



Business Plan 2023 – 2025

Regional Innovation Scheme

Joint Innovation program with

ADR Vest in Romania

Open Call 2025

Call Manual

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes

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

Contents

Abbreviations.....	4
Glossary	5
Introduction.....	7
1. Call summary	9
2. General requirements.....	11
2.1 EIT Urban Mobility strategic focus and objectives	11
2.1.1 <i>Vision and mission</i>	11
2.1.2 <i>Strategic objectives</i>	11
2.2 Applicants' eligibility and membership.....	11
2.2.1 <i>Who can apply</i>	12
2.2.2 <i>Membership</i>	13
3. Call specific requirements.....	15
3.1 The mission of the Implementing Body.....	15
3.2 Detailed scope of work of the Implementing Body	15
3.3 Expected outcomes and impact.....	17
3.4 Gender and diversity	19
3.5 Supporting Knowledge Triangle Integration (KTI)	19
3.6 Key Performance Indicators (KPIs).....	19
3.6.1 <i>Mandatory KPIs</i>	19
3.6.2 <i>Other requests</i>	20
3.7 Mandatory deliverables, milestones and outputs	22
3.7.1 <i>Deliverables</i>	22
3.7.2 <i>Outputs</i>	24
3.8 Project duration, monitoring and reporting requirements	24
3.9 Financial aspects	24
3.9.1 <i>EIT funding allocation</i>	24
3.9.2 <i>Co-funding rate</i>	25
3.9.3 <i>Eligibility of expenditure</i>	25
3.9.4 <i>Contribution to EIT Urban Mobility financial sustainability</i>	26

3.10	Fast-track provision	26
3.11	Second stage of the program	27
4.	Preparing and submitting a proposal	28
4.1	Support given to applicants preparing a proposal	28
4.2	Submitting a proposal.....	28
5.	Evaluation and selection process	30
5.1	Eligibility and admissibility check	30
5.2	Quality evaluation of proposals	31
5.3	Part 2 of the evaluation - Final Selection.....	34
5.2.1	<i>Interview for the second part of the evaluation</i>	34
5.2.2	<i>Final selection process</i>	35
5.4	Communication of results to applicants.....	35
5.5	Onboarding and contracting phase	36
6.	Annex I – List of KPIs	37

Abbreviations

ADRvest	The Romanian Development Agency in the Region West of Romania
ECO	EIT Community Officer, the person, who is coordinating the local EIT Community RIS Hub
ECRH	EIT Community RIS Hub, defined by the governance MoU, including all local EIT KIC representations in RIS countries
EIT	European Institute of Innovation & Technology
FSA	Financial Support Agreement
FS	Financial Sustainability
FSM	Financial Sustainability Mechanism
HE	Horizon Europe
KAVA	KIC Added Value Activities
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
MGA	Model Grant Agreement
NCP	National Contact Point
RIS	Regional Innovation Scheme
RISUM	RIS Urban Mobility Specialists
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TRL	Technology Readiness Level
WP	Work Package

Glossary

Lead Applicant	The entity/person that submits the proposal and will coordinate the project if it is selected. If the proposal is successful, the Lead Applicant becomes the Project Leader.
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 the case of 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 acts as Project Leader.
Key Expert	Single person representing each consortium partner and area of expertise. The key expert represents the technical knowledge and expertise assessed in the eligibility criteria and evaluation parts.
Call for Proposals	The Call for Proposals is the instrument used by EIT Urban Mobility to allocate funding through projects to third parties, supporting the deployment and development of the Strategic Agenda. EIT Urban Mobility uses two types of Calls in accordance with the provisions outlined in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Open Calls (2) Calls for partners.
Call Manual	The Call Manual is the main document outlining the terms, conditions, and criteria of any Call for Proposals launched by EIT Urban Mobility, adhering to the principles of transparency, equal treatment, open competition, and sound procedural management.
Consensus meeting	The Consensus meeting is convened to enable all the experts who assessed the proposals to discuss their Individual Evaluation Reports and agree on comments and scores reflected in the Summary Evaluation Reports. This remote meeting is led by the rapporteur and supported by the quality controller (an EIT Urban Mobility officer), who seek a consensus and ensure that proposals are fairly evaluated and in line with the established evaluation criteria.
Deliverable	Deliverables capture the achievement of key outputs and may take the form of analysis reports, feasibility studies, strategy documents, pilot action reports, and training documentations. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.
EIT Urban Mobility's Innovation Hubs	Offices of EIT Urban Mobility in different European locations, serving local partners and building local communities of partners (Barcelona – IH South, Amsterdam-IH West, Munich-IH Central, Copenhagen-IH North, Prague-IH East). EIT Urban Mobility's Innovation Hubs are the same entities as CLCs (Co-location Centres) of other KICs.
EIT KPIs (EITHE)	EIT defines a set of Key Performance Indicators (KPIs) that reflects the operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project meets the EIT's objectives.

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 for Proposals 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. If a Call involves proposals of less than €60,000 in EIT funding, the evaluation panel must include at least one external expert evaluator.
Horizon Europe Model Grant Agreement	The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations, as well as the terms and conditions that apply to the grant awarded.
KIC-specific KPIs	Set of indicators defined by EIT Urban Mobility that reflect the societal challenge that the KIC seeks to address.
Knowledge Triangle Integration (KTI)	EIT Urban Mobility aims to create close partnerships between European education, research and business entities (knowledge triangles). It also involves cities, either through the composition of the project members or through the impact that the project is expected to have.
Milestone	Control points to chart the progress of a project implementation. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.
Outputs	Tangible results, such as the specific technology, product, service, method, design, patents, new jobs, new curricula, prototypes, concept, methodology, approach, skills and experience created by the project.
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 evaluated by the evaluation panel and defining the conditions for funding the selected proposals in the final EIT Urban Mobility 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 the shift toward sustainable mobility models that make urban spaces more liveable. In the context of the current climate emergency, we are committed to empowering our community of innovators to create mobility solutions that help cities adapt to and mitigate climate change, improve residents' quality of life, generate jobs, and bolster Europe's mobility sector.

Through our Regional Innovation Scheme (RIS), we tailor specific programs and activities to meet the varied innovation needs of eligible countries, ensuring inclusive, pan-European growth in urban mobility advancements. Since 2020, EIT Urban Mobility has cultivated a broad network of over 450 partners across 33 countries, uniting city administrations, research institutions, and businesses to strengthen the urban mobility ecosystem and foster collaborative innovation.

