



Business Plan 2023 – 2025
SME Market Expansion Call
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	01.10.2024	Initial version

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

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Introduction

The third edition of the SME Market Expansion Call is being launched for projects in 2025 and offers a unique opportunity for small and medium-sized enterprises (SMEs) to address pressing urban mobility challenges through innovative solutions. This call is designed to empower SMEs to bring their groundbreaking innovations to life, with a focus on real-world application and impact.

This mono-beneficiary call invites applications from SMEs, supported by an end client (either a public or private entity) eager to test and demonstrate state-of-the-art innovations. By participating, SMEs will have the chance not only to validate their solutions but also to gain valuable exposure and credibility in the European market.

The call emphasises business growth and the scaling-up and replication of successful innovations across new markets, which makes it an ideal platform for ambitious SMEs aiming to expand their footprint through the creation of subsidiaries.

Successful applicants could receive an EIT contribution of up to €59,500 per project. Beyond financial support, the broader goal of this call is to foster collaboration within the EIT Urban Mobility ecosystem, simplify procedures and create new partnerships with both public and private entities, thus paving the way for sustained growth and innovation in urban mobility.

Proposals submitted to this call must be aligned with EIT Urban Mobility's vision and mission to make a significant contribution to our strategic objectives. Additionally, proposals should be tailored to one of the call topics detailed in Section 1.5.

Call summary

Main features of the call		
Key dates ¹	Call opening date	1 October 2024
	Call closing date	2 December 2024 at 17.00 CET
	Eligibility and admissibility check	Early December 2024
	Evaluation of proposals (phase 1)	December 2024 and January 2025
	Remote panel hearing (phase 2)	February 2025
	Communication of results	Early March 2025
	Administration and financial sustainability mechanism (FSM) negotiations:	March and April 2025
	Tentative start date for projects	April 2025
Total estimated EIT funding allocated to this call	€892,500 (around 15 projects to be implemented by 15 different SMEs, each with an EIT funding allocation of €59,500).	
Project duration	This call is open to proposals with a duration of seven months, from April to October 2025.	
Submission portal	See Section 1.9 (How and when to apply).	
List of documents to be submitted	<ol style="list-style-type: none"> 1. Application Form (available on the NetSuite platform) 2. Letter of Intent (template available on the call webpage). 	
List of documents to be taken into consideration	<ol style="list-style-type: none"> 1. Call Manual 2. EIT Urban Mobility Strategic Agenda 2021-2027 3. Eligibility of Expenditure 4. Appeal Procedure 5. Project Implementation Handbook 6. Guidelines for Applicants 7. Template for the Financial Support Agreement 8. Template for the Letter of Intent 9. Horizon Europe Model Grant Agreement 10. Financial Sustainability Guidelines 11. Annex II - Additional Grant for 'Equity Shares'. 	
Short summary of the topics to be addressed	<p>Proposals must fit into one of the following topics:</p> <ul style="list-style-type: none"> • Public transport • Urban logistics • Electrification of transport and alternative fuels 	

¹ Please note that this calendar is indicative. Dates are subject to change.

	<ul style="list-style-type: none"> • Mobility data management • Health and mobility. <p>See Section 1.5 for details.</p>
<p>Evaluation criteria</p>	<p>Phase 1: Quality evaluation</p> <ul style="list-style-type: none"> • strategic fit • excellence • impact • implementation. <p>Phase 2: Panel hearings</p> <ul style="list-style-type: none"> • results of the hearing • portfolio fit • commercial readiness • KPIs addressed.

1 Call requirements

1.1 Scope of the call

To meet the general fit of the SME Market Expansion Call, proposals should comply with all the following points:

1. **Offer solutions** to key providers within the urban mobility ecosystem, such as city authorities, passenger transport operators, logistics and mobility providers, energy companies, the police and security services.
2. Propose a product/service with a **minimum technology readiness level (TRL) of 7**.
3. Have an **existing track record** of product development, innovation and sales that have **increased revenue and turnover** *OR* be a spin-off of an entity with this type of track record and commit to ongoing support and mentoring. If the backer is a university, then there must be multiyear commitment from the research translation or commercial department.
4. **Deliver the product/service by 31 October 2025**, including EIT Urban Mobility KPIs and deliverables.
5. Provide full usage and testing of the product/service with **an end client** within the project implementation period.
6. This call is open to proposals with a seven-month duration, from April to October 2025.

1.2 Eligibility of applicants

1.2.1 Who can apply

The SME Market Expansion Call is particularly focused on contributing to EIT Urban Mobility's society impact goal of creating jobs and strengthening the European urban mobility sector. Therefore, the Innovation focus is on offering pathways for SMEs to expand and grow. This call specifically aims to support SMEs to enter into business and commercial relations with transport providers, cities and city authorities that normally have heavy procurement and compliance requirements that de facto exclude SMEs from providing solutions for our urban mobility challenges.

Therefore, this call for proposals is open to SMEs² that meet the following requirements:

- SMEs registered as legal entities not more than 10 years prior to the official closing date of the call (i.e. after 2 December 2014).
- SMEs registered as legal entities in either an EU member state or a third country associated with Horizon Europe (including Switzerland; see special case for Swiss entities below).

