



Co-funded by the
European Union

Call for Expression of Interest

Selection of Video Experts for Urban Mobility Explained (UMX)

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

[Barcelona | 12/09/2025](#)

eiturbanmobility.eu

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1. Overview of EIT Urban Mobility

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more liveable.

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019 we have been working to encourage positive changes in the way people move around cities in order to make them more liveable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.



*We create systemic solutions that will **move more people around the city more efficiently and free up public space.***



*We bring **all key players in urban mobility together** to avoid fragmentation and achieve more.*



*We **engage cities and citizens** from the word go, giving them the opportunity to become true agents of change.*

The EIT Urban Mobility S.L delivers breakthrough innovations to the market and breeds entrepreneurial talent for economic growth and improved quality of life in Europe. It does this by mobilising a pan-European ecosystem of European corporations, SMEs, start-ups, universities, and research institutes.

As a Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), the EIT Urban Mobility S.L is focused on entrepreneurship and is at the forefront of integrating education, research, and business by bringing together students, researchers, engineers, business developers and entrepreneurs. This is done in a pan-European network of Co-Location Centers (CLCs), 5 Limited Liability Companies respectively based in Germany, Czech Republic, Denmark, the Netherlands, and Spain and the EIT Urban Mobility Foundation.

We create systemic solutions that will move more people around the city more efficiently and free up public space.

We bring all key players in urban mobility together to avoid fragmentation and achieve more.

1.1. About EIT Urban Mobility Academy Competence Hub

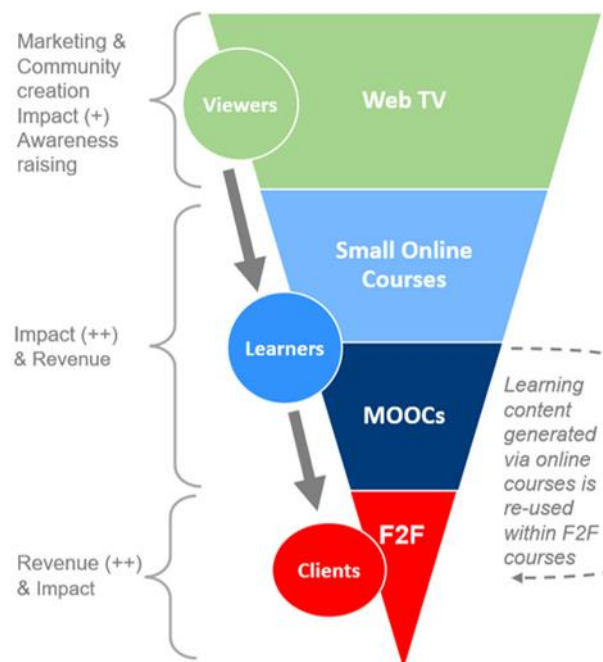
The webpage of EIT Urban Mobility Academy is <https://www.eiturbanmobility.eu/what-we-offer/education-and-training/>

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

The Competence Hub is the Professional Training Unit within EIT Urban Mobility Academy. Given the many digital and ecological transformations that the mobility sector and European cities must overcome, EIT Urban Mobility Academy's Competence Hub develops high-quality, innovative, and adaptable trainings for forward-thinking professionals and organisations.

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

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



The four layers are:

- **Urban Mobility Explained (UMX) YouTube channel** (which used to be called Web TV): the YouTube channel UMX hosts a series of short and easy-to-follow videos (1 to 10 minutes) that showcase cutting-edge practices in urban mobility throughout Europe and beyond. It has been designed to highlight thought-provoking perspectives and key competencies needed for the successful delivery of urban mobility solutions and to close the urban mobility knowledge gap. Since September 2022, every 1-2 weeks, a new video is published on the YouTube channel on a different mobility topic. See our UMX videos [here](#).
- **Online courses:** our online courses are fully online asynchronous training courses so that each learner can take/complete them whenever they wish. They fall into 2 categories:
 - **Short Online Courses (SOCs):** These short online courses (30 minutes to 5 hours to complete, over a period of few days or weeks) are developed around mobility topics for professionals that are not covered by existing training programs and institutions. Our SOCs provide compelling learning contents on important urban mobility issues, trends, tools, etc. The content is fully available for free, so that many urban professionals can benefit from these courses, discover the value that the Competence Hub can bring to them, and leverage our SOCs to become better professionals.
 - **Massive Open Online Courses (MOOCs):** The Competence Hub also offers a second category of e-courses, our “MOOCs for professionals” (10 to 20 hours to fully complete, over a period of a few weeks to months). These longer and more comprehensive e-courses provide more advanced knowledge yet maintaining a strong hands-on and applied focus that urban mobility professionals are looking for. The subjects/topics that are addressed are identified and produced based on the analysis of the knowledge gap within the urban mobility market (public and private sectors), the existing online learning solutions in the professional learning market that are already available, and the appetite/interests for certain specific topics expressed by our target audiences and current learner community.