Our diverse portfolio of projects and partnerships supports startups and agile solutions in RIS regions, providing an inspiring innovation ecosystem that connects deeply with local networks. However, regional disparities in access to innovation persist. Romania, as an emerging innovator within the RIS area, shows an ambition for successful startup examples to motivate and guide local talent, providing valuable role models for aspiring entrepreneurs and supporting long-term growth.

For these reasons, EIT Urban Mobility has signed a partnership with the Romanian Development Agency for the Western Region (ADR Vest) grounded not only in ADR Vest's strong profile, 20 years of experience, and highly skilled workforce but also in its clear commitment and motivation to drive regional development. The partnership main goal is to support the creation and landing of start-ups in the Romanian West Region, so that they contribute to the Region's economic growth and innovation capacity.

Our partnership with ADR Vest presents a program divided into two distinct stages. The first stage, led by EIT Urban Mobility through this Call for proposals, aims to activate the local innovation ecosystem by identifying an implementing partner (or consortium of implementing partners) that will implement two parallel paths:

- one for established startups and
- a second venture-building program targeting idea holders to create new startups based on a business idea responding to a specific need in a specific urban mobility field.

The first stage will conclude with a Demo Day, where both paths will come together, and the most promising projects will advance to the second stage, which will focus on piloting these solutions. The second stage will be led by ADR Vest.

Both funding organizations—EIT Urban Mobility and ADR Vest—contribute with their expertise and resources across both stages. In the first stage, EIT Urban Mobility provides primary financing, operations, and oversight, with ADR Vest in a supportive role. In the second stage, the roles will reverse, with ADR Vest managing financing and operations while EIT Urban Mobility offers strategic support.

The initial part of the program is expected to begin in Q2 2025 and conclude in Q4 2025, with the second stage progressing through 2026 (further details on the second stage are described in Section 3.11).

We look forward to expanding our partnerships and enriching our portfolio of RIS activities through this initiative.

1. Call summary

Call for Proposals Main Features	
Key dates of the Call calendar ¹	<ul style="list-style-type: none"> • Call opening: 17 January 2025 • Call closure: 17 March 2025 at 17.00 CET • Eligibility and admissibility check: March 2024 • Evaluation of proposals: March/April 2025 • Communication of results: April 2025 • Tentative start of the projects: 15 April 2025
Total estimated EIT Funding allocated to this Call	In the first stage €400,000 EIT funding will be allocated, in the second stage at least additional €400,000 funding will be allocated by ADRVest (non EIT funding). One proposal will be selected through this Call.
Link to the submission portal	The new EIT Urban Mobility NetSuite platform will be available as of end of January 2025
List of documents to be submitted	<ul style="list-style-type: none"> • Application Form available on the NetSuite platform (mandatory) • CVs of the key experts (mandatory - for all three areas, if applicable) • Signed Letters of Intent, where cities and industry players express their willingness to collaborate with this Joint Programme (recommended)
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • Guidelines for Applicants (available soon) • Eligibility of expenditure • Appeal procedure • Project Implementation Handbook • Financial Support Agreement (FSA) template • Horizon Europe Model Grant Agreement
Short summary of the topics to be addressed	Proposal must support the development of high potential innovative RIS urban mobility startups or startups getting active in the RIS market.
Evaluation criteria (first part)	<ul style="list-style-type: none"> • Excellence: Applicant’s track record in mobility, transport and innovation, EIT Urban Mobility programme knowledge and experience, key expert qualification. • Impact: level of ambition in KPI

¹ Please note that this calendar is indicative. Dates may be subject to slight changes.

	<ul style="list-style-type: none">• Quality and efficiency of implementation: budget and value for money, workplan of activities
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2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this Call for Proposals must support EIT Urban Mobility’s vision and mission and directly contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the proposal will actively contribute, not solely align, to the [EIT Urban Mobility Strategic Agenda 2021-2027](#) (SA).

2.1.1 Vision and mission

Our mission is to accelerate the transition 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 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 provided 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 guide us towards achieving 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 SO2, SO3 and SO4 and fall within the scope set out in Section 3 below.

2.2 Applicants’ eligibility and membership

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

and businesses with cities. Accordingly, EIT Urban Mobility currently brings together more than 472 partners from 33 countries from the four sectors.

2.2.1 Who can apply

This Call for Proposals is open to all types of legal entities established in the Member States (MS) of the European Union (EU), and/or in [Third countries associated to Horizon Europe](#), and it is strategically focused on identifying a suitable partner for project developing urban mobility-related innovations, with a specific emphasis on the **Romanian Region West** market.

Only one proposal will be selected through this Call. Applications are open to both **mono-participant** (single-entity) **proposals** and **multi-participant proposals** (a consortium of **up to two entities**).

For eligibility, the following criteria apply:

- For single-entity proposals, the implementing partner must demonstrate a proven track record in venture-building and startup acceleration activities.
- For consortium proposals, the following conditions must be met:
 - The consortium must consist of **a maximum of two independent entities**²
 - Each entity must be a specialist in at least one area relevant to the proposal (acceleration and venture building), with each entity contributing clear, added value.

Additionally, applicants responding to this Call, whether through multi-participant or mono-participant proposals, must meet the following eligibility criteria related to competencies:

1. The applying entities must include Romanian native speakers, who also possess excellent English language skills.
2. The applying entities and their experts must demonstrate their integration within the Romanian innovation ecosystem and their familiarity with local regulations. This knowledge must enable them to effectively advise teams and startups on how to initiate their activities in Romania. To substantiate this expertise, applicants are required to provide a list of their relevant track record in Romania, including specific projects and programs.
3. All nominated experts must have a minimum of three years of relevant experience in their nominated field by the closing date of this Call.

Temporary eligibility requirements for Hungarian universities

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

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, which entered into force on 15 December 2022, special participation and funding restrictions may affect Hungarian public interest trusts and any linked universities participating in 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 the EIT rules and EU general principles. All Call processes respect the principles of openness, transparency, equal treatment, and efficacy.

2.2.2 Membership

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

If an application is selected for funding, applicants will be required to become part of the community and choose one of the following membership categories when starting 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 and Micro Enterprises, and NGOs, a reduced annual fee of €5,000 will be applied.

Small and Micro organisations in RIS countries (such as SMEs, NGOs and small cities) which are granted a yearly EIT funding allocation of less than €30,000 are eligible to apply for the membership fee waiver. The decision to grant the waiver will be taken on a case-by-case basis.

(In order to apply for the membership fee waiver, all the EIT Urban Mobility funding allocated to the entity in all projects will be counted, and the total must be lower than €30,000 per year)

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.

Implementing projects is a core activity of EIT Urban Mobility. Beyond this activity, the Community connects members and runs networking activities to design and plan strategic actions to accelerate the market adoption of innovative solutions into everyday city operations.

