Business Plan 2026–2028

Strategic Innovation Open Call Guidance for Applicants

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona| 19 September 2025

eiturbanmobility.eu

History of changes

Version	Publication Date	Change
1.0	02.07.2025	Initial version
2.0	03.09.2025	Link to NetSuite updated
3.0	12.09.2025	Clarification on supporting documents added
4.0	19.09.2025	Link to NetSuite corrected KPI year info added

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

Contents

1. Register and apply 3
1.1 PIC and PIF registration 3
1.2 Search for open calls and apply 3
2. Main Information 4
3. Partner Information 8
4. Project Scope 10
5. Work Plan 14
5.1 Work Packages 14
5.2 Deliverables 15
5.3 Milestones 17
5.4 Key Performance Indicators (KPIs) 17
6. Supporting Documents 21
7. Budget 22
8. Submit Application Form 24
9. Tips & Tricks 27

1. Register and apply

1.1 PIC and PIF registration

The first step one organisation must take, to be able to apply for an EIT Urban Mobility Call, is to register in the EU Funding & Tender Portal and obtain a **valid PIC number**.

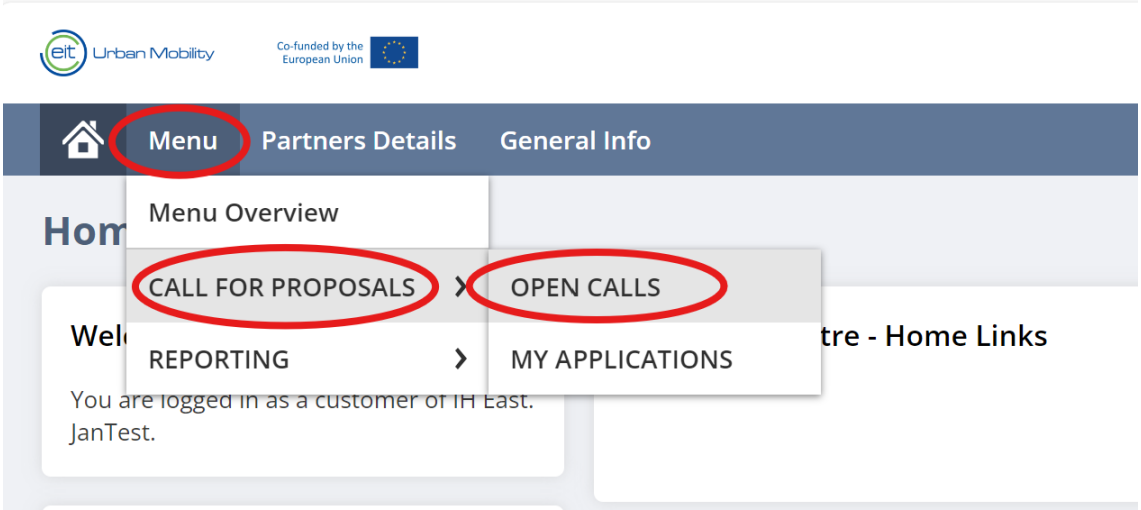
You can verify directly on the EU Portal whether your organisation is already registered and has a PIC: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register-search

Once an organisation has a PIC number, it will be possible to register in the EIT Urban Mobility NetSuite platform, by submitting the Partner Information Form (PIF).

If you have never registered in NetSuite, please complete the Partner Information Form (PIF). 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.

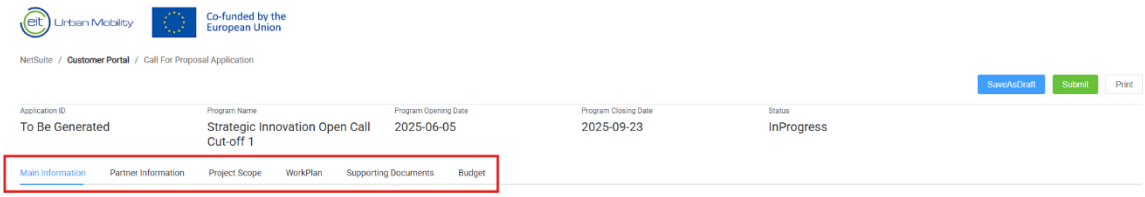
1.2 Search for open calls and apply

Once you land on the **homepage of the portal**, click on the menu, Call for Proposals, Open Calls:



