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Strategic Innovation Open Call



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Calls for proposals

Call Manual

Strategic Innovation Open Call

(Multi-cut-off)

Business Plan 2026-2028

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History of changes

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| 2.0 | 21.07.2025 | Section 2.1 "Who can apply". New paragraph on the participation of Swiss entities |
| 3.0 | 03.09.2025 | Link to NetSuite submission portal updated. |
| 3.1 | 19.09.2025 | Dates for cut-off updated Link to NetSuite submission portal updated in Section 4.2. |
| 4.0 | 22.01.2026 | Section 2 Clarification about Consortium composition added, Switzerland as official associated third country to HE removed as special case, timeline clarification on call closure with last cut-off date. Section 3 addition of energy production under the zero-emission topic, clarification on company profiles and their applicable FSM added, procurement strategy as deliverable added, city observer group sub-chapter added. Clarification on the financial assessment of commercial partners added. Section 4 information about failed submission added. Section 5 clarification on evaluation criteria added, including the positive evaluation of end-clients as consortium partners. |

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.

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1. Introduction

EIT Urban Mobility is the largest trusted ecosystem of urban mobility innovation in Europe. Our mission is to accelerate the transition to sustainable urban mobility¹. In doing so, we partner with established businesses, startups, universities, research institutes and the public sector with access to markets, talent, funding and knowledge. Our work supports our vision for sustainable and decarbonised urban mobility and more liveable urban spaces for all.

Our Strategic Innovation Open Call aims to support our mission and vision by investing in innovative solutions, products and services that respond to the most pressing urban mobility challenges. The main focus is to accelerate the adoption of impactful innovation by derisking the development and large-scale deployment. In particular, we aim to support tested solutions with a clear path to market, enabling cities and mobility providers to confidently procure and scale proven innovations. This call also creates opportunities for innovators to refine their offerings in real-world settings, ensuring they are ready for widespread implementation and long-term impact.

The funding opportunity is designed to help you make a difference by teaming up with public and private European innovators and jointly develop and test new solutions that align with our [Strategic Agenda 2021-2027](#), helping us to achieve our three societal impact goals:

- Improve quality of life in cities
- Mitigate and adapt to climate change
- Create jobs and strengthen the European urban mobility sector.

Solutions must demonstrate strong potential for scalability and market adoption, ensuring they can lead to wider, long-term impact across European cities and regions after the project concludes.

This call aims to foster innovation and strengthen European competitiveness in the mobility sector by encouraging collaboration across the EIT Knowledge Triangle (education, research and businesses) together with a fourth essential partner, cities. This collaborative innovation framework aims to support a European Union (EU) single market for sustainable mobility.

If you are a startup or SME willing to validate your product with a new end-client or expand into a new geographical region or sector in a fast and agile manner, EIT Urban Mobility's [SME Market Expansion Call](#) may be a better fit. Alternatively, you can explore our [RAPTOR programme](#), a city-driven, challenge-based, and agile innovation initiative from EIT Urban Mobility designed to meet specific urban mobility needs. If your goal is to accelerate the overall growth of your business, other funding pathways and capacity-building programmes may be more suitable. In that case, we encourage you to contact your nearest [EIT Urban Mobility office](#) to find out more about these opportunities.

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

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

2. About the Call

This call aims to support impactful innovation in urban mobility and its broader ecosystem that is aligned with key EU innovation and mobility policies, namely, the [European Commission's competitiveness compass - 2025](#), the [EU startup and scale-up strategy - 2025](#), the [EU Urban Mobility Framework & TEN-T Regulation Reform - 2024](#) and the [European Declaration on Cycling - 2024](#). By funding solutions that directly respond to these strategic priorities, this call actively contributes to the achievement of EU policy goals on competitiveness, decarbonisation, digitalisation, and equitable urban transport transformation.

2.1 Who can apply

Collaboration is the cornerstone of innovation. As such, all projects funded require a **minimum of two independent legal entities**², working together. These entities must be established in at least **two different European Member States, and/or Third countries associated with Horizon Europe**.