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

3. Call specific requirements

3.1 The mission of the Implementing Body

The mission of the Implementing Body³ is twofold, strategically designed to fulfil local and pan-European objectives in line with this Call for Proposals. First, the Implementing Body aims to activate Romania's innovation ecosystem by providing structured business support activities to create a supportive environment for urban mobility startups. This includes nurturing entrepreneurial talent within Romania, providing access to essential resources, and building connections with local industry stakeholders. By facilitating these pathways, the Implementing Body will enhance the development and market entry of innovative urban mobility solutions in Romania, ultimately strengthening the region's role in the broader European mobility landscape.

Second, the Implementing Body is tasked with sourcing impactful urban mobility innovations that align with EIT Urban Mobility's broader mission. In this capacity, the Implementing Body will identify solutions that prioritize sustainability, demonstrate team diversity, and are aligned with the Sustainable Development Goals (SDGs). This alignment is integral to EIT Urban Mobility's ambition to lead as an impact investor in urban mobility solutions, channelling top-performing startups into its investment programmes. By ensuring a steady pipeline of high-potential ventures from Romania, the Implementing Body supports EIT Urban Mobility's goal of creating a transformative impact in the urban mobility sector across Europe.

EIT Urban Mobility is a pan-European innovation community, therefore the involvement of local EIT Urban Mobility KIC partners (also called members) is an additional asset. One option for that can be supporting and hosting pilots in the later stage.

3.2 Detailed scope of work of the Implementing Body

The Implementing Body selected in this Call for Proposals must design a support programme with two distinct paths:

1. A **venture-building track** for innovative ideas aiming to register as a business in Romania Region West.
2. A **startup track** for established companies willing to register a subsidiary in Romania Region West to expand operations in the region.

The programme should include the following stages regardless of the path:

- **Scouting Phase**

³ The Implementing Body is the applicant/s involved in the proposal that will be eventually selected for funding.

- For the startup track: Identify incorporated startups (TRL 4-7) operating in the mobility field and interested in penetrating the Romanian market by setting up a Romanian subsidiary.
- For the venture-builder track: Source teams with innovative business ideas in the mobility field willing to register a company in Romania to start operations (with the potential, but not only, collaboration of EIT UM Academy to leverage talent from its graduates).

The Implementing Body is encouraged to familiarize itself with the EIT Urban Mobility scope of work and prioritize the selection of teams and startups working in one or more of the following fields:

- Public transport (e.g., public transport management)
- Health and mobility (e.g., walking, cycling)
- Electrification of transport and alternative fuels (e.g., battery electric vehicles)
- Mobility data management (e.g., software and digital applications)
- Public space design (e.g., public participation, urban design)
- Urban Vehicle Access Regulations (UVAR) (e.g., urban road tolls)
- Mobility planning (e.g., regional connectivity, sustainable tourism mobility)
- Urban logistics (e.g., first/last mile logistics)
- New mobility services (e.g., shared micro mobility)
- Cooperative, Connected and Automates Mobility (CCAM) (e.g., shared autonomous vehicles)
- Road safety (e.g., in-vehicle safety technologies)
- Parking and curb side management (e.g., smart parking systems)

- **Recruitment Phase**

- Conduct a widely published open call for both tracks⁴:
 - For the startup track: to select established companies willing to register a new subsidiary
 - For the venture-building track: to select teams of actors willing to create a new business

The startup track call must address SMEs registered as legal entities in either an EU member state or a third country associated with Horizon Europe. The venture-building track is addressing teams of natural persons resident in either an EU member state or a third country associated with Horizon Europe with the intention to establish a new startup in the Romanian region west until end of October 2025. For both tracks, the call must be open for a minimum period of one month.

⁴ The open call must be open for at least one month and must follow EIT's standard provisions of openness and transparency. EIT UM must be involved by the appointed Implementing Body in the open call preparation. The open call can be launched **only once EIT UM has approved it**.

- Create a selection process with a three-member panel, including one representative of EIT UM, and one representative of ADRVest as evaluators and one independent external evaluator⁵. Evaluation criteria will be different for each track, to align with the specificities in terms of needs and impact expectations.
- **Support Phase**
 - For the **startup track**: develop a **minimum two-months** support programme focused on Romanian market entry for established companies, aiming for subsidiary registration in Romania upon completion of the programme.
 - For the **venture-building track**: implement a **minimum two-months** venture-building programme, aiming for business registration in Romania upon completion of the programme.

The type of support provided can be in terms of mentoring and coaching, technology development, product-market fit, business model fine-tuning and other valuable acceleration services.

- **Demo Day**
 - Host an in-person event where participants from both tracks present their solutions.
 - A jury of three, including representatives from ADRVest and EIT UM, will select top projects to advance to the “piloting phase,” which will be detailed in a separate call.

The Implementing Body will leverage cities and industry firms as partners for market and technology validation by connecting them with startups to find matches for potential local pilots. We encourage as part of the application the submission of signed Letters of Intent, where cities and industry players express their willingness to collaborate with this Joint Programme. Involved cities do not need to be part of the City Club of EIT Urban Mobility.

Proposals should provide expertise within the target field and a justification on the value of the activities provided.

3.3 Expected outcomes and impact

The programme is expected to deliver specific outcomes for both the venture-building and startup tracks:

⁵ An independent external expert evaluator must be independent; they cannot be employed by EIT UM or the Implementing Body. External expert evaluators must have expertise in assessing startups and must be selected by consortiums following their own procedures. External expert evaluators can be paid by the Implementing Body (when so, this must be foreseen in the project budget) or work pro bono. During the evaluation phase, the external evaluator's score must constitute at **least 50% of the total score**.

For the **venture-building track**, expected outcomes include:

- Receiving a minimum of 10 proposals⁶ (business ideas) in the mobility sector to the open call, led by teams with the potential to register or begin the registration process to become a company in 2025.
- Select at least 5 of these proposals (business ideas) to support them in consolidating the business and formalizing as registered companies.
- Achieve registration or initiate the registration of at least 2 startups by October 2025, contributing to KPI EITHE04.2.

For the **startup track**, expected outcomes include:

- Receiving a minimum of 20 applications⁷ to the open call for startups from registered companies in the mobility field from the EU or Horizon Europe associated countries, which are willing to register a company in the region West of Romania and begin local operations or relocate to the region West of Romania from other regions.
- Selecting at least 5 of these startups to participate in the support programme, contributing to KPI EITHE03.2.
- Ensuring that 5 startups establish subsidiaries in Romanian Region West before the end of the year 2025, contributing further to KPI EITHE04.2. or to relocate a Romanian startup to the region West

The Implementing Body must select startups as future subgrantees⁸ based on principles of transparency, non-discrimination, and equal treatment. These principles will guide all call documentation, evaluation criteria, and selection processes, coordinated in close alignment with EIT Urban Mobility.