Most of our e-courses are available on the Competence Hub’s e-learning platform: www.urbanmobilitycourses.eu. We also have some e-courses available on FutureLearn (EIT Urban Mobility account) as well as Coursera (EIT Urban Mobility Partner Accounts). Find our e-courses [here](#).

- **Face-to-face programmes:** In this fourth/final level of this funnel, we build “custom” online/on-site/blended courses for urban mobility organisations or for specific cohorts of mobility professionals, to allow them to overcome specific challenges. These courses are primarily delivered synchronously and generate revenue. By leveraging our unique community of partners (top European universities, innovation centres and consultancies) and experts, we probe a wide variety of course topics and formats with cities, mobility companies, and transport authorities. We then replicate/ upgrade/upscale (at a national and/or European level) those courses that generate the highest levels of impact/satisfaction and that can best contribute to EIT Urban Mobility’s financial sustainability. See our Applied learning programs [here](#).

Since May 2024, the Competence Hub's learning efforts are functioning under one single brand called Urban Mobility Explained (UMX). This brand includes the online courses, the face-to-face programmes, the YouTube channel and other additional learning resources.

2. Scope of the experts involved

2.1. General objectives

By the present procurement procedure EIT KIC Urban Mobility S.L., (hereinafter referred to as "EIT Urban Mobility"), is seeking to appoint several qualified video experts, individuals or companies (hereinafter referred to as "Supplier"). These Suppliers will support the video production for the Urban Mobility Explained (UMX) YouTube channel, managed by the Competence Hub (CH).

Every year, the Competence Hub plans to produce a total of around 35 new standard videos (ranging from 1 to 10 minutes in length) on sustainable urban mobility in different cities across Europe and beyond. As a result, the Competence Hub must outsource part of its video production activities to ensure all videos are delivered on time.

2.1.1. What kind of videos do we wish to create?

At UMX, we produce free, short-form educational videos, concise learning "pills" that are easy to watch and digest. Each video addresses a single, focused question such as: Why are cities investing in cable cars for urban transport? Is robot delivery a real revolution in urban food delivery? How can Porto Flavia become accessible without a car?

Each video runs between 1 to 10 minutes, unless there is a strong reason to go beyond this range.

The narrative approach varies by format. It may be led by 1 to 3 interviewees (mobility experts, users, or others), a presenter on screen, or voice-over narration. Regardless of style, our priority is clarity, engagement, and storytelling that connects with viewers.

From 2025 onwards, each standard UMX video will be accompanied by two YouTube Shorts: a teaser and a behind-the-scenes short. Both will be under 60 seconds, in vertical format.

2.1.2. Our values and aesthetic

UMX videos aim to reflect the diversity of Europe: its cities, ideas, nationalities, languages, professions, and people. We promote inclusivity across gender, age, background, and accessibility. We do not create corporate or institutional videos. Instead, our style leans toward documentary storytelling: authentic, human, immersive, and visually compelling. We avoid stock footage, generic background music, and conventional interview settings (like desk setups). Creativity and emotional resonance are key. This is our

central creative challenge, and we rely on our video partners to help us bring a fresh, innovative vision to life.

2.1.3. A strong educational focus

Above all, UMX videos are not promotional. The educational value must remain at the heart of every production. Even when showcasing best practices in sustainable urban mobility, we provide relevant context, clearly explaining the local challenges that each initiative addresses.

2.1.4. About this procurement procedure

This procurement procedure is a multiple-winner procedure. Being selected as part of the pool of video experts does not guarantee project assignments. However, shortlisted candidates may be contacted by EIT Urban Mobility on a project-by-project basis, based on their specific expertise and the needs of the individual project. The purpose of this agreement is to establish a readily available pool of qualified video experts to support the ongoing activities of the Competence Hub.

Proposals that only cover some of the activities will also be considered, as some UMX video production projects are partially internalised. The CH wishes to identify Suppliers capable of managing the full production of videos under our supervision, or to support us on part of a video production process (pre-, production, post-). In short, Suppliers may assist in a wide array of tasks, such as script writing, shooting, editing, handling full video production, etc.

