

Urban Mobility Explained (UMX) Open Call

Driving urban
mobility
transformation
through EIT-labelled
education and
sustainable
professional training.

UMX
URBAN MOBILITY EXPLAINED

Urban Mobility
Explained (UMX)
Open Call

OPEN
Calls for proposals

Call Manual

Urban Mobility Explained (UMX) Open Call

(Multi-cut-off)

Business Plan 2026-2028

Version 4 – 4 December 2025

History of changes

Version	Publication Date	Change
1.0	02/07/2025	Initial version
2.0	22/07/2025	Section 2.1 “Who can apply”. New paragraph on the participation of Swiss entities
2.1	03/09/2025	Updated link to NetSuite platform in Section 4.4.
2.2	19/09/2025	Updated link to NetSuite platform in Section 4.4.
3.0	01/10/2025	Section 3.8 Timeline updated
4.0	04/12/2025	Section 3.8 Timeline, second cut-off date updated

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.

Disclaimers

- This Call 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 follows the main rules and principles of openness, transparency, equal treatment 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 this 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 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

Urban mobility is a core element in the functioning of our cities. The urban mobility sector faces numerous challenges but also has the potential to play a key role in making cities more sustainable and liveable. We need solutions that accelerate the transformation towards a sustainable mobility ecosystem, with a focus on securing and developing liveable urban spaces. This requires a systemic approach involving all key stakeholder groups; it also calls for changes in what we do and how we do it. A key element in managing this transformation is closing the knowledge gap within urban mobility. We need to ensure that the necessary skills and capacities are available to plan and manage the transformation, while remaining relevant in a new technological, social and environmental context: a new urban mobility paradigm.

These education and training needs can be summarised as the ability to implement and exploit new technology; innovation and entrepreneurship; and system transformation and change. For all urban mobility professionals and organisations, the ever-growing need for transformation and change in the sector requires us to further develop our portfolio of professional education and training offerings in the Urban Mobility Explained (UMX), previously known as the Competence Hub (CH). We are looking for proposals that will help us to create relevant and widely applicable education and training courses in line with EIT Urban Mobility's strategic ambitions and targeted impact. We look forward to receiving your applications for inclusion in our Business Plan for 2026-2028.

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

2. General requirements

Proposals submitted to this Call for Proposals must support EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027 (SA)**, specifically to SO2 – Close the knowledge gap.

2.1 Who can apply

This Call for Proposals is open to all legal entities established in the Member States of the European Union, and/or in [Third countries associated with Horizon Europe](#). These legal entities may be small and medium enterprises (SMEs), universities, research and technology organisations, cities or large businesses, among others.

This Call is open to multi-participant proposals and mono-participant proposals.

In the case of mono-participant proposals or multi-participant proposals involving exclusively entities from the same country, EIT Urban Mobility considers that:

- the pan-European dimension can be achieved by bringing participants from different countries onto the courses and exposing them to educational content that includes examples and case studies from different European countries. The instructors/ teaching staff are also expected to come from different European countries. In addition, a course in a specific city/region/country is internationalised/replicated in a different city/region/country. As such, these applicants are expected to deliver the first few sessions in a given market, and once the quality of the course has been demonstrated, it should be opened up to other markets, involving other players/partners, if needed.
- the knowledge triangle is integrated by involving the cities and industry partners, not only in identifying educational needs but also in designing and developing education courses in conjunction with academia. City and industry partners may also be recipients of education programmes.

Special cases

- **Switzerland:** 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).
- **Temporary eligibility requirements for Hungarian universities:** Due to Council measures protecting the EU budget (effective December 15, 2022), Hungarian public interest trusts and their affiliated universities may face participation and funding restrictions in any EIT Urban Mobility Calls. For details and affected entities, see the document *Eligibility of Expenditure* published on the Call webpage.

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 they:

- 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 consortium entity is excluded at any stage (e.g. evaluation, contracting, implementation), EIT Urban Mobility reserves the right to take appropriate action, such as rejecting or discontinuing the proposal or project.

2.3 Membership

EIT Urban Mobility is Europe's largest community for urban mobility innovation. If an application is selected for funding, then **all applicants will be required to pay the corresponding membership fee** so to become a member of our community. More details on the membership fees: <https://www.eiturbanmobility.eu/our-community/become-a-partner/>.

Entities who are not yet EIT Urban Mobility members and who have been awarded proposals with a total EIT funding lower than 30,000 EUR may request a membership fee reduction for their first year as a member.

By partnering with EIT Urban Mobility, you will tap into a dynamic network and have the opportunity to collaborate with top innovators, enhance your visibility, access crucial funding opportunities, and test your ideas in real-world environments. Details on available membership categories and annual fees are available on the General Terms and Conditions for Partners for you to select the one that suits you best. Membership conditions and fees may be updated to align with the EIT Urban Mobility 2026-2028 Business Plan and individual project timelines. Any changes will be communicated well in advance.

Some of the exclusive benefits you will receive as a partner of EIT Urban Mobility are:

- Shaping the future of cities: exchange on real-life solutions with city leaders to tackle today's urban mobility challenges.
- Building powerful partnerships: connecting top innovators across public and private sectors to drive systemic change.
- Backing bold innovation: helping you test, launch, and scale new mobility solutions faster than ever.
- Amplifying your impact: getting your projects in front of the right stakeholders—at EU, national, and local levels.
- Growing top talent: offering access to Europe's top urban mobility education and skills programmes.

Our mission is to support partners of EIT Urban Mobility by empowering an ecosystem of front-seat innovators from the public and private sector, driving forward the transition towards sustainable urban mobility.

3. Call specific requirements

3.1 Strategic Focus

The overall purpose of the EIT Urban Mobility Academy is to close the knowledge gap within urban mobility, thereby enabling greater mobility for liveable urban spaces. This process includes fostering innovation and entrepreneurship through a lifelong learning approach. There is a constant need to develop new educational methods, content, and business models to improve ongoing operations. We need to take an experimental approach and test new ideas that, when shown to work, can be replicated and scaled up. We need to build capacity to deliver and produce relevant content quickly and efficiently, leveraging new learning formats and innovative methods. It is imperative that EIT Urban Mobility offers high-quality education, reaches a large audience and market, and gains long-term recognition through the quality and impact of its training portfolio. Its lifelong learning activities must create new, additional, sustainable value

and leverage the value catalysed by EIT funding in order to give a boost to the ecosystem and all relevant stakeholders of EIT Urban Mobility and their members. Lifelong learning courses and activities need to demonstrate high potential for financial sustainability, with the potential to operate with no additional funding from EIT Urban Mobility within two to five years. An increasing number of training activities and courses developed during or after BP2023-2025 may be required to follow the EIT Label certification process initiated by EIT Urban Mobility in 2023, thereby meeting the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and undertaking the necessary steps to comply with the EIT Urban Mobility Quality System for Non-Degree Education and Training.

