Internal combustion engine
IP	Intellectual property
KIC	Knowledge and Innovation Community
KPIs	Key performance indicators
MGA	Model Grant Agreement
MRE	Market readiness evaluation
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SAM	Serviceable Addresable Market
SDG	Sustainable Development Goals
SER	Summary Evaluation Report
SME	Small and medium enterprise

SO	Strategic objectives
SOM	Serviceable Obtainable Market
TAM	Total Addresable Market
TRL	Technology readiness level
TTM	Time-to-Market

Glossary

Project Leader	The Project Leader is the main contact for EIT Urban Mobility from the time the funding is awarded until the project has been implemented. In multi-beneficiary calls, the Project Leader represents the project and the consortium partners (the other partners participating in the project) to EIT Urban Mobility. For mono-beneficiary grants, the single legal entity involved in the project also has the Project Leader role.
Call for proposals	The call for proposals is the instrument used by EIT Urban Mobility to allocate funding through projects to third parties, to support the deployment and development of the Strategic Agenda. EIT Urban Mobility deploys two types of calls in accordance with the provisions outlined in the specific rules for EIT Knowledge and Innovation Community (KIC) actions in the Horizon Europe Model Grant Agreement (HE MGA) Annex 5: Open Calls and Calls for Partners.
Call Manual	The Call Manual is the main document outlining the terms, conditions and criteria for any call for proposals launched by EIT Urban Mobility. Its contents adhere to the principles of transparency, equal treatment, open competition and sound procedural management.
Deliverable	Deliverables capture the achievement of key outputs and may take the form of analysis reports, feasibility studies, strategy documents, pilot action reports, training documentation. The deliverables need to fully demonstrate the project's achievements and the judicious use of public funds.
EIT KPIs	Set of key performance indicators (KPIs) defined by EIT that reflect its operational objectives for education, entrepreneurship and innovation. These KPIs are used to measure how effectively a KIC/project meets the objectives of EIT.
Evaluation process	Process by which EIT Urban Mobility, supported by external experts, examines the quality of a proposal to determine whether it should be selected for EIT funding.
Evaluation Panel	Group of expert evaluators (usually at least three external individuals for calls) along with a Rapporteur with proven expertise in a specific area or topic of the call for proposals. The role of this panel is to evaluate eligible proposals submitted in response to a particular call, based on a set of predefined evaluation criteria. The Evaluation Panel is assisted by a Quality Controller from EIT Urban Mobility to ensure process compliance.
Horizon Europe Model Grant Agreement	HE MGA sets out the rights, obligations, terms and conditions that are applicable to the grant awarded.
KIC Specific KPIs	Set of indicators defined by EIT Urban Mobility that reflects the societal challenge that the KIC is trying to address.

Knowledge triangle integration	EIT Urban Mobility aims to create close partnerships between European education, research and business entities (knowledge triangle). It also involves cities, either through the composition of project members or through the impact that the project is expected to have.
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.
Ranking list	List of proposals ranked according to the score awarded by the Selection Committee.
Selection Committee	The Selection Committee is responsible for selecting shortlisted proposals assessed by the Evaluation Panel, and for defining conditions for funding the selected proposals in the final EIT Urban Mobility's portfolio. The Selection Committee is usually, but not exclusively, composed of members of EIT Urban Mobility's Executive Management Team.
Summary evaluation report	The Rapporteur issues a single and final summary evaluation report (SER) for each proposal after the consensus meetings. This document provides a concise overview of the proposal's final evaluation score, its strengths, weaknesses, associated risks and any recommendations made.

Introduction

At EIT Urban Mobility, our mission is to accelerate change towards a sustainable mobility model for liveable urban spaces. In the current context of climate emergency, our objective is to support our community of innovators to develop solutions that help mitigate and adapt to climate change and, at the same time, improve the quality of life in our cities, create jobs and strengthen the European mobility sector.

To this end, the primary emphasis of our Innovation Programme for 2023-2025 is to radically advance commercially viable solutions/services/products that support this mission and these goals.

Since 2020, we have had a growing portfolio of projects to support agile and collaborative mobility projects across Europe covering key sectors and technologies, from autonomous vehicles to innovative electric vehicle (EV) charging infrastructure or shared mobility. For the 2025 call, we will continue to support innovative projects in two high-impact strategic sectors: **urban logistics** and **energy transition**. In addition, this year we are focusing on **public transport**, the backbone of mobility in cities.

We look forward to supporting mobility champions and disruptors working together with early adopter cities across these three topics. Our aim is to work hand-in-hand with our community to leverage commercialisation efforts and ensure that supported solutions are ready to scale and succeed once the project is completed.

Finally, in this call, we align with the aims and objectives of the Mission on Climate-Neutral and Smart Cities. The EU Mission challenges cities to accelerate their digital, energy and mobility transformations through urban mobility experimentation supporting the race to net zero. Moreover, we support active alignment with the European Technology Platform – ALICE in relation to the topic of urban logistics.

We look forward to broadening our partnership and our portfolio of entrepreneurial innovation projects to build socially impactful and economically viable products, services and solutions.

Maria Tsavachidis

Chief Executive Officer (CEO)

EIT Urban Mobility

1. Call summary

Call for proposal's main features	
Key dates of the call calendar[1]	• **Call opening:** 4 April 2024 • **Call closure:** 4 June 2024 at 17.00 CET • **Eligibility and admissibility check:** June 2024 • **External evaluation of proposals (first stage):** June to July 2024 • **Invitations to hearings (second stage):** July 2024 • **Hearings:** September 2024 • **Communication of results:** October 2024 • **Tentative start of the projects:** November/December 2024
Total estimated EIT funding allocated to this call	8 million EUR
Link to the submission portal	PLAZA online submission tool
List of documents to be submitted	• Application form available on the PLAZA online submission portal • Annex - Business model canvas • (If applicable) Declaration of affiliation; Declaration of existing concession/contract; letter of commitment from observer demo host. • (Recommended) Freedom to Operate study; link to 1-minute video of the proposed solution.
List of documents to take into consideration	• Call Manual • EIT Urban Mobility Strategic Agenda 2021–2027 • List of KPIs • Financial Sustainability Guidelines • Guidelines for Applicants • Eligibility of expenditure • Appeal procedure • Project Implementation Handbook • Financial Support Agreement (FSA) template • Horizon Europe Model Grant Agreement • Business Model Canvas template

[1] Please note that this calendar is indicative. Dates might be subject to slight changes.

	• Declaration of affiliation template • Declaration of mobility service provider template • Letter of commitment from observer demo host template
Short summary of the topics to be addressed	• **Urban logistics**: planning and operation of transportation and distribution of goods within urban areas, including construction, bulk delivery and waste management. • **Electrification of transport and alternative fuels**: the uptake of zero-emission and clean energy solutions that decarbonise urban transport provision. • **Public transport**: planning and operation, including improvements in customer experience, of shared transportation services (buses, trams, metro, trains, etc.) available for use by the general public.
Evaluation criteria (first stage)	For the ***strategic fit evaluation***: • contribution to EIT Urban Mobility Strategic Objectives, • alignment with the scope of the relevant topic, • potential to achieve the expected outcomes and impacts. For the ***full proposal evaluation***: • excellence: novelty and innovation, • impact: social, economic, financial and general sustainability, • quality and efficiency of the implementation.
Portfolio selection criteria (second stage)	• Quality and credibility of the project presented and responses given during the hearing, • Business intelligence, including applicant's track record and viability, • EU dimension, • portfolio fit, complementarity of the proposal and alignment with strategic priorities.

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this call must support EIT Urban Mobility's vision and mission and directly contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate **how** the proposal will not just align with, but also actively contribute to the EIT Urban Mobility Strategic Agenda 2021–2027 (SA).

2.1.1 Vision and mission

Our mission is to accelerate change towards sustainable mobility for liveable urban spaces. As the leading European innovation community for urban mobility, we facilitate collaboration between cities, industry, academia, research and innovation. We develop and deploy solutions for the mobility of people and goods. All EIT Urban Mobility's activities 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 this call for proposals are given in Section 3.

2.1.2 Strategic objectives

Five strategic objectives (SOs), as set out in the Strategic Agenda 2021–2027, steer our activities and ambitions, and will lead us to achieve our mission:

- SO1 – Create liveable urban spaces;
- SO2 – Close the knowledge gap;
- SO3 – Deploy and scale green, safe and inclusive mobility solutions for people and goods;
- SO4 – Accelerate market opportunities;
- SO5 – Promote effective policies and behavioural change.