² Please refer to the European Commission's definition of SME: https://single-market-economy.ec.europa.eu/smes/sme-definition_en.

- SMEs with a minimum of three full-time equivalent (FTE) employees.³
- To ensure a balanced portfolio of projects, SMEs selected for the EIT Urban Mobility 2024 RAPTOR Call and previous SME Market Expansion Open Call are not eligible to apply for this call.

The call is intended for single legal entities (mono-beneficiary scheme) and, consequently, proposals are expected to be submitted by and include one single entity only. Proposals with multiple entities will not be considered.

In the event that an applicant submits more than one proposal, only the proposal with the highest score in the portfolio ranking list (after the panel hearing phase) may be selected for funding.

This call for proposals adheres to the general rules and principles established by EIT Urban Mobility. The call processes respect the principles of openness, transparency, equal treatment and efficacy.

Special case for Swiss entities

In duly justified cases (innovativeness of the product/service and clear benefit for the EU market), entities established in Switzerland will be eligible to participate and to receive an EIT allocation of €59,500 per organisation.⁴

1.3 Call objectives

1.3.1 Strategic objectives

The primary focus of the SME Market Expansion Call will be on EIT Urban Mobility's strategic objectives (SOs). Proposals must address *SO3/TSO3: Deploy and scale green, safe and inclusive mobility solutions for people and goods*, and *SO4/TSO4: Accelerate market opportunities with an agile innovation approach*.

Applicants must pay attention to the requirements outlined in this Call Manual to ensure the SME Market Expansion Call mechanism is suited to their company and product/service.

1.3.2 Project options

The aim of this call is to support SMEs in either option A or option B:

A) To develop a **new product/service for an existing client**

OR

B) To significantly **improve an existing product/service for expansion into a geographical region or sector**.

³ Part-time employees can also be included in the minimum FTE. For example, two full-time employees and two part-time employees would be accepted. EIT Urban Mobility will check that applicants meet this criterion based on the applicant's response to the 'project team' question in the Implementation section of the application.

⁴ Please note that, in any case, one Swiss entity cannot receive more than maximum EIT funding of €59,999.99 for the entire duration of the Business Plan 2023-2025.

1.3.3 End client

An end-client letter signed by a public or private entity is required at the proposal submission stage. The end client should have a genuine intention to consider becoming a client of the applicant SME, during or after the project. The SME cannot be a shareholder of the end client, and nor can the end client be a shareholder of the SME.

The letter signed by the end client must be in English and on letterhead paper, including the logo, address and name of the contact person. The content of the letter should be clear and specific and include the following aspects:

- enthusiasm to see the proposed solution developed;
- the importance/relevance of the solution to their work;
- plans to test and demo the solution as a part of the proposed project;
- an interest in continuing to work together if the project is successful.

Applicants can find the template for the letter of intent from the end client on the call webpage.

1.4 Key performance indicators (KPIs) and deliverables

The EIT Urban Mobility Innovation Programme follows a results-based management approach to the portfolio, with a focus on performance and achievement of KPIs and deliverables. Therefore, projects selected for funding through the SME Market Expansion Call will be obliged to deliver two KPIs and three deliverables.

As this call is designed to promote market expansion, EIT Urban Mobility puts a special focus on applicants looking to create an entity in a new geographical area. Therefore, there is a possibility to add an optional KPI (EITHE04.4 Startup Created) to improve the evaluation score.

Annex I provides information about the link between the KPIs and deliverables, and the lump sum payment mechanism.

The following subsections describe the requirements for the two KPIs and three deliverables, as well as the optional additional KPI.

1.4.1 Mandatory KPIs

Proposals submitted to this call are required to deliver both of the following KPIs:

- EIT KPI EITHE02.4 Marketed Innovations
- EIT KPI KONHE20 # Designed/Tested Innovations.

Proposals selected for funding will be required to provide the supporting evidence described below by 31 October 2025.

Expected KPIs for SME Market Expansion Call 2025

EITHE02.4 Marketed Innovations

KPI description: Number of innovations introduced onto the market during the project duration or at the latest within 18 months of the start of the project, with documented sales revenue of at least €10,000. Innovations include new or significantly improved products (goods or services) and processes sold.

Supporting evidence required:

1. **EITHE02.4 Marketed Innovations KPI template:** Declaration from the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the Knowledge and Innovation Community (KIC) societal challenge and the project, as well as information on the project's investment in development of the innovation.
2. **Proof of sales:** Documented proof demonstrating that purchases of at least €10,000 have been made by a customer or customers. This should include an official purchase order from the buyer (such as an invoice), including buyer invoice details (name, VAT, etc.) AND acceptance of the invoice by the buyer, such as confirmation of invoice payment (e.g. a bank statement).

KONHE20 # Designed/Tested Innovations

KPI description: Number of innovative products/services resulting from innovative projects (a) filed for some form of intellectual property protection (i.e. patents, trademarks, registered designs, copyrights), or innovative products/services that have progressed towards commercialisation, defined as one or more of the following: progress by at least one technology or manufacturing readiness level (TRL/MRL); prototype / proof of concept / beta version developed; product/service/model piloted; or (b) innovative products tested through testbeds or other innovative platforms.