3.2 EIT Urban Mobility Academy

EIT Urban Mobility Academy offers education and training programmes that prepare the next generation of urban mobility professionals, building key capabilities for innovation and transformation. We provide these courses and learning experiences to learners at different levels, starting from bachelor's courses and extending to master's and doctoral education, as well as specialised courses designed for professionals in both the private and public sectors. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial. For more information on EIT Urban Mobility Academy: <https://www.eiturbanmobility.eu/what-we-offer/education-and-training/>

3.3 Urban Mobility Explained (Academy Competence Hub)

EIT Urban Mobility's Urban Mobility Explained (UMX) helps mobility professionals develop their skills and improve their knowledge as well as organisations both from the public and the private sectors overcome challenges in all areas related to urban mobility. Also known as the Competence Hub, UMX aims at supporting the European mobility ecosystem, particularly at a local/city level, to achieve the systemic transformations (social, environmental, digital, etc.) that are needed to make our mobility more efficient and cities more liveable.

UMX leverages EIT Urban Mobility's unique and growing network of prestigious experts (450+ top European companies, research institutions, consultancies, universities, and cities) and its own expertise in online learning to build relevant, trustworthy, and impact-oriented courses, methodologies, learning content, and communities.

UMX offers free learning content and affordable training experiences, within the following framework:

- For junior professionals looking to upskill: free, quick and user-friendly training courses based on curated content with the potential to be applied immediately.
- For senior professionals and executives looking to upskill or reskill: technical online, on-site and blended courses, study-trips, and other connection opportunities with leading mobility experts and peers to learn/debate/innovate together.
- For managers looking to train their teams: customised training solutions and experiences, workshops, and best-practice masterclasses/conferences to overcome specific mobility challenges.
- For human resources managers looking to develop their organisation's talent and purpose: an advisory service to identify the most relevant mobility training for their employees and a comprehensive/adaptable e-course/course portfolio.

In terms of learning content and formats, UMX offers the following:

- Videos: Short videos (mostly under 10 minutes) available on YouTube, covering various urban mobility topics and showcasing best practices from different cities.
- Online courses (or E-Courses): Self-paced, interactive online courses covering specific urban mobility topics. Mostly open are free, with certificates available for a small fee.
- Face-to-face Courses (or Applied Courses): Live, interactive sessions such as seminars, workshops, and training sessions conducted by experts. These are available for individuals and teams, with customized options for organizations.
- Blogs: Articles and interviews with experts, offering insights into current trends and best practices in urban mobility.
- Webinars: Live online seminars with experts, often including Q&A sessions, with recordings available for later viewing.
- LinkedIn: A professional networking platform for urban mobility professionals to connect, discuss industry trends, and access development opportunities.

Through these different learning modalities, UMX aims to train 50,000 of mobility professionals or professionals working in mobility organisations and reach a total of 500,000 people annually by 2027.

For more information on UMX: <https://urbanmobilityexplained.eu/>

The focus of this Call Manual, is on the development of the UMX Face-to-face course (or Applied Course) portfolio.

3.4 Scope of activities and topics

For all the following activities (CHA1-CHA7), the considerations below need to be taken into account.

Smart objectives: For each proposal, the proposal objectives should be SMART (Specific, Measurable, Achievable, Realistic and Time-Bound). The aim and objectives of the proposal should be clearly related to the outcomes and results, and should demonstrate its need and relevance for society, a specific target group and/or market.

Target audience: For each proposal, the main target audience should be mobility professionals. Proposals and courses that are open to other audiences (students, professionals from other areas than mobility) may also be considered provided the share of mobility professionals attending the course is significant or that the benefits for the mobility professionals attending the course, in connecting with the other audience(s) are substantial.

Learning content: The majority of the learning content of UMX and of the proposals within this Call should be related to Urban Mobility topics such as: City Logistics, Mobility Digitalisation and Connectivity, Future Mobility and Trends, Green Infrastructure, Micro and Active Mobility, Mobility and Energy, Mobility for all, Multimodality, Pollution Reduction and Health, Transport Policy and Planning, Urban Design and Place Making, etc. Nonetheless, proposals for the development of courses that are not related to urban mobility topics, but address other needs of the mobility ecosystem of EIT Urban Mobility (ex. the need for our mobility startups to access funding, or for our mobility city officials to develop their leadership/networking skills, etc.) will also be considered relevant.

Learning format(s): Within this Call for Proposals, we focus on the development of UMX's "Face-to-face" (or Applied Learning) course portfolio. Each proposal should therefore at least comprise one synchronous learning modality, in which the expert(s) and learner(s) are able to interact together. This modality may be online (webinar, online coaching/mentoring, etc.) or on-site (classroom, workshop, study tour, etc.). Proposals blending synchronous and asynchronous learning content will also be considered.