The submitted proposals must be aligned with **SO3 – Deploy and scale green, safe and inclusive mobility solutions for people and goods** and **S04 – Accelerate market opportunities**. They must also fit the scope set out in Section 3.

2.2 Applicant eligibility and membership

EIT Urban Mobility creates ecosystems. KICs are anchored in regional and local communities via their co-location innovation hubs. EIT Urban Mobility links the knowledge triangle components of education,

research and businesses with cities. Accordingly, EIT Urban Mobility currently brings together more than 450 partners from 33 countries in the four sectors (academia, research, industry, and cities).

2.2.1 Who can apply

This call for proposals is open to all legal entities established in European Union (EU) Member States, and/or in third countries associated with Horizon Europe. These legal entities may be small and medium enterprises (SMEs), universities, research and technology organisations, cities or large businesses, among others.

All proposals must be composed of at **least three independent legal entities**[2] established in two EU Member States and/or third countries associated with Horizon Europe.

The consortium composition, including any Regional Innovation Scheme (RIS) applicant, must be in line with the following requirements, which are part of the eligibility criteria.

- **A commercial partner**: one partner of the consortia is identified as the lead commercialisation applicant and is responsible for the financial sustainability mechanism (FSM).
- **Demo hosts**: two partners, from different eligible countries, are identified as the pilot hosts where the proposed solution will be demonstrated (linked to KPI: KSN02). Demo hosts could be:
    a) a city/municipal government;
    b) an entity with direct links to a city/municipal government (e.g. a public transport company, a living lab formally linked to the city or a development agency funded directly by the city);*
    c) a private company with an existing concession, contract, licence or permit to operate a mobility service in a city. The contractual agreement must be valid until at least 31 December 2026.**

*In the case of new entities with direct links to a city/municipal government not previously validated in the Plaza online submission tool as an affiliated entity, a declaration from the affiliated entity must be uploaded together with the application (see template available).

** In the case of private companies with an existing concession, contract, licence or permit to operate a mobility service in a city, a declaration from the company must be uploaded together with the application. This declaration should indicate the duration of the concession, contract, licence or permit (see template available).

[2] Two legal entities shall be regarded as independent of each other when 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 full definition in Article 8: https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf

Importantly, one single entity cannot be both a commercial partner and a demo host in the same proposal. The commercial partner and the two demo hosts need to be independent legal entities of each other.

Important clarification

Every partner within the consortium must have an active role in the project and allocate an appropriate budget to be deemed eligible according to the consortium composition requirements. A partner can request EIT funding or allocate the entire budget as co-funding.

Entities, such as additional demo hosts, wishing to engage in the project without a designated budget, may participate as observers. However, they will not be formally recognised as project partners. As observers, they should not be listed as partners in the proposal, nor will they sign the contract or bear any reporting obligations if the project is granted. Nevertheless, to confirm their involvement, **they must submit a letter of commitment** (see available template) outlining their proposed role and activities in the proposal.

Importantly, to be eligible, a proposal must include a minimum of two demo hosts who are formal partners and have an appropriate budget. Additional demo hosts without a budget can participate as observers.

Special cases

Entities established in Switzerland are eligible to participate but at their own cost. These entities will not receive EIT funding.

Temporary eligibility requirements for Hungarian universities

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

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

This call for proposals follows the main rules and principles established by EIT rules and EU general principles. All call processes respect the principles of openness, transparency, equal treatment and efficacy.

2.2.2 Membership

The implementation of projects is a core activity of EIT Urban Mobility. Beyond this activity, the EIT Urban Mobility community connects members and runs networking activities to design and plan strategic actions

to drive impact and accelerate systemic change, including accelerating market adoption of innovative solutions into everyday city operations.

If an application is selected for funding, then applicants will be required to become part of the community and to choose one of the following membership categories when they launch their projects.

- **Gold members**: pay an annual fee of €30,000 and have full access to all benefit packages offered by EIT Urban Mobility.
- **Silver members**: pay an annual fee of €10,000 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 will be applied.

Cities are offered a special membership package:

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

A detailed description of all packages and related benefits, and the registration and conditions for membership is given on our website: https://www.eiturbanmobility.eu/become-a-partner/

2.3 Integration of RIS applicants

EIT Urban Mobility fosters the integration of organisations from countries with moderate or emerging innovation scores, as defined by the European Innovation Scoreboard, into the Innovation Programme. To this end, project consortia are encouraged to apply with organisations or countries that fall under the Regional Innovation Scheme, hereinafter referred to as "RIS applicants".

RIS applicants are granted the following benefits:

- RIS applicants may be eligible for a reduced co-funding rate of 25%;
- RIS applicants receive additional dedicated support from the RIS Innovation Programme (invitations to events, promotion opportunities, dedicated training, direct links with EIT Urban Mobility RIS hubs, etc.).

Any entity from an RIS country may ask to be categorised as an RIS applicant in the initial application process. Our aim is to attract new RIS partners who can connect the local ecosystem to pan-European innovation. To comply with this, the EIT Urban Mobility Innovation Programme prioritises RIS support through the following criteria:

- **new entities from underrepresented RIS countries** in the EIT Urban Mobility Innovation Portfolio: Bulgaria, Croatia, Cyprus, Lithuania, Malta, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia and Ukraine.
- **entities from underrepresented RIS countries in the EIT Urban Mobility Innovation Portfolio that have already participated and received EIT funding** from the Innovation Programme,

- new entities from the countries of Estonia, Greece, Hungary, Latvia, Portugal and Turkey that **have not yet participated and received EIT funding** from the Innovation Programme.

The RIS innovation budget will be allocated prior to the conditions clearing phase of pre-selected proposals. Proposals that have requested an RIS innovation budget will then be notified. However, the limited RIS budget does not disqualify any applicant from full participation. Any RIS applicant that cannot be funded through the limited RIS budget will still be funded through the main Innovation budget. This will be funded according to the general call conditions that are outlined, such as the 35% co-funding rate.

3. Specific requirements of the call

3.1 Strategic focus

The overall purpose of the Innovation Programme is to address existing or anticipated mobility challenges facing European cities. In this regard, we support **projects that can develop and test new solutions in real-life demonstrations and attain commercial viability by the end of the project**.

The EIT Urban Mobility Business Plan 2023–2025 currently has 30 consortia-led innovation projects in our portfolio, covering a wide range of topics, from EV charging infrastructure, to first/last mile logistics, public transport management and numerous digital solutions that enable new mobility services. The aim for this call is to **strategically select projects that complement our existing portfolio** by addressing new sectors, business models, technological advances or market demands. Factsheets on existing projects are available on our website.

For this call, the following topics are addressed:

- **urban logistics**
- **electrification of transport and alternative fuels**
- **public transport.**

We also align with the **objectives of the EU Mission on Climate-Neutral and Smart Cities.** As such, any of the **112 cities committed to net zero climate neutrality by 2030 are encouraged to apply.** Transport and mobility is one of the main sectors cities must address to reach climate neutrality. In alignment with the Cities Mission's cross-sectoral and demand-led approach, we support cities to deliver on the commitments and action plans laid out in their Climate City Contracts.

3.2 Topics

3.2.1 Urban logistics

Background and scope

Cities are large producers, distributors and consumers of material goods. The extent of these functions may vary depending on their geographical, historical or socio-economic context (port cities, manufacturing cities, financial cities or cultural hubs). Ensuring an efficient and sustainable urban logistics system, adapted to local needs, is fundamental for the correct operation of everyday services and to allow urban economies to flourish.

Current urban logistics systems and dynamics pose significant challenges for city administrations that aim to mitigate traffic congestion, pollution and public space occupation. The exponential growth in parcel

delivery is also a challenge for logistic operators, who often need to navigate complex city environments in tight delivery windows. However, urban logistics is not just about parcel delivery, it also refers to ensuring the replenishment of stocks of food and other retail goods, servicing construction sites and guaranteeing essential public services such as waste management.

EIT Urban Mobility will support innovative solutions that address the planning and management of transportation and distribution of goods within urban areas, with a focus on efficiency, sustainability and minimisation of environmental impacts. An opportunity lies in the demonstration of digital solutions, including artificial intelligence, and connected and automated solutions (CCAM) that enable new business models in the logistics sector.