Supporting evidence required:

Report with information about the innovative products/services, document describing innovative products/services, etc.

1.4.2 Additional optional KPI

If the project plans to **expand to a new geographical region and open an entity abroad**, KPI EITHE04.4 (**Startup Created**) can be added to the project. Proposals that contribute this KPI are viewed positively and can receive the highest possible score in the KPIs section of the panel hearing scoring.

Additional optional KPI for SME Market Expansion Call 2025

EITHE04.4 Startup Created

KPI description: Number of startups established in year N as a result of / based on the output(s) of KIC added value activity/activities (KAVAs), or startups created for the purpose of an innovation project to organise and support the development of an asset with financial transactions of at least €10,000 for services/products (result of the KAVA) sold to customers. As an alternative to a financial transaction of at least €10,000, documented proof that at least €200,000 raised via private investment in startup equity can be submitted.

Supporting evidence required:

1. Registration certificate of a startup established in year N.

2. **EITHE04.4 Startup Created:** Declaration of the startup demonstrating a substantial link with the specific KAVA (indication of the specific output of KAVA(s) or asset development) and proof of KAVA investment in the startup. The declaration should include a short description of the startup and its core business.
3. **Proof of sales:** Documented proof that purchases of at least €10,000 have been made by a customer or customers. This should include an official purchase order from the buyer (such as an invoice), including buyer invoice details (name, VAT, etc.) AND acceptance of the invoice by the buyer, such as confirmation of invoice payment (e.g. a bank statement).
4. **Alternative – Private investment:** Documented proof that at least €200,000 has been raised via private investment in startup equity (alternative to purchases of at least €10,000).

1.4.3 Deliverables

Proposals submitted to this call are required to deliver both of the following deliverables:

DEL 1: Commercial agreement / equity agreement

The commercial agreement signed between EIT Urban Mobility and the grantee should be submitted online.

DEL 2: Branding and communications

EIT Urban Mobility will provide a template requesting information about the project's compliance with the EIT Urban Mobility Communication Guidelines and the EIT Urban Mobility Brand Book, as well as general promotional information about the grantee and project. The template must be completed by the grantee and submitted online.

DEL 3: Confirmation letter from end client

Signed letter by the end client confirming that the SMART objectives, workplan and demonstration were successfully achieved by the SME.

1.5 Call topics

The overall purpose of the SME Market Expansion Call is to address existing or anticipated mobility challenges facing European cities and businesses. In this regard, we support projects that can develop and test new products/services or significantly improve products/services for expansion into a geographical region or sector.

The aim of this call is to strategically select projects that complement our existing portfolio by addressing new sectors, business models, technological advances and/or market demands.

For this call, five topics are addressed:

SME Market Expansion Call 2025 topics
Topic 1: Public transport
Topic 2: Urban logistics
Topic 3: Electrification of transport and alternative fuels
Topic 4: Mobility data management
Topic 5: Health and mobility

Topic 1: Public transport

Public transport stands as a cornerstone of urban mobility, since it offers a sustainable, efficient and equitable transportation solution aligned with the social, economic and environmental objectives of modern cities. Nevertheless, persistent challenges such as congestion, capacity limitations, accessibility barriers, a 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 and autonomous vehicles, poses implementation challenges, including cybersecurity risks, data privacy concerns and workforce adaptation.

Topic 2: Urban logistics

Cities are large producers, distributors and consumers of material goods. The extent of these functions varies depending on their geographical, historical or socioeconomic 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 smooth operation of everyday services and to allow urban economies to flourish.

Current urban logistics systems and dynamics pose significant challenges for city administrations, which seek to mitigate traffic congestion, pollution, waste management and occupation of public space. The exponential growth of parcel shipping is also a challenge for logistic operators, which often need to navigate complex city environments in tight delivery windows. However, urban logistics is not just about parcel delivery; it also consists of ensuring the stock replenishment 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 transport planning and management and distribution of goods within urban areas, including reverse logistics and waste management, and with a focus on efficiency, sustainability and minimisation of environmental impacts. An opportunity lies in the demonstration of digital solutions, including artificial intelligence, and cooperative, connected and automated mobility (CCAM) solutions that will give rise to new business models in the logistics sector.

Topic 3: Electrification of transport and alternative fuels

Energy is the biggest source of greenhouse gas emissions in the EU. The sector is undergoing a profound transformation that involves switching 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, play a crucial role in the decarbonisation agenda.

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

EIT Urban Mobility will support innovative solutions that will 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.

Topic 4: Mobility data management

The efficient management of mobility data is crucial for the transition to sustainable urban mobility systems. As cities seek to enhance the efficiency, accessibility and sustainability of their mobility ecosystems, the collection, analysis and application of mobility data are becoming fundamental elements to support cities and businesses to decarbonise the transportation sector.