This programme also supports EIT Urban Mobility's financial sustainability strategy as specified in section 3.9.4.

⁶ The Implementing Body must create a **standard Application Form (AF)** to collect proposals for both, venture-building and startup track. The use of the AF must be a mandatory requirement for the applicants. Prior to the open call publication, the AF **must be approved by EIT UM**.

⁷ See previous note.

⁸ The Implementing Body must sign bilateral Financial Support Agreements (the template will be provided by EIT UM) with the selected startups and consortia. The agreement regulates the participation of the startups and consortia in the programme and outlines the conditions that must be met to be eligible to receive the lump-sum.

3.4 Gender and diversity

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

- Demonstrate how gender and diversity are considered when implementing their activities, with a special focus on supporting talents from underrepresented groups and groups with special needs; and show 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 diverse team and ensure that women and underrepresented groups within the applicant organisation(s) take an active role in implementing the project(s).

3.5 Supporting Knowledge Triangle Integration (KTI)

The activity of the applicant should contribute to building a local community based on the Knowledge Triangle Integration (KTI) concept. Knowledge Triangle Integration means establishing connections between entities that are actively working towards the three main pillars of innovation, (education, research and industry) at local level and fostering their interaction. In the case of EIT Urban Mobility, the focus is extended and the extended KTI also covers cities, since cities are the focal point of all urban Mobility activities.

Proposals should demonstrate how their activities contribute to fostering local communities and KTI.

3.6 Key Performance Indicators (KPIs)

3.6.1 Mandatory KPIs

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

KPI Code	KPI description	Supporting document required for reporting	Minimum Target expected
KPI EITHE03.2	Start-ups and scale-ups supported by KICs	Structured data: - Year of reporting - Company name - Company registration number - Country of registration - Gender of the CEO - Reference to a specific KIC KAVA	5

		<ul style="list-style-type: none"> - Was the company supported through the HEI CBI? - Was the company supported through a cross-KIC project? <p>No supporting evidence required</p>	
KPI EITHE04.2	<p>EIT RIS Startups created of/for innovation</p> <p>Number of startups registered in Romania and established as a result/ based on the output(s) of the program, or startups created for the purpose of an innovation project to organize and support the development of an asset.</p>	<p>Structured data:</p> <p>Year of reporting</p> <ul style="list-style-type: none"> - Company name - Company registration number - Country of the company registration - Gender of the company CEO - Link to the specific KAVA - Was the company created through the HEI CB Initiative? - Was the company created through a cross-KIC project? <p>No supporting evidence required.</p>	7

If a proposal offers a higher KPI target than the minimum stated above, it will be positively assessed during the evaluation process.

All the submitted KPIs should be achieved by no later than 31 December 2025.

Startups established as a result of the programme (see KPI EITHE04.2) must begin the official company registration process by 15 October 2025 at the latest to be eligible for participation in the second stage of the programme.

3.6.2 Other requests

The Implementing Body is requested to follow these guidelines when developing the proposal:

- The Implementing Body will have a total budget of €260,000 to allocate among participants of both tracks, in addition to the in-kind services provided through each support programme. Each team participating to the Venture Builder track can receive a maximum of €30,000, and each

startup participating to in the Start-up track can receive a maximum of €20,000 financial support. This funding will be distributed by the Implementing Body as a lump-sum subgrant⁹.

- Selection panels for both the venture-building and startup support tracks must include 3 evaluators, one expert from EIT Urban Mobility, one independent expert¹⁰ and one expert from ADRVest, however regarding the final decision EIT Urban Mobility can have a veto.
- To promote gender balance, the Implementing Body must ensure that at least one-third of the applying teams for the venture-building track, as well as one-third of the startups scouted for the startup support programme, include at least one female team member. Quantitative and qualitative data on gender balance must be provided, detailing how gender diversity was evaluated during the scouting process.
- The Implementing Body is responsible for promoting the programme's activities, milestones, and outcomes through all available communication channels of the involved partners. All materials must comply with EIT Urban Mobility's branding guidelines and be approved accordingly. EIT Urban Mobility and ADRVest will also promote these activities through their communication platforms.
- The Implementing Body will work with EIT Urban Mobility to establish a calendar for each of the activities detailed in Section 3.2, ensuring that all timelines align with programme objectives.
- Supported by EIT Urban Mobility, the Implementing Body will implement an Impact Assessment Tool based on market standards to help startups evaluate and enhance their impact concerning Sustainable Development Goals (SDGs).

⁹ The Implementing Body is responsible for transferring these lump-sums to the selected startups/consortia. The Implementing Body is advised to transfer these lump-sums **through instalments**, based on the activities carried out by the subgrantees. EIT UM will reimburse this money to the Implementing Body only if the whole programme (the open call, the evaluation and selection process, and the support activities) is carried out in compliance with the EIT provisions on the use of public funds, as well as with the provisions described in the present document.

¹⁰ External expert evaluators must be independent; they cannot be employed by EIT UM or the Implementing Body. External expert evaluators must have expertise in assessing startups and must be selected by consortiums following their own procedures. External expert evaluators can be paid by the Implementing Body (when so, this must be foreseen in the project budget) or work pro bono. The weight of the score given by the external independent evaluator must count for **at least 50% of the total score**.

3.7 Mandatory deliverables, milestones and outputs

3.7.1 Deliverables

EIT Urban Mobility employs a results-based management approach, emphasizing performance and the achievement of outputs, KPIs, and impact.

EIT Urban Mobility will provide the Implementing Body with deliverable templates and required sections well in advance. Each deliverable must include a comprehensive description of all activities completed by the submission date. To support this, the Implementing Body must collect and retain evidence demonstrating the successful delivery of each activity (e.g., when reporting on the scouting phase, the Implementing Body should document the methodology used to scout both teams and startups, outline how gender balance and topic requirements were incorporated, and provide a list of teams and startups with contact details for potential tracking; the activities carried out by the supported startups/teams must be well documented as well).