For this topic, the following themes are prioritised.

- Solutions that enable efficient use of existing logistics networks through shared infrastructure, assets (including data) and/or skillsets between logistic operators and other public or private actors.
- Solutions that enable efficient use of existing logistics networks through the re-use, adaptation, retrofit and recycling of existing infrastructure, assets (including data) and/or skillsets to achieve not only commercial objectives, but also social and environmental benefits, especially in urban areas with ageing or obsolete infrastructure assets.
- Solutions that demonstrate models of operation that can withstand, adapt and recover from disruptive changes to transport and logistics systems such as severe weather events, pandemics and security threats. These may range from developing climate-resilient logistics networks, designing flood-resistant warehouses or adopting technologies that enhance real-time monitoring and response capabilities.
- Solutions that address the specific challenges of construction and bulk delivery and waste management.
- Solutions that support the deployment and operation of new or existing urban logistics hubs, understood as strategically located facilities within cities that serve as central points for planning logistics flows and for the consolidation, sorting and distribution or recollection (reverse logistics) of goods. Importantly, the proposed solutions must not contribute to logistics sprawl.
- Solutions that explicitly address standardisation along the supply chain, targeting the issue of (over)packaging, which affects the efficiency of logistics operations. For example, large or non-standardised packaging leads to inefficient use of transportation space, resulting in fewer items delivered per trip.

Please note that curbside management solutions are already widely covered in our portfolio. See, for example, projects S+LOADZ, FlexCurb and CodingtheCurbs.

Expected outcomes & impacts

EIT Urban Mobility expects scalable solutions with strong commercialisation potential. These should lead to clear improvements in urban logistics (in planning and operation) and contribute to better quality of life in cities and climate change mitigation.

Proposals should clearly describe how they plan to work closely with cities on delivering solutions that support wider city sustainability objectives.

Through this call, EIT Urban Mobility will strengthen cooperation with ALICE – Alliance for Logistics Innovation through Collaboration in Europe. The two entities will join forces to accelerate the transition to net zero transport systems in European cities.

3.2.2 Electrification of transport and alternative fuels

Background and scope

Energy is the biggest source of greenhouse emissions in the European Union. The sector is undergoing a profound transformation that entails a switch from fossil fuels to low-carbon and renewable energy sources, improving energy efficiency and creating a more sustainable energy system based on clean technologies. Transportation activities are significant energy consumers and as such they play a crucial role in the decarbonisation agenda.

In urban contexts, alternative fuelled vehicles will dramatically reduce greenhouse emissions and mitigate air and noise pollution. However, their widespread adoption also poses significant challenges in terms of EV charging infrastructure and energy demand/supply management. Second-generation biofuels and hydrogen are expected to play a part in the energy mix for longer distance and heavier transport (e.g. buses).

EIT Urban Mobility will support innovative solutions that increase the adoption of EVs and alternative fuels, while demonstrating close collaboration with key stakeholders in the energy market. The focus is on vehicle and infrastructure innovation and new business and operational models supported by digital technologies, including artificial intelligence.

For this topic, the following themes are prioritised.

- Solutions that effectively monitor the battery health of electric vehicles (mainly e-buses) in different operational contexts (high-frequency routes, load weight, climate and topography) and that can clearly demonstrate improvements in battery performance and extended lifespan.
- Solutions that enhance the maintenance, safety and security of EV charging infrastructure, especially in enclosed spaces such as car parks, depots or shopping centres.
- Solutions aimed at retrofitting existing infrastructure (energy networks) and/or existing internal combustion engine (ICE) vehicles to support electrification and the uptake of alternative fuels. These should consider implications for the urban transport supply chain, including the need to adapt skills, provide replacement parts and cater for potentially (multiple) fuel types.

- Solutions and business models that look at battery recycling and re-use schemes.
- Solutions that reduce energy consumption and minimise the carbon footprint for different transport modes (rail, bus, waterborne, bicycles, etc.), e.g. regenerative braking systems and energy storage solutions.
- Solutions that pair EV adoption with energy grid management (including local clean energy generation and storage) that can make the energy-transport infrastructure system more resilient, for example, in the presence of power outages during prolonged periods of low renewable energy generation.

Please note that solutions on mobile charging devices (see the projects EVOSS and UMC for example) are already generally covered in our portfolio.

Expected outcomes & impacts

EIT Urban Mobility expects scalable solutions (new products, components and improved functionalities) with strong commercialisation potential that support the uptake of cleaner vehicles. This will contribute to better quality of life in cities and climate change mitigation.

Proposals should clearly describe how the solution aligns with the wider sustainable urban mobility agenda, aimed at reducing dependence on private modes of transport, reducing congestion and ensuring equitable access to an improved public realm.

3.2.3 Public transport

Background and scope

Public transport stands as a cornerstone of urban mobility, offering a sustainable, efficient and equitable transportation solution that aligns with the social, economic and environmental objectives of modern cities. Nevertheless, persistent challenges such as congestion, capacity limitations, accessibility barriers, lack of investment, and integration and connectivity issues can make public transport less attractive to citizens.

EIT Urban Mobility will support innovative solutions for a safe, accessible, inclusive, affordable, smart, resilient and emission-free public transport system. Digital technologies and innovation are essential to enhance the efficiency, reliability and user experience of public transport services. However, integrating new technologies, such as smart ticketing systems, real-time passenger information or autonomous vehicles, poses implementation challenges. These include cybersecurity risks, data privacy concerns and workforce adaptation.

For this topic, the following themes are prioritised.

- Solutions that monitor passenger flows, vehicle occupancy and service performance in real-time to enable proactive demand management (e.g. dynamic scheduling and routing). By leveraging

real-time data on demand, traffic conditions and other factors, public transport networks optimise efficiency, reduce waiting times and enhance overall service reliability.

- Fintech solutions applied to public transport that can streamline payment processes, enhance user experience and improve financial management for both passengers and public transport operators.
- Solutions aimed at enhancing passenger satisfaction across diverse user groups by tailoring services, information and interactions to meet the specific needs, preferences and behaviour of individual passengers. This includes aspects such as universal accessibility, safety and security.
- Solutions to improve the operation and customer experience of transport hubs, making it easier for passengers to transfer between public transport and other transport modes (e.g. bicycles and shared mobility).
- Solutions demonstrating models of operation that can withstand, adapt and recover from disruptive changes to transport systems, e.g. severe weather events, pandemics and security threats. These may contribute to enhancing the resilience of transport infrastructure, emergency response capabilities and business continuity plans and operations.

Please note that solutions that optimise the planning and operation of e-bus fleets (IMPULSE, e-ULTIMATE) and public transit analytics (UMF and CERMONI) are already well addressed in our portfolio.

Expected outcomes & impacts

EIT Urban Mobility expects scalable solutions with strong commercialisation that lead to clear improvements in public transport planning, operation and customer experience.

Proposals should demonstrate how they intend to address a true pain point of public transport operators and/or public transport users. They should show how the solution will result in better quality of life in cities and climate change mitigation.

3.3 Supporting knowledge triangle innovation

Collaboration is the cornerstone of innovation. At EIT Urban Mobility, we facilitate collaboration between key actors across the knowledge triangle (businesses, research and education) to solve cities' most pressing mobility challenges. At the same time, our projects are very focused on the latest stages before commercialisation and require a reduced group of compatible partners who will work together on a shared goal.

To support this, proposals should aim to cover the following project roles.

- **Commercial partner:** a company (SME, startup or corporate) that takes the lead in the commercialisation of the future product or service or an entity responsible for creating a startup

that will then commercialise the solution. The commercial partner should be the owner or have the right to commercially exploit the intellectual property related to the future product or service. This partner is also responsible for the project's contribution to EIT Urban Mobility's financial sustainability (see Section 3.9.4 for further details).

- **Technology expert partner:** an entity (company, research centre, university or other) with specific technological expertise that will support the main commercial partner in developing and/or validating the solution to be commercialised. The partner should demonstrate its technological excellence and its added value to the consortia, specifically to the commercial partner.

- **Demo hosts**: beneficiaries/clients (mainly cities) of the future product or service that will be developed. The demo hosts should provide the necessary data, infrastructure access and resources to support the commercial partner in adapting the solution to local needs and testing it in a pre-defined location/use case. They should also demonstrate how the project will solve a true pain point for them and how it aligns with the overall city strategy. See further details on the eligibility of demo hosts in *Section 5.1 Eligibility and admissibility check*.