This involves the comprehensive process of collecting, storing, analysing and utilising diverse types of data, including public transport, traffic and active mobility flows, shared mobility services and logistics operations. The objective is to leverage this data to improve transportation systems and services, thus supporting the goals of sustainable urban development, reducing greenhouse gas emissions and enhancing quality of life in cities.

EIT Urban Mobility will support innovative solutions for effective mobility data management solutions that address the areas of real-time mobility data integration and management, as well as predictive analytics to enhance the resilience of urban transport systems. Opportunities also lie within innovative solutions that support data-driven decision-making for mobility planning and policy development.

Topic 5: Health and mobility

Urban mobility and health are deeply interconnected, with 96% of Europe's urban residents exposed to harmful levels of fine particulate matter (PM)⁵ and transportation choices significantly impacting public health. Sustainable forms of transport are essential for achieving the EU's climate, zero pollution and energy efficiency objectives. Among these, active mobility is one of the healthiest, most sustainable and

⁵ Europe's air quality status 2024 — European Environment Agency (europa.eu).

most efficient options, with considerable potential to support the decarbonisation of urban transport and help achieve the EU-wide target of reducing net greenhouse gas emissions by at least 55%⁶.

EIT Urban Mobility will support innovative solutions that support the decarbonisation of urban transport and improve quality of life in cities. It will prioritise active mobility and innovations that mitigate air and noise pollution exposure, including those that enhance the safety, accessibility and sustainability of bikes, e-bikes and their components and support the implementation of the new regulation on light means of transport (LMT) batteries⁷, and those that optimise bike sharing management through predictive maintenance, battery swapping, data analytics and fleet operations, thereby improving data collection on active mobility and increasing active mobility usage.

Opportunities also lie within solutions to control, reduce or eliminate emissions of and/or exposure to air pollutants to improve public health and environmental quality. These solutions could address both exhaust and non-exhaust emissions and can cover the following areas: air and noise pollution monitoring systems that incorporate sensors and data analysis; peak pollution prediction; and the reduction or capture of emissions at/near emission sources, such as vehicles and public transport.

EIT Urban Mobility does not seek to support solutions related to bicycle storage, parking or charging stations, incentivisation solutions for active mobility, new bicycle models (hardware) or data collection without a replicable or scalable business model.

1.6 Financial aspects

This call intends to fund around 15 projects and will provide a lump sum with a fixed amount of **€59,500 per selected project** (more projects might be funded if additional funding becomes available).

The aim of this lump sum funding is to reduce administration and financial errors, as well as to simplify complex and time-consuming reporting, thus making participation in the EIT Urban Mobility Community more transparent and accessible. More information on the lump sum design and processes can be found in Annex 1 at the end of this document.

For information on the eligibility of costs of your project budget, please refer to the Eligibility of Expenditure document published on the call webpage.

1.6.1 *Contribution to EIT Urban Mobility's financial sustainability*

To enable the KIC to become financially independent from EU funding, a financial sustainability strategy has been developed. This strategy is based on a combination of active earned income and passive investment revenue. These revenue streams will be complemented by financial contributions from projects funded by EIT Urban Mobility.

6 European Declaration on Cycling (europa.eu).

7 <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32023R1542>.

The project’s contribution towards achieving EIT Urban Mobility’s financial sustainability will be defined with the proposed commercial partner(s) in accordance with the following classification. Two 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	<p>This FSM option is aimed at SMEs/corporates interested in sales support that are not part of the EIT Urban Mobility equity portfolio.</p> <p>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.</p> <p>Potential service upgrades can be discussed during the conditions clearing phase and/or project implementation.</p> <p>Further details of the services offered and pricing are available in the document Financial Sustainability Guidelines.</p>

Option 2: Investment pathway

Definition	The commercial partner will provide EIT Urban Mobility with equity shares in the company.
Description	<p>This FSM option will be available only to companies (primarily startups) that are part of the EIT Urban Mobility portfolio or companies that meet EIT Urban Mobility investment thesis requirements.</p> <p>The FSM contribution takes the form of an equity share/increase agreement to be negotiated with EIT Urban Mobility Impact Ventures.</p> <p>Further details on investment thesis requirements are available in the document Financial Sustainability Guidelines.</p> <p>For companies whose shareholders include EIT Urban Mobility, the selected FSM must be an equity increase agreement.</p>
Assessment process	<p>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.</p> <p>Companies that are not part of the EIT Urban Mobility Impact Ventures portfolio will undergo a soft due diligence and review of the equity portfolio fit by the EIT Urban Mobility Impact Ventures team. Based on the outcome, an equity share agreement will be negotiated and agreed. If the results of the soft due diligence and review of the equity portfolio fit are poor, an alternative financial contribution (other than an equity share) must be agreed.</p>

Based on the chosen FSM option, the following steps are envisioned:

Phase 1: Conditions clearance	Once a project is selected, it will be awarded only when specific conditions outlined in the conditions clearance process are met. Part of this procedure involves establishing the general terms of the commercial agreement between EIT Urban Mobility and the commercial partner, which is an essential step that must be concluded before starting the project.
Phase 2: 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 selected service package during project implementation.