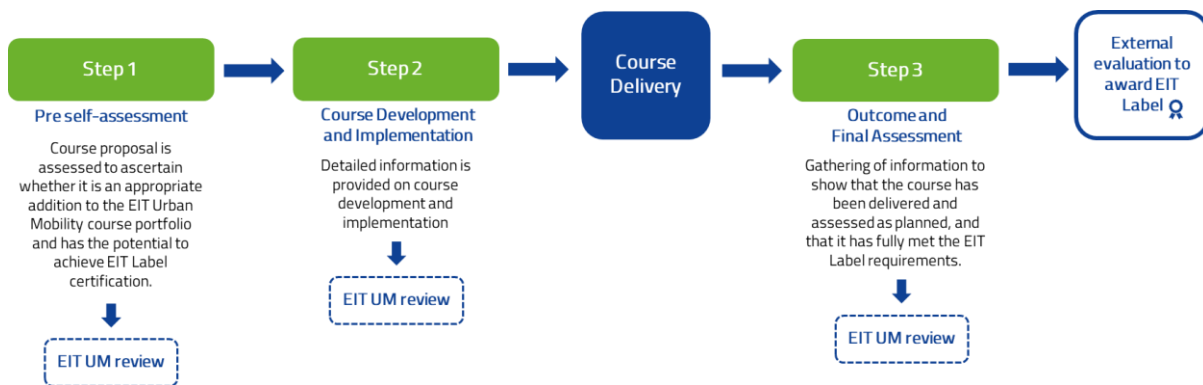
EIT Label Certification: In line with the EIT Strategic Innovation Agenda 2021-2027 (SIA), starting from 2024, 75% of the funding provided by EIT for the development of the UMX's education portfolio will be progressively mainstreamed to EIT-labelled courses and activities. As a direct result of this requirement, EIT Urban Mobility has designed a quality control process – the EIT Urban Mobility Quality System for Non-Degree Education and Training – to assess whether our courses and training meet the EIT Label quality criteria granting the right for the participants successfully graduating from a course to obtain a recognition (certificate, diploma or degree) which includes the EIT Label.

Part of the UMX courses implemented in BP2023-2025 must follow the new EIT UM Label certification process, aligning with the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and taking the steps needed to comply with the EIT Urban Mobility Quality System for Non-Degree Education and Training. The eligible training programmes will be tailored to meet market demand, ensuring sustainability through partnerships and risk management, and achieving impact by contextualising the EIT key principles and EIT Overarching Learning Outcomes in measurable intended learning outcomes. The EIT Urban Mobility Quality System for Non-Degree Education and Training was

developed and tested in 2023, became operational in 2024 and it is managed in an online platform developed by EIT Academy, made available also in 2024.

The EIT UM Label certification process currently consists of a three-step approach, primarily based on self-assessment to be completed by the course provider. The evaluation of the course provider's compliance with the process is handled by the EIT UM Academy. An external independent evaluator will review each course individually and determine whether it successfully complies with the EIT Label requirements.

The three steps of the EIT Urban Mobility Quality System are represented below.



For more information on the EIT Urban Mobility Quality System:

- The EIT Label Handbook for Non-Degree Education and Training can be found here: https://eit.europa.eu/sites/default/files/eit_label_nondegree_handbook.pdf
- The EIT Label platform https://eitlabel.eiturbanmobility.eu/page/PAGE_ABOUT.md that facilitates the process of reviewing and awarding the EIT Label to courses, in line with the requirements of the EIT Label Quality System for Non-Degree Education and Training.

Note: Only proposals under CHA2, CHA3 and CHA5 will be subject to alignment with the new EIT Label Certification mentioned above. Additional information regarding the Label framework will be provided by EIT Urban Mobility to the partners in charge of the selected proposals. Based on the experience of partners, evaluators, EIT Urban Mobility and EIT, the EIT Label Certification framework may also be subject to evolution.

3.4.1. Face-to-face course(s) (or Applied Course(s)) development and commercialisation (CHA1)

Scope: Since 2021, around 70+ face-to-face/applied courses (a-courses) have been developed, commercialised and delivered through partnerships between UMX and leading universities, research centres, international associations or mobility consultancies. Further information on the courses currently offered is available on the Face-to-face (or Applied) learning page of [the UMX website](#). A proposal may comprise of one or various courses, each course being delivered once or several times (course cohorts)

during the funding period of the Call for proposals. Each course cohort should have a minimal duration of at least 10 hours, dispensed over a period of at least two days. Proposals covering longer courses (over 5 days in duration) or several courses/cohorts will be preferred, so to maximise impact and return on investment.

The UMX (Competence Hub) aims to identify and invest in the development of new courses that demonstrate the capacity for impact as well as financial sustainability. In this Activity, we are looking for courses with the potential to be replicable (different cohorts/editions) over several years. A proposal should therefore include a clear business model, identifying the different types of costs (course design, course development, sales/marketing, etc.) as well as diverse revenue streams, outside of EIT Urban Mobility funding. The marketing/commercialisation strategy should detail how the partner(s) involved will identify, contact and commercialise the course to the relevant market (people, organisations, or sponsors) so that the revenue generation forecasts in the proposal's business model are achieved. The commercialisation/enrolment of a course can either be "open/B2C" or "custom/B2B-B2G". Various revenue generation models can be considered and combined (charging beneficiary organisations, charging participants, third-party funding/sponsorship, membership fees for organisations delivering training, etc.).

Each course should focus on a particular need/challenge that a specific group of mobility professionals (or stakeholders of a specific organisation working in an urban mobility-related field) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (cities, transport authorities, transport operators, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, commercialisation, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar revenue-generating and self-sustainable courses, and in accessing/monetising the market.

Financial Sustainability: Required. UMX commercial face-to-face courses should hold significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course (or part of it), the revenue generated should be allocated in proportional terms to EIT Urban Mobility (FS Mechanism). Proposals with a revenue generation potential superior to 30,000 Euros will be preferred.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the course beyond 2028 and replicate it within other European cities/countries or target audiences.

Other: The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the a-course holds the potential to become financially viable with no additional funding from EIT Urban Mobility, over a period of two to five years.

KPI Code	KPI description	Minimum target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	8 (per calendar year)

3.4.2. Face-to-face course(s) complying with the EIT Label, design and delivery (CHA2)

Scope: As further detailed in the previous chapter (“Cross-cutting considerations for all Competence Hub Activity topics”), and in line with the guidelines provided by EIT, the Competence Hub designed and developed a Quality System for Non-Degree Education and Training (EIT Label) in 2023. This quality framework was then pilot-tested on two courses delivered at the end of 2023 and the beginning of 2024, with a scaling up phase initiated in 2024 so an increasing part of the UMX course portfolio complies with this framework. The EIT Label framework for Non-Degree Education is a process/framework designed to ensure that non-degree education programmes are of high quality and meet the needs of learners and employers. This framework sets out key principles for EIT-Labelled Non-Degree Education programmes, as well as overarching learning outcomes that these programmes must achieve. It is also designed to promote entrepreneurship and innovation in Europe.