The consortium composition (see Section 2.2.1) must have at least one commercial partner identified and two demo hosts. Whilst the inclusion of a technology expert partner is not mandatory, its participation will be positively assessed during the evaluation and portfolio selection.

In addition to the three roles described above, one of the consortium partners or an additional partner may take the role as **Project Leader**. The key responsibilities of a Project Leader are: to monitor and control the project's work plan (deliverables, milestones and KPIs); to communicate in a timely way any changes/deviations from the project's workplan to EIT Urban Mobility; to arrange meetings with project partners and share relevant information with them; and to ensure that partners meet legal, financial and administrative requirements.

All consortia partners should have a justifiable core role with an appropriate budget to perform their defined activities. Performative participation in projects or inclusion of partners without justifiable intrinsic value that are not demonstrably essential to project outcomes will be questioned during the evaluation and portfolio selection.

3.4 Technology readiness level

EIT Urban Mobility supports projects that are **close-to-market**. Therefore, proposals in this call should prove that the solution to be piloted has successfully reached a minimum **technology readiness level (TRL)[3] of 6.**

[3]https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

If the solution is a product to be manufactured, this would mean a functional version of the product working in a realistic environment and the ability to draw conclusions on its technical and operational capabilities. For software solutions, the minimum TRL is a beta version of the software functionalities, already tested by selected end-users under control mode.

During the project, the proposed solutions should be demonstrated at pre-commercial scale (TRL7). They should be validated as a first-kind commercial system (TRL8) during the project demos. The project should lead to swift, full commercial deployment (TRL9).

Proposals are encouraged to include as supporting documentation a link to a **one-minute video of the solution** showing its main features and demonstrating the stated TRL level.

3.5 Intellectual property

Protecting intellectual property (IP) is a prerequisite for successful commercialisation. Given the high TRL level, projects applying to this call should already have taken important steps to protect the underlying technologies, processes, components, brands or software of the future product or service. They should also demonstrate that it is commercially "safe" to make or sell the proposed solution, without infringing on existing third-party IP rights.

Proposals should provide details of their IP including:

- **IP landscaping**: a description of the main IP asset/s, background and ownership (identification of the owner/s and whether it is single/joint/transferred ownership);
- **protection measures:** a description of how this main IP asset/s are currently protected or are planned to be protected through patents, utility models, registered designs, trademarks, copyright, database rights, confidentiality agreements and measures, or other methods;
- **alignment with the business goals and the planned commercialisation strategy**: a description of how the IP strategy adds value to the company's strategic business goals (Are they all used in the core business of the company? Can others be given the right to use them? Should some be dropped, donated or used in other ways? How can they be used to attract investors, partners and collaborators?) and supports the existing commercialisation strategy (geographical scope, markets, competitors, licensing, sublicensing, sale, transfer, collaboration/partnership, etc.).

Proposals are encouraged to include as supporting documentation an **initial freedom to operate (FTO) or similar (patentability analysis, design/trademark clearance, registrability analysis)** including the state of the art, existing similar or related technologies on the market, the list of main competitors, the list of target markets, the list of main jurisdictions, the main obstacles and/or limitation, a risk assessment with regards to infringing third parties' rights, etc. Whilst this document is not mandatory, it will be positively evaluated by the external evaluators. If it is not provided or is incomplete, EIT Urban Mobility may request an FTO as part of the conditions clearing phase for pre-selected proposals.

3.6 Gender and diversity

Diversity powers us to bring the best solutions to pressing global challenges and enables us to make innovation happen. At the same time, we are aware that to make our cities more liveable and address the needs of all community groups, we need to ensure that we have a more diverse workforce and that gender and diversity are considered when new mobility products and services are developed.

EIT Urban Mobility aims to support organisations that also value diversity and gender equality. To this end, projects applying to this call should:

- Demonstrate how gender and diversity are considered in the design/development of the project outputs (product/services, pilots and marketing material) and how these considerations interact with other identity traits (age, race, class, sexual orientation and physical ability, among others).
- Describe the measures in place to promote a mixed team with women and underrepresented groups taking an active role in project implementation, with a special focus on managerial levels.

3.7 Key performance indicators

3.7.1 Mandatory KPIs

To be eligible, all submitted proposals must address **the mandatory KPIs listed below** and indicate the expected minimum target value for each selected KPI.

KPI code	KPI description	Minimum target expected
EITHE02.4/EITHE2.5–EITRIS	Marketed innovations / EIT RIS Marketed innovation (EIT core)	1
KSN02	Demonstrations/pilots/living labs within a project that actively involve citizens and/or local associations (EIT Urban Mobility specific)	2

3.7.2 Additional KPIs

In addition to the mandatory KPIs, proposals are expected to contribute to other KPIs. This will be positively assessed during the evaluation, in particular contributions to KPI EITHE04.4/4.5–EIT RIS Startup created (see Section 5.2.2).

KPI Code	KPI description
EITHE04.4/4.5–EIT RIS	Startup created of/for innovation / EIT RIS startup created of/for innovation *(EIT core)*
EITHE01.1	Intellectual property rights
KSN01	# Innovation pilot scaling
KSN03	# Public realm improvements

Please refer to the detailed definition of these KPIs in the *List of KPIs* document published on the call webpage.

3.8 Project duration

This call is open to proposals with a duration of **up to 12 months.** The tentative start date is November 2024. All outputs and KPIs should be achieved within the project life cycle.

If additional time were required to achieve its KPIs, the Project Leader may ask EIT Urban Mobility for a no-cost extension. If the extension is approved, the project will continue to enable KPI to be attained.

3.9 Financial aspects

3.9.1 EIT funding allocation

The estimated **EIT funding** allocated to this call is €8 million, including €1 million for RIS applicants. The amounts will be allocated according to the estimations outlined in the table below.

Topics	Indicative EIT funding allocated
Urban logistics	€2.5 million
Electrification of transport and alternative fuels	€2.5 million
Public transport	€3 million
TOTAL indicative	**€8 million**

The indicative EIT funding per project is from **€250,000 to €500,000**, depending on its value for money and expected impact.

3.9.2 Co-funding rate

All proposals must have a minimum co-funding rate of 35% across the project. Partners in a consortium may have different co-funding rates as long **as the overall project co-fund meets** the required 35% minimum.

NB: this 35% overall rate may exclude RIS-eligible applicants that are granted RIS funding. These applicants have a minimum individual co-funding rate of 25% (see Section 2.3), which should be specifically outlined.

Any co-funding rate above 35% will be positively assessed during the panel hearing.

3.9.3 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.

3.9.4 Contribution to EIT Urban Mobility's financial sustainability

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

The project's contribution towards achieving EIT Urban Mobility's financial sustainability will be defined with the proposed commercial partner/s according to the following typologies.

Three types of financial sustainability mechanisms (FSM) are proposed.

Option 1: Sales pathway

Definition	A financial contribution to EIT Urban Mobility is agreed in exchange for support to scale up and grow the sales pipeline.
Description	This FSM option is aimed at SMEs/corporates interested in sales support that are not part of the EIT Urban Mobility equity portfolio. The FSM contribution includes a **fixed fee in exchange for a basic service package**, to be used during project implementation, and a **variable fee** that will apply to lead generation. Potential service upgrades can be discussed during the conditions clearing phase and/or project implementation.

	Further details of the services offered and pricing are available in the document *Financial Sustainability Guidelines.*
Assessment process	The commercial partner will undergo a **commercial readiness level (CRL) assessment.** Based on the outcomes of this assessment, a package of services will be discussed and agreed on.

Option 2: Investment pathway

Definition	The commercial partner will provide equity shares in the company to EIT Urban Mobility.
Description	This FSM option will only be available to companies (primarily startups) that are part of the EIT Urban Mobility portfolio or companies that meet EIT Urban Mobility investment thesis requirements. The FSM contribution takes the form of an **equity share/equity increase agreement** to be negotiated with EIT Urban Mobility Impact Ventures. Further details on investment thesis requirements are available in the document *Financial Sustainability Guidelines.* For companies that have EIT Urban Mobility among their shareholders, the selected FSM **must** be an equity increase agreement.
Assessment process	For companies that are part of the EIT Urban Mobility equity portfolio, an equity increase agreement will be negotiated based on the acceleration value of the project partnership and innovation support. Companies that are not part of the EIT Urban Mobility Impact Ventures portfolio will undergo and bear the cost of a **market readiness evaluation (MRE).** Based on the outcomes, an equity share agreement will be negotiated and agreed. If the results of the MRE are poor, an alternative financial contribution (other than an equity share) must be agreed.