Dedicated support, including one-to-one meetings, to further understand the proposed FSM options and their obligations and benefits will be available throughout the entire call process, from the proposal stage to final selection. Interested entities should contact fsm@eiturbanmobility.eu

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

1.6.2 Membership

Participating in one of EIT Urban Mobility's projects means being part of the EIT Urban Mobility Community.

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

All entities of selected proposals are asked to form part of the EIT Urban Mobility Community for the given year. Their membership status will be confirmed upon award and may require the payment of a reduced annual fee of €2,500⁸.

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

1.7 Additional call-related funding opportunities

Projects that are successfully selected through this call may be invited to participate in the following additional opportunities.

1.7.1 Fast track

The successful execution and completion of the activities financed within the framework of the present call may unlock the possibility of receiving additional EIT Urban Mobility funding for scaling-up purposes after project completion. This process is regulated by the provisions included in EIT Urban Mobility's guidance on the fast-track mechanism.

⁸ Provided that the same entity is not participating in other types of EIT Urban Mobility activities in 2025. In that case, the regular fee applies.

1.7.2 Additional grant for 'equity shares'

Commercial partners that choose the investment pathway as the FSM may receive additional financial support up to a maximum of €59,500. 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 II.

The cost incurred in the implementation of the additional grant shall be reported on a real cost basis. For information on the eligibility of costs of your project budget, please refer to the document Eligibility of Expenditure published on the call webpage.

1.8 Support for proposal preparation

To guarantee maximum support for applicants in the preparation and submission of their proposals, EIT Urban Mobility will host an online Call Info Day. This will be focused on the content of the call, challenges and the rules for participation, as well as submission and evaluation processes. Please find the calendar and the link to register in the table below:

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	Call Info Day: Call schedule, evaluation, scope and challenges of the call, KPIs, EU registration numbers (PIC), NetSuite submission tool, contribution to EIT Urban Mobility financial sustainability, role of the end client, etc.	8 October 2024 11.00 – 12.00 CET (Barcelona)	Register on Teams EIT UM Youtube (Recording will be available afterwards)

Additionally, all applicants may contact EIT Urban Mobility to resolve any concerns or questions they may have concerning the content of the call, the rules for participation, the evaluation process, etc. The key contact details for the EIT Urban Mobility team for questions related to this call are as follows:

Contact	Email
EIT Urban Mobility Agile Innovation Team	agileinnovationteam@eiturbanmobility.eu

1.9 Submission of a proposal

Before starting to draft a proposal, all applicants must follow the steps outlined below:

- **STEP 1:** register in the [EU Funding & tender opportunities portal](#) to obtain the nine-digit Participant Identification Code (**PIC number**). If an organisation has already a PIC number, there is no need to register again.
- **STEP 2:** access the new EIT Urban Mobility NetSuite platform, by submitting the [Partner Information Form \(PIF\)](#).

NB: For organisations that are already registered in the PLAZA platform, do not submit the PIF form but **contact the EIT Urban Mobility Service Desk** : you will be provided with the credentials to access the new NetSuite platform.

- **STEP 3:** access the [EIT Urban Mobility NetSuite platform](#) and find open calls at *Menu --> Call for Proposals --> Open Calls*

The following documentation must be submitted by Project Leaders through the NetSuite online submission platform no later than **2 December 2024 at 17.00 CET**:

- application form
- letter of intent (see template).

Please read the registration and submission processes outlined in the Guidelines for Applicants document carefully. Keep in mind that registration of a new entity in the submission tool can take two working days. Therefore, please ensure that you have correctly registered on the submission tool a few days before the deadline.

Any proposals submitted after the deadline will be ineligible.

2 Evaluation and selection process

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

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

Proposals that pass the minimum threshold set for the external evaluation stage and are ranked in the top 30 proposals will be invited to a hearing for selection of the final portfolio.

2.1 Eligibility and admissibility check

A proposal will be admissible if it fulfils the criteria detailed below:

1. Completeness	The submitted proposal is complete, has been submitted on time by the applicant via the NetSuite submission tool, is in English, has all mandatory sections filled out and is accompanied by supporting documents.
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If a proposal is not admissible, it will not proceed to the eligibility check. A proposal will be eligible if it fulfils the criteria detailed below:

2. Applicant eligibility	Applicants fulfil the requirements defined in Section 1.2.
3. Applicant registration	Applicants have fully completed the PIF in the NetSuite online submission tool, including their PIC.
4. Letter of intent (end-client letter)	The proposal includes a signed letter of intent from the client stating that it will use and test the developed product/service.
5. KPIs addressed	All proposals must identify and address the minimum mandatory related KPIs: <ul style="list-style-type: none"> • EITHE 02.4 Marketed Innovation • KONHE20 Designed/Tested Innovations.

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 the case of missing or incorrect information linked to an applicant’s registration, end-client letter or KPIs, applicants will be given **five calendar days** from the date of the official communication to complete or correct the application and resubmit it. If the applicant responds positively to this requirement within the time limit, the proposal will proceed to the next step of the evaluation process (see Section 2.2 below). If the applicant fails to respond or responds after the deadline, the proposal will be ineligible and will not be processed further.