The Competence Hub aims to identify and invest in the development of new face-to-face courses that demonstrate the capacity for impact as well as full compliance with the EIT Label framework. A proposal may comprise of one or various courses, each course being delivered once or several times (course cohorts) during the funding period of the Call for proposals. We are looking for courses with the potential to be replicable (different cohorts/editions) over several years and which provide high learning value to a specific target audience of mobility professionals, mobility organisations or organisations handling mobility-related challenges. The professionals attending the course must, in turn, comply with the different academic course requirements (attendance, participation, evaluation, etc.) in order to be granted an EIT Label recognition (certificate or degree). Each course should be designed and promoted with the aim of attracting at least 15 graduates who are granted EIT Label recognition. Within this activity, a proposal should include a clear market analysis (market need, target audience, etc.) as well as a cost analysis (course design, course development, sales/marketing, etc.). A marketing/promotion strategy

should detail how the partner(s) involved will identify, contact and promote the course to the relevant market (people, organisations, or sponsors) in order to meet the course registration and completion targets detailed in the proposal.

Each course should focus on a particular need/challenge that a specific group of mobility professionals (or stakeholders of a specific organisation working in an urban mobility-related field) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (city officials, transport authorities, transport operators, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, promotion, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar label-compliant courses (or courses complying with similar types of quality control frameworks) courses and in accessing the market.

Financial Sustainability: Not required. Though the courses presented within this activity do not hold any formal Financial Sustainability requirements, these remain desirable and the capacity for a course to generate revenue, even to cover its costs only partially, will be positively valued.

Other: The 3-step approach described at the beginning of this chapter, to achieve the EIT UM Label certification will be requested for those applicants whose proposals are submitted within this Activity and have been selected for funding. This process will be help independently of the current Call for Proposals and may result in the certification of one cohort, various cohorts or no cohorts, depending on the quality of the course proposal and the feedback received by the external evaluator. If a course is not granted EIT UM Label certification, then KPIs generated will be classified within KPI EITHE08.1 and not EITHE07.1. as detailed below. If this is the case, EIT Urban Mobility may decide to discontinue funding remaining editions of the course.

KPI Code	KPI description	Minimum target expected
EITHE07.1	Graduates from EIT-labelled programmes Sum of graduates from EIT labelled programmes and courses in a year.	15 (per calendar year)

3.4.3. Face-to-Face course(s) complying with the EIT Label, development and commercialisation (CHA3)

Scope: Given UMX's ambition to develop courses that hold a strong potential for financial sustainability (CHA1) and courses that comply with the requirements of the EIT Label (CHA2), as we scale-up EIT Labelled courses and demonstrate their value within the market, EIT Urban Mobility Academy is also interested in

supporting the development of courses that are both financially sustainable and compliant with the EIT Label framework.

We are looking for proposals and courses, with the potential to be replicable (different courses and course cohorts) over several years and which provide high learning value to specific target audiences of mobility professionals. These professionals attending the course must, in turn, comply with the different academic requirements of the course (attendance, participation, evaluation, etc.) in order to be granted an EIT Label recognition (certificate or degree). Each course should be designed and promoted with the aim of attracting at least 8 graduates who are granted EIT Label recognition. The courses presented within this activity should also demonstrate their potential to become financially sustainability. Therefore, a proposal should include a clear market analysis (market need, target audience, etc.), a business model, identifying the different types of costs (course design, course development, sales/marketing, etc.) as well as one/various revenue stream(s), outside of EIT Urban Mobility funding. The marketing/commercialisation strategy should detail how the applicant(s) involved will design and commercialise the course to the relevant market (people, organisations, or sponsors) in order to achieve the participation, certification and revenue generation goals of the proposal. The commercialisation/enrolment of a course can either be “open/B2C” or “custom/B2B-B2G”. Various revenue generation models can be considered and combined (charging beneficiary organisations, charging participants, third-party funding/sponsorship, etc.).

Each course should focus on a particular need/challenge that a specific group of mobility professionals (or stakeholders of a specific organisation working in an urban mobility-related field) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (cities, transport authorities, transport operators, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, commercialisation, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar revenue-generating and self-sustainable courses, and in accessing/monetising the market.

Financial Sustainability: Required. UMX commercial face-to-face courses should hold significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses’ revenue generation strategy and the revenue share model defined in the proposal).

While EIT Urban Mobility covers the cost of a course (or part of it), the revenue generated should be allocated in proportional terms to EIT Urban Mobility (FS Mechanism). Proposals with a revenue generation potential superior to 30,000 Euros will be preferred.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the course beyond 2028 and replicate it within other European cities/countries or target audiences.

Other: The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the face-to-face course holds the

potential to become financially viable with no additional funding from EIT Urban Mobility, over a period of two to five years.

The 3-step approach described at the beginning of this chapter, to achieve the EIT UM Label certification will be requested for those applicants whose proposals are submitted within this Activity and have been selected for funding. This process will be help independently of the current Call for Proposals and may result in the certification of one cohort, various cohorts or no cohorts, depending on the quality of the course proposal and the feedback received by the external evaluator. If a course is not granted EIT UM Label certification, then KPIs generated will be classified within KPI EITHE08.1 and not EITHE07.1. as detailed below. If this is the case, EIT Urban Mobility may decide to discontinue funding remaining editions of the course.

KPI Code	KPI description	Minimum target expected
EITHE07.1	<p>Graduates from EIT-labelled programmes</p> <p>Sum of graduates from EIT labelled programmes and courses in a year.</p>	8 (per calendar year)

3.4.4. Replicating, scaling-up, remodelling, sale of successful commercial courses and training programmes (CHA4)

Scope: As well as designing new courses to diversify/complete this portfolio, the Competence Hub also wishes to further leverage, develop and scale its existing course portfolio so to increase impact and reach new European audiences. The aim of this additional development is: (1) to deliver new editions/cohorts of courses commercialised in previous years, that have shown interesting market potential; (2) to scale up the impact of existing courses towards new countries and regions in Europe and possibly beyond; (3) to remodel existing courses through the development of new content, features and learning modalities based on the feedback provided by participants; and/or (4) to identify additional sales and commercialisation opportunities for existing UMX courses within the B2B market, by commercialising them to the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or to the public and non-governmental sectors (cities, transport authorities, transport operators, associations etc.).