Option 3: New company/spin-out created as a result of the project

Definition	EIT Urban Mobility will become a shareholder of the new company created during the project.
Description	This option is only available to projects that aim to create a startup that will then commercialise the product or service developed during the project. Such projects should include KPI4.4 (Startup created). The FSM option will take the form of an **equity share agreement for the newly created company**, subject to prior qualification in the market readiness evaluation (MRE).

	Further details on the MRE are available in the document *Financial Sustainability Guidelines.*
Assessment process	The application form should include a clear strategy for creating the new company with associated timelines, milestones and costs. It is advisable to include in the proposal a plan to formally bring the new company into the project consortia via a contract amendment. In Month 3 of project implementation, the commercial partner will have to submit a business plan (mandatory deliverable) and commit financially and through their own resources to participate in the **market readiness evaluation (MRE)**. Based on the MRE results, an equity option will be discussed and agreed. If the results of the MRE are poor, an alternative financial contribution (other than an equity share) must be agreed. Further details and pricing are available in the annex *Financial Sustainability Guidelines.*

For companies that have EIT Urban Mobility among their shareholders, the selected FSM **must** be equity.

Based on the chosen FSM option, the following steps are envisaged.

Phase 1: Proposal submission

The commercial partner must be clearly identified in the "partner roles and expertise section" of the application form. Each proposal must **identify a commercial partner/s with a credible commercialisation strategy**.

Phase 2: Panel hearings

If proposals proceed to the second stage evaluation (panel hearings), **commercial partners must submit their last audited financial statements,** namely the profit and loss statement, balance sheet, notes and central credit register report. This financial clearing exercise aims to prevent EIT Urban Mobility from supporting projects that have little chance of achieving a commercial and social impact. The financial clearing exercise must be completed before the panel hearings. Its results will be considered part of the portfolio selection criteria (see Section 5.3, assessment factor "Business intelligence"). Failure to submit this information will result in a negative assessment by the Selection Committee, which will affect the overall score of the proposal during the hearing.

Phase 3: Conditions clearance

Once a project is selected, it will only be awarded following the fulfilment of specific conditions outlined in the conditions clearance process. Part of this procedure involves establishing the general terms of the

commercial agreement between EIT Urban Mobility and the commercial partner, a necessary step that must be concluded before starting the project.

Phase 4: Project implementation

EIT Urban Mobility will monitor the conditions established in the commercial agreement. In the case of companies with a sales pathway FSM, the company will benefit from the basic service package during project implementation.

Dedicated support, including one-to-one meetings, to further understand the proposed FSM options, their obligations and benefits is available during the entire call process, from the proposal stage to the panel hearings. Interested entities, please contact: fsm@eiturbanmobility.eu

Please note that the details of the financial sustainability model may still be subject to minor modifications over the course of 2024.

3.9.5 Fast-track provisions

The successful execution and completion of the activities financed under the framework of the present call may unlock the possibility of receiving additional EIT Urban Mobility funding for upscaling purposes after project completion. This process is regulated by the provisions included in EIT Urban Mobility's Guidance on the fast-track mechanism (to be finalised in 2024).

Additional grant for "equity shares"

Commercial partners that choose as FSM the investment pathway may receive additional financial support up to a maximum of €500,000. The selected projects will undergo an additional evaluation that will determine whether additional support funds will be allocated. This second evaluation will be performed by an external evaluator and an EIT Urban Mobility evaluator. The final decision will be taken by a Selection Committee made up of EIT Urban Mobility experts. If the company receives a positive evaluation, an additional grant may be allocated. The types of activities that can be financed by additional financial support and the evaluation criteria are described in Annex I.

3.10 Project monitoring and reporting

3.10.1 Specific monitoring requirements

EIT Urban Mobility will manage all projects according to the general rules and procedures outlined in the EIT Urban Mobility Project Implementation Handbook. This document, available as part of this call package, may be updated in 2024, although no major changes are expected.

In addition to the general rules and procedures, the Innovation Programme emphasises remote tests during the product development stage and on-site visits during the demonstrations. Interviews may be conducted with project users and end beneficiaries to assess the overall value and impact. This monitoring may include videos and demonstrations defined as support for outputs or deliverables.

The consortia must ensure that test sites and city sites plan for quality demonstrations and full access to core applications and hardware in-situ. This may include provision of administrative access to test functionalities and usability of solutions, and priority access to physical sites and equipment. All digital solutions must have a minimum level of real/mock data to allow solution functionalities to be tested. This may include, but is not limited to, the admin/user profiles, geographic information system (GIS) maps, timetables, workflow, code booking/payment systems, images and rules base.

In relation to site visits, the Innovation Team member may be accompanied by representatives from other EIT Urban Mobility departments and/or external experts.

Finally, a formal procedure for post-funding monitoring of an innovation project will be established for a minimum five years. The aim is to follow an impact to be generated by the project's outputs (new products/services contributing to the EIT Urban Mobility Strategic Objectives).

3.10.2 Deliverables

The EIT Urban Mobility Innovation Programme follows results-based management of the portfolio, with a focus on performance and achievement of results outputs, KPIs and impact. Therefore, consortia should limit the number of deliverables included in the proposal. Deliverables should be directly linked to product development, commercial exploitation, company creation (if applicable) and expected impact.

In response to this focus, **each proposal must include the following mandatory deliverables**.

- A **technical sheet** specifying the functional and technical requirements of the solution. These should be derived from the scope and objectives of the project. Due date: Month 1.
- A **product plan** for each marketed innovation (related to KPI EITHE02.4/EITHE2.5–EITRIS) to be developed within the project. Due date: Month 3.
- If applicable, a **business plan** for each startup to be created (related to KPI EITHE04.4/4.5–EIT RIS). Due date: Month 3.
- A **demonstration report** covering all demonstrations held during the project implementation (related to KPI KSN02). Due date: Month 12.

- A **final dissemination report** including at least two best practices for the EIT Urban Mobility Marketplace and a short video showcasing the solution developed and the pilots implemented. Specific requirements for the video will be provided to awarded projects. Due date: Month 12.

4. Preparation and submission of a proposal

4.1 Support given to applicants preparing a proposal

Guidelines for applicants

EIT Urban Mobility has developed the *Guidelines for Applicants* document to assist all potential applicants during the proposal preparation and submission processes. The *Guidelines for Applicants* document 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 information sessions after the publication of the call. These online information events will focus on the call content, topics and requirements, and on general procedures, such as the submission and evaluation process, financial aspects, and monitoring and reporting activities. A series of online matchmaking opportunities to support consortia building are also foreseen.

Please find details below. To register for the webinars, please visit the following website: EIT Urban Mobility – Innovation Days – Info (b2match.io).

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	**EIT Urban Mobility Innovation Days – Innovation Call 2025 Information session** Introduction to the call, strategic focus, scope, call requirements and the evaluation process.	15 April, 10.00–11.00 CET	Zoom via B2Match
Webinar	**Innovation Day: Public transport** Interactive session on the call topic, pitches and matchmaking opportunities.	15 April, 14.30–16.00 CET	Zoom via B2Match

Webinar	**Innovation Day: Urban logistics** Interactive session on the call topic, pitches and matchmaking opportunities.	16 April, 10.00–11.30 CET	Zoom via B2Match
Webinar	**Innovation Day: Electrification and alternative fuels** Interactive session on the call topic, pitches and matchmaking opportunities.	16 April, 14.30–16.00 CET	Zoom via B2Match
Webinar	**Innovation Day: Meet the cities** The event will showcase the priorities and interests of several cities, including those that are part of the EU Mission on Climate-neutral and Smart Cities.	17 April, 10.00–11.30 CET	Zoom via B2Match
Webinar	**Innovation Day: Guidelines to applicants** Hands-on demonstration of the Plaza online submission tool. This covers registration, proposal creation, budget set up and submission.	17 April, 14.30–15.30 CET	Zoom via B2Match
Webinar	**Innovation Day: Commercialisation and financial sustainability** Information session on how proposals should address commercialisation and the project's contribution to EIT Urban Mobility's financial sustainability.	18 April, 10.00–11.00 CET	Zoom via B2Match
Webinar	**Innovation Day: Intellectual property** Information session on how proposals should address intellectual property rights and commercial exploitation of IP assets.	18 April, 14.30–15.30 CET	Zoom via B2Match

Call contact points

All applicants may contact the Innovation Team at EIT Urban Mobility to resolve any concerns or doubts on the general/technical procedures and call content: innovationcall2025@eiturbanmobility.eu

4.2 Submission of a proposal

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

- The EU Funding & Tender Opportunities Portal, to obtain the nine-digit Participant Identification Code (PIC number). If the participant already has a PIC number, there is no need to register again.
- The EIT Urban Mobility PLAZA Online Submission tool, to complete the partner information form (PIF).

