

SME Market Expansion Open Call 2026





Call Manual

SME Market Expansion Call 2026

Business Plan 2026 – 2028

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EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

History of changes

Version	Publication date	Change
1.0	01.10.2025	Initial version

Any updates to this Call Manual are detailed in the table above.

Amended versions are published on the EIT Urban Mobility Call website.

Disclaimers

- This Call Manual may be subject to corrections, modifications, and clarifications. Applicants are encouraged to regularly check the call pages of the EIT Urban Mobility website for any updates.
- This Call Manual follows the main rules and principles of openness, transparency, equal treatment, non-discrimination, proportionality, and efficacy established by the EU and EIT. All proposals submitted to the EIT Urban Mobility calls are evaluated based on these principles.
- This Call Manual has been drafted in accordance with the applicable rules and provisions established in the Horizon Europe General Model Grant Agreement, with particular reference to the obligations and procedures outlined in Annex 5 of the EIT Urban Mobility Grant Agreement. The content of the manual is intended to ensure consistency with these frameworks and to provide clear guidance to applicants and beneficiaries regarding the conditions for participation, evaluation, selection, and grant implementation.
- This Open Call falls under the Business Plan 2026-2028, which remains subject to formal approval by the EIT. Please be advised that the conditions and funding allocation for this Call may be subject to change.

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1. Introduction

EIT Urban Mobility is the largest trusted ecosystem of urban mobility innovation in Europe. Its mission is to accelerate the transition to sustainable urban mobility¹. To achieve this, it partners with established businesses, startups, universities, research institutes and the public sector with access to markets, talent, funding, and knowledge. These efforts support a shared vision for sustainable and decarbonised urban mobility and more liveable urban spaces for all.

The **SME Market Expansion Call** supports this mission by investing in innovative solutions, products and services that address urgent urban mobility challenges. The focus is on accelerating the market uptake of impactful innovations by reducing the risk of development and deployment. In particular, EIT Urban Mobility aims to support solutions with a clear path to market, helping cities and businesses confidently procure and scale proven innovations.

This is a **mono-beneficiary call** open to small and medium-sized enterprises (SMEs) that are **supported by an end client**, a public or private entity, committed to testing and demonstrating the solution. Through this collaboration, SMEs can validate their offering in a real-world setting, while gaining visibility and credibility in the European market.

The call is designed to promote business growth and market expansion, encouraging the replication and scaling of successful solutions in new regions or sectors. It offers a strategic platform for SMEs with ambitions to scale by opening subsidiaries or expanding into new markets.

Each selected project may receive an EIT contribution of **up to €60,000**. Beyond financial support, this call will foster collaboration within the EIT Urban Mobility ecosystem, simplify access to funding and create new partnerships with both public and private entities, thus paving the way for revenue-based growth and innovation in urban mobility.

All submitted proposals must:

- Align with EIT Urban Mobility's [Strategic Agenda 2021-2027](#), focusing on:
 - SO3/TSO3: Deploying and scaling green, safe, and inclusive mobility solutions for people and goods.
 - SO4/TSO4: Accelerating market opportunities through agile innovation.
- Address one of the call topics described in Section 3.3.

A full *glossary* of terms used in this Call Manual is published on the Call website.

¹ For more information, please visit our website: <https://www.eiturbanmobility.eu/who-we-are/about-us/>

2. About the Call

The **SME Market Expansion Call** aims to support small and medium-sized enterprises (SMEs) in the development of new product/service for an existing client or significantly improved product/service for expansion into a new industry sector or geographic market. The call offers SMEs the opportunity to pilot their product or service in collaboration with an end client, either a public or private entity.

Applicants should carefully review the requirements in this Call Manual to confirm that the SME Market Expansion Call is appropriate for their company and product/service.

2.1. Who can apply

This call is open to **mono-beneficiary proposals** submitted by a single SME² that meets **all** of the following requirements:

- The SME must be **registered as a legal entity**, before the official call deadline, **in either an EU member state** or a third country associated with Horizon Europe³ (including Switzerland; see “Special Note for Swiss Applicants” below).
- The SME must employ a minimum of **three (3) full-time equivalent (FTE)** staff members.⁴

Please note that to ensure a balanced portfolio of projects, SMEs previously selected and funded for the previous EIT Urban Mobility SME Market Expansion Open Call (2025) are not eligible to apply for this call.

An SME may submit multiple proposals; however, only **one proposal per applicant can ultimately receive funding**. If several proposals are submitted by the same SME, a maximum of two may be invited to the online panel hearing stage. Following the panel, only the highest-ranked proposal from that SME may be selected for funding.

All proposals must be submitted by a **single legal entity**. Multi-beneficiary proposals (i.e. proposals involving multiple partners) will not be considered.

Special Note for Swiss Applicants:

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

³ Third countries associated with Horizon Europe: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-atom_en.pdf

⁴ Part-time employees may be counted toward the FTE requirement. For example, two full-time and two part-time employees are acceptable. EIT Urban Mobility will check that applicants meet this criterion based on the applicant’s response to the ‘project team’ question in the Implementation section of the application.



Switzerland will become an associated country to Horizon Europe with retroactive effect as of 1 January 2025, once the Association Agreement between Switzerland and the European Union is signed. Before the signature, expected in November 2025, [transitional arrangements](#) apply (i.e. applicants established in Switzerland can submit applications and will be evaluated, but can be awarded and may receive EIT funding only following the signature of the Association Agreement).