Proposals can include a wide range of activities, such as the replication of successful commercial course cohorts and their commercialisation, as well as other commercial activities such as the organisation of events in the local language to raise awareness and generate leads; the translation of existing course material; the development of webinars complementing existing courses; the upgrading of the learning materials and formats of existing courses and other complementary learning support activities; marketing and sales development actions; and any other initiative that can help achieve at least one (ideally several) of the four ambitions detailed above. Proposals should aim to identify an existing training need of a specific group of professionals, an organisation (or group of organisations) operating in urban mobility or leverage

the tasks from the proposal to do so. Priority will be given to applicants with previous experience in designing, commercialising delivering face-to-face courses, especially for the B2B and B2G markets.

Financial Sustainability: Required. UMX commercial face-to-face courses should hold significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course (or part of it), the revenue generated should be allocated in proportional terms to EIT Urban Mobility (FS Mechanism). Proposals with a revenue generation potential superior to 30,000 Euros will be preferred.

Other: If a proposal wishes to leverage a course that has been jointly developed by UMX and a Third Party which is not involved in the proposal, then this Third Party must be contacted and the permission to use the course obtained prior to submission.

KPI Code	KPI description	Minimum target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	8 (per calendar year)

3.4.5. Replicating, scaling-up, remodelling, delivery of successful EIT Label courses (CHA5)

Scope: As well as designing new courses to diversify/complete this portfolio, the Competence Hub also wishes to further leverage, develop and scale its growing EIT Label course portfolio (requirements and characteristics of EIT Label courses are detailed at the beginning of this chapter and within CHA2) so to increase impact and reach new European audiences. The aim of this additional development is: (1) to deliver new editions/cohorts of EIT Label courses developed in previous years, that have shown interesting market uptake; (2) to scale up the impact of existing EIT Label courses towards new countries and regions in Europe; (3) to remodel existing courses through the development of new content, features and learning modalities based on the feedback provided by participants.

Proposals can include a wide range of activities, such as the replication of successful EIT Label course cohorts and their delivery to new B2C, B2B or B2G audiences, as well as other development activities such as the organisation of events in the local language to raise awareness and generate leads; the translation of existing course material; the development of webinars complementing existing courses; the upgrading of the learning materials and formats of existing courses and other complementary learning support activities; marketing and promotion actions; and any other initiative that can help achieve at least one (ideally several) of the three ambitions detailed above.

Financial Sustainability: Not required. Though the courses presented within this activity do not hold any formal Financial Sustainability requirements, these remain desirable and the capacity for a course to generate revenue, even to cover its costs only partially, will be positively valued.

Other: The 3-step approach described at the beginning of this chapter, to achieve the EIT UM Label certification will be requested for those applicants whose proposals are submitted within this Activity and have been selected for funding. This process will be help independently of the current Call for Proposals and may result in the certification of one cohort, various cohorts or no cohorts, depending on the quality of the course proposal and the feedback received by the external evaluator. If a course is not granted EIT UM Label certification, then KPIs generated will be classified within KPI EITHE08.1 and not EITHE07.1. as detailed below. If this is the case, EIT Urban Mobility may decide to discontinue funding remaining editions of the course.

KPI Code	KPI description	Minimum target expected
EITHE07.1	Graduates from EIT-labelled programmes Sum of graduates from EIT labelled programmes and courses in a year.	15 (per calendar year)

3.4.6. Upgrading, scaling-up, remodelling of non-UMX commercial courses or repurposing non-UMX commercial courses to UMX audiences (CHA6)

Scope: In addition to supporting the development and scaling up its own courses within UMX portfolio, the Competence Hub will also support the remodelling and repurposing of non-UMX commercial courses so they can also integrate and boost UMX. Our aim here is to: (1) update/upgrade non-UMX courses addressed to mobility professionals (for example training courses for the automotive industry) so that their learning objectives/outcomes are more aligned with those of EIT Urban Mobility in terms of innovation, entrepreneurship and sustainability (2) remodel or repurpose non-UMX courses that are not specifically designed for mobility professionals, so that the UMX audience can also benefit from them (for example, courses on “sales and business development” for our mobility startups, or courses on project management, leadership, procurement management for cities, etc.).

Proposals can include a wide range of activities, such as the review and remodelling of the entire course structure or part of it, the development of new content, modules and features (use cases, projects, online learning modalities, coaching modalities, study trips and workshops, the involvement of new experts, etc.) so a non-UMX course can be aligned with UMX standards and requirements. This should allow professionals and organisations within the UMX and EIT Urban Mobility ecosystem to and achieve their business and impact objectives relative to sustainable mobility. For each proposal, a workplan must detail the different phases of each stage of the course upgrading or remodelling detailing what will be changed and how, as well as the impact these changes will have on the existing course, as well as its commercialisation and delivery. The proposal should also clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to proposals which are able to demonstrate high levels of quality/impact and financial viability of the initial course (before it is upgraded/remodelled) as well as high levels of relevance/impact for a specific market of mobility professionals or organisations. We will also prioritise applicants with a track-record in delivering similar revenue-generating and self-sustainable courses.

Financial Sustainability: Required. UMX face-to-face courses should hold significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course (or part of the cost of upgrading/remodelling a course), the revenue generated should be allocated in proportional terms, to EIT Urban Mobility (FS Mechanism). Proposals with a revenue generation potential superior to 30,000 Euros will be preferred.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the upgraded/remodelled course beyond 2028 and replicate it within other European cities/countries or target audiences.

Other: The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the course holds the potential to become financially viable with no additional funding from EIT Urban Mobility, over a period of two to five years.

KPI Code	KPI description	Minimum target expected
EITHE08.1	Participants in (non-degree) education and training Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities	8 (per calendar year)

	which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	
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3.4.7. Training operations support services and delivery for custom course pathways (CHA7)

Scope: The Competence Hub also aims to enhance its operational efficiency and effectiveness in achieving its strategic and Financial Sustainability goals, particularly in relation to the delivery of face-to-face training activities, by sourcing external support services. These services may encompass a broad spectrum of potential activities, including but not limited to, providing specialized expertise in training needs assessment and curriculum design, or supporting the Competence Hub in effectively addressing the specific training needs of specific niches within the mobility market. Proposals should formulate a clear service offering, articulate a clear plan for how these services will be delivered and how they will directly contribute to the Hub's strategic objectives, including the fulfilment of its KPI ambitions and Financial Sustainability targets. For example, a proposal could support the Competence Hub in identifying the training needs of a sub-group the Competence Hub's target audience, such as employees of mobility startups or different employee groups from a major city, PTO, PTA or mobility corporation. Activities in this proposal could involve a comprehensive needs assessment, the design of custom training solutions, the identification and financing of existing courses that meet the specific needs of these target audiences, etc.