In the event that the applicant disagrees with the decision to reject a proposal on the grounds that it is inadmissible or ineligible, they may lodge an appeal. This appeal must be made within five calendar days⁹ of the official notification of inadmissibility or ineligibility from EIT Urban Mobility (see the document Appeal Procedure published on the call webpage).

2.2 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 a strategic fit evaluation (first qualifying phase) and a full evaluation (second qualifying evaluation phase) carried out by one independent External Expert Evaluator.

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

Score	Description	
<i>0</i>	<i>None</i>	The information requested is missing or incomplete.

⁹ A few additional days might be granted, depending on the circumstances (e.g. public holidays or weekends). In such cases, the applicant will be informed of the exact appeal period by email.

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 detail, clarity and coherence compared to the specific call provisions.

2.2.1 Strategic fit evaluation

The strategic fit evaluation focuses on the extent to which the proposal idea is aligned with the call topic for 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 stage.

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

The strategic fit evaluation will consist of three questions, with a total score of 10 points.

Strategic fit (10 points)	Max. scoring
Strategic objectives <ul style="list-style-type: none"> The proposal contributes to EIT Urban Mobility's strategic objectives; see Section 1.3.1. 	5 points
Call topics <ul style="list-style-type: none"> The proposal is aligned with one of the call topics; see Section 1.5. 	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 resulting from the strategic fit criteria will be carried forward for inclusion in the final evaluation score.

2.2.2 Quality evaluation

Quality evaluation consists of assessing the excellence, impact and implementation of the proposals. During this phase, each proposal will be evaluated by one External Expert Evaluator. The External Expert Evaluator will be invited to evaluate and score each proposal according to the criteria described below.

The External Expert Evaluator will produce a Summary Evaluation Report (SER) for each proposal assessed. SERs may be discussed and agreed with a Quality Controller.

Excellence: novelty and innovation (20 points)	Max. scoring
Product/service <ul style="list-style-type: none"> The product/service is clearly described, including core elements such as functionalities and components to be developed, and demonstrates novelty and competitiveness. 	5 points
Need and relevance <ul style="list-style-type: none"> The proposal clearly describes the proper commitment and engagement of an end client, aligned with the content of the letter(s) of support provided. The proposal demonstrates the need and relevance for the end client and, if different from the end client, target users. 	5 points
Commercial track record <ul style="list-style-type: none"> The proposal describes a track record of product development, innovation and sales (at least one recent customer) and existing traction in the market. 	5 points
SMART objectives <ul style="list-style-type: none"> The proposal objectives are clearly stated and are SMART (specific, measurable, achievable, realistic and time bound). 	5 points

Impact: social, economic, financial and general sustainability (15 points)	Max. scoring
Overall impact <ul style="list-style-type: none"> The social, economic and environmental impact of the proposal is clearly defined and is measurable at a quantitative level. The product/service has the potential to be replicated and scaled up in other European contexts. 	5 points
Commercialisation <ul style="list-style-type: none"> The proposal provides a credible commercialisation and development strategy for the specific product/service. This includes providing an outline of the sales strategy and go-to-market approach. 	5 points
Intellectual property <ul style="list-style-type: none"> The proposal defines clear measures for managing intellectual property rights to manage commercialisation and exploitation of proposal results. 	5 points

Implementation: planning and sound financial management (25 points)	Max. scoring
Workplan and demonstration plan <ul style="list-style-type: none"> The workplan is clearly outlined and has a reasonable timeline, identifies risks and mitigation measures, and is connected to the objectives and KPIs expected. The proposal sufficiently describes the timeframe for and scope of product/service testing and demonstration. 	5 points
Project team <ul style="list-style-type: none"> The proposal identifies and describes key staff members to effectively manage the project (total of three FTE employees as a minimum – this can be a combination of more than three staff members working part time on the project, amounting to the workload of three FTE employees). 	5 points
Dissemination <ul style="list-style-type: none"> The proposal defines clear plans for dissemination of the project activities and outcomes. 	5 points

Diversity <ul style="list-style-type: none"> The proposal supports gender equality and promotes wider diversity and inclusiveness in the mobility sector. 	5 points
Budget <ul style="list-style-type: none"> The proposed cost estimations, the resources mobilised and the resulting overall lump sum are plausible and reasonable. 	5 points

The total score of 70 points is distributed as follows:

	Max. score
Strategic fit	<i>10 points</i>
Excellence	<i>20 points</i>
Impact	<i>15 points</i>
Implementation	<i>25 points</i>
Total points	<i>70 points</i>

Only the top 30 proposals ranked with 50 points or more (threshold) in the quality evaluation will be invited to the online panel hearing with the EIT Urban Mobility Selection Committee.

If multiple proposals from the same applicant reach the threshold and are within the top 30 proposals, EIT Urban Mobility reserves the right to invite more than 30 proposals that have reached the threshold to the online panel hearing. Only the two best scoring proposals from the same applicant can be invited to the online panel hearing.

Corresponding applicants will be provided with instructions on how to prepare for the panel hearing, together with the email inviting them to the panel hearing.

In the event of equal scores during the quality evaluation, prioritisation will be given according to the following order: impact, excellence and implementation.