2.2. Exclusion criteria

Entities participating in this Call can be excluded **at any time** (during the evaluation, the onboarding and contracting phase, or the implementation phase) if they⁵:

- Are in one of the following situations:
 - a. Bankrupt, being wound up, having their affairs administered by the courts, entered an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
 - b. Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts).
- Are found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making, or control).
- Are subject to an administrative sanction (i.e., exclusion).
- Are convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making, or control).
- Show significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making, or control).
- Have misrepresented information required for participating in the EIT Urban Mobility funding scheme or fail to submit such information.
- Were involved in the preparation of any documentation regarding this call or are involved in the evaluation process of this call, and this entails a distortion of competition.
- Are found to be attempting to influence the decision-making process of the call during the process.
- Attempting to obtain confidential information that may confer upon its undue advantages in the call process.

If any SME is excluded at any stage (e.g. evaluation, contracting, implementation), EIT Urban Mobility reserves the right to take appropriate action, which may include rejecting or discontinuing the proposal or project.

⁵ See article 57 of Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement and repealing Directive 2004/18/EC and article 80 of Directive 2014/25/EU of the European Parliament and of the Council of 26 February 2014 on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC (referral to article 57 of Directive 2014/24/EU).

2.3. General Call Timeline

Call Opening	1 October 2025
Call Closing	1 December 2025 (05:00 p.m. CET)
Eligibility and admissibility check	December 2025
Evaluation Phase 1: Quality Evaluation	January 2026
Evaluation Phase 2: Panel hearings	February 2026
Communication of results	March 2026
Conditions clearance for the pre-selected projects	March 2026
Contracting	April 2026
Tentative start date of the projects	April 1, 2026
End of the Projects	October 31, 2026

3. Call requirements

Applicants must carefully review this Call Manual to ensure their proposal fits the call’s scope and mechanism.

The aim of this call is to support SMEs under one of two options, which must be clearly specified in the application form:

- **Option A:** To develop a new product or service for an existing client.
- **Option B:** To significantly improve an existing product or service for expansion into a new geographical region or sector.

If the applicant selects Option B and the proposed product or service has previously received (co)funding from EIT Urban Mobility through Innovation calls, they must clearly demonstrate how the proposed innovation constitutes a significant advancement over the earlier funded version. EIT Urban Mobility retains the right to exclude such proposals from further evaluation if they do not meet this requirement, in line with the principle of avoiding double funding for the same innovation.

3.1. Specific requirements

Proposals submitted to this Call must:

- Offer **solutions** to key providers within the urban mobility ecosystem, such as city authorities, passenger transport operators, logistics and mobility providers, energy companies, the police and security services, etc.
- Address one of the **Call topics** defined in Section 3.3 of this Call Manual.
- Include a **signed letter from an end client** showing interest in testing the solution (see the “End client” Section 3.2).



- Propose a product or service at **Technology Readiness Level (TRL) 7** or higher⁶.
- Complete full usage and **testing of the product/service** with the end client within the project period.
- Propose a realistic and achievable scope within a maximum implementation period of seven months, from **April to October 2026**.
- Commit to delivering EIT Urban Mobility **KPIs and deliverables** by the end of the project (see Section 3.4 and 3.5 for further details).

Applicants must demonstrate:

- A proven track record of product development, innovation and sales that have increased revenue and turnover, **or**
- Be a spin-off supported by an organization with such experience and committed to ongoing mentoring. If the backer is a university, there must be a multiyear commitment from the research translation or commercial department.

Companies applying to this Call with solutions already (co)funded by EIT Urban Mobility, without substantial new innovation or added value, will be considered out of scope.

3.2. End-client letter

An **end-client letter signed** by a public or private entity is required at the proposal submission stage. The end client should have a genuine intention to test the solution and consider becoming a client of the applicant SME, during or after the project.

The SME cannot be a shareholder of the end client, and nor can the end client be a shareholder of the SME.

The letter signed by the end client must be in English and on letterhead paper, including the logo, address, and name of the contact person.

The content of the letter should be clear and specific and include the following aspects:

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

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

3.3. Call topics

This call seeks to strategically select projects that complement our existing portfolio by targeting emerging sectors, innovative business models, technological advancements, and evolving market needs. This Call

⁶ <https://euraxess.ec.europa.eu/career-development/researchers/manual-scientific-entrepreneurship/major-steps/trl>



focuses on five topics, described below, in which EIT Urban Mobility believes Europe has the potential to innovate and create impact.

Applicants must indicate **one primary topic** their proposal aims to address at the application stage, even if there are overlaps or synergies with other topics. While proposals may touch on multiple areas, for example, integrating electrification into public transport or applying data-driven solutions to logistics, only one main topic should be identified.

A. Urban Logistics

- Solutions (products, services and business models) that **reduce the negative externalities** of urban logistics – such as congestion, emissions and noise – while enhancing **efficiency, resilience, sustainability and integration with the urban environment**, especially in last-mile operations.
- Innovative concepts for **logistics hubs** and **digitally enabled solutions** that foster greater collaboration among logistics operators, cities and users are particularly encouraged.