The following documentation must be submitted by the Project Leaders through the Plaza online submission platform no later than **4 June 2024 at 17.00 CET**:

- Application form,
- Business Model Canvas (see template),
- Other supporting documents:
    - Declaration of affiliation, declaration of private concession or letter of commitment (if applicable),
    - Freedom to operate study (recommended),
    - A link to a one-minute video demonstrating the current TRL of the solution (recommended).

Please carefully read the registration and submission processes. It is outlined in the *Guidelines for Applicants* document. Be aware that registration of a new entity in the submission tool can take two working days. Therefore, ensure that **all project partners** are correctly registered in the submission tool a few days before the deadline.

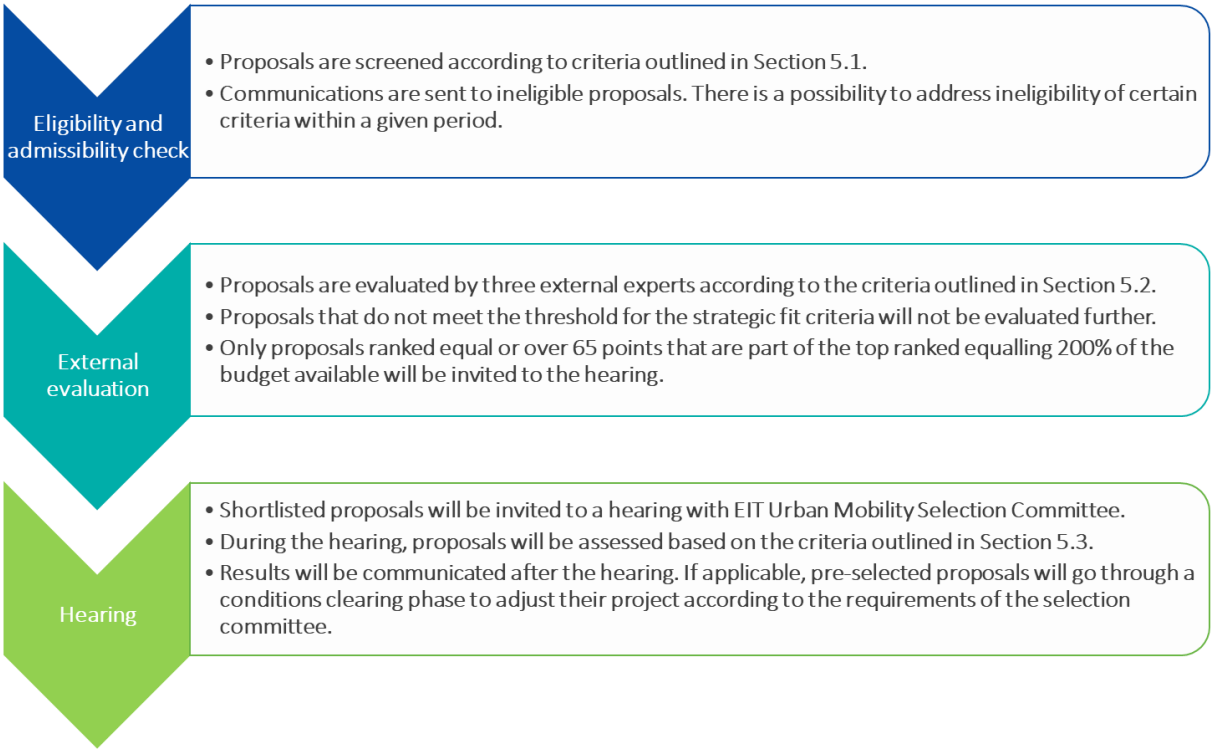
Any proposals submitted after the deadline will be ineligible.

5. Evaluation and selection process

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

- check the eligibility and admissibility of the proposals and, if successful,
- start to evaluate the content, assisted by independent expert evaluators.

Proposals that pass the minimum threshold set for the external evaluation stage will be invited to a hearing for final portfolio selection.



5.1 Eligibility and admissibility check

A proposal will be admissible if it fulfils the below criterion:

1. Completeness	The proposal is completed, submitted in time by the Project Leader via the Plaza online submission tool, written in English, and has all the mandatory sections and annexes.

If a proposal is not admissible, it will not go to the eligibility check. A proposal will be eligible if it fulfils the below criteria:

2. Applicant registration	Applicants (including all consortium partners) have fully completed the partner information form (PIF) in the Plaza online submission tool, including their PIC number.
3. Applicant eligibility	Applicants (including all consortium partners) are located in an EU Member State or third country associated with Horizon Europe.
4. Consortium composition	The consortium composition complies with the requirements of Section 2.2.1.
5. Co-funding rate	All proposals must have a minimum co-funding rate of 35% across the project. This excludes applicants who can qualify for RIS funding. These applicants have a minimum individual co-funding rate of 25%.
6. KPIs addressed	All proposals must identify and address the minimum mandatory related KPIs: KPI code / KPI title / Target EITHE02.4/EITHE2.5–EITRIS / Marketed innovations / 1 KSN02 / Demo/pilots/living labs / 2
7. Declarations (if applicable)	If new entities have direct links with a city/municipal government and were not previously validated by EIT Urban Mobility in the Plaza online submission tool as an affiliated entity, they must provide a declaration of legal affiliation to a city/municipal government (see template available). If private companies have an existing concession, contract, licence or permit to operate a mobility service in a city, they must provide a declaration describing the service they operate and indicating the duration of the concession, contract, licence or permit (see template available).

Proposals failing to meet one or more admissible and eligibility criteria will receive an official communication from EIT Urban Mobility, informing the Project Leader of the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

In the case of missing or incorrect information linked to applicants' registration, co-funding rate, KPIs, and Declarations, applicants will be given five calendar days after receiving the official communication to allow them to complete or correct the proposal and resubmit it. If the Project Leader responds positively to this requirement within the time limit, the proposal will progress to the next stage of the evaluation process (See Section 5.2 below). If the Project Leader fails to respond or respond after the deadline, the proposal will be ineligible and will not be further processed.
If a single consortium partner is ineligible, this partner will withdraw. EIT Urban Mobility will then check whether the proposal is still eligible. The Project Leader will be informed accordingly.

The Project Leader may appeal if they disagree with the decision to reject a proposal on the grounds that it is inadmissible or ineligible. This appeal must be made within five calendar days[4] of the official EIT Urban Mobility notification of inadmissibility or ineligibility (see the *Appeal procedure* document published on the call webpage).

5.2 Stage 1 – External quality evaluation of proposals

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

This individual evaluation process will consist of the **strategic fit evaluation** (first qualifying phase) and the **full evaluation** (second qualifying evaluation phase) carried out by **three independent external expert evaluators**.

Each evaluation phase is comprised of groups of criteria and subcriteria, which will be assessed according to the following scores.

Score	Description	
0	*None*	The information requested is missing or incomplete.
1	*Very poor*	The information provided is considered irrelevant or inadequate compared to the specific call provisions.

[4] A few additional days might be granted according to the circumstances (i.e. public holidays/weekends). In such cases, the Project Leader will be informed by email of the exact appeal period.

2	*Poor*	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions.
3	*Fair*	The overall information provided is adequate. However, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions.
4	*Good*	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions.
5	*Excellent*	The information provided is outstanding in its detail, clarity and coherence, compared to the specific call provisions.

5.2.1 Strategic fit evaluation

The strategic fit evaluation will be focused on the fit of the proposal idea to the call topic in which the proposal has been submitted, and on the main challenges and KPIs reflected in the EIT Urban Mobility Strategic Agenda. Only proposals that successfully pass the strategic fit evaluation will move on to the full proposal evaluation.