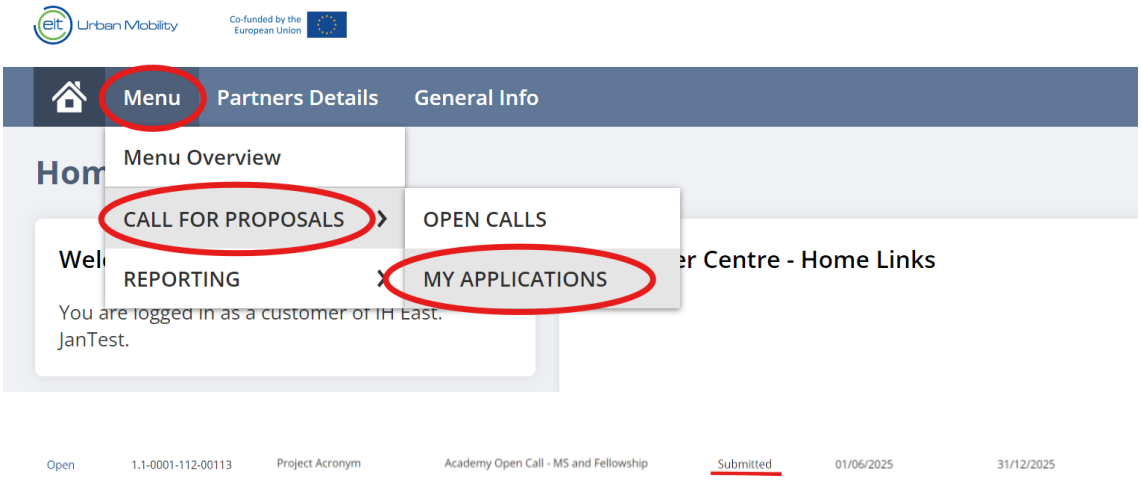
You will see the list of all EIT Urban Mobility Calls currently open. Choose **Strategic Innovation Open Call Cut-off 1** from the list and click on the "**APPLY**" icon:

Once you click on "APPLY" a new Application Form (AF) is created and you will be able to start filling it in with all the information of your project. The AF is divided into six different tabs, each containing a set of information.



Once you start working on your AF, we recommend you to **save (SaveAsDraft) often**, especially when you move from one tab to another.

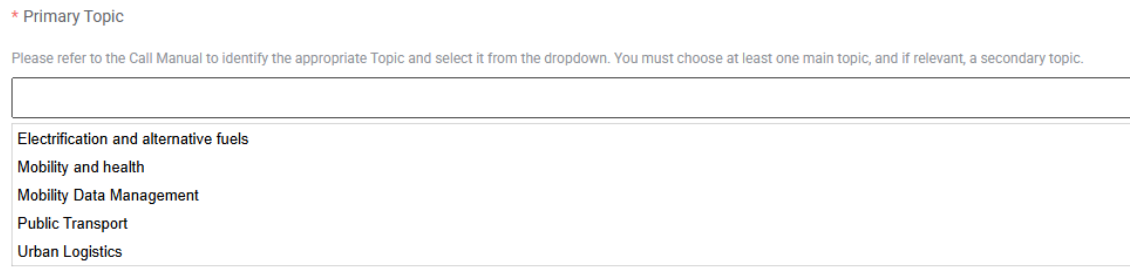
You will be able to find your draft application as shown below. In "My applications" section, you can also see if your application is still in draft or has been submitted.



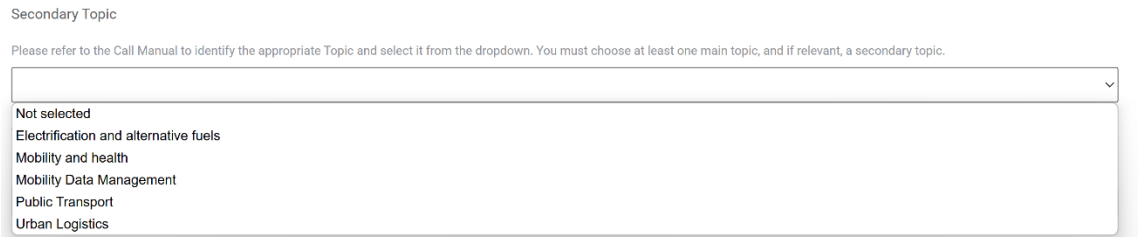
2. Main Information

The ID proposal number is automatically assigned by the system when you first save your proposal.