This procurement procedure is open to both freelancers and companies. To apply, Suppliers (individuals or companies) must submit a detailed CV of the nominated video professional(s) demonstrating their relevant expertise and experience in video production as per described in section 2.2, and their ability to contribute to achieving the objectives outlined in this Call for Expression of Interest. Suppliers are encouraged to include any additional information they consider relevant.

2.2. Detailed scope of work

The purpose of this procurement procedure is to establish a pool of video production experts to support the UMX YouTube channel.

Depending on the UMX video project, the Competence Hub seeks video professionals who can either contribute to specific stages of production (such as pre-production, production, or post-production) or manage the entire production process under its oversight. As outlined below, the proposal submitted by the Supplier must clearly indicate whether the support offered will be partial or comprehensive, depending on the Supplier's capabilities, experience, and interest. If the supplier is responsible for the full production, the proposal does not need to include finalised video topics. Instead, it may present potential ideas with working titles, which will be reviewed and agreed upon with the Competence Hub prior to the start of pre-production. The proposal should demonstrate the Supplier's ability to support the EIT Urban Mobility

Competence Hub effectively. It must address the elements listed below and may include any additional information deemed relevant.

Preliminary Kick-off Meeting

The supplier will actively participate and facilitate discussion during a Preliminary Kick-off Meeting to fully understand the realities, specificities, goals, and challenges of the Competence Hub. This meeting will also allow the supplier to get familiar with all the UMX requirements which will need to be complied with, agree on detailed scope of work, formalise ways of working, etc.

Video production (pre-production, production, post-production)

- If the **video supplier handles the entire video production process** under the supervision of the Competence Hub, the proposal must clearly outline the full range of services to be provided, along with the associated costs. The Supplier must also take into account the following deliverables for each full video production process:
 - One pre-production document, with the production plan, suggestions of b-rolls to illustrate the video topic, some information regarding the visual approach, some information regarding the equipment, or any other information the supplier and/or the Competence Hub believe is relevant.
 - One 5-10-min video presenting the agreed topic, including at least 1-3 relevant interviewees and b-rolls and taking into consideration the Competence Hub's feedback.
 - One 60-seconds (max) short version of the long video (vertical) on the agreed topic, which will be used afterwards by UMX to tease the full video. The Supplier will also take into consideration the Competence Hub's feedback.
 - One 60-seconds (max) behind-the-scene short video, showing the backstage of the production of the video. The Supplier will also take into consideration the Competence Hub's feedback.
 - One .srt file with the British English subtitles (even if the interviewees are speaking in English).
 - A few good still images of the final video that illustrate the topic the best. These images could be used afterwards by the Competence Hub to create the YouTube thumbnails.
 - GDPR Consent Forms signed by all interviewees (templates provided by the Competence Hub during the pre-production).
- Otherwise, if the **video supplier handles part of the video production process** under our supervision, here is a non-exhaustive list of services that the Competence Hub wishes to procure:
 - Pre-production: ideation, topic research, script writing, shot list/storyboard creation, budget definition, interviewee identification and booking, location scouting, shooting permit request, equipment rental, video crew hiring, production schedule, transport and accommodation booking, etc.
 - Production: filming interviews, b-rolls shooting, behind-the-scenes images shooting, drone operating, drawing, etc.
 - Post-production: video editing, sound editing, UMX graphics elements integration, motion graphics creation, translation (interviews, subtitles, etc.), colour grading, VFX, thumbnail creation, social media video editing, etc.

In both cases (partial production/full production), the Suppliers may also add additional services that have not been identified above, provided they are relevant. Exceptionally, the production of specific videos may require some additional services that have not been identified above, and thereby also be covered by the current procurement procedure.

Note: the video supplier will consider the branding requirement of UMX (title, lower thirds, logo, summary slide, etc.). Therefore, the Competence Hub will send before the post-production a Visual Identity Pack detailing all the graphic elements to include in each video.

2.3. How to become a registered expert

The forms Expression of interest – (Annex 1) Video Expert Expression of interest Form and (Annex 2) Applicant's Declaration Form must be fully completed, duly signed, and sent to procurement@eiturbanmobility.eu. Applications will be opened and reviewed only after the deadline has passed. A confirmation of receipt will be sent at that time..

By the submission of a completed expression of interest EIT UM guarantees your registration into the expert pool data base. The registration will be valid for 36 months at the moment of our acceptance. Assignments will be performed periodically to the registered experts based on the expert's experience and the business needs.

The registration by itself does not guarantee the selection for an assignment will occur, however it is mandatory to be fully registered to become eligible for future selections.