Deliverable	Description	Delivery Date
D1 - Open Call Deliverable	<p>This report should comprehensively document the entire process of the open call, including:</p> <ul style="list-style-type: none"> Methodology: Detailed explanation of the approach used to recruit participants for each specific path. Evaluators Involved: Information on the experts responsible for evaluating submissions. Eligibility Criteria: Clear definitions of the requirements for applicants to qualify for the call. Scoring Criteria: Description of the metrics, frameworks, or rubrics used to evaluate and rank applications. Results: A summary of the key outcomes, including the number of applications received, selection rates, and profiles of the chosen participants. Dissemination of the Call: Details of how the open call was promoted (e.g., channels, outreach methods, materials used). Communication of Results: Explanation of how the results were communicated to applicants, including timelines, formats (e.g., email, publication), and any follow-up actions. 	31.07.2025
D2 - Startup Path Report	<p>This report should provide a thorough account of the support provided to startups and their progress, including:</p> <ul style="list-style-type: none"> Content of Support: A description of the resources, tools, and expertise offered to startups (e.g., workshops, mentorship, networking). Duration of Support: Clear timelines, phases, or milestones for the program. 	31.12.2025

	<ul style="list-style-type: none"> Startups Involved: Profiles of the participating startups, including their names, focus areas, and any relevant background information. Startups involved: Description of the activities they have carried out during the programme and information about the outcomes achieved (ie. the creation of the new subsidiary). Progress: Key achievements and metrics showing the impact of the support provided (e.g., growth, funding raised, milestones achieved, feedback from startups). 	
D3 - Venture-Builder Path Report	<p>This report should provide a thorough account of the support provided to the teams and their progress, including:</p> <ul style="list-style-type: none"> Content of Support: Specific details of the resources, tools, and expertise tailored to venture-building initiatives (e.g., co-development, prototyping, access to investors). Duration of Support: Timelines, phases, or milestones of the venture-builder path. Venture-Builder Initiatives Involved: Profiles of the ventures supported, including their names, objectives, and initial challenges. Progress and potential to register the company: A detailed summary of the activities they have carried out during the programme, their development, highlighting achievements, metrics, and the impact of the venture-builder approach on their growth and scalability potential. 	31.12.2025
D4 - Demo Day Report	<p>This report should provide a detailed overview of the Demo Day event, highlighting key elements and outcomes. The expected content includes:</p> <ul style="list-style-type: none"> Pictures/Screenshots of the Event: Visual documentation of the Demo Day. Evaluation Criteria: A description of the metrics and system used to assess participants. Experts Involved: Information about the evaluators, including their names, roles, and specific contributions to the event, such as scoring and feedback. Results: A summary of the event outcomes, including the key takeaways, the list of participants with their rankings or scores, and notable achievements or standout moments. Decision Process for Advancing Winners: A clear explanation of how winners were selected to move to the second stage, describing the decision-making steps (e.g., expert deliberations, scoring aggregation). 	31.12.2025
D5 – Activity Plan for the second stage	<p>Activity plan connected to the second stage activities delivered and the project budget forecast for the second stage (including KPI EITHE4.4 commitment).</p>	31.10.2025

Important note: D2, 3 and 4 may be divided in two different parts: the Implementing Body may therefore be requested to submit a first part of the report before the end of the project (potentially around October).

As mentioned in Section 3.6.1, documentation will be requested to provide evidence that the applicant has fulfilled the relevant KPI.

3.7.2. Outputs

Proposals are requested to indicate at least the following outputs in the activity plan:

Outputs	Description	Delivery date
OUT1	startup support and venture builder calls published	30.6.2025
OUT2	startup support program delivered	31.12.2025
OUT3	venture builder program delivered	31.12.2025
OUT4	Demo day organised	31.12.2025

Please include only the outputs referring to the selected KPIs (no other outputs should be defined).

3.8 Project duration, monitoring and reporting requirements

This Call for Proposals pertains to the initial stage of a broader programme set to continue in 2026. However, the programme outlined in this call will follow specific duration, monitoring, and reporting requirements:

- All activities carried out by the Implementing Body must be completed by December 2025.
- EIT Urban Mobility will oversee all projects according to the general rules and procedures specified in the Project Implementation Handbook, available on the Call webpage.

3.9 Financial aspects

3.9.1 EIT funding allocation

The **maximum EIT funding** allocated for this Call is €400,000 for 2025, covering both the grant for the Implementing Entity and the subgrant (lump-sum) to be provided to startups as final beneficiaries in the first stage of the program. Startups acting as subgrantees will receive both in-kind services from the Implementing Entity and financial support (as lump-sum) to advance their innovations in the programme's first stage.

To ensure that most funding is dedicated to supporting startups, the Implementing Entity's share of EIT funding should not exceed 35% of the total budget. Accordingly, at least 65% of the budget must be allocated as Financial Support to Third Party (teams and startups). If subgrant amounts to startups are

reduced during the implementation phase¹¹, the Implementing Body's corresponding budget (35%) must also be proportionally adjusted. A maximum of half the Implementing Body's budget shall cover the management of the call and the program coordination, while the remaining amount shall be used for the in-kind support of the startups (an estimated maximum of 10.000 Euro per startup can be justified).

Additionally, the financial support provided must be allocated equally within each track: each team in the venture-building track shall receive €30,000, and each startup in the startup track €20,000. The financial support should be provided by the Implementing Body in the form of a lump-sum.

Since the budget for the financial support is closely linked to the anticipated outcomes outlined in the work plans, final budget allocation will adhere to the value-for-money principle, with higher, realistic outcomes (that is, a higher number of companies/teams supported) potentially justifying a larger budget proposal.

Applicants must submit a detailed budget for 2025 within the Application Form, clearly specifying the amount allocated as financial third-party support (FSTP) for the teams and startups participating in the programme's first stage.

Each consortium partner must play a core, justified role, with a budget that enables them to carry out their activities effectively. If the Selection Committee identifies performative participation or inclusion of partners without clear, intrinsic value or essential contributions to project outcomes, it will address this concern with the applicant.

3.9.2 Co-funding rate

All proposals must have a minimum **co-funding¹² rate of 5%**.

Any co-funding rate above 5% will be positively assessed if two proposals for the same Country/Region obtain the same scoring after the two evaluation stages.

3.9.3 Eligibility of expenditure

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

¹¹ For example: if the selected startups/teams are less than the minimum amount prescribed; if the selected startups/teams do not comply with the participation's rules and/or leave the programme beforehand.

¹² Co-funding refers to financial contributions such as entities' own resources and/or other non-EIT funding sources.

3.9.4 Contribution to EIT Urban Mobility financial sustainability

The startup support programme must contribute to the long-term vision of EIT UM to become the reference impact investor in urban mobility start-ups. Sustainability, team diversity and core SDG business values are the cornerstones of the EIT UM investment thesis that focuses on early-stage companies.