At least one partner should be identified as the lead commercial partner and is responsible for the contribution to the EIT Urban Mobility Financial Sustainability Mechanism (see section 3.4.4).

Special cases

- **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.

2.1.1 Consortium composition

While there are no other formal restrictions on consortium composition, it is essential that consortia are fit for purpose. The consortium must include all organisations essential to both the successful execution of the project and, importantly, the future commercialisation of the developed solutions at scale, **each with a defined role and appropriate budget allocation**. This typically includes, but is not limited to: companies aiming to commercialise all proposed solution(s); pilot hosts such as cities, public transport operators, or mobility providers; relevant knowledge or technology providers; or any other entities required to enable market entry, such as certification bodies or regulatory advisors. Letters of support may complement a proposal but do not substitute the active participation of essential partners, such as core technology providers or end-users acting

² Two legal entities shall be regarded as independent of each other when neither is under the direct or indirect control of the other or under the same direct or indirect control as the other. Please refer to the full definition in Article 8 of the Regulation (EU) No 1290/2013 of the European Parliament and of the Council of 11 December 2013 laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006: https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf

as pilot or demonstration hosts (e.g. cities, public authorities, public transport operators). The absence of such end-users or pilot hosts as active project partners will be considered a weakness in the assessment of the consortium composition. Consortia should remain balanced and streamlined, to ensure effective delivery and collaboration.

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 they³:

- 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, which may include rejecting or discontinuing the proposal or project.

³ 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 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 **become a member of our community and pay the corresponding membership fee**: <https://www.eiturbanmobility.eu/our-community/become-a-partner/>. If you join the consortium as a commercial partner and sign a Commercial Agreement with EIT Urban Mobility, the community membership will be included, giving you access to exclusive partner benefits.

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 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.

2.4 Timeline

This call is open until the last cut-off date in June 2027, with all selected projects to be completed by **31 December 2028**. Proposals are assessed periodically based on pre-defined cut-off dates. 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 | 19 June 2025 |
| Cut-off dates | <ul style="list-style-type: none">• 1st cut-off date: 23 September 2025• 2nd cut-off date: 12 February 2026• 3rd cut-off date: 18 June 2026 |

| | |
|--|--|
| | <ul style="list-style-type: none"> • 4th cut-off date: February 2027 • 5th cut-off date: June 2027 <p>All submission windows close at 17.00 CET on the published cut-off date.</p> |
| Eligibility and admissibility check | Up to 1 week post submission cut-off |
| Evaluation and invitations to Panel hearings | Up to 6 weeks post submission cut-off |
| Panel hearings and portfolio selection | Approximately 2 weeks post invitation to panel hearings |
| Communication of results | Approximately 2 weeks post panel hearings |
| Tentative start date of the projects | <p>Approximately 4 weeks post communication of results</p> <p>Expected project start date:</p> <ul style="list-style-type: none"> • 1st cut-off date: January 2026 • 2nd cut-off date: July 2026 • 3rd cut-off date: January 2027 • 4th cut-off date: July 2027 • 5th cut-off date: January 2028 |

3. Call specific requirements

3.1 Type of proposals sought

At EIT Urban Mobility we are looking for ambitious collaborative projects that accelerate the adoption of impactful innovation. To support this, we are refining our project frameworks to better accommodate initiatives with greater scale and vision. While we remain flexible in what we fund, a clear focus on commercialisation is a key pre-requisite — projects must demonstrate strong market potential and a credible path to market by the end of implementation. The solution/s should be designed for sale to external clients and replicable beyond the initial use case. Projects with an internal focus — such as those optimising own operations or lacking a clearly marketable product or service — will be considered out of scope. To this end, EIT Urban Mobility is seeking projects that respond to one of the following frameworks:

- **Solution package projects:** Projects developing and testing multiple solutions addressing a shared urban mobility challenge across one or multiple demonstration sites. The focus is on creating a cohort of scalable solutions for commercialisation rather than investing in a single, complex solution.
- **Value chain projects:** These projects unite key players across the value chain, ensuring all essential roles are integrated to make an innovation viable. Solutions (products, services, new business models

or operational approaches) should address well-identified critical inefficiencies in industrial value chains or public-sector-driven challenges.