In line with the provisions set out in the call, the evaluation criteria that define the strategic fit will be evaluated first and independently from the full evaluation performed by the external evaluators.

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

Strategic fit evaluation criteria	Max. score
• The proposal contributes to the EIT Urban Mobility Strategic Objectives, see Section 2.1.2, and is aligned with the call strategic focus, see Section 3.1. • The proposal clearly addresses a new sector, business model, technological advances or market demands.	5 points
• The proposal is aligned with the scope of the topic, see Section 3.2.	5 points
• The proposal is aligned with the expected outcomes and impact of the topic, see Section 3.2.	5 points

The threshold for the strategic fit evaluation is **three points in each subcriterion**, so only proposals that receive at least three points in each of the strategic fit evaluation questions will move on to the full quality evaluation stage.

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

5.2.2 Quality evaluation

The quality evaluation consists of assessing the excellence, impact, quality and efficiency of the implementation of the proposals. During this phase, each proposal will be evaluated by an Evaluation Panel composed of three external expert evaluators and one Rapporteur. The Evaluation Panel will be invited to evaluate and score each proposal against the criteria described below.

The Rapporteur will produce a summary evaluation report (SER) for each assessed proposal. The SERs will be discussed and agreed in a consensus meeting attended by the Evaluation Panel and a Quality Controller. The result of each SER, together with the evaluation results list of all assessed proposals, will be sent to the Selection Committee.

Excellence: novelty and innovation	Max. scoring
Coherence of the intervention logic	**5 points**
• The proposal objectives are SMART (specific, measurable, achievable, realistic and time bound) and related to the proposed KPIs and outcomes.	5 points
Innovation potential	**15 points**
• The proposal represents a step forward regarding current state-of-the-art innovation and demonstrates its novelty and competitiveness. • The new product/service/solution (KPI EITHE2.4) and the core sub-elements such as components, modules and functionalities to be developed are clearly described.	5 points
• The proposal clearly addresses an unmet customer need and demonstrates its relevance for society, the target group and the market.	5 points
• The proposal facilitates collaboration between the knowledge triangle (business, research and education) and cities to solve the most pressing mobility challenges.	5 points
Technology readiness level (TRL)	**5 points**
• The proposal demonstrates that the solution to be piloted has successfully reached a minimum TRL of 6 and that has a clear strategy for reaching full commercial deployment (TRL9).	5 points

Impact: social, economic, financial and general sustainability	Max. score
Ambition of the proposal and contribution to expected impact	**15 points**
• The proposal clearly identifies the addressable market and customer segments. • Its value proposition and unique selling points are convincing when compared to solutions currently available on the market.	5 points

• The proposed solution (KPI EITHE2.4) is highly scalable. • The proposal includes additional KPIs, in particular, EIT Core KPI EITHE04.4/4.5–EIT RIS, supported by a robust and credible plan to create a startup as a result of the innovation project.	5 points
• The proposal supports gender equality and promotes wider diversity and inclusiveness in the mobility sector.	5 points
Impact of demonstrations	**5 points**
• The proposal is well aligned with the strategic priorities of the cities/demo hosts involved in the proposal. • The demonstrations or living labs (KPI KSN02) are tangible and comparable and demonstrate future scalability and transferability.	5 points
Exploitation, dissemination and commercial strategy	**15 points**
• The proposal defines clear measures for Intellectual Property Rights management (as indicated in MGA Article 16) and demonstrates an appropriate level of protection aligned with the product development stage, business goals and planned commercialisation strategy. • The proposal demonstrates that it is commercially "safe" to make or sell the proposed solution (FTO or a similar study is submitted as part of the proposal).	5 points
• The proposal includes a robust business model and credible commercial strategy for each of the product/service/solutions (KPI EITHE2.4) to be developed.	5 points
• The proposal presents a dissemination and communication plan tailored to specific target audiences and aligned to the proposed topic and the outlined commercial strategy (as indicated in MGA Article 17).	5 points
Quality and efficiency of the implementation	**Max. score**
Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks and resources	**15 points**
• The workplan and tasks are coherent with the proposed outcomes, objectives, KPIs and expected results.	5 points
• The workplan includes core product development tasks aligned with the aims of the KPI2.4 (new or significantly improved product/service/solution).	5 points
• The budget is clearly outlined and justified. • The budget reflects value for money. • The budget distribution reflects the division of roles and responsibilities among partners.	5 points
Appropriateness of the management structures and procedures, including quality management and risk management	**5 points**

• The proposal provides effective and professional management structures to attain the defined outcomes. • A clear risk and mitigation plan is provided.	5 points
Relevance of the consortium	**5 points**
• All the partners have the right skills and expertise to carry out the workplan. • The partners have differentiated, clear, specific roles. • The consortia includes a technology expert partner that supports the main commercial partner in developing and/or validating the solution to be commercialised.	5 points

The total score of 100 points is distributed as follows.

	Max score
Strategic fit	*15 points*
Excellence	*25 points*
Impact	*35 points*
Implementation	*25 points*
Total points	*100 points*

If two or more proposals on the same topic receive the same score, funding prioritisation will be based on the following scoring criteria in order of importance: impact, excellence and implementation. Proposals with the same score will specifically be brought to the attention of the EIT Urban Mobility Selection Committee.

5.3 Stage 2 – Hearing and portfolio selection

Only proposals ranked **at or above the threshold of 65 points** in the external quality evaluation **and equalling no more than 200% of the available budget per topic** will be invited to the second stage: the hearing and portfolio selection. The hearing will be managed by the EIT Urban Mobility Selection Committee. The Selection Committee is composed of the Chief Financial Officer (CFO), the Innovation Director and one other member of the Management Team.

5.3.1 Panel hearing format

Hearings will be held online (and recorded exclusively for internal use). Each proposal will be represented by a Proposal Response Team. Generally, the team will consist of the Project Leader, the commercial

partner and one demonstration partner (e.g. the city). No more than three people may represent the proposal. Each consortium partner can only provide one member in the Proposal Response Team.

Shortlisted proposals will have to deliver a 15-minute pitch about their proposal and expected impact. This will be followed by a 15-minute question and answer session.

A pitch template and further instructions on how to prepare for the pitch will be provided to shortlisted proposals, together with the invitation to the hearing.

5.3.2 Portfolio selection process

The Selection Committee will consider the following factors and will add up to 25 points to the final score obtained by each proposal in the first stage evaluation.

Assessment factor	Description of the assessment	Max score
Quality and credibility of the hearing	• Quality and credibility of the project presented during the hearing. • Clarity on the responses to questions asked by the Selection Committee during the hearing. • Clarity on the responses to issues and concerns expressed by the external expert evaluators in the SER, if applicable.	5 points x 2 (10 points)
Business intelligence	• Track record of entities involved in a consortium in terms of performance (KPIs, quality of deliverables and demos), if applicable. • Track record of the identified commercial partner/s in terms of their contribution to EIT Urban Mobility's financial sustainability, if applicable. • Financial clearing status of the proposed commercial partner/s.	5 points (minimum threshold of 3 points)
EU dimension	• Entities within the Business Plan 2023–2025 represented in the consortium. • Active participation of RIS entities (as defined in the call text).	5 points
Portfolio fit	• Complementarity of the proposal within the current/past portfolio of the thematic area and/or EIT Urban Mobility.	5 points (minimum threshold of 3 points)

Assessment factor	Description of the assessment	Max score
	• Alignment with EIT Urban Mobility's strategic priorities (in terms of topic, impact, partnership and KPIs).	

Proposals that do not meet a minimum threshold of three points for business intelligence and portfolio fit will not be considered for portfolio inclusion.

Furthermore, in the case that two or more proposals duplicate or substantially duplicate partners, core activities, technologies or solutions, the Selection Committee will only select the one with the highest score.

Finally, if one or more proposals receive the same score, additional consideration will be given to the factors of KPIs, co-funding and demonstration impact, as follows:

- proposals that include the KPI4.4 Startup created, supported by a robust and credible plan to create the startup, will be ranked higher;
- for co-funding, rates higher than 35% will be ranked higher;
- for demonstrations, the commitment and evidence of the demo hosts' applicants and resources allocated will be considered.