There are 2 different approaches to contribute to the financial sustainability of the KIC. The applicant can propose both in its application, depending on the different maturity level of the applying startups:

OPTION 1 (The accelerator approach – for the already established startups)

The proposal must include a commitment to EIT Urban Mobility's financial sustainability: The applicant(s) shall commit to funnelling at least four promising investment candidates to EIT Urban Mobility's financial sustainability or investment activities. EIT Urban Mobility will provide instructions and guidance to the consortia with regards to the recommendation for investment, by designing and sharing a set of standardised criteria and conditions for a structured evaluation. The funnelling mechanism is the result of scouting, evaluating, and selecting the most promising early-stage companies whilst also giving recommendations for investment on top performers.

In addition, applicants are also encouraged to include Financial Sustainability contributions around sponsorship opportunities for the program. Other attainable and realistic financial sustainability mechanisms can also be included in proposals.

OPTION2 (The venture builder approach – for newly incorporated startups during the program)

Any incorporated company via this programme activities and following an internal assessment by EIT UM must adhere to the following shareholding structure:

- Founders must own an equity position greater than or equal to 50% of shares at the time the company is incorporated.
- EIT UM has right to own an equity position of at least 10% of shares (for a nominal price or for free) at the time the company is incorporated.

Note that the provision of an FSM for EIT Urban Mobility will be assessed as part of the evaluation criteria (see section 5.2). A higher contribution to financial sustainability will be assessed positively as part of the evaluation criteria.

Finally, the selection committee will positively evaluate the FS contribution of proposals that create further synergic programme beyond the current joint program at the national or regional level and leverage ESIF or National innovation funds aligned with the KIC objectives.

3.10 Fast-track provision

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.

3.11 Second stage of the program

The foundation of this joint programme is a Memorandum of Understanding (MoU) signed in 2024 between EIT Urban Mobility and ADRVest to collaborate on the development of the Romanian innovation ecosystem. This programme targets high-potential innovations and startups with strong local connections, whether founded in the region or seeking to enter the local market. This section outlines the relationship between the programme’s first stage, described in this Call for Proposals, and the second stage planned for 2026.

The first stage will culminate in a Demo Day, where participants from both the venture-building and startup tracks will present their solutions and progress to a jury of three evaluators—one from EIT Urban Mobility, one from ADRVest, and one external expert. The jury will issue a Go/No-Go decision for each participant, determining eligibility to advance to the second stage of the programme in 2026.

The second stage’s structure and requirements will be detailed in a separate Call for Proposals, launched by ADRVest with EIT Urban Mobility providing support. This stage will focus on developing a viable business model, including strategies for local market penetration, product or service feedback, and scaling opportunities. To measure success, participants must generate at least €10,000 in income from an external client or sponsor, aligning with EIT Urban Mobility’s KPI EITHE4.4:

KPI EITHE04.4	Start-ups Created and Achieving €10,000 in Income in 2026	This KPI measures the number of startups (created as outlined in KPI EITHE04.2) that achieve a minimum of €10,000 ¹³ in income within 2026. This target is set for fulfilment in the second stage of the programme in 2026, and the results will be reported in the second stage’s final report.	Minimum 4 startups are expected to meet this income threshold
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The second stage will be funded through Romania’s national regional financing, managed by ADRVest, which will allocate at least €400,000 to selected startups for further development and scaling. Based on the quality and growth potential of the startups, ADRVest may decide to increase this funding.

The two stages are designed to build upon each other, with participation in the second stage contingent upon receiving a "Go" decision during the first stage Demo Day. Upon completion of the second stage, both ADRVest and EIT Urban Mobility will continue to support successful startups through its regular offering (i.e., opportunities for further investment, connections with external investors, scaling options, and other market opportunities), though they will need to meet all standard entry requirements.

¹³ The Implementing Body will be requested to provide justification of this income by submitting the official purchase order from the buyer including buyer invoice details (name, VAT, etc.) and the acceptance of invoice by the buyer and/or paid confirmation of the invoice (bank note)

4. Preparing and submitting a proposal

4.1 Support given to applicants preparing a proposal

Guidelines for Applicants

The *Guidelines for Applicants* document is published on the Call webpage and provides comprehensive information and instructions on how to prepare and submit a proposal for this Call.

Call information sessions

To help applicants prepare and submit their proposals, EIT Urban Mobility will host information sessions after the Call is published. These online information events will focus on the Call content, the challenges, and requirements, as well as on the general procedures, such as the submission and evaluation process, the financial aspects and the monitoring and reporting activities.

Details are provided below. To register for the webinar, please complete [this form](#).

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	EIT Urban Mobility – Romania Joint Program Call Information session Introduction to the Call, strategic focus, scope and Call requirements, evaluation process and proposal submission process.	13 February 2025 13.00-14.30 CET	MS Teams Meeting: - link here - Meeting ID: 368 566 206 173 - Passcode: H4s58yz2

Call contact points

In parallel with the Call information session, all applicants may contact the RIS Team at EIT Urban Mobility at ris@eiturbanmobility.eu to resolve any concerns or doubts about the Call content and process.

4.2 Submitting a proposal

4.2.1 How and when to apply

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

- **STEP 1:** The first step an organisation must take, in order to be able to apply for an EIT Urban Mobility call, is to register in the [EU Funding & Tender Portal](#) and obtain a **valid PIC number**. If an organisation has already a PIC number, there is no need to register again.

If you don't know if your organization already has a PIC number, you can verify directly on the EU Portal ([click here](#)) whether your organisation is already registered.

- **STEP 2:** Once an organisation has a valid PIC number, it will be possible to register in the EIT UM NetSuite Platform, by submitting the [Partner Information Form \(PIF\)](#).

If in a few hours, after submitting the PIF form, you don't receive an automatic e-mail with the log-in credentials, please contact the EIT UM Service Desk servicedesk@eiturbanmobility.eu.

Be also aware that, registration of a new entity in the submission tool, can take **up to two working days**. Therefore, ensure that all project partners are correctly registered in the submission tool at least a few days before the deadline.

NB: Organisations that previously participated in an EIT Urban Mobility project, and therefore are already registered in the PLAZA platform, should not submit a PIF form. Instead, please contact the EIT UM Service Desk servicedesk@eiturbanmobility.eu: you will be then provided with the credentials to access the new NetSuite platform.

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

The following documentation must be submitted by the Lead Applicant **through NetSuite no later than 17 March 2025 at 17:00 CET**.

- Application Form completed in all its sections and completed in English language (**mandatory**)
- CVs in English of the key experts (**mandatory**)
- Signed Letters of Intent, where cities and industry players express their willingness to collaborate with this Joint Programme (**recommended**)

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

Any proposals submitted after the deadline will not be considered.