First, you will have to indicate which Topic challenge, according to the Call Manual, you are applying for:

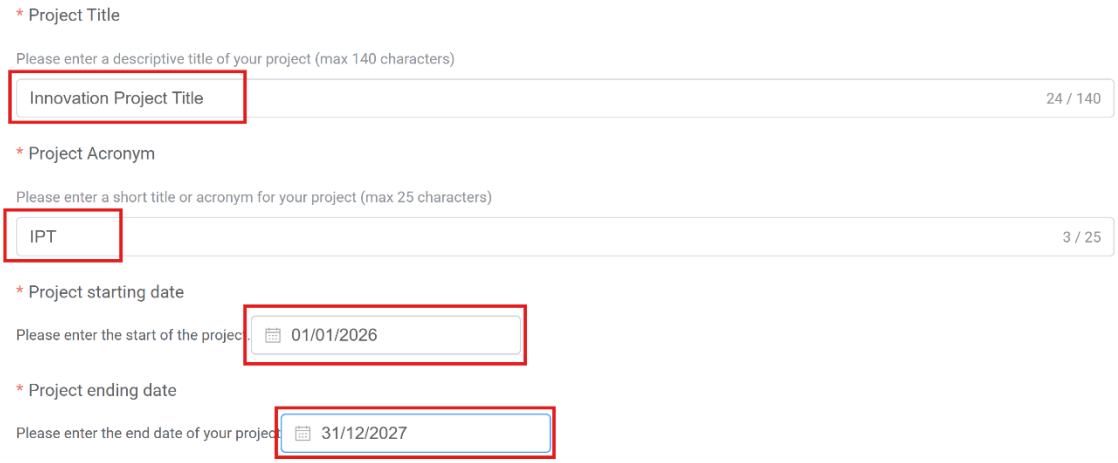


In case your proposal is addressing two topics, a secondary topic can be selected – otherwise you can select "not selected":



When entering the **project title and project acronym**, remember that this will be the official name publicly used to promote your project.

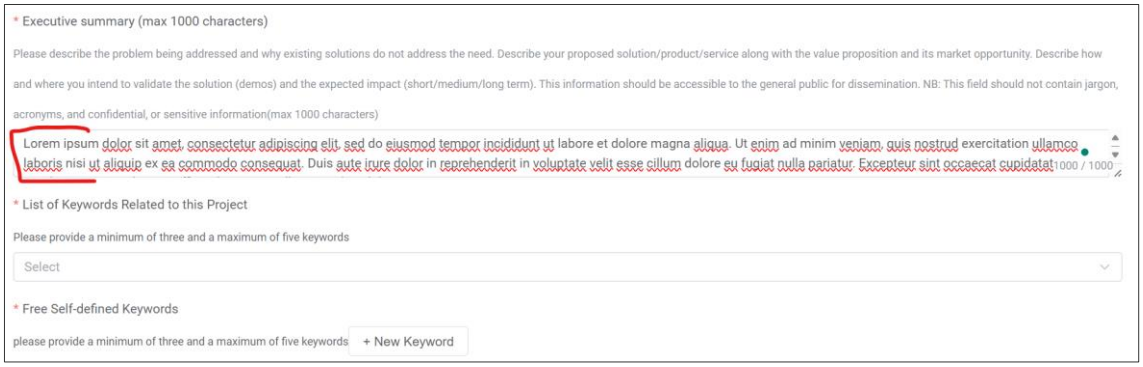
In the framework of the Strategic Innovation Open Call Cut-off 1, projects should not be longer than **24 months** and the earliest starting date is 1st January, 2026.



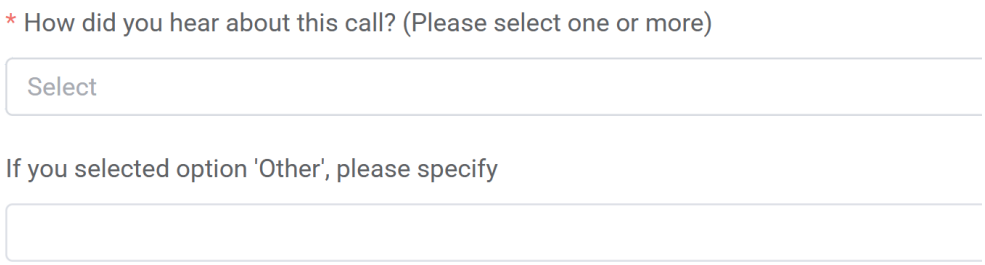
The sections "Total Budget (€)", "EIT funding (€)" and "Own Co-Funding (€)" will be populated automatically by the system once you insert the budget.