Only proposals from entities possessing a proven track record of delivering similar services to similar audiences, in a manner that aligns with the needs and objectives of the Competence Hub, will be selected. Prior experience of successfully working with the Competence Hub, particularly in delivering similar or related activities, will be considered a significant advantage.

Financial Sustainability: Required. The support services and/or the courses generated as a result should hold significant potential to generate revenue attributed to EIT Urban Mobility (based on the proposals' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course (or part of it), the revenue generated should be allocated in proportional terms to EIT Urban Mobility (FS Mechanism). Proposals with a revenue generation potential superior to 30,000 Euros will be preferred. Proposals leveraging the "Training for Consultancy Voucher" programme initiated in 2024 by EIT Urban Mobility to support the upskilling and reskilling of the startups that have been granted funding through EIT Urban Mobility's startup-calls, will also be considered. In this case and in accordance with the rules defining EIT Urban Mobility's Financial Sustainability Mechanism, the value of the equity acquired by EIT Urban Mobility as part of the "Training for Consultancy Voucher" programme may replace the revenue which the service and/or the course must generate.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the upgraded/remodelled support service(s) beyond 2028 and replicate it within other European cities/companies or target audiences.

KPI Code	KPI description	Minimum target expected
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	8 (per calendar year)

3.5 Key Performance indicators (KPIs)

All submitted proposals must address **one mandatory KPI of those listed below**, and indicate the expected minimum target value for each selected KPI.

KPI Code	KPI description	Minimum Target expected
EITHE07.1	<p>Graduates from EIT-labelled programmes</p> <p>Sum of graduates from EIT labelled programmes and courses in a year.</p>	Detailed per Activity (CHA) in section 3.4
EITHE08.1	<p>Participants in (non-degree) education and training</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</p>	Detailed per Activity (CHA) in section 3.4

Addressing a higher KPI target than the minimum expected above will be positively considered during the Selection Committee phase.

3.6 Mandatory deliverables

Project Leaders should focus on providing deliverables linked to the educational content developed within their project.

The deliverables listed below represent the minimum requirement for each activity topic.

Deliverable	Description
CHA 1 to 6: Course documentation	<p>For CHA1 to CHA6, a course delivery reporting package detailing all the key components of course design, commercialisation (or promotion) and delivery (for example, course outline, PPTs, videos, reading materials used in the course, photos, evaluation forms, list of participants, etc.).</p> <p>A more detailed list and description of what must be delivered with be provided to EIT Urban Mobility during the execution of the project.</p>
CHA7: Support Service and course documentation	<p>For CHA7, a delivery reporting package detailing all the key components of service and course design, commercialisation (or promotion) and delivery (for example, service and course outline, PPTs, videos, reading materials used in the course, photos, evaluation forms, list of participants, etc.).</p> <p>A more detailed list and description of what must be delivered with be provided to EIT Urban Mobility during the execution of the project.</p>

3.7 Project duration

Projects selected in this Call may have a duration of **up to 35 months until 31 December 2028** at the latest and the project duration must be clearly justified based on the scope, complexity, and planned activities. Proposals should not default to the maximum length.

All KPIs should be achieved within the project lifecycle and no later than 31 December 2028. As indicated in the Project Implementation Handbook, if during the project implementation, additional time is needed to achieve key results or KPIs, a no-cost extension may be requested and granted subject to approval.

3.8 Timeline

This call is expected to remain open until 31 December 2028, with proposals assessed periodically based on one or two cut-off dates per year. In the event that available funding becomes limited or if the funding period is extended, the timeline will be revised accordingly and an amended version of this Call Manual will be published.

Call opening	2 July 2025
Cut-off dates	1 st cut-off date: 30 September 2025 (17h00 CEST) 2 nd cut-off date: 29 September 2026 (17h00 CEST) Additional cut-off dates 2027-2028 will be announced in due time
Eligibility and admissibility check	Up to 2 weeks post submission cut-off
Stage 1 evaluation (external experts)	Up to 6 weeks post submission cut-off
Stage 2 evaluation (Selection Committee)	Up to 4 weeks after Stage 1
Communication of results	Up to 2 weeks after Stage 2
Tentative start date of the projects	1 st cut-off: 1 February 2026 2 nd cut-off: 1 February 2027

3.9 Financial aspects

3.9.1. EIT funding allocation

The total indicative **EIT funding** allocated to this Call is between approximately **2-4 million** EUR. The maximum EIT funding per proposal is 700,000 EUR.¹

If the maximum EIT funding for this Call is granted, the subsequent cut-off dates may be cancelled, and the information updated accordingly on this Call's webpage on the EIT Urban Mobility website.

The following table provides the summary of the type of courses to be developed (see Section 3.4 Scope of activities and topics).

Scope of activities
Challenge 1 – Face-to-face course(s) development and commercialisation

¹ Some projects selected via this Call might be considered RIS projects.

Challenge 2 – Face-to-face course(s) complying the EIT Label, design and delivery
Challenge 3 – Face-to-Face course(s) complying with the EIT Label, development and commercialisation
Challenge 4 – Replication, scaling-up, remodelling, sale of successful commercial courses and training programmes
Challenge 5 – Replication, scaling-up, remodelling, delivery of successful EIT Label courses
Challenge 6 – Upgrading, scaling-up, remodelling of non-UMX courses or repurposing non-UMX courses to UMX audiences
Challenge 7 – Training operations support services and delivery for custom course pathways

For more information on the payment scheme, please refer to Article 8 of the Implementation Handbook.

3.9.2. Co-funding rate

All proposals submitted in the first and second cut-off dates must have a **minimum co-funding rate of 25%**. This may be revised in the following cut-off dates.

The minimum co-funding rate applies to the total project budget. In case of a consortium, each partner may have different co-funding rates, or even not have any co-funding, as long as the overall project co-funding meets the minimum required %.

Co-funding above this rate will be positively considered during the portfolio selection process (Selection Committee).

3.9.3. Eligibility of expenditure

All expenditure must comply with the Horizon Europe rules (see the Annotated Model Grant Agreement). For a summary of the most relevant information on the eligibility of costs, please refer to the *Eligibility of expenditure* document published on the Call webpage.

3.9.4. Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy.