B. Public Transport

- Solutions that strengthen **public transport as the backbone of a resilient, sustainable, inclusive and multimodal mobility ecosystem**, by improving its **attractiveness and competitiveness** – with the **clear goal of attracting users away from private cars**.
- New concepts, technologies and business models that enhance **demand-responsive transport** and **integrate shared mobility services with public transit** – aimed at improving first- and last-mile connectivity and expanding overall network coverage are encouraged.

C. Mobility Data Management

- **Data-driven solutions that enhance the performance, efficiency and responsiveness of urban mobility systems** through e.g. the use of advanced analytics, AI, quantum technology or real time data – in alignment with EU-level interoperability and data governance efforts (e.g. common data spaces, European data standards, open digital infrastructures). Solutions that enable cities and public authorities to make **data-informed decisions** – particularly for the design and implementation of Sustainable Urban Mobility Plans (SUMPs), inclusive/participatory planning and citizen engagement, resilience and disruption response, or regulatory monitoring and enforcement (e.g. Low Emission Zones) – are particularly encouraged.
- All solutions should adhere to principles of **data privacy, interoperability, replicability and scalability, while demonstrating a clear pathway to sustainable deployment and uptake.**

D. Electrification of Transport and Alternative Fuels

- Solutions that advance zero-emission urban mobility through innovation across the **electrification value chain**, vehicles, new battery technologies, smart /dynamic charging infrastructure, grid integration or life battery extension, reuse and recycle.
- **Alternative fuels solutions** such as hydrogen applications, that support early adoption, reducing initial or operative costs, offer integrated solutions to the urban environment, and are viable to scale-up.

E. Health and Mobility

- Solutions that promote **active mobility as a foundation for healthier urban lifestyles**, by improving safety, convenience, inclusivity and integration within the urban environment, facilitating a modal shift towards active modes. Proposals should go beyond typical behavioural change campaigns, to include **innovative and market-oriented solutions that strengthen the European cycling industry and align with the goals of the European Declaration on Cycling**. Digital or public space design innovations must demonstrate a disruptive approach and clear potential for adoption by public authorities.
- This topic also includes innovations that **monitor, reduce, or mitigate the health impacts of air and noise pollution** in urban mobility systems – including solutions for cleaner transport, reduced exposure, and health-informed planning.



3.4. Key Performance Indicators (KPIs)

All submitted proposals **must include both of the following EIT KPIs** with a **minimum target of 1** to be achieved by the end of the project:

- **KPI EITHE02.4 (Marketed Innovations):**
Number of innovations introduced on the market with a documented sales revenue of at least 10 000 EUR.
- **KPI KONHE20 (# Designed/Tested Innovations):**
Number of innovative products or services from the project that have obtained appropriate IPR protection for their innovation, or have initiated the process of registering IPRs, and advanced toward commercialization, demonstrated by progress in TRL/MRL, prototype development, or similar milestones.

Proposals selected for funding will be required to provide the supporting evidence as outlined in Annex I by the end of the project. Annex I also provides information about the link between the KPIs and the lump sum payment mechanism and potential grant reductions if KPIs are not met.

Optional KPI

Given the call's emphasis on market expansion, proposals that include the optional **KPI EITHE04.4 Startups created** will be viewed favourably and can receive up to 5 additional points under the "KPI addressed" assessment factor in the second evaluation *phase (please see section 6.3. Phase 2: Panel hearing and Annex II- KPIs – full description)*.

Full KPI descriptions are also available on the document List of KPIs available on the Call webpage.

3.5. Deliverables

All submitted proposals are required to reflect commitment to achieving the following mandatory deliverables during the project duration:

- **DEL 1: Commercial agreement**
The commercial agreement signed between EIT Urban Mobility, and the grantee should be submitted online. *(see Section 4.2 for more details)*
- **DEL 2: Branding and communications**
EIT Urban Mobility will provide a template requesting information about the project's compliance with the *EIT Urban Mobility Communication Guidelines* and the *EIT Urban Mobility Brand Book*, as well as general promotional information about the grantee and project.
- **DEL 3: Confirmation letter from end client**
Signed letter by the end client confirming that the SMART objectives, workplan and demonstration were successfully achieved by the SME.



EIT Urban Mobility will provide templates for all required deliverables, specifying the minimum content and requirements. The template must be completed by the grantee and submitted online by the end of the project.

Annex I provides detailed information about the link between the deliverables and the lump sum payment mechanism and potential grant reductions if deliverables are not met by established deadlines.

3.6. Intellectual Property

Protecting intellectual property (IP) is a prerequisite for successful commercialisation. Given the scope of this Call, any solutions put forward should already have in place an associated IP strategy. Furthermore, proposals should demonstrate that it is commercially “safe” to make or sell the proposed solution, without infringing on existing third-party IP rights. The *EIT Urban Mobility IP Strategy Checklist*, available on the Call webpage, provides guidance to applicants on all aspects to consider for a sound IP strategy.

If selected for funding, applicants will be required to complete and sign the Declaration of Background and Foreground Intellectual Property Rights, available on the Call website.

3.7. Gender and Diversity

Diversity drives better solutions to global challenges and is key to delivering impactful urban mobility innovation. To build more liveable cities that serve all community groups, we must ensure mobility products and services are inclusive by design and developed by diverse teams. Diverse teams bring a broader range of perspectives, enabling a deeper understanding of users’ varied needs and leading to more innovative, inclusive, and widely adopted solutions that can reach broader markets.