When writing the **executive summary**, remember this must provide a comprehensive but general overview of the project and that, if your project is selected for funding, it will be used for dissemination purposes.

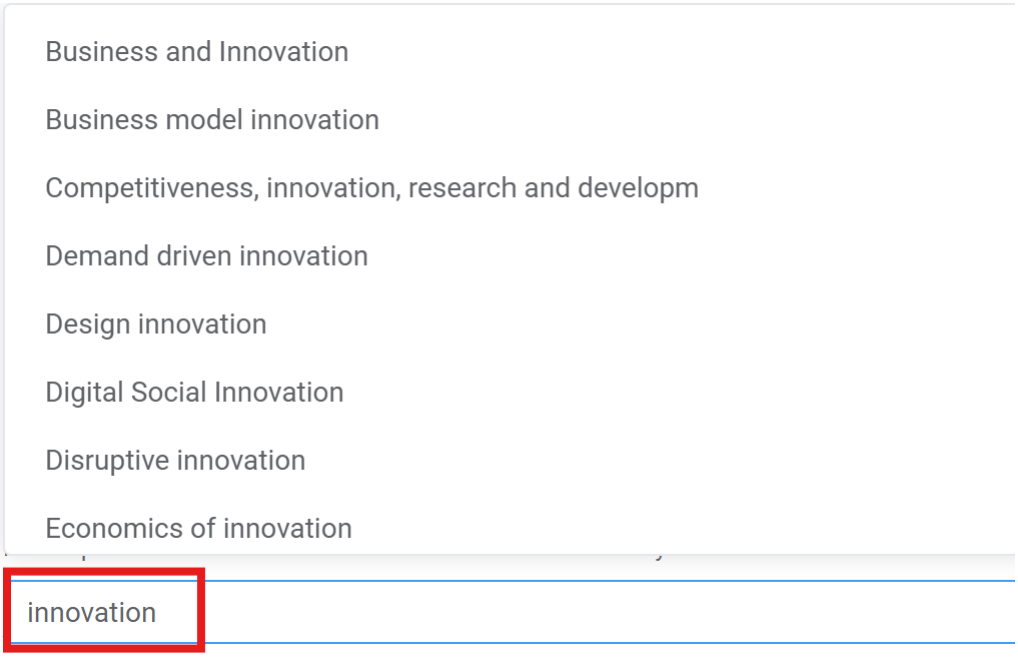
We suggest you to fill in this section once you have completed all other sections and therefore have a clear overview of your project.



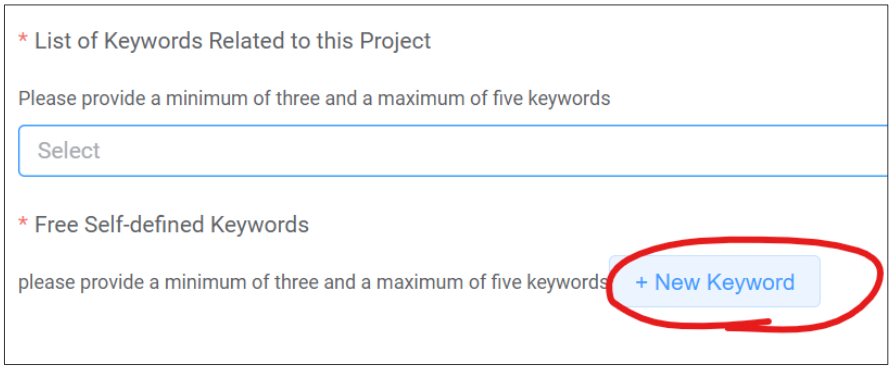
Next, you will have to indicate how you heard about this call. You can select several options (scroll down to see all options). In case no option applies to you, you can select “Other” and write below how you heard about this call:

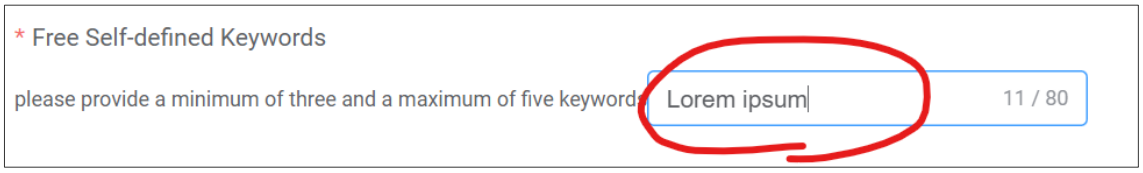


You must enter a **minimum of three and a maximum of five keywords** (to be selected from a drop-down menu) and a **minimum of three and a maximum of five Free Self-defined Keywords** (which you can therefore freely type). Make sure you select the keywords that best represent your project. You can type in a word to see available pre-defined keywords.