- **Single solution projects:** Projects supporting high-impact solutions that require longer times and budget for extended development, validation, and regulatory approvals to reach full market readiness.

To ensure strategic fit, all projects must demonstrate **market criticality** and **propose a convincing path to market**. We seek initiatives that address clearly defined urban mobility challenges aligned with policy priorities and pressing market or customer needs. At the same time, projects must go beyond prototyping and testing to cover essential steps such as certification, scalability, intellectual property protection, and preparation for commercialisation within the project timeframe.

3.2 Topic scope

To accelerate the transition to sustainable mobility in cities, this Call focuses on five sectors in which we believe Europe has the potential to innovate and create impact. Proposals may target one or more of these sectors, particularly where there are clear synergies between them, for example, applying data-driven solutions to logistics operations, or integrating electrification into public transport.

In the future, this call may also include specific topic scopes to address key market opportunities or urgent market failures that can be addressed through our funding.



- 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.



- 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.



- 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.



- Solutions that advance zero-emission urban mobility through innovation across the **electrification value chain**, covering vehicles, energy production linked to mobility, 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.



- 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.

Proposals based on products or services already (co)funded by EIT Urban Mobility, without substantial new innovation or added value, will be considered out of scope. Details on EIT Urban Mobility's existing project portfolio are available on our [website](#).

3.3 Project duration

Project duration can be up to 24 months and must be clearly justified based on the scope, complexity, and planned activities. Proposals should not default to the maximum length.

As indicated in the *Project Implementation Handbook* available on the Call webpage, 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.

All projects, including any extension, must be completed by **31 December 2028**.

3.4 Financial aspects

3.4.1 Funding allocation

The **indicative EIT funding allocated to this Call for the period 2026-2028 is 60 million EUR**. This includes approximately 13 million EUR specifically earmarked for proposals developing new innovations in countries covered by the [EIT Regional Innovation Scheme \(RIS\)](#). The indicative distribution of funding per cut-off date is as follows:

| Cut-off date | Estimated allocation (%) | Estimated allocation (million EUR) |
|--|--------------------------|------------------------------------|
| 1 st cut-off (September 2025) | 15% | 9 |
| 2 nd cut-off (February 2026) | 25% | 15 |
| 3 rd cut-off (June 2026) | 30% | 18 |
| 4 th cut-off (February 2027) | 20% | 12 |
| 5 th cut-off (June 2027) | 10% | 6 |

The budget allocations per cut-off date are approximate and may be adjusted based on the quality and number of proposals received. Should the total funding available for this Call change – either an increase or reduction – the allocation will be revised accordingly, and an updated version of this Call Manual will be published.

Each project may receive up to 2 million EUR of EIT funding. As with project duration, the requested budget must be well justified, aligned with the project scope, and reflect value-for-money principles. Proposals should not default to the maximum budget without a proper justification.

Funding is available for all topics outlined in Section 3.2. However, during the selection process, EIT Urban Mobility will determine the number of projects funded per topic to ensure a balanced and strategically aligned portfolio (see section 5.3). If future editions of this Call include narrowly defined topic scopes, a specific portion of the budget will be reserved for supporting those topics.

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

3.4.2 Co-funding rate

EIT Urban Mobility will reimburse up to 65% of the eligible project costs, while the **minimum co-funding rate for all proposals is 35%**. Each partner in a consortium 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 35%.

Any co-funding rate above 35% will be positively considered during the evaluation.

3.4.3 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.

3.4.4 Contribution to EIT Urban Mobility's financial sustainability (FS)

Any project funded through this Call is requested to contribute to the financial sustainability of EIT Urban Mobility. This is a core aspect of the EIT grant model, which allows EIT Urban Mobility to generate a return from the financial support provided in exchange for derisking commercial ventures. This model allows us to reinvest into our community and ensure our long-term financial sustainability.