In line with the *EIT Urban Mobility Gender Equality Policy*, we aim to support organisations that actively promote gender equality and embrace diversity in all forms. Projects applying to this Call should:

- Demonstrate how gender and diversity are integrated into the design, development, and implementation of outputs (e.g. products, services, pilots, marketing), including gender/sex analysis and consideration of the needs of diverse user groups.
- Describe the project team in terms of gender and diversity, highlighting active roles of women and underrepresented groups, especially in leadership and decision-making positions.

4. Financial Aspects

4.1. Funding allocation

The total indicative EIT funding allocated to this Call is €600,000. This call intends to fund **around 10 projects** and will provide a lump sum with a fixed amount of **€60,000** per selected project (more projects might be funded if additional funding becomes available).

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

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

4.2. Mandatory contribution to EIT Urban Mobility financial sustainability

A core requirement for all projects funded under the innovation programmes is to contribute to the financial sustainability of EIT Urban Mobility. This allows to generate a return from the financial support provided and ensures it is reinvested into our innovation community. This financial sustainability model is designed to align our success with that of the commercial partners.

For this Call, the following type of contribution is obligatory:

- **Sales pathway (via Commercial Agreement):** A financial contribution to EIT Urban Mobility is agreed in exchange for support to scale up and potentially grow the sales pipeline.

This agreement includes:

- A **fixed fee of €8,000** payable to EIT Urban Mobility during the project implementation phase, in exchange for a **sales support package**⁷ and community⁸, and
- A **5% fee** applicable only to each qualified lead supplied by EIT Urban Mobility's sales advisory team. This fees only payable if an agreement between the commercial partner and the new paying client (i.e., qualified lead) is signed.

⁷ Further details of the services offered, and pricing are available in the document *Financial Sustainability Guidelines* published on the call webpage.

⁸ A detailed description and related benefits, is outlined on our website: <https://www.eiturbanmobility.eu/our-community/become-a-partner/>



Potential upgrade of the sale support package as described in the *Financial Sustainability Guidelines*, available on the call webpage, can be discussed during the contracting phase.

In case a project is pre-selected, EIT Urban Mobility will negotiate the terms of the financial sustainability mechanism. These contributions to EIT Urban Mobility's financial sustainability will be detailed in the **Commercial Agreement**, between EIT Urban Mobility and the relevant company, which is separate from the main grant funding agreement. Dedicated support, including one-to-one meetings, to further understand the proposed financial support options, their obligations, and benefits, is available during the entire call process.

In case of further questions, please contact: fsm@eiturbanmobility.eu.

4.3. Additional call-related funding opportunity: Fast-track provisions

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

5. Application Process

EIT Urban Mobility has developed the *Guidelines for Applicants* document to assist all potential applicants in preparing and submitting their proposals. This document, published on the Call webpage, provides comprehensive information and instructions to prepare and submit a proposal to this Call. Applicants are strongly encouraged to read it carefully before submitting their proposal.

Please also refer to the Section 3 of this Call Manual to make sure your proposal is a good fit for this call.

5.1. Proposal preparation - information session

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

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	Call Info Session: Call schedule, evaluation, scope, and topics of the call, KPIs, EU registration numbers (PIC), NetSuite submission tool, contribution to EIT Urban Mobility financial sustainability, role of the end client, etc.	14 October 2025 10.00 – 11.00 CET (Barcelona)	Register on Zoom EIT UM YouTube (Recording will be available afterwards)

Additionally, all applicants may contact EIT Urban Mobility to raise any concerns or questions they may have regarding the content of the call, the rules for participation, the evaluation process, etc.

The key contact for the EIT Urban Mobility team for questions related to this call is: agileinnovationteam@eiturbanmobility.eu

5.2. Proposal submission

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

- **STEP 1:** Register your organisation in the [EU Funding & Tender Opportunities portal](#) to obtain the nine-digit Participant Identification Code (**PIC number**). If you don't know if your organisation has already a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.
- **STEP 2:**
 - If you are already registered in the **EIT Urban Mobility NetSuite platform** (NetSuite) please log in by going to step 3.
 - If you have never registered in NetSuite, please complete the [Partner Information Form](#) (PIF)⁹. If the system denies your registration because the PIC number corresponds to an already registered entity, or because your email address is associated with an existing entity, please contact servicedesk@eiturbanmobility.eu
- **STEP 3:** Access the **EIT Urban Mobility NetSuite platform** and find open calls at *Menu --> Call for Proposals --> Open Calls* and **submit your application form** within the given deadline.

⁹ 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 Urban Mobility Service Desk servicedesk@eiturbanmobility.eu.

The following documentation must be submitted by Project Leader through the NetSuite online submission platform no later than on 1 December 2025 at 5:00 p.m. CET:

- Online application form dully filled out in English.
- Letter of Intent signed by the end client (*see Section 3.2*).

IMPORTANT: EIT Urban Mobility may take **up to two working days to process your registration** in NetSuite and cannot guarantee last-minute registration requests, especially during peak periods close to the call deadline. Therefore, please ensure that you have correctly registered on the submission tool a few days before the deadline.

Please carefully read the registration and submission process outlined in the *Guidelines for Applicants* document available on the Call webpage.

Applications missing any of the mandatory supporting documents or submitting blank or wrong documents will be automatically rejected during the admissibility and eligibility check.