The criteria for selection are based on the specificities of the assignment, taking into consideration the professional and technical skills required. Additional considerations may include language skills, geographical, sector and gender balance. If selected for a specific assignment, EIT Urban Mobility staff will contact you to confirm your suitability and availability.

- Experience with EU-funded projects will be considered an asset.
- Proven capacity to work in English is mandatory.

Prior to any work assignment, Experts will be issued with guidelines covering a description of the tasks, duration, location (remote/physical), remuneration rates, and reimbursement/payment methods. Including the Code of Conduct as well as the Conflict of Interest form for each assignment to be reviewed and signed.

Periodically, a call for Expert Expression of Interest will be reopened to maintain an open, transparent, and fair selection of experts.

Personal data will be processed in accordance with Regulation No 2018/1725.

2.4. Payment for Participation

EIT Urban Mobility will remunerate services in accordance with the scope of work requested, up to the following maximum amounts for 2025 (excluding VAT):

- Full production: **up to 5,000 EUR**
- Pre-production: **up to 1,000 EUR**
- Production : **up to 2,500 EUR**
- Post-production : **up to 2,000 EUR**

The amounts indicated are all-inclusive. No additional reimbursement will be provided for travel, accommodation, or subsistence expenses. Suppliers are expected to incorporate all such costs into their proposed fees.

EIT Urban Mobility shall pay the Expert for their work, or part(s) thereof, within thirty (30) calendar days from the date of the invoice acceptance.

Invoices shall be paid electronically by EIT Urban Mobility to the banking institution/account number provided by Expert.

EIT Urban Mobility reserves the right to refuse to provide financial contribution in case of non-performance or poor performance of the work and/or breach of any substantial obligations, including the obligation of confidentiality, and the no conflict of interest declaration.

EIT Urban Mobility reserves the right to refuse to contribute for any report or other deliverable required by the appointment letter that is submitted beyond the date specified in the appointment letter.

EIT Urban Mobility reserves the right to recover any payment made to Expert who has breached the obligations arising from the declarations of confidentiality and no conflict of interest.

2.5. Who are we looking for:

2.5.1. Video Experts

The Competence Hub is seeking experienced and creative video professionals (either freelancers or companies) who are based in Europe or are able to travel and film within European cities. Given that the majority of video productions will take place across diverse urban environments in Europe, familiarity with the European context and ease of access to filming locations are essential.

Suitable candidates will have a proven ability to contribute to or manage the full video production process and a strong portfolio of high-quality, educational content. The Competence Hub values professionals with a keen eye for storytelling, a sensitivity to cultural diversity, and the ability to deliver visually engaging, documentary-style videos in line with the UMX editorial vision.

To be included in the roster of experts, applicants must meet the following criteria:

1. Relevant professional experience in video production: a minimum of two years' experience, including demonstrated work in educational, journalistic, or documentary contexts, featuring interviews and b-roll footage.
2. Experience producing educational videos on urban mobility or related topics: demonstrated experience in producing concise, educational videos relevant to sustainable urban mobility or similar public-interest themes. At least three completed videos in this field are expected.
3. Capability to manage full or partial video production: Applicants must clearly demonstrate their ability to handle either the entire video production process (pre-production, production, and post-production) or specific stages thereof. Proposals should specify which parts of the production the applicant can manage independently and provide evidence of successfully delivering those services in past projects.
4. Ability to produce engaging and impactful videos: applicants must demonstrate that their videos achieve audience engagement, supported by evidence such as a minimum of 5,000 views on relevant published videos or clear indicators of audience interaction (comments, shares, likes).
5. Location and mobility within Europe: Applicants must be either based in Europe or able to demonstrate logistical readiness to travel and film across European cities within tight deadlines.
6. Language proficiency: Fluency in English (both written and spoken) is required, as English is the working language of the Competence Hub and the UMX production process. Applicants may demonstrate their proficiency through a relevant certificate or by sharing examples of previous work in English.

2.6. Award criteria

Candidates will be assessed on their CV and online forms provided at the link below. Applications will close on **26th of September at 23:59 CET**. Selected candidates will be informed by 3rd October 2025 in case of inclusion in the roster of experts.

EIT KIC Urban Mobility values diversity and welcomes applications from all suitably qualified candidates regardless of age, gender, race, disability, sexual orientation, religion, or ethnic background.

A declaration of impartiality and confidentiality will be issued for its signature at the same time to be signed with the service agreement.

EIT KIC Urban Mobility will assess candidate's profiles based on the following documents:

- Updated CV
- Application Form

In the Application Form, candidate experts are requested to provide evidence of their skills, competences, and knowledge by providing concrete examples of previous relevant experiences.