This requirement applies to the partner/s in the consortia that will commercialise the developed solutions only, unless individual consortia reach a different agreement. In the case of projects that aim to create a startup as part of the innovation project, the responsibility to contribute to the financial sustainability of EIT Urban Mobility lies on the partner/s that will lead the creation of the startup.

Our financial sustainability model is designed to align our success with that of the commercial partners. The applicable contribution pathway is determined by the nature, maturity, and positioning of the entity commercialising the solution. For this Call, three types of contributions are available:

- **Sales pathway:** This is addressed to established companies with existing or near-term revenue-generation capacity that can benefit from EIT Urban Mobility's support to grow their sales pipeline for the solutions developed under the project. EIT Urban Mobility offers different service packages. In return, the partner(s) commercialising the solution are required to make a financial contribution that includes a fixed fee corresponding to the agreed service package and a variable fee linked to the successful qualification of leads generated through EIT Urban Mobility's sales advisory activities.

- **Investment pathway:** This pathway applies to startups and scale-ups whose value creation is primarily driven by equity growth rather than short-term sales. It is applicable to companies that are, or may become, part of EIT Urban Mobility's equity portfolio. The contribution will take the form of an equity transfer commitment. The type of equity agreement and the equity percentage will depend on the startup's circumstances.
- **New company/spin-out created as a result of the project:** This is addressed to projects that explicitly foresee the creation of a new company as the primary vehicle for the commercialisation of the product(s) or service(s) developed under the project. In such cases, the contribution to the financial sustainability of EIT Urban Mobility shall take the form of an equity share commitment in the newly created company, subject to a positive due diligence.

Further details on the three options are available in the document *Financial Sustainability Guidelines* published on the Call webpage.

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 an additional agreement (Commercial Agreement or Investment Agreement) between EIT Urban Mobility and the relevant companies, which is separate from the main grant funding agreements. In certain cases (e.g. when a company is assessed as non-investable), EIT Urban Mobility may propose a modified FSM different from the one initially proposed by the applicant.

EIT Urban Mobility will carry out a **financial capacity assessment of all identified commercial partners** in line with Horizon Europe requirements, in order to verify their financial viability and their capacity to implement the proposed project and achieve the expected commercial and societal impact. Where risks are identified, EIT Urban Mobility may apply proportionate risk mitigation measures, including adjusted pre financing arrangements or modified grant allocations. Where such risks cannot be adequately mitigated, the applicant may be required to adapt the consortium or, if this is not feasible, the proposal may not be selected for funding. 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. Interested entities, please contact: fsm@eiturbanmobility.eu.

3.4.5 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.

3.5 Key Performance Indicators (KPIs)

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

- **EITHE02.4 (Marketed Innovations):** Number of innovations introduced on the market with a sales revenue of at least 10 000 EUR documented.
- **EITHE04.4 (Startups created of/for innovation):** Number of start-ups established in year N as a result / based on the output(s) of the project(s), having financial transactions of at least 10 000 EUR for services/products (result of the project) sold to customers or a private investment attracted of at least 200 000 EUR into startup equity.

Full KPI descriptions are available on the document *List of KPIs* available on the Call webpage. In addition to these mandatory KPIs, proposals are encouraged to contribute to other KPIs outlined in this document.

Proposals with higher KPI ambitions - particularly for EITHE02.4 and EITHE04.4 - will be positively considered during evaluation as long as targets are realistic and clearly aligned with the project's objectives and scope. Unrealistic or misaligned KPI targets may negatively impact the proposal's assessment.