Any proposals submitted after the deadline of this call - **1 December 2025 at 5:00 p.m. CET** - will be ineligible.

6. Evaluation and selection process

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

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

6.1. Admissibility and eligibility check

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

1. Completeness	<ul style="list-style-type: none"> • The proposal is submitted before the indicated deadline. • The proposal is submitted via the NetSuite submission tool. • The proposal is complete, all mandatory fields are filled in, and mandatory supporting documents are submitted (blank or wrong documents will not be admissible). • The proposal and all its supporting documents are written in English.
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If a proposal is not admissible, it will not be checked for eligibility. A proposal will be eligible if it fulfils the following criteria:

<p>2. Applicant eligibility</p>	<p>Applicants fulfil the requirements defined in Section 2.1:</p> <ul style="list-style-type: none"> • Applicants must confirm that they are an SME under the European Commission’s definition of SME¹⁰ • The SME must be registered in an EU Member State or a Third Country associated with Horizon Europe¹¹ before the call deadline • The SME must state that they employ a minimum of three (3) full-time equivalent (FTE) staff members in the EU or Horizon Europe associated countries
<p>3. Applicant registration</p>	<p>Applicants have fully completed the Partner Information Form (PIF) in the NetSuite online submission tool, including their correct PIC number.</p>
<p>4. Letter of intent (end-client letter)</p>	<p>The proposal includes a signed letter of intent from the end client stating that it will use and test the developed product/service.</p>

Proposals containing one or more ineligible elements will receive an official communication from EIT Urban Mobility setting out the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

Rectification process

In the case of missing information or obvious clerical errors linked to partner registration or the end-client letter, applicants will be given **five calendar days** after receiving the official communication to complete or correct the proposal and resubmit it. If the applicant responds positively to this requirement within the time limit, the proposal will progress to the next stage of the evaluation process (See Section 6.2). If the applicant fails to respond or responds after the deadline, the proposal will remain ineligible and will not be further processed.

The applicant may appeal the decision to reject a proposal on the grounds of inadmissibility or ineligibility. This **appeal must be made within seven calendar days** of the official EIT Urban Mobility notification regarding inadmissibility or ineligibility (see the *Appeal procedure* document published on the call webpage).

6.2. Phase 1: Quality evaluation

The purpose of the quality evaluation is to determine a proposal’s suitability for funding that has passed the admissibility and eligibility check.

The quality evaluation will assess the proposal’s strategic fit, as well as its excellence, impact, and quality and efficiency of implementation. It will be carried out by one independent external expert evaluator.

¹⁰ Please refer to the European Commission’s definition of SME: https://single-market-economy.ec.europa.eu/smes/sme-definition_en

¹¹ List of HE Associated countries: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

Each evaluation phase is comprised of groups of criteria and sub-criteria, which will be assessed according to the following scores:

Score	Description	
0	<i>Fail</i>	The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
1	<i>Poor</i>	The proposal inadequately addresses the criterion, or there are serious inherent weaknesses.
2	<i>Fair</i>	The proposal broadly addresses the criterion, but there are significant weaknesses.
3	<i>Good</i>	The proposal addresses the criterion well, but a number of shortcomings are present.
4	<i>Very good</i>	The proposal addresses the criterion very well, but a small number of shortcomings are present.
5	<i>Excellent</i>	The proposal fully addresses all relevant aspects of the criterion and is outstanding in every aspect.

The evaluation can yield a total score of 70 points, split across the following sub-criteria:

Strategic fit	Max. score
EIT UM strategic fit <ul style="list-style-type: none"> • The proposal demonstrates alignment with EIT Urban Mobility’s strategic objectives: <ul style="list-style-type: none"> ○ SO3/TSO3: Deploying and scaling green, safe, and inclusive mobility solutions for people and goods. ○ SO4/TSO4: Accelerating market opportunities through agile innovation. 	5 points
Call topics <ul style="list-style-type: none"> • The proposal is aligned with one of the call topics (see Section 3.3) 	5 points

Excellence	Max. score
Product/service	5 points

<ul style="list-style-type: none"> The product/service is clearly described, including core elements such as functionalities and components to be developed, and demonstrates novelty and competitiveness. 	
<p>Need and relevance</p> <ul style="list-style-type: none"> The proposal clearly describes the proper commitment and engagement of an end client, aligned with the content of the letter(s) of support provided. The proposal demonstrates the need and relevance for the end client and, if different from the end client, target users. 	5 points
<p>Commercial track record</p> <ul style="list-style-type: none"> The proposal describes a track record of product development, innovation and sales (at least one recent customer) and existing traction in the market. 	5 points
<p>Gender and diversity</p> <ul style="list-style-type: none"> The proposal actively considers inclusivity in the solutions' design, development, and implementation, widening its impact across diverse user groups. 	5 points

Impact	Max. score
<p>Overall impact</p> <ul style="list-style-type: none"> The proposal demonstrates clear, relevant, and measurable social, economic, and/or environmental impacts. It identifies who benefits, how the impact will be achieved, and provides indicators or methods to assess results 	5 points
<p>Commercialisation and replicability</p> <ul style="list-style-type: none"> The proposal provides a credible commercialisation and development strategy for the specific product/service beyond the pilot. This includes providing an outline of the sales strategy and go-to-market approach. The products/service shows the potential for scaling and replication in other European cities, markets, or contexts. 	5 points
<p>Intellectual property</p> <ul style="list-style-type: none"> The proposal outlines clear and appropriate measures for the management of intellectual property rights (IPR), including ownership, protection measures and strategies for the commercialisation and exploitation of innovative solutions. 	5 points