For UMX, the recommended FS mechanism is revenue sharing for its courses (in exceptional cases other mechanisms or types of courses can be considered, if relevant). This mechanism will only apply for those

activities (CHA) which specifically include it within the activity description in Section 3.4. During the period in which a course receives funding from EIT, if the revenues generated by the course will be redistributed to EIT Urban Mobility until the total funding investment from EIT has been recovered. If a course is able to generate more revenue than the funding provided by EIT Urban Mobility, then a profit-sharing model may be agreed upon.. When a course or event is repeated after the end of the project and becomes viable without EIT funding, a standard profit share agreement may be established between EIT Urban Mobility and the project member(s) as part of the proposal. If this is not the case, the default profit-sharing model will be 50/50 (EIT Urban Mobility/project member(s)).

For challenges CHA1, CHA3, CHA4, CHA6, and CHA7, proposals involving Financial Sustainability (FS) requirements must include a commercialisation strategy, outlining how the activity will contribute to EIT Urban Mobility's financial sustainability. Proposals must clearly identify the subject of the FS mechanism (such as a course, training, or methodology), provide a revenue forecast, and define a business model that will allow them to achieve the revenue forecast.

The FS mechanism of each selected proposal will be revised and further developed while the project is being implemented, and a Commercial Agreement will be signed with EIT Urban Mobility before the end of the project. The Commercial Agreement will be signed with only one partner before the end of the project. If projects are implemented by a consortium, one of the partners must take the role of the commercial partner who will commercially exploit the project's results. The partner who will commercialise the project's results during and after the project must be identified by the consortium and named to EIT Urban Mobility by the Project Leader .

Such Commercial Agreements will be valid and monitored after the project is completed to follow/monitor the impact that will be generated by the project part of the FS mechanism. The duration depends on the scope of the activity and type of content produced.

For detailed information on FS requirements per type of activity, please check section **3.4 Scope of Activities and topics**.

3.10 Project implementation, monitoring and reporting

All projects selected for funding are regularly monitored by EIT Urban Mobility in accordance with the Project Agreement and EIT Urban Mobility Project Implementation Handbook, published on the Call website. All Project Leaders and consortium partners will need to comply with the rules and procedures established in the Horizon Europe MGA during the project implementation, as well as with the branding, communication and dissemination rules outlined in the EIT Urban Mobility Implementation Handbook.

In addition, the UMX will continuously monitor the implementation of the projects and establish regular check-in points during the projects' timelines. Finally, a formal ex-post impact assessment will be conducted within at least 5 years of the end of the project.

3.11 Intellectual property Strategy

Protecting intellectual property rights (IPR) when developing trainings, courses, materials, educational programmes and related materials is important. For that reason, proposals are expected to explain how IPR will be managed both during the implementation of the project and in the five years following the project in the event that the project results are commercially exploited.

The IP strategy should provide a clear and practical overview of how the project's educational and training content- such as courses, materials, tools, and platforms- will be identified, protected, and used. It should outline the types of content developed, ownership, protection measures (e.g., copyright, licensing, brand protection, etc.), and how access and exploitation will be managed. The strategy should also address plans for attribution, third-party content use, and post-project sustainability potential, ensuring alignment with Horizon Europe Regulation obligations for result exploitation and impact reporting. Any proposal must clearly demonstrate the planned measures and actions to protect the project results and to exploit the core IP rights on deliverables (where applicable).

3.12 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.

EIT Urban Mobility supports organisations that prioritise gender equality and diversity. Projects applying to this Call should:

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

3.13 Additional funding 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 proposals after project completion. This process is regulated by the provisions included in EIT Urban Mobility's Guidance on the fast-track mechanism.

Projects awarded within the framework of this Call may, where duly justified and in accordance with the applicable EIT provisions, be granted an extension and/or additional financial support under the terms of a direct award or under the terms of new relevant framework(s) established within the EIT Urban Mobility's Business Plan 2026-2028, posterior to the publishing of this Call.

4. Application process

4.1 Guidelines for applicants

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.

4.2 Call information session

To help applicants prepare and submit their proposals, EIT Urban Mobility will host an information session after the publication of the Call. This online information event 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.

Please find details below. To register for the webinar, please visit this [website](#).

Type of event	Topic covered	Date and time (CEST)	Access to platform
Webinar	Introduction to the Call, strategic focus, scope and Call requirements, evaluation process and submission steps.	15/07/2025, 11:00-12:30 CEST	MS Teams

4.3 Call contact points

All applicants may contact the UMX Team at EIT Urban Mobility to resolve any concerns or doubts related to the call:

Academy

academycall@eiturbanmobility.eu

4.4 Proposal submission

Before starting to draft a proposal, **all applicants** (Project Leader and consortium partners if any) must follow the following steps:

- **Step 1:** register your organisation in the [EU Funding & tender opportunities portal](#) to obtain the nine-digit Participant Identification Code (PIC number). If an organisation has already a PIC number, there is no need to register again. If you don't know if your organisation already has 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 \(PIF\)](#).² 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

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, all project partners are strongly advised to complete their registration several days in advance to ensure successful and timely submission.

Then, **for each proposal**, the Project Leader must complete the following step:

- **Step 3:** access the EIT Urban Mobility [NetSuite](#) platform and find the open calls under menu --> Call for Proposals --> Open Calls. **Submit your application form within the given deadline**, including the following documentation:
 - Optional: Annexes to the application form (figures, graphics, photos etc.)

² 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.

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

Important Note: Proposals must be received by the designated cut-off date to be evaluated during that review period. If you begin an application during one cut-off period but plan to submit it for a later deadline, you must start a new application form. Each submission period requires a separate and complete application. This procedure applies to all cut-off periods.

Submissions received after the final cut-off date 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 those proposals and, if successful,
- Evaluate the content of the proposals with the help of independent experts evaluators.

The purpose of the evaluation is to determine the suitability for funding of the proposals that have passed the admissibility and eligibility check.

The evaluation consists of two stages. Stage 1 is the quality evaluation conducted by external experts and accounts 70 points. Stage 2 is conducted by the Selection Committee which might add up to 30 points.