3.6 Deliverables

Proposals should include a list of deliverables that demonstrate the work performed and results achieved. Consortia are encouraged to limit the number of deliverables included in the proposal. They should be in line with the proposed tasks, work packages and milestones so that EIT Urban Mobility can assess progress. For all projects, the following deliverables are mandatory:

- A **technical sheet** specifying the functional and technical requirements of the solution/s to be developed and/or improved. Due date: maximum 2 months after the project start.
- Where applicable, a **product plan** for each marketed innovation to be developed within the project (related to KPI EITHE02.4) or a **business plan** for each startup to be created (related to KPI EITHE04.4). Due date: maximum 4 months after the project start.
- An **impact assessment methodology and action plan** for the project. Due date: maximum 6 months after the project start.
- For projects involving public entities as pilot hosts, a **procurement strategy** (preliminary and final) describing the most realistic and feasible public procurement pathway for the solution(s) developed. The preliminary procurement strategy shall outline the intended procurement approach and assumptions at an early stage of the project. The final procurement strategy shall reflect lessons learned during project implementation, and provide a concrete and actionable pathway towards procurement by public entities. Preliminary strategy due date: maximum 6 months after the project start. Final strategy due date: at the end of the project.
- A **demonstration report** covering all demonstrations held during the project implementation. Due date: One month after the completion of the demonstrations.
- An **impact assessment report** based on the initial methodology and action plan. Due date: at the end of the project.
- A **final dissemination report** including relevant best practices for the EIT Urban Mobility Marketplace and a short video showcasing the solution/s developed and the pilots implemented. Due date: at the end of the project.

EIT Urban Mobility will provide templates for all required deliverables, specifying the minimum content and requirements. Depending on the duration of the project, you may be required to include subsequent revised versions of these deliverables.

3.7 Cities Observers Group (COG)

To strengthen the alignment between innovation activities and the needs of cities and public authorities, EIT Urban Mobility will launch in 2026 a City Observer Group (COG). The COG will provide an early-engagement and knowledge-exchange mechanism connecting projects supported by the Strategic Innovation Call with interested cities (identified and invited by EIT Urban Mobility) as well as relevant PTOs, PTAs, ensuring that supported solutions address concrete policy priorities, mobility challenges and scalability requirements.

Observer cities will gain structured access to project development, demonstrations and results. In return, they will provide targeted feedback to the consortium on user needs, regulatory considerations and potential adoption pathways, helping identify barriers and enablers for wider deployment.

The initiative aims to strengthen the quality, relevance and market readiness of solutions funded by EIT Urban Mobility and to accelerate their uptake beyond initial pilots. While participation in the COG is not mandatory, it is strongly recommended for all projects funded through this call. Projects should foresee appropriate and proportionate tasks in their workplan and reserve the necessary resources and budget to support COG-related activities including:

- Engagement by demo hosts, with the support of the consortium where relevant, such as:
 - Peer-to-peer knowledge exchange during site visits (content preparation, staff participation, etc.)
 - Presentation of project results to observer cities (success factors, operational considerations, implementation advice)
 - Contribution to the Demonstration Report, including a one-page summary to support observer cities in future decision-making (regulatory requirements, technical prerequisites, learnings, adoption conditions).
- Travel budget: Applicants shall budget up to 4,000 EUR to cover travel costs for a maximum of four observer cities, assuming one site visit per city and an indicative cost of 1,000 EUR per visit.

3.8 Project implementation, monitoring and reporting

All projects selected for funding are regularly monitored by EIT Urban Mobility in accordance with the *Financial Support Agreement* and *Project Implementation Handbook*, published on the Call webpage. All Project Leaders and consortium partners will need to comply with the rules and procedures established in the [Horizon Europe Model Grant Agreement](#) during the project implementation, as well as with the branding, communication and dissemination rules outlined in the Project Implementation Handbook.

In addition to the general rules and procedures, for innovation projects, EIT Urban Mobility representatives and/or external experts participate in remote and in-situ visits. The consortia must ensure full access to core applications and hardware in-situ.

Finally, a formal ex-post impact assessment will be conducted within at least 5 years of the project's completion.

3.9 Intellectual property strategy

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 (e.g. by providing a Freedom to Operate). The *IP strategy checklist*, published on the Call webpage, provides guidance to applicants. Any proposal must clearly demonstrate the planned measures and actions to protect the innovations and to exploit the core IP rights.

3.10 Gender and diversity policy

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.