Implementation	Max. score
<p>Execution and demonstration plan</p> <ul style="list-style-type: none"> The proposal presents a clear, coherent, and realistic workplan with a feasible timeline and alignment between activities, SMART objectives, and expected outcomes. Risks and appropriate mitigation measures are identified. The plan also outlines a testing and demonstration phase with the end-client, including scope, timing, and expected results 	5 points
<p>SMART objectives</p> <ul style="list-style-type: none"> The proposal objectives are clearly stated and are SMART (specific, measurable, achievable, realistic and time bound). 	5 points
<p>Project team</p> <ul style="list-style-type: none"> The proposal identifies and describes key staff members to effectively manage the project (total of three FTE employees as a minimum – this can be a combination of more than three staff members working part time on the project, amounting to the workload of three FTE employees). The proposal describes a mixed project team in terms of gender and diversity and identifies active roles of women in leadership and decision-making positions. 	5 points
<p>Project Budget</p> <ul style="list-style-type: none"> The proposed lump sum budget is realistic, justified, and aligned with the project’s activities, timeline, and expected outcomes. Resources mobilised align with the workplan and demonstrate efficient use of funding (value for money). 	5 points
<p>Dissemination</p> <ul style="list-style-type: none"> The proposal defines a clear plan and activities to communicate and disseminate project results to relevant stakeholders (e.g. clients, cities, partners), supporting visibility, replication, and broader adoption of the solution. 	5 points

The table below provides an overview of the maximum and minimum qualifying scores for each evaluation criterion:

	Max. score	Minimum qualifying score
Strategic fit	10 points	3 points
Excellence	20 points	5 points
Impact	15 points	4 points
Implementation	25 points	6 points
Total points	70 points	

Only the **top 25 proposals ranked with 50 points or more (threshold) in the quality evaluation will be invited to the online panel hearing** with the EIT Urban Mobility Selection Committee.

If multiple proposals from the same applicant reach the threshold and are within the top 25 proposals, EIT Urban Mobility reserves the right to invite more than 25 proposals that have reached the threshold to the online panel hearing. Only the two best scoring proposals from the same applicant can be invited to the online panel hearing.

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

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

6.3. Phase 2: Panel hearing

The final selection will be made via a panel hearing with the EIT Urban Mobility Selection Committee. The EIT Urban Mobility Selection Committee will be composed of two members of EIT Urban Mobility (the Innovation Director or their respective representative/deputy, and an Innovation Manager or their respective representative/deputy).

Each panel hearing will take place online and will last 15 minutes. Shortlisted proposals will be required to deliver a 5-minute pitch describing the solution, how they expect the live demo of the solution with the end client to take place, the team, the commercial readiness of the solution. The pitch will be followed by a 10-minute question-and-answer session during which the applicant will respond to questions from the Selection Committee. The hearings may be recorded for internal use only.

The EIT Urban Mobility Selection Committee will assess the following factors and scoring criteria (maximum scoring) during the panel hearing:

Assessment factor	Description of assessment	Max. score
Results of panel hearing	<ul style="list-style-type: none"> Clarity, professionalism, and overall quality of the pitch delivery. Clarity and relevance of answers to questions from the Selection Committee. 	10 points (up to 5 points x 2)
EIT UM Portfolio fit	<ul style="list-style-type: none"> Complementarity of the proposal within the current/past portfolio of the thematic area and/or EIT Urban Mobility; Entities from underrepresented countries within the EIT Urban Mobility portfolio; Evident relevance and significance of the solution to the end client; 	Up to 10 points (up to 5 points x2)
Market readiness and scalability	<ul style="list-style-type: none"> Evident market readiness demonstrated, considering customer requirements (financial, technical, social, etc.) and market entry timing for the new or significantly improved product/service; Unique selling proposition of the new or significantly improved product/service to scale the solution to new markets and verticals. 	Up to 5 points
KPIs addressed	<ul style="list-style-type: none"> Proposal plans to deliver the KPI EITHE.4.4 Startups created (if relevant). 	Up to 5 points

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

The Selection Committee will consider the above-mentioned criteria and will add up to 30 points to the final score obtained by each proposal in the quality evaluation. To be considered for funding, proposals must achieve a minimum of 70 points from the combined score of both evaluation stages: the external expert evaluation (Stage 1) and the Panel Hearing (Stage 2). This threshold ensures that only proposals

demonstrating sufficient overall quality and alignment with EIT Urban Mobility objectives are eligible for funding.

Based on the outcomes of the hearings, the Selection Committee will determine the ranking list, including which projects are pre-selected, placed on the reserve list (if any), or rejected.

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

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

If an applicant submits multiple proposals and more than one reaches the panel hearing stage (maximum of two), only the best-ranked proposal from that applicant may be pre-selected for funding. Any additional proposals from the same applicant will be excluded from the final ranking, and the next eligible proposal(s) will move up the list.

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

6.4. Communication of results to applicants

The applicants will be informed by EIT Urban Mobility about the results of the evaluation and if applicable, the results of the Hearing and Proposal Selection stage.