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

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

5.1 Admissibility and eligibility check

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

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 (if any) are submitted. • The proposal and all its supporting documents are written in English.
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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 below criteria:

2. Applicants' eligibility	Applicants must be based in either an EU Member State or a Third Country associated with Horizon Europe.
3. Applicants' registration	Applicants must have fully completed the Partner Information Form (PIF) in the NetSuite online submission tool, ensuring that the correct Participant Identification Code (PIC) is provided.
4. Co-funding rate	Proposals must have the minimum co-funding rate established in section 3.9.2

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

5.2 Rectification process

In the case of missing information or obvious clerical errors linked to partner registration, applicants will be given five calendar days³ after receiving the official communication to complete or correct the proposal and resubmit it. If the Project Leader responds positively to this requirement within the time limit, the proposal will progress to the next stage of the evaluation process. If the Project Leader fails to respond or respond after the deadline, the proposal will remain ineligible and will not be further processed.

³ A few additional days might be granted according to the circumstances (i.e. public holidays/weekends). In such cases, the Project Leader will be informed by email of the exact period.

The Project Leader may appeal the decision to reject a proposal on the grounds of inadmissibility or ineligibility. This appeal must be made within seven calendar days⁵ of the official EIT Urban Mobility notification of inadmissibility or ineligibility (see the *Appeal procedure* document published on the call webpage).

5.3 Stage 1 Evaluation

The first stage of the evaluation will be carried out by three independent external expert evaluators who will assess the proposal's strategic fit, excellence, impact, and quality and efficiency of implementation.

These criteria will be assessed according to the following scores:

Strategic fit and EU dimension	Max. score
The proposal directly contributes to the EIT Urban Mobility's strategic objectives, is aligned with the Call specific requirements (as indicated in Section 3), and is compliant with the financial sustainability principles and knowledge triangle integration.	10 points (5 points x 2)
The proposal or the applicant(s) present the capacity or potential to achieve a pan-European dimension.	5 points
Excellence	Max. score
To what extent does the proposal build upon existing successful courses or capacity building initiatives, addressing new elements, subjects, target audiences, or geographical areas? If the proposal addresses a totally new initiative, what innovative components does it introduce that differentiate it from the current state-of-the-art in training within urban mobility?	10 points (5 points x 2)
To what extent the project results and deliverables are covered by a sound IP management strategy?	5 points
Impact	Max. score
For CHA1, CHA4, CHA6, CHA7: To what extent do the courses or activities in the proposal have the potential to deliver on its revenue generation goals and its most important impact metric: participant course completion (KPI 8.1)? For CHA2, CHA5: To what extent do the courses or activities in the proposal have the potential to deliver on its most important impact metric: participant course completion, in compliance with the EIT Label framework (KPI 7.1)? For CHA3: To what extent do the courses or activities in the proposal have the potential to deliver on its revenue generation goals and on its most important impact metric: participant course completion, in compliance with the EIT Label framework (KPI 7.1)?	15 points (5 points x 3)
The proposal describes the dissemination plan to be carried out during the project implementation, including actions for each target group. The communication plan is aligned with the commercial strategy.	5 points
Quality and efficiency of the implementation	Max. score

To what extent are the workplan (including minimum KPIs and deliverables), the project management structures and the allocation of resources clear, efficient and coherent, so to allow the applicant(s) to achieve the proposal's objectives?	10 points (5 points x 2)
Gender and diversity are integrated in the design/development of the project outputs. Clear measures are described to ensure mixed teams and active roles for women and under-represented groups in the project implementation.	5 points
The proposal demonstrates a strong understanding of the project-specific risks and includes tailored mitigation measures.	5 points
Total score:	70 points
Minimum qualifying score:	35 points

Only proposals that obtain a minimum of 35 points will qualify for the next stage. If two or more proposals receive the same score, prioritisation will be based on the following criteria in order of importance: impact, excellence, and implementation. This will specifically be brought to the attention of the EIT Urban Mobility Selection Committee.

5.4 Stage 2 Evaluation

The Selection Committee is composed of at least two members of the EIT Urban Mobility Executive Management Team (or their deputies).

The Selection Committee will consider the following criteria:

Business intelligence	Max. score
Duplication of topic/proposal (current or old BP) and relevance of the proposal for the UMX portfolio.	15 points (5 points x 3)
Previous experience	Max. score
Applicant's/Consortium's past experience and track record of delivering results in line with what is promised in the proposal (access to market, course quality, course completion, revenue generation, etc.).	15 points (5 points x 3)
Total score:	30 points

To be considered for funding, proposals must achieve a minimum of 60 points from the combined score of both evaluation stages: the external expert evaluation (Stage 1) and the Selection Committee evaluation (Stage 2). This threshold ensures that only proposals demonstrating sufficient overall quality and alignment with EIT Urban Mobility objectives are eligible for funding.

In the event of a tie in the final score, preference will be given to proposals offering a higher co-funding rate or additional core KPIs. Furthermore, in the case that two or more proposals duplicate or substantially

duplicate partners, core activities, technologies or solutions, the Selection Committee will only select the one with the highest score.

The Selection Committee will determine the ranking list, including which projects are selected, placed on the reserve list (if any), or rejected.

This will depend on the available funding for each cut-off date.

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

6. Communication of results to applicants

The Project Leader will receive an email notification with the evaluation results. If the proposal is pre-selected, the evaluation results may include a set of conditions. The communication will set up a defined deadline. The Project Leader of a pre-selected proposal under conditions will need to respond and update the proposal according to these conditions within the timeframe outlined in the communication.

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. In addition, EIT Urban Mobility will conduct a screening of the pre-selected proposals' intellectual property management strategy. Where necessary, additional IP-related deliverables or KPIs, such as relevant IP applications, registrations, and actions taken to protect the project results and deliverables, along with justifications and references regarding IP status — may be required as a condition for funding.

If the Project Leader fails to comply with the provided conditions or does not respond by the time allocated, EIT UM reserves the right to withdraw the conditional notification. In such a case, the next proposal on the reserve list will be contacted following the ranking list.

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

7. Appealing against evaluation results

If the Project Leader 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 Project Leader 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).

8. 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 after the preselection decision.

As outlined in the Project Implementation Handbook, entities receiving EIT Urban Mobility funding become subgrantees committed to Business Plan 2026-2028 targets. New entities without validated PICs will undergo validation by the EIT Community Onboarding Service before signing the Financial Support Agreement.⁴

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 proposal.⁵ 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.

⁴ Financial Support Agreement template is available on the Call webpage.

⁵ 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