In line with [EIT Urban Mobility Gender Equality Policy](#), we support organisations that prioritise gender equality and diversity. Projects applying to this Call should:

- Demonstrate how gender and diversity are integrated into the design and development of outputs (e.g. products, services, pilots, marketing).
- Describe measures to promote mixed teams, ensuring active roles for women and underrepresented groups, especially in leadership and decision-making positions.

4. Application process

4.1 Proposal preparation

4.1.1 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.

4.1.2 Matchmaking opportunities and call information sessions

To support the formation of strong and complementary consortia, EIT Urban Mobility offers applicants the opportunity to share project ideas and connect with potential partners through our online community platform, [Mobility Innovators](#). Applicants are encouraged to use this tool to identify expertise, build collaborations, and strengthen their proposals.

To help applicants prepare and submit their proposals, EIT Urban Mobility hosted information sessions after the Call was published. To watch the webinars, please visit [Mobility Innovators](#).

| Topic covered | Date and time (CET) |
|--|------------------------------|
| Call content and Q&A | 1 July 2025, 10h00–11h30 CET |
| Commercialisation and financial sustainability | 2 July 2025, 14h00–15h00 CET |
| Intellectual Property Strategy | 3 July 2025, 09h30–10h30 CET |
| Guidance to applicants | 3 July 2025, 14h30–15h30 CET |

4.1.3 Call contact points

All applicants may contact the Innovation Team at EIT Urban Mobility to answer any questions or address any concerns about the Call: innovationcall@eiturbanmobility.eu.

4.2 Proposal submission

Before starting to draft a proposal, **all applicants** (Project Leader and consortium partners) 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 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 \(PIF\)](#)⁴. 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 under Grant Management --> Grant Management --> Open Calls. **Submit your application form within the given deadline**, including the following supporting documentation:
 - Pitch deck (PDF or PPT format) (mandatory)
 - Latest deposited annual report and latest available profit & loss statement and balance sheet (or other/additional documentation that helps assess a company's financial standing) from for ALL organisations in the consortium identified as a commercial partner (mandatory)
 - Other supporting documents:
 - Letter of commitment/support (if applicable)
 - Freedom to operate study (recommended),
 - A link to a one-minute video demonstrating the current technological maturity of the solution (recommended).

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 additional documents uploaded under 'Other supporting documents' that are not specifically listed as optional documents will not be considered during the evaluation process.

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. Any submissions received after the first cut-off date will be included in the second cut-off review. However, please note that if you begin an application during the first cut-off period but plan to submit it for the second cut-off deadline, then you must create an entirely new application form. Each submission period

⁴ 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.

requires a separate application to be initiated and completed. The same procedure will be applied for all the subsequent cut-offs. Finally, submissions received after the final cut-off date will not be considered.

Failed submission of a proposal

If you believe that the submission of your proposal failed due to a technical error exclusively attributable to the EIT Urban Mobility Grant Management Tool (the submission platform), you may submit a complaint by sending an email to the PMO team (pmo@eiturbanmobility.eu). The email must include the proposal ID number and a clear description of the issue, together with objective evidence (screenshots) of the assumed platform malfunction. You may be requested by the PMO team to provide additional information if necessary. **The complaint must be submitted within 3 calendar days** after the call deadline. Complaints submitted after this period and/or without sufficient evidence will not be considered.

EIT Urban Mobility will verify the incident by checking internal IT logs to determine whether a technical malfunction of the EIT Urban Mobility Grant Management Tool occurred during your submission attempt. Complaints will not be accepted if the issue is related to the applicant's own equipment, internet connection, computer configuration, or any misinterpretation, misunderstanding, or disregard of any rules and/or instructions outlined in the Call Manual and/or in the Guidelines for Applicants. You will be informed of the outcome as soon as possible. If the complaint is accepted, the PMO team will provide guidance on the next steps and will give you 24 hours to proceed.

Submission limits

After three unsuccessful submissions to this Open Call, which can be at any stage of the process (admissibility & eligibility check, evaluation or hearing), a proposal will be ineligible to reapply during the 2026–2028 period. EIT Urban Mobility reserves the right to reject resubmissions for the same solution(s) with only minor changes.