5. Evaluation and selection process

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

- Check eligibility and admissibility of the proposals;
- Evaluating the content of successful proposals (performed by three independent expert evaluators);
- Assess the proposals that passed the minimum threshold set during the quality evaluation part, as part of the final portfolio selection.

5.1 Eligibility and admissibility check

A proposal will be admissible if it fulfils the following criteria:

Completeness	The proposal is completed, it is submitted in time , to the right Call, by the Project Leader via the NetSuite submission tool, in English, and with all its mandatory sections and annexes.
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If a proposal is not admissible, it will not go to the eligibility check. A proposal will be eligible if it fulfils the following criteria:

1. Registration	Applicants (including all consortium partners, if any) have fully completed their Partner Information Form (PIF) in the NetSuite submission tool, including their valid PIC number.		
2. Applicants eligibility	Applicants (including all consortium partners if any) are entities located in the EU Member States or Third countries associated to Horizon Europe defined in Section 2.2.1.		
3. Consortium composition (when applicable)	In the case of a consortium, the proposal must be composed of a maximum of two independent entities from the eligible countries.		
4. CVs of key experts	The Lead Applicant submitted CVs, in English language, of the key experts.		
5. Co-funding rate	All proposals must have a minimum co-funding rate of 5%.		
6. Mandatory KPI addressed	All proposals must identify and address these mandatory KPIs:		
	KPI Code	KPI title	Min. target
	EITHE03. 2	Start-ups and scale-ups supported by KIC	5

	EITHE04. 2	EIT RIS Startups created of/for innovation	7	
7. Total budget	The total cumulative budget of the first part of the program is not exceeding the call budget.			

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

If there is any missing or incorrect information linked to applicant’s registration, missing mandatory attachments, co-funding and/or KPIs, applicants will be awarded five calendar days after receiving the official communication to allow them to complete or correct the proposal and resubmit it. If the applicants respond positively to this requirement within the time limit, the proposals will progress to the next stage of the evaluation process (See Section 5.2 below). If the applicants fail to respond, or respond after the deadline, the proposals will be ineligible and will not be processed further.

The Lead Applicants may appeal if they disagree with the decision to reject a proposal on the grounds that it is inadmissible/ineligible. An appeal must be made within seven calendar days of the official EIT Urban Mobility notification of ineligibility (see *Appeal procedure* document published on the Call webpage).

5.2 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 first part of the evaluation carried out by three independent External Expert Evaluators.

The evaluation is comprised of different groups of criteria and sub-criteria which will be assessed according to the following scores:

Score	Description	
0	<i>None</i>	The information requested is missing or incomplete
1	<i>Very poor</i>	The information provided is considered irrelevant or inadequate with regard to the specific Call provisions.
2	<i>Poor</i>	The information provided lacks relevant quality and contains significant weaknesses with regard to the specific Call provisions.
3	<i>Fair</i>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed with regard to the specific Call provisions.

4	<i>Good</i>	The information provided is adequate with sufficiently outlined details with regard to the specific Call provisions.
5	<i>Excellent</i>	The information provided is outstanding in its details, clarity and coherence with regard to the specific Call provisions.

The quality evaluation consists in 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. The evaluation panel will be invited to evaluate and score each proposal against the criteria listed in the table below.

The rapporteur will produce a Summary Evaluation Report (SER) for each assessed proposal. The SERs will be discussed and agreed upon in a Consensus meeting attended by the evaluation panel and a quality controller. The result of each SER will be sent to the Selection Committee together with the evaluation results list of all proposals assessed.

Excellence	Max. scoring 25 points
Relevance to the Strategic Objectives and Knowledge Triangle Integration	5 points
<ul style="list-style-type: none"> The proposal is aligned with the specific objectives of the Call as detailed in Section 2.1.2. The proposal facilitates collaboration within the knowledge triangle (business, research and education). 	5 points
Track record of specialist entities in mobility, transport and innovation within EIT Urban Mobility strategic focus areas and consortium composition	15 points
<ul style="list-style-type: none"> The applicant(s) entity(s) has (have) a strong track record in innovation and entrepreneurship support in the past five years. <p>If two entities as consortium are applying, each entity must be identified as a specialist for one of the two specific topics to demonstrate the added value of having a consortium.</p>	5 points
<ul style="list-style-type: none"> The applicant(s) entity(s) has (have) a strong track record in the mobility sector in the past five years. 	5 points
<ul style="list-style-type: none"> Quality of the startup support programs, which were delivered (references, training curriculum) in the past. Please include the main results, KPIs and impact of the former startup support program(s) delivered by the applying entity(/ies). 	5 points
Key expert(s) qualification evaluation based on CVs	5 points
<ul style="list-style-type: none"> The key expert(s) has (have) sound experience in the field of startup support area. 	5 points

<ul style="list-style-type: none"> • The key expert(s) has (have) the required language skills (Romanian, native, and very good command of English) as showcased in their CVs. • The key expert(s) has (have) sound experience in the Romanian ecosystem on the startup support area. 	
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Impact	Max. scoring 25 points
KPI ambition level	25 points
<ul style="list-style-type: none"> • The activity plan/workplan (including training curriculum, deliverables and milestones) effectively addresses the requested activity areas, incorporating a gender dimension and aligning with the proposed objectives, KPIs and expected outcomes. There is a realistic chance of achieving the expected outcomes based on the activity plan, and no activities are superfluous or unrelated to the expected outcomes. 	5 points
<ul style="list-style-type: none"> • The expected outcomes (KPI) target levels are more ambitious than the minimum requirement but realistic with regard to the opportunities available in the innovation ecosystem (country/region) that is covered. 	10 points (5 points x2)
<ul style="list-style-type: none"> • The proposal presents a coherent and realistic plan to create further synergic programme(s) beyond the current joint program at the national or regional level with local strategic organisations, in line with the FS strategy even beyond the joint program timeframe. 	5 points
<ul style="list-style-type: none"> • Plan to acquire customers (or sponsoring entities for pilots) to finance first market penetration (10K invoice) including the support of interested companies and cities (supporting letter, letter of interest...). 	5 points

Quality and efficiency of the implementation: planning and sound financial management	Max. scoring 20 points
<ul style="list-style-type: none"> • The budget is clearly outlined and justified for each work package and reflects value for money. 	5 points
<ul style="list-style-type: none"> • Budget distribution is sufficient to reach the target KPI values and is proportional to the expected impact of the activities/key outputs. • The budget distribution reflects the division of roles and responsibilities among partners (if applicable). 	5 points
<ul style="list-style-type: none"> • The proposal provides effective and professional management structures, including a gender-balanced team, to achieve the stated outcomes and adhere to a clear risk and mitigation plan. 	5 points
<ul style="list-style-type: none"> • The communication activities are clearly related to specific outcomes (KPI) and are sufficient and achievable. (Clear plan, how to reach the target group, how to raise awareness for the program...). 	5 points

The total scoring of 70 points is distributed as follows:

	Max score
Excellence	25 points
Impact	25 points
Quality of implementation	20 points
Total points	70 points

5.3 Part 2 of the evaluation - Final Selection

Based on the Quality Evaluation a shortlist of applicants will be defined. Proposals **with a score equal to or above 50 points (threshold)** in the first part evaluation will be considered for the second part evaluation. Among these top-scoring proposals, only the 3 with the highest total score will be invited to the interview. If two proposals receive the same score (equal to or above the threshold) the proposals with the highest scoring first in Impact and then in Excellence will be considered for the second part of the evaluation.