2.2.3 Panel hearing

The final portfolio selection will be made via a panel hearing with the EIT Urban Mobility Selection Committee. The EIT Urban Mobility Selection Committee will be composed of two members of EIT Urban Mobility (the Innovation Director or their respective representative/deputy, and an Innovation Manager or their respective representative/deputy) and an External Expert Evaluator (to assess the results of the panel hearing, market readiness and KPIs addressed only).

Each panel hearing will take place remotely on Zoom and will last 15 minutes. Applicants will be asked to prepare a five-minute pitch describing the solution, how they expect the live demo of the solution with the end client to take place, the team, the commercial readiness of the solution and the KPIs addressed. The pitch will be followed by a 10-minute question-and-answer session during which the applicant will respond to questions from the Selection Committee.

The EIT Urban Mobility Selection Committee will select the portfolio of preselected proposals following the ranking list resulting from an assessment of the following factors and scoring criteria (maximum scoring:

30 points). It will also create a reserve list (if applicable) that will remain valid in the event that funds are available and throughout the duration of this Business Plan.

Assessment factor	Description of assessment	Max. score
Results of panel hearing	<ul style="list-style-type: none"> credibility and quality of the pitch delivered; clarity of the responses to questions asked by the Selection Committee; responses to issues and concerns expressed by the Selection Committee members, if applicable. 	10 points (up to 5 points x 2)
Portfolio fit	<ul style="list-style-type: none"> complementarity of the proposal within the current/past portfolio of the thematic area and/or EIT Urban Mobility; entities from underrepresented countries within the EIT Urban Mobility portfolio; evident relevance and significance of the solution to the end client; relevance of Swiss entities, if applicable (innovativeness of the product and clear benefit for the EU market). 	Up to 10 points (up to 5 points x2) Minimum threshold of six points
Market readiness / scalability	<ul style="list-style-type: none"> evident market readiness demonstrated, considering customer requirements (financial, technical, social, etc.) and market entry timing for the new or significantly improved product/service; unique selling proposition of the new or significantly improved product/service to scale the solution to new markets and verticals. 	Up to 5 points
KPIs addressed	<ul style="list-style-type: none"> plan to deliver the KPI EITHE.4.4 Startups created (if relevant). 	Up to 5 points

Proposals that do not meet the minimum threshold of six points for the portfolio fit will not be considered for inclusion in the portfolio.

	Max. score
Results of the hearing	10 points
Portfolio fit	10 points
Market readiness / scalability	5 points
KPIs addressed	5 points
Total points	30 points

The score of the panel hearing will be provided to applicants invited to this phase to complement the original first-stage evaluation report.

In the event that two proposals are based on similar solutions and considered to be duplicates, the Selection Committee will select either the highest score from the list or select according to the challenge area best fit.

If an applicant submits multiple proposals and these proposals reach the panel hearing phase, only the best-ranked proposal in the portfolio ranking list will be preselected. In such cases, the other proposal(s) from the same applicant will be disregarded from the ranking list and the next proposal(s) in the portfolio ranking list will be preselected.

2.3 Communication of results to applicants

All applicants will receive an email notification with the final evaluation results (the SER, together with the panel hearing pitch evaluation, if applicable). If the proposal is preselected, the evaluation results may include a set of recommendations and/or conditions. The email notification will include a defined, non-negotiable deadline. The applicant of a preselected proposal subject to conditions will need to respond and update the proposal according to these conditions within the timeframe outlined in the notification.

If the applicant fails to comply with the conditions provided or does not respond before the deadline, EIT Urban Mobility reserves the right to withdraw the notification of conditions. In such cases, the next proposal on the portfolio ranking list will be contacted following the ranking list defined after the panel hearings.

After this compliance check, the applicant will receive final confirmation of their inclusion in the EIT Urban Mobility portfolio.

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. This process is regulated by the provisions included in EIT Urban Mobility's guidance on the fast-track mechanism.

2.4 Appealing evaluation results

The applicant of a rejected proposal who disagrees with the decision may appeal only in the event that a quality evaluation report comment clearly contradicts the information provided in the proposal. In this case, the applicant will have five calendar days after receipt of the final evaluation results to submit an appeal (see the document Appeal Procedure published on the Call webpage).

Annex I: Lump sum

The aim of this lump sum funding is to reduce administration and financial errors, as well as to simplify complex and time-consuming reporting, thereby making participation in the EIT Urban Mobility Community more accessible.

Main features of the budget

All project proposals must provide a detailed cost estimation, which must be an approximation of the actual costs. The estimation provided must be:

- subject to the same eligibility rules as an actual cost grant, i.e. cost estimations can only be included if the same cost item/type would be eligible in an actual cost grant;
- detailed in terms of tasks, i.e. applicants must identify the budget assigned to each task and the expected end date of the task;
- in line with normal practices;
- reasonable / not excessive;
- in line with and necessary for the proposed activities.

Payments

First payment

The first payment will be disbursed following the signing of the Financial Support Agreement (FSA) and submission of the commercial agreement / equity agreement (DEL 1) and will represent up to 50% of EIT Urban Mobility's contribution.