Fully completed and signed forms are to be sent to procurement@eiturbanmobility.eu with subject [**Application for Video Exper (UMX)**] within the deadline defined above.

Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries. The said processing will allow us to manage the recruitment of the call for expressions of interest - Selection of framework expert evaluators and rapporteurs, and more specifically:

- to enable you to submit your application and cv to apply for specific call,
- to match your details with the potential assignments related with the call and to eventually contact you
- to retain your details and notify you about future opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.
- You can exercise your data protection rights, writing to procurement@eiturbanmobility.eu.

You may find further information in the full GDPR Compliance privacy note for applicants available here: <https://www.eiturbanmobility.eu/privacy-policy/>

Annexes

1.1 Annex 1 – Expression of interest – Video Expert (UMX)

Dear Expert,

In completing and submitting the attached Expert Expression of Interest (Eoi) form, you are applying to become a reserve expert to work with EIT Urban Mobility. All Expert Eoi forms are reviewed against specific tasks, assignments, and selection criteria.

The Expert Eoi form will help ensure EIT Urban Mobility chooses the right experts for the right tasks. In the Eoi form you will be requested to:

- 1) Provide personal information for contact purposes.
- 2) Describe your main skills and provide evidence of your expertise, via text, visuals, external links, etc. Feel free to add anything else that you feel is relevant. If a section is not specific to your expertise, please insert “Not Applicable” in that text box. This will not adversely impact our assessment of your primary skills and expertise.
- 3) You should attach a CV to the application.
- 4) The entire document should then be saved as one single file in .pdf format.

Fully completed and duly signed Expressions of Interest form should be submitted to the EIT Urban Mobility Secretariat by **23:59 (CET) on 26th of September 2025** to procurement@eiturbanmobility.eu.

Candidates can be contacted for work assignment from the moment they have a confirmation of Expert Eoi registration.

Personal Information

Name:	Surname:
Nationality/ies:	Country of Residence:
Email:	Mobile:
Gender:	Mother Tongue/s:
Languages:	English (C1 min):
Professional Web Profile: (i.e. Website, YouTube, Vimeo, Behance, etc.)	

Video Expertise

Professional video production experience:

A minimum of two years' experience, including demonstrated work in educational, journalistic, or documentary contexts, featuring interviews and b-roll footage.

Experience in educational urban mobility videos:

Demonstrated experience producing concise, educational videos relevant to sustainable urban mobility or similar public-interest themes. At least three completed videos in this field are expected.

Production scope capacity

Applicants must clearly demonstrate their ability to manage either the entire video production process (pre-production, production, and post-production) or specific stages thereof. Proposals should specify which parts of the production the applicant can manage independently and provide evidence of successfully delivering those services in past projects.

Audience engagement and impact

Applicants must demonstrate that their videos achieve audience engagement, supported by evidence such as a minimum of 5,000 views on relevant published videos or clear indicators of audience interaction (comments, shares, likes).

Location and mobility within Europe

Applicants must be either based in Europe or able to demonstrate logistical readiness to travel and film across European cities within tight deadlines.

Language proficiency

Fluency in English (both written and spoken) is required, as English is the working language of the Competence Hub and the UMX production process. Applicants may demonstrate their proficiency through a relevant certificate or by sharing examples of previous work in English.

CV

Please include your CV. Then save the entire document as a single file.

Signed:

[Signature of representative]

[Position of representative]

1.2 Annex 2 – Applicant’s declaration form

Applicant’s declaration form

<Date>

Contracting Authority:

EIT KIC Urban Mobility, s.l.u.
Carrer de Pamplona, 104,
08018 Barcelona, Spain
VAT Number: B67513630

Subject: EIT Urban Mobility – Call for Expression of Interest – Selection of a framework contractors for Video Experts for Urban Mobility Explained (UMX)

<Name> am submitting this form for this contract. I confirm that I am not participating in any other call for the same contract in any form (as in a consortium or as an individual candidate);

I also confirm that I shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). I will inform the Contracting Authority immediately if there is any change in the above circumstances at any stage during the implementation of the tasks;

I accept that during the implementation of the contract and for four years after the completion of the contract, the supplier must keep confidential any data, documents or other material that is identified as confidential at the time it is disclosed ('confidential information').

I accept that during the implementation of the contract and for four years after the completion of the contract, the Contracting Authority has the right for the purposes of safeguarding the its financial interests, the proposal and the contract of the supplier may be transferred to internal as well as external audit services.

I understand that if the information provided is proved false, the award may be considered null and void.

Yours faithfully,

<Signature of authorised representative>