5. 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.

5.1 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.⁵ |
|------------------------|--|

If a proposal is not admissible, it will not be checked for eligibility. A proposal will be eligible if it fulfils the following criteria:

| | |
|----------------------------------|---|
| 2. Applicant eligibility | Each applicant must be located in an EU Member State or a Third Country associated with Horizon Europe ⁶ . |
| 3. Applicant registration | Each applicant must have fully completed the Partner Information Form (PIF) in the NetSuite online submission tool, including their correct PIC number. |
| 4. Consortium composition | <ul style="list-style-type: none"> The consortium includes a minimum of at least two independent legal entities from at least two different EU Member States, and/or third countries associated with Horizon Europe. At least one partner is identified as the lead commercial partner and is responsible for the contribution to EIT Urban Mobility Financial Sustainability. |
| 5. Co-funding rate | All proposals must have a minimum co-funding rate of 35% across the project. |

If a single entity is ineligible, the entire proposal will be ineligible. EIT Urban Mobility will also verify the number of previous submissions for each proposal to ensure compliance with the re-submission limits established for this Call (see Section 4.2).

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.

Rectification process

In the case of missing information or obvious clerical errors linked to partner registration, applicants will be given five calendar days⁷ after receiving the official communication to complete or correct the proposal and

⁵ Exceptionally, financial data may be uploaded in the original language, but a summary in English should be included.

⁶ 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

⁷ 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.

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 (See Section 5.2). If the Project Leader fails to respond or responds after the deadline, the proposal will remain ineligible and will not be further processed.

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 days⁸ of the official EIT Urban Mobility notification regarding inadmissibility or ineligibility (see the *Appeal procedure* document published on the call webpage).

5.2 Stage 1: Evaluation

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

The 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 three independent external expert evaluators and one internal EIT Urban Mobility evaluator who will only assess the proposal's strategic fit. **Only proposals that obtain a minimum score for each of these four criteria will qualify for the next stage.**

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 75 points, split across the following sub-criteria.

⁸ 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.

| Strategic fit and EU dimension | Max. score |
|--|------------|
| The proposal is relevant to the EIT Urban Mobility mission and demonstrates a strong EU dimension. Knowledge Triangle (KTI) collaboration and city engagement strengthen the proposal, where applicable. | 5 points |
| The proposal is aligned with the Call scope, as detailed in Section 3.1 and 3.2 | 5 points |
| The proposal adds clear value to EIT Urban Mobility's existing portfolio and does not duplicate solutions previously funded (KIC portfolio strategic fit). The proposal includes a coherent Financial Sustainability Mechanism for EIT Urban Mobility, as detailed in section 3.4.4. | 5 points |

| Excellence | Max. score |
|--|------------|
| Problem/market opportunity: The proposal addresses a pressing urban mobility challenge. Sufficient market analysis is presented. | 5 points |
| The innovation: Solutions, products or services: The proposed solution(s) (product, service, business model) are highly innovative and offer a unique competitiveness advantage, exceeding competitors' products or services. | 5 points |
| Maturity and market readiness: The current and target maturity of the innovation(s) is described along with a sound IP strategy for each innovation. There is a clear strategy for reaching full commercial deployment of the new developed solution/s by the end of the project, including consideration of key enablers such as standardisation, homologation, or certification where relevant. A Freedom to Operate report or a justified plan to achieve Freedom to Operate demonstrates it will be commercially safe to make or sell the proposed solution(s). | 5 points |
| Gender and diversity: The proposal actively considers inclusivity in the solutions' design and implementation, widening its impact across diverse user groups. | 5 points |