If the proposal is pre-selected for funding, the evaluation results may include a set of conditions to improve the proposal, including the requirement to agree to the general terms of the commercial agreement within a defined and non-negotiable period.

The conditionally pre-selected proposal applicant will need to respond and update the proposal according to these conditions within a specific timeframe. If the Project Leader fails to comply with the conditions or does not respond within the time allocated, EIT Urban Mobility reserves the right to withdraw the conditional notification. Should this occur, the next proposal on the ranking list from the reserve list (if any) will be contacted.

Unsuccessful applicants may be contacted by EIT Urban Mobility staff about future opportunities, subject to their consent.

6.5. Appealing against evaluation results

If the applicant of a rejected proposal disagrees with the decision, they may only appeal in the event that a comment in the evaluation report clearly contradicts the information provided in the proposal or during panel hearings (if any). In this case, the applicant will have seven calendar days after receiving the final evaluation results to submit an appeal (see the *Appeal procedure* document published on the Call webpage).



6.6. Onboarding and contracting phase

Should all conditions be met within the indicated timeframe, EIT Urban Mobility will initiate the onboarding and contracting process. The contract will not be signed sooner than 30 days from the preselection decision. As outlined in the Project Implementation Handbook, available on the Call webpage, entities receiving EIT Urban Mobility funding become subgrantees committed to our Business Plan 2026-2028 targets. New entities without validated PICs will undergo validation by the EIT Community Onboarding Service before signing the Financial Support Agreement¹².

Additionally, EIT Urban Mobility reserves the right to request the EIT Community Onboarding Service to conduct a Financial Assessment Capacity to check the financial capacity of any entity of a selected proposal¹³. If the Financial Assessment Capacity results are not satisfactory, EIT Urban Mobility might reject the participation of this entity and will then check whether the project is still eligible.

¹² Financial Support Agreement template is available on the Call webpage.

¹³ 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
- propose no prefinancing or
- request that the entity be replaced or, if needed, might reject the entire proposal.



Annex I: Funding (Lump Sum) – How it works

The lump sum funding model is used to simplify administrative and financial procedures. It reduces reporting burdens, lowers the risk of errors, and makes participation in EIT Urban Mobility projects more accessible, especially for SMEs.

Proposal budget

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

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

A. Payments

Funding will be disbursed in two instalments:

First payment (pre-financing)

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

Second payment (payment of the balance)

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

The remaining payment of up to 50% of the EIT Urban Mobility contribution will be paid based on the project performance, the total amount of mandatory deliverables and KPIs declared fully completed and approved by EIT Urban Mobility.

If some items are only partially completed or completely rejected, the final payment will be reduced accordingly (*see the table in the Section C of the Annex I*).

B. Mandatory Deliverables and KPIs

To receive the full EIT Urban Mobility contribution, all mandatory deliverables and KPIs listed below must be fully completed, submitted on time, and formally approved by EIT Urban Mobility. These elements are essential to demonstrate that the project was successfully implemented and that the funding conditions have been met.

Mandatory Deliverables and KPIs:	Expected month of delivery
<p>DEL 1: Commercial Agreement</p> <p>The commercial agreement signed between EIT Urban Mobility and the grantee.</p>	Month 1-2
<p>DEL 2: Branding and Communications</p> <p>Evidence of the correct implementation of brand and communication requirements according to the documents <i>EIT Urban Mobility 2026-2028 Brand Book</i> and <i>EIT Urban Mobility 2026-2028 Communication Guidelines</i>.</p>	Month 7
<p>DEL 3: Confirmation letter from the end client</p> <p>Signed letter from the end client confirming that the objectives, workplan and demonstration were successfully achieved by the awarded SME.</p>	Month 7
<p>KPI EITHE02.4 Marketed Innovations</p> <p>Number of innovations introduced on the market with a documented sales revenue of at least 10 000 EUR.</p> <p><i>(or optional EITHE04.4 Startup Created, if applicable – see Annex II)</i></p>	Month 7
<p>KPI KONHE20 Designed/Tested Innovations</p> <p>Number of innovative products or services from the project that have filed intellectual property protection or advanced toward commercialization, demonstrated by progress in TRL/MRL, prototype development, or similar milestones; or innovative products tested through testbeds or other innovative platforms.</p>	Month 7

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

C. Reporting and Performance Assessment

EIT Urban Mobility will assess the reports and the status of the mandatory deliverables and KPIs at the end of the project (final reporting). For each mandatory deliverable submitted and KPI achieved, EIT Urban Mobility will assess and choose between: ‘completed’, ‘partially completed’ and ‘not completed’.

Where EIT Urban Mobility declares a mandatory deliverable to be ‘partially completed’, the percentage of completion will be calculated according to the specific grant reduction methodologies established by EIT Urban Mobility:

DEL/KPIs	Indicator	Weight (%)
Deliverables		
DEL 1	Commercial Agreement Projects with the requirement to have a commercial agreement: <ul style="list-style-type: none"> • Agreement is signed: no reduction. • Agreement not signed: 30% reduction. 	Up to 30%
DEL 2	Branding and communications	Up to 10%
DEL 3	Confirmation letter from end client	Up to 20%
KPIs		
KPI	EITHE02.4 Marketed Innovations (and optionally EITHE04.4 Startup Created): <ul style="list-style-type: none"> • KPIs achieved: no reduction • No KPIs achieved: 35% reduction • Some EIT KPIs achieved: reduction proportional to underachievement 	Up to 35%
KPI	KONHE20 Designed/Tested Innovations: <ul style="list-style-type: none"> • KPI achieved: no reduction • No KPIs achieved: 5% reduction • Some EIT Urban Mobility specific KPIs achieved: reduction proportional to underachievement 	Up to 5%

For full details on reporting obligations and timelines, beneficiaries must refer to Sections 6 and 7 of the Project Implementation Handbook, which explain the procedures for submitting technical reports, deliverables, and KPIs, and how they are evaluated.