The second part consists in assessing interviews with the candidates and Business Intelligence criteria by the EIT Urban Mobility Selection Committee. The Selection Committee is composed of 4 members, 3 members representing one of the following areas of the EIT Urban Mobility (1) Executive Management Team, (2) the RIS Team, (3) Impact Ventures; while the fourth member is one representative of ADRVest.

5.2.1 Interview for the second part of the evaluation

The Lead Applicant will be invited to an interview.

The (ca.) 30 minutes interview will have a presentation part (10 minutes), allowing the lead applicant to introduce the main highlights of the application and it will be followed by a discussion (20 minutes).

In the interview in the presentation the applicant(s) must focus on the following three predefined questions in English:

- Please explain how the applicant(s) is (are) embedded in the national innovation ecosystem, and which are the most important partners and actions in their innovation support activity.
- Please provide evidence that the suggested KPIs indicated in your application can be reached realistically and provide details of your experience regarding the proposed activities.
- Please present your long-term vision of the impact of cooperation with EIT Urban Mobility and your main added value in this cooperation.

In the case of a consortium, all consortium members can contribute; the answers should cover all entities, but the timeframe remains the same regardless of the size of the consortium.

The interviews will be evaluated by the Selection Committee against the following criteria.

5.2.2 Final selection process

The Selection Committee will consider the following factors and add **20 points** to the final scoring obtained by each proposal in the first part of the evaluation.

Assessment factor	Description of the assessment	Max score 20 points
Evaluation of the interview	<ul style="list-style-type: none"> Credibility and quality of the presentation delivered. 	10 points (5 points x2)
	<ul style="list-style-type: none"> Clarity of the responses to the predefined questions as indicated in Section 5.3.1. 	10 points (5 points x2)

If two proposals obtain the same scoring after the two evaluation parts, the proposal with a higher co-funding rate will be selected. If the co-funding rate is the same, the proposals with the highest scoring first in Impact and then in Excellence will be considered for the second part of the evaluation.

This Call for Proposals is intended to select only one proposal. However, the Selection Committee reserves the right to leave the call without an award if the proposals presented have low-quality scores, despite being above the set threshold.

The Selection Committee will select the portfolio of preselected proposals following the ranking list (maximum scoring: 90 points). It will also create a reserve list which will be valid only until the initially awarded proposal has completed the signature process.

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 second part of the evaluation.

If the proposal is pre-selected, the evaluation results may include a set of conditions to improve the proposals, 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 this timeframe. If the Project Leader fails to comply with the conditions 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.

If the Project Leader of a rejected proposal disagrees with the decision, they may only appeal if a SER comment clearly contradicts the information provided in the proposal. In this case, the Project Leader will

have seven calendar days after receiving the final evaluation results to submit an appeal (see *Appeal procedure* document published on the Call webpage).

5.5 Onboarding and contracting phase

Should all conditions be met within the given timeframe, EIT Urban Mobility will begin the onboarding and contracting process. The contract will be signed only after 30 days from the pre-selection decision.

As outlined in the Project Implementation Handbook, entities receiving EIT Urban Mobility funding for the implementation of projects will therefore become subgrantees of the Business Plan 2023-2025 (and potentially of the forthcoming Business Plan 2026-2028 under the conditions set out in Section 3.7), committing themselves to working towards achieving the related targets. Entities that have never been part of projects funded by EIT Urban Mobility and that do not have a PIC validated by the Research Executive Agency (REA) of the European Commission will be subject to a PIC validation process managed by the EIT Community Onboarding Service. All validated entities will proceed with signing the Financial Support Agreement (FSA).

Additionally, EIT Urban Mobility reserves the right to request that the EIT Community Onboarding Service carry out a Financial Capacity Assessment to check the financial capacity of any entity of a selected proposal. In such case, EIT Urban Mobility may require:

- an enhanced financial responsibility regime, i.e. joint and several liability for all subgrantees or joint and several liabilities of Affiliated Entities if any;
- prefinancing paid in instalments (multiple/additional prefinancing);
- (one or more) prefinancing guarantees;

or may

- propose no prefinancing;
- request that the entity be replaced or, if needed, might reject the entire proposal.

In other words, if the assessment results are not satisfactory, EIT Urban Mobility may not allow the entity to participate, and will then check whether the proposal is still eligible.

6. Annex I – List of KPIs

KPI Code	KPI Title	KPI Definition	Supporting documents
EITHE03.2	KIC Supported start-ups/scale-ups registered in EIT RIS Countries	<p>Number of start-ups and scale-ups registered in EIT RIS Countries supported by KICs for at least 2 months in year N, provided the KIC's support contribute to the company's growth (including potential growth).</p> <p>Examples of such services are mentoring, consultancy on access to finance and markets, product/service marketing, legal advice, internationalisation, matchmaking, etc. The services should be provided for a total period of at least two months. Start-ups and scale-ups will be reported by country of registration of the venture.</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Year of reporting - Company name - Company registration number - Country of registration. - Gender of the CEO - Reference to a specific KAVA - Was the company supported through the HEI CBI? - Was the company supported through a cross-KIC project? <p>No supporting evidence required. <i>(*Activity leaders are advised to keep the formal signed agreements and the registration certificates of start-ups in case they are requested during the assessment process.)</i></p>
EITHE04.2	Startups created in EIT RIS Countries	<p>Number of startups registered in EIT RIS country in year N and established as a result/ based on the output(s) of KAVA(s), or startups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after the completion of KAVA).</p>	<p>Structured data:</p> <ul style="list-style-type: none"> - Year of reporting - Company name - Company registration number - Country of the company registration - Gender of the company CEO - Link to the specific KAVA - Was the company created through the HEI CB Initiative? - Was the company created through a cross-KIC project? <p>No supporting evidence required.</p>