| Impact | Max. score |
|---|------------|
| Market and user uptake: The proposal shows clear interest or commitment from target users, customers or public authorities. There is clear evidence, either in the proposal or in supporting documentation, of stakeholder & citizen engagement, interest, procurement plans or commitment, and a credible pathway towards uptake beyond the project duration. | 5 points |
| Business model: The proposal presents a credible and robust business model for each of the solutions to be developed, with a clear value proposition, revenue logic, and go-to-market strategy. | 5 points |
| Scalability and replication: The proposal shows that the solution(s) can be easily scaled or adapted to other urban contexts, with minimal customisation or dependencies. The proposed solution(s) demonstrate suitable conditions for scaling within the proposed demonstration sites. | 5 points |

| | |
|---|----------|
| Broad impacts: The implementation of the proposal has the potential to bring a positively impact on society, the environment and climate and the UN Sustainable Development Goals. It clearly addresses a relevant EU policy and supports job creation in Europe. Clear impact metrics and targets are provided. | 5 points |
|---|----------|

| Quality and efficiency of the implementation | Max. score |
|--|------------|
| Consortium: The consortium partners and the proposed core team have the right competences and complementarities to fulfil the project ambition. End-users are active partners of the consortium. A gender balanced and diverse team is proposed, including at decision-making level. | 5 points |
| Project budget and duration: The project budget and duration are well aligned with the project ambition and proposed workplan and responds to value-for-money principles. | 5 points |
| Workplan: The proposal includes a coherent and realistic workplan, with tasks, timelines, and milestones clearly aligned with the project's ambition and KPIs. The workplan includes core product development tasks, well-defined and ambitious demonstrations and appropriate measures for dissemination of project results. | 5 points |
| Risk analysis and mitigation plan: The proposal demonstrates a strong understanding of the project-specific risks and includes tailored mitigation measures. | 5 points |

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

| | Maximum score | Minimum qualifying score |
|--------------------------------|---------------|--------------------------|
| Strategic fit and EU dimension | 15 points | 9 points |
| Excellence | 20 points | 12 points |
| Impact | 20 points | 12 points |
| Implementation | 20 points | 12 points |
| Total points | 75 points | |

5.3 Stage 2: Hearing and proposal selection

Only proposals that meet the **minimum qualifying scores in each criterion** will be considered for the hearing stage. From these, the top-ranked proposals representing up to 200% of the available budget for the relevant cut-off date will be invited to a hearing with the EIT Urban Mobility Selection Committee, composed of the Innovation Director and two members of the Executive Management Team (or their deputies). In the event of a tie at the threshold, proposals will be prioritised based on their score for Strategic fit and EU dimension, followed by Impact, Excellence, and Implementation.

Hearings will be held online and recorded for internal use only. Shortlisted proposals will be required to deliver a 15-minute pitch. This will be followed by a 15-minute question-and-answer session.

The Selection Committee will consider the following criteria and will add up to 25 points to the final score obtained by each proposal in the quality evaluation. Each criteria will be assessed from 0-5 points according to the table score indicated in Section 5.2.

| Criteria | Description | Max score |
|--|--|--------------------------|
| Quality and credibility of the hearing | <ul style="list-style-type: none"> Quality and credibility of the project presented during the hearing. Clarity on the responses to questions asked by the Selection Committee during the hearing. | 5 points x 3 (15 points) |
| Contribution to EIT Urban Mobility Financial Sustainability | <ul style="list-style-type: none"> The proposal presents a clear opportunity for financial returns to EIT Urban Mobility. | 5 points x 2 (10 points) |

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 (in particular KPI EITHE04.4). While partners can participate in more than one proposal, in the case that two or more proposals duplicate or substantially duplicate partners, core activities, technologies or solutions, the Selection Committee may only select the one with the highest score.

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

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.

5.4 Communication of results to applicants

The Project Leader 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. In addition, EIT Urban Mobility will conduct a screening of the pre-selected proposed solution's IP and ownership status. Where necessary, additional IP-related deliverables or KPIs - such as Freedom to Operate, relevant IP applications, registrations, and actions taken to protect the proposed solutions - may be required as a condition for funding.

The Project Leader of a conditionally pre-selected proposal 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.

5.5 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).

5.6 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 Agreement⁹.

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 proposal¹⁰. 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.

⁹ Financial Support Agreement template is available on the Call webpage.

¹⁰ 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.