To enter a **Free Self-defined Keyword**, click on "+ New Keyword", type the word and press "enter" to save it.



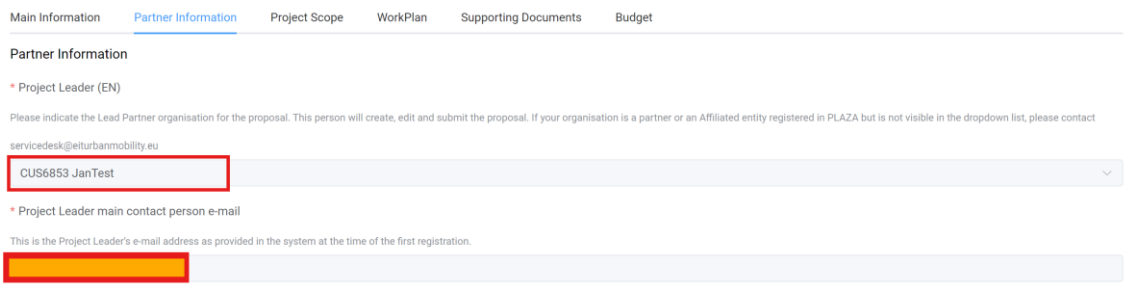


Before moving to the next tab, remember to **click on the "SaveAsDraft" button**.

3. Partner Information

The "**Project Leader (EN)**" is automatically assigned by the system, and it is the organisation of the contact that creates the Application Form.

The **e-mail of the main contact person** is also automatically populated and is always the e-mail address of the contact that created the Application Form.



In the section "**partners involved in the project (EN)**", you must list all partners that will be involved in the project (if applicable) and describe which will be their **role and contribution**.

The project leader is automatically included by the system in the list. All other partners must be added by clicking on the "plus" button.

Once you click on the "plus" button, you must enter the **full PIC number of that specific partner**. Once you enter the full PIC, you will be able to select the organisation from the drop-down menu and include it as a partner.

If the organization you are looking for is not found in the list, please invite them to **register here**.

Once you have added all partners, you must indicate if there is any **direct link** between any of them. If there is a direct link, you must indicate which partners are linked and which type of link they have.

Two participants (legal entities) are dependent on each other where there is a controlling relationship between them:

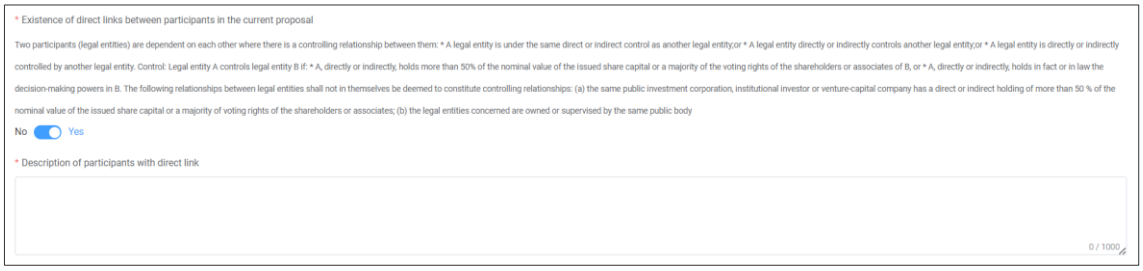
- *A legal entity is under the same direct or indirect control as another legal entity; or*
- *A legal entity directly or indirectly controls another legal entity; or*
- *A legal entity is directly or indirectly controlled by another legal entity.*

Control: Legal entity A controls legal entity B if:

- *A, directly or indirectly, holds more than 50% of the nominal value of the issued share capital or a majority of the voting rights of the shareholders or associates of B, or*
- *A, directly or indirectly, holds in fact or in law the decision-making powers in B.*

The following relationships between legal entities shall not in themselves be deemed to constitute controlling relationships:

a. *the same public investment corporation, institutional investor or venture-capital company has a direct or indirect holding of more than 50 % of the nominal value of the issued share capital or a majority of voting rights of the shareholders or associates;*
b. *the legal entities concerned are owned or supervised by the same public body.*



Under the section **"Co-Editor"**, you can also add any contact to whom you wish to grant **co-editor rights**. To add a contact, you must introduce the full and correct e-mail address. At that point, you will be able to select the contact from the drop-down menu.