Based on the outcomes of the hearings, the Selection Committee will decide on the final list of projects put forward for funding, those put forward for inclusion in the reserve list (if any), and those put forward for rejection (ranking list). In addition, the Selection Committee may review the pre-selected proposals and make a list of conditions and/or recommendations to improve the proposals.

Finally, EIT Urban Mobility retains the right to reach out to proposals listed on the reserve list within a year from the portfolio selection. If additional EIT funds become available in the current Business Plan and in justified cases, EIT Urban Mobility can use the reserve list.

5.4 Communication of results to applicants

The Project Leader will receive a communication from EIT Urban Mobility with the results of the evaluation (SER) and if applicable, the results of the hearing.

If the proposal is pre-selected, the evaluation results may include a set of conditions, including the requirement to sign a commercial agreement within a defined and non-negotiable period. The Project Leader of a conditionally pre-selected proposal will need to respond and update the proposal according to these conditions within the timeframe. If the Project Leader fails to comply with the conditions and/or recommendations or does not respond in the time allocated, EIT Urban Mobility reserves the right to withdraw the conditional notification. Should this occur, the next proposal on the ranking list will be contacted.

5.5 Appealing against evaluation results

If the Project Leader of a rejected proposal disagrees with the decision, they may only appeal in the event that an SER comment/hearing comment clearly contradicts the information provided in the proposal. In this case, the Project Leader will have five calendar days after receiving the final evaluation results (final SER and hearing comments) to submit an appeal (see the *Appeal procedure* document published on the call webpage).

Annex I – Additional grant for "equity shares"

Commercial partners that choose an equity FSM may receive additional financial support up to a maximum of €500,000. The selected proposal will undergo an additional evaluation that will determine whether additional support funds will be allocated. This second evaluation will be performed by an external evaluator and an EIT Urban Mobility evaluator. The final decision will be taken by a Selection Committee made up of EIT Urban Mobility experts. If the startup/SME receives a positive evaluation, an additional grant may be allocated.

The activities to be implemented in the framework of additional financial support will depend on the maturity phase of the startup and on the result of the overall internal evaluation stemming from the final reviews. However, they should cover:

- **the development of new** products/services/solutions serving urban and suburban mobility ecosystems, or
- **the significant improvement of** existing products/services/solutions for expansion into a new industry sector or a new geographic area.

The startup should have the following characteristics.

- Operations, products and/or services should contribute positively to at least one of EIT Urban Mobility's Core Sustainable Development Goals (SDGs): SDG3 (Good health and well-being), SDG7 (Affordable and clean energy), SDG8 (Decent work and economic growth), SDG9 (Industry, innovation and infrastructure), SDG11 (Sustainable cities and communities) and SDG13 (Climate action).
- Ideas should demonstrate commercial prospects and the track record.
- Management and technical expertise should be available.
- Special focus: companies must meet the requirements in any of the following four areas:
    1. Companies that have achieved the Seal of Excellence (or equivalent national high-quality label awards).
    2. Deep-tech: companies whose technology is based on tangible engineering innovation or scientific advances and discoveries applied for the first time as a product, especially those that address critical societal and environmental challenges for the first time.
    3. Female-led companies: EIT Urban Mobility strongly supports gender equality. A key factor in evaluating companies is the quality and experience of the founding team. A significant strength is a team that maintains gender-balanced representation.
    4. RIS countries: EIT Urban Mobility is particularly interested in companies from underrepresented startup ecosystems. Companies operating from RIS counties where

entrepreneurial opportunities are less common will be prioritised in our evaluation process.

- EIT Urban Mobility will prioritise the provision of financial support to urban mobility companies in pre-seed and seed stages.

Startups should focus on providing deliverables and outputs linked to the project plan proposed in the subgrant agreement. The **minimum core deliverables expected** from a project are shown in the table below. This provides the list of mandatory deliverables to be submitted by the end of project implementation. Minor additional deliverables may be needed, depending on the product/service/solution.

Mandatory deliverables	Description	Due date
Financial report	Cost reporting for subgrantees	At the end of project implementation
Activity report	Activity reporting for subgrantees	At the end of project implementation

In addition, activities funded under fast-track mechanisms can contribute to one or more of the following KPIs.

KPI code	KPI title	KPI definition
EITHE02.1	Innovations launched on the market	Number of all innovations introduced on the market during the project duration or within three years after completion. Innovations include new or significantly improved products (goods or services) sold. Innovations introduced on the market must be directly linked with the KAVA and reported in the year when they reached the first revenue (but not later than three years after completion of the project).
EITHE02.4	Marketed innovations	Number of innovations introduced on the market with a sales revenue of at least €10,000 documented. Innovations include new or significantly improved products (goods or services) and processes sold. Innovations introduced on the market must be directly linked with the project and reported in the year when they reached the first revenue.
EITHE06.1	Investment attracted by KIC-supported startups and scale-ups (in million euros)	Total amount in euro of private and public capital attracted within year N by supported startups/scale-ups that have received KIC business creation services support of a total duration of at least two months, within a maximum of three years following the last received KIC project support activity.

More information on the project's life cycle (implementation, monitoring and reporting phases) is included in the document *EIT Urban Mobility Project Implementation Handbook 2023 – financial support to startups*.

Evaluation criteria

Applicants who were successfully selected for this call and who chose "equity shares" as their financial sustainability mechanism will undergo an additional evaluation stage. If they receive a positive evaluation, i.e. a score of at least 21/30, an additional grant may be allocated up to the same amount as originally awarded in the call.

Below is the list of criteria assessed during this phase.

Step 1 – First assessment

Evaluation criteria	Description	Max. score
Strategic fit	The application is in line with the Impact Ventures Financial Support Thesis.	5
Implementation	**Solution – Product fit** - Analyse the alignment between the customer's needs and/or pain points and the solution. Assess whether the solution is unique and effectively solves the problems it is intended to address.	*5*
	Market/sector added value - Examine the degree of novelty embedded in the core business line, benchmarking the offering to the industry/sector champions. - Examine the timing: is the product's market entry too early/just right/too late? - Reflect on the unique selling proposition (USP) and expected market advantage of the product/service/technology offered.	
	Market opportunity size - Examine the scale of the market, considering the financial ability (purchasing power) to buy products and services in the targeted communities/buyer personas, as the predictions are overly optimistic. Assess average growth from competitors, aiming to recognise challenges (Political, economic, socio-cultural and technological - PEST) that reveal opportunities and potential threats early on.	

	Time-to-market (costs, risks) - Examine the relationship between TTM and the TAM/SAM/SOM. For example, late product introduction can decrease the window of opportunity for revenue generation and accelerate the product's obsolescence. - Reflect on the costs and risks associated with market launch or expansion related to the sector/industry that the prospect is targeting.	
Scalability	**Product** - Deeper explanation of the TRL level described in the application (e.g. pilot projects, customer feedback on these, and the trajectory of product development) - Business model: presentation of the business approach (B2B, B2G etc.) in combination with the sales approach - Sales and financials: number of users, customer pipeline volume, customers (including e.g. CAC, CLV, margin, churn), revenue development and projections	*5*
	Fundraising: current round and future roadmap - Current round: reason why EIT Urban Mobility should become an investor; status of soft and hard commitments of co-investors; planned milestones if startup receives funding - Future roadmap: how will runway be stretched to the maximum; exit scenario: who will eventually buy EIT Urban Mobility's shares and why?	
Impact	**Impact: SDGs** - A positive contribution to one of the core SDGs has been presented convincingly.	*5*
	Core KPIs - Presentation of positive/negative impact contribution to EIT Urban Mobility's strategic KPIs: contribution to societal infrastructure, jobs and taxes; contribution to greenhouse gas and non-greenhouse gas emissions.	
Excellence	- Evaluate the founders' experience to prevent biases impartially. Assess stress adaptability as a key trait for successful entrepreneurs. Ensure that diverse management teams mirror the demographics of the target markets/segments:	5
	- Technical and business-oriented co-founders, strengths and complementary skills of the management team.	
	- Team has a unique advantage or edge (e.g. serial entrepreneurs, other unique traits): in-depth expertise in	

	the sector, previous track record and industry experience, etc.	
Total		25

Step 2 – Second assessment

Evaluation criteria	Description	Max. score
Portfolio fit	- Business model, Hardware/Software integration, vertical balance (portfolio enrichment)	5
	- Cannibalisation of existing portfolio (direct competition in the region)	
	- EU dimension and pan-European impact/balance	
Total		5