D. Incomplete delivery

If mandatory deliverables or KPIs cannot be completed due to valid scientific or technical reasons, the beneficiary must submit an **amendment request** (project change) to EIT Urban Mobility in advance. This may include changes such as extending the project timeline or adjusting expectations. Any such changes must be formally approved by EIT Urban Mobility before the final report is submitted.

EIT Urban Mobility may reject a deliverable or KPI if a significant or essential part of the required information is missing, incomplete, or unjustified. Before any rejection is confirmed, the beneficiary will be informed and given the opportunity to respond to observations, submit additional information, or justify the current status of the deliverable or KPI.

Based on this exchange, EIT Urban Mobility may either accept the explanation or updated submission or formally reject the item and request resubmission during a subsequent reporting period.

If a deliverable or KPI is rejected or declared incomplete, the portion of the grant linked to it will not be paid at that time. The beneficiary may revise and resubmit the item in the next reporting cycle for a new review and potential payment within EIT Urban Mobility Business Plan 2026-28.

However, if a deliverable is ultimately confirmed as rejected or if a KPI is declared unachieved, the related portion of the EIT Urban Mobility contribution will be definitively withheld (see the table Annex I section C). If funding was already paid, it may be subject to return.

Annex II: KPIs – full description

All submitted proposal must include at least the following two EIT KPIs **with a minimum target of 1** to be achieved by the end of the project:

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

Proposals selected for funding will be required to provide the supporting evidence described below by the end of the project.

KPI Code	KPI Title	Definition	Supporting Document
EITHE02.4	Marketed Innovations	Number of innovations introduced on the market with a sales revenue of at least 10 000 EUR documented. Innovations include new or significantly improved products (goods or services), and processes sold. Innovations introduced on the market must be directly linked with the KAVA and reported in the year when they reached the first revenue.	Structured data: <ul style="list-style-type: none"> - Year of reporting. - Name of the innovation. - Type of innovation (e.g., new product, new service). - Market (country). - Country of origin of the company commercialising the innovation. - Reference to a specific KIC KAVA. - Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI? - Was the innovation launched by learners/graduates from labelled programmes (or with direct link to participating in the labelled activity)? Supporting evidence: <ol style="list-style-type: none"> 1. Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the KIC societal challenge and the KAVA, as well as information on the KAVA investment in the innovation development (TEMPLATE will be provided) 2. Documented proof demonstrating that purchases of at least 10,000 EUR have been made by a customer/s1. It should include: <ul style="list-style-type: none"> • Official purchase order from the buyer including buyer invoice details (name, VAT, etc.) • Acceptance of invoice by the buyer AND/OR paid confirmation of the invoice (bank note)

KPI Code	KPI Title	Definition	Supporting Document
KONHE20	Designed/Tested Innovations	Number of innovative products/services resulting from innovative projects (a) filed for some form of intellectual property protection (i.e. patents, trademarks, registered designs, copyrights), or innovative products/services that have progressed towards commercialisation, defined as one or more of the following: progress by at least one technology or manufacturing readiness level (TRL/MRL); prototype / proof of concept / beta version developed; product/service/model piloted; or (b) innovative products tested through test-beds or other innovative platforms.	Supporting evidence required: Report with information about the innovative products/services, document describing innovative products/services, etc. (TEMPLATE will be provided)

Optional KPI: EITHE04.4 (Startup Created)

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

KPI Code	KPI Title	Definition	Supporting Document
EITHE04.4	Start-ups created of/for innovation	Number of start-ups established in year N as a result / based on the output(s) of KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset having financial transactions of at least 10 000 EUR for services/products (result of the KIC KAVA) sold to customers ² OR a private investment attracted of at least 200 000 EUR into startup equity.	Structured data: - Year of reporting. - Company name. - Company registration number. - Country of the company registration. - Gender of the company CEO. - Link to a specific KAVA. - Was the company created through the HEI CB Initiative? - Was the company created through a cross-KIC project? Supporting evidence: 1. Registration certificate of a start-up established in year N. 2. Declaration of the start-up demonstrating substantial link with the specific KIC KAVA (indication of the specific output of KIC KAVA(s) or asset development) and proof for the KAVA investment in the start-up. The declaration shall include short



			<p>description of the start-up and its core business. (TEMPLATE)</p> <p>3. Documented proof demonstrating that purchases of at least 10,000 EUR have been made by a customer/s. It should include:</p> <ul style="list-style-type: none">- Official purchase order from the buyer including buyer invoice details (name, VAT, etc.)- Acceptance of invoice by the buyer AND/OR paid confirmation of the invoice (bank note) <p>OR Documented proof of private investment attracted of at least 200 000 EUR into startup equity (TEMPLATE)</p>
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