If you cannot find your contact in the drop-down menu, you must ask the contact to register in NetSuite or to be added as the contact person of an organisation already registered in the system.

We suggest granting co-editor rights only to a limited number of people and only when their direct contribution in filling in the Application Form is needed.

If you have one or more co-editors assigned to your proposal, make sure no more than one user is working on the AF at the time. If more users are working simultaneously in the AF, the system will not be able to save the work of all users, and this will cause a loss of information.

Only the creator of the AF is able to do the final submission of the proposal.

If you click on the "+" button to add a contact but you cannot find the user, remember to click on the delete button otherwise the system will give you an error message when clicking on "save".

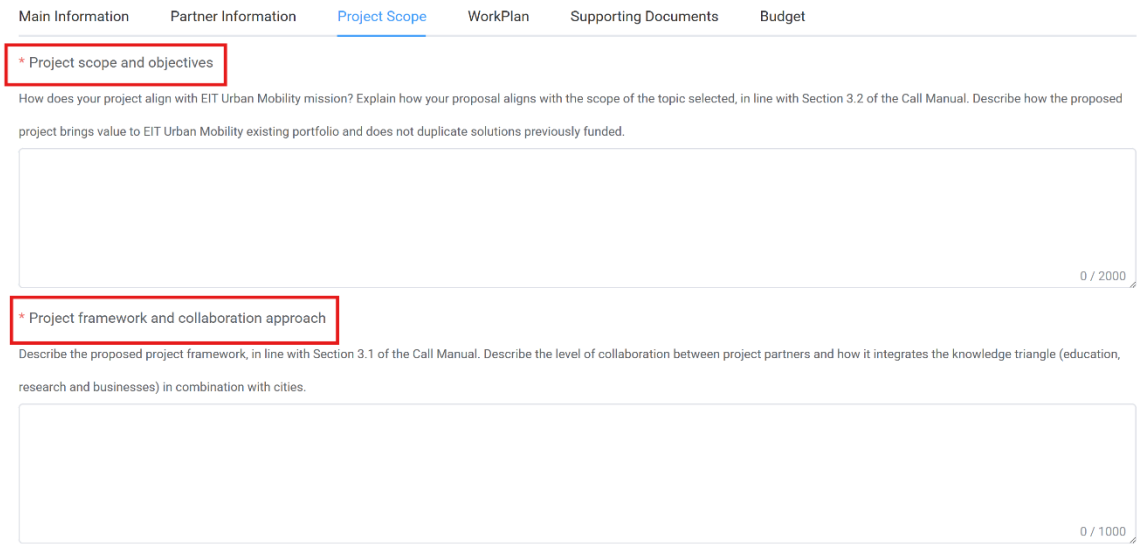
Before moving to the next tab, remember to **click on the "SaveAsDraft" button**.

4. Project Scope

For this whole section: we recommend you to prepare the answers offline and copy-paste them in the Application Form only once they are finalised. When filling in the final information in the system, we recommend you to **save often** (do not wait to have the whole tab completed before saving).

Remember that you are **not allowed to include any URLs** in your Application Form.

Under the project scope tab, you will be asked to define the **scope and objectives** and the **framework and collaboration approach** of your project:



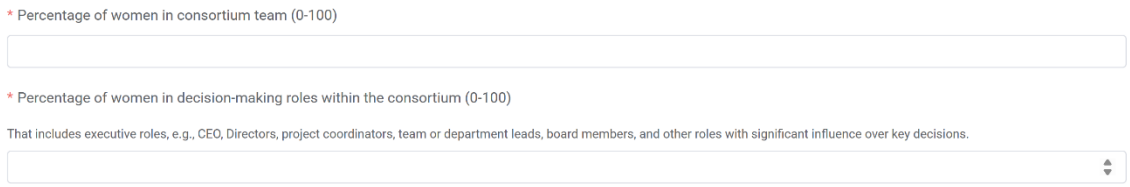
You will then be required to reply to all the call-specific questions, in particular:

- **Problem/market opportunity:** What pressing urban mobility challenge does your project address? What evidence do you have of an unmet need or problem urgency? Include any relevant market analysis.
- **The innovation - Description of the proposed