Final payment (payment of the balance)

This concludes the financial aspects of the grant and takes place after the project is officially closed.

The remaining balance of the EIT Urban Mobility contribution to be received by the beneficiary – up to 50% of the EIT Urban Mobility contribution remaining to be received – will be paid according to the total amount of mandatory deliverables declared fully completed and approved by EIT Urban Mobility, as well as declared partially completed and approved or completely rejected. The project performance, submission of mandatory deliverables and achievement rate of KPIs might affect payment of the balance (i.e. application of the performance rate methodology to the balance payment).

Mandatory deliverables and KPIs

To prove that the activity was successfully implemented and consequently to have the right to receive the EIT Urban Mobility contribution according to its defined value, the following compulsory deliverables and KPIs have to be submitted and successfully approved by EIT Urban Mobility:

	Value assigned to deliverables with respect to the total EIT Urban Mobility contribution to be received
DEL 1: Commercial agreement / equity agreement	30% of the total EIT Urban Mobility contribution
DEL 2: Branding and communications	10% of the total EIT Urban Mobility contribution
DEL 3: Confirmation letter from end client	20% of the total EIT Urban Mobility contribution
KPIs achieved	40% of the total EIT Urban Mobility contribution
Total 100%	

Reporting

Reporting periods and technical reporting comply with the rules and procedures established in sections 6 and 7 of the Project Implementation Handbook, with a focus on successful completion and approval of the mandatory deliverables submitted and KPIs achieved by the partners.

If a mandatory deliverable and/or KPI cannot be completed for scientific or technical reasons, the applicant must ask for an amendment from EIT Urban Mobility to make it feasible, including the possibility of extending the project duration, if EIT Urban Mobility allows it.

Before a lump sum mandatory deliverable and/or KPI is rejected as incomplete, the applicant will be invited to respond to the comments of the EIT Urban Mobility Project Officer(s).

If a mandatory deliverable and/or KPI is declared incomplete or needs to be improved, it will be rejected by EIT Urban Mobility, and the lump sum amount concerned will be not paid at that point in time. Accordingly, the beneficiary will have to complete/improve the mandatory deliverable and/or KPI later and resubmit it at the end of any subsequent reporting period for approval and subsequent payment.

If the rejection of the mandatory deliverable is confirmed, the total project budget (or the percentage) linked to it will not be paid or will be refunded.

Assessment

EIT Urban Mobility will assess the reports and the status of the mandatory deliverables and KPIs at the end of the project (final reporting). For each mandatory deliverable submitted and KPI achieved, EIT Urban Mobility will assess and choose between 'completed', 'partially completed' and 'not completed'. Where EIT Urban Mobility declares a mandatory deliverable to be 'partially completed', the percentage of completion will be calculated according to the specific grant reduction methodologies established by EIT Urban Mobility:

DEL/KPIs	Indicator	Weight (%)
DEL 1	FSM / commercial agreement <ul style="list-style-type: none"> ○ Projects with the requirement to have a commercial agreement: <ul style="list-style-type: none"> ▪ Agreement is signed: no reduction. ▪ Agreement not signed: 30% reduction. ○ Projects with other FSM: <ul style="list-style-type: none"> ▪ Achieved: no reduction. ▪ Not achieved: 30% reduction. 	Up to 30%

DEL/KPIs	Indicator	Weight (%)
	<ul style="list-style-type: none"> ▪ Partial achievement: reduction proportional to underachievement of targets. 	
DEL 2	<p>Branding and communications</p> <p>Evidence of the correct implementation of brand and communication requirements according to the documents EIT Urban Mobility 2023-2025 Brand Book and EIT Urban Mobility 2023-2025 Communication Guidelines.</p>	Up to 10%
DEL 3	<p>Confirmation letter from end client</p> <p>Signed letter from the end client confirming that the SMART objectives, workplan and demonstration were successfully achieved by the awarded SME.</p>	Up to 20%
KPIs	<p>KPIs achieved:</p> <ul style="list-style-type: none"> ○ EITHE02.4 Marketed Innovations (and optionally EITHE04.4 Startup Created): KPI 35% <ul style="list-style-type: none"> ▪ All KPIs achieved: no reduction ▪ No KPIs achieved: 35% reduction ▪ Some EIT KPIs achieved: reduction proportional to underachievement ○ KONHE20 Designed/Tested Innovations: 5%. <ul style="list-style-type: none"> ▪ All KPIs achieved: no reduction ▪ No KPIs achieved: 5% reduction ▪ Some EIT Urban Mobility specific KPIs achieved: reduction proportional to underachievement 	Up to 40%

EIT Urban Mobility will reject a mandatory deliverable and/or KPI when a significant or essential part of the information has not been provided or is incomplete, and has not been justified or accepted. If EIT Urban Mobility intends to reject a mandatory deliverable and/or KPI, the beneficiary will have the opportunity to respond to the observations of EIT Urban Mobility. In this case, EIT Urban Mobility will either send the beneficiary a request for additional information or reject the technical report and ask the beneficiary to justify the completion of the mandatory deliverable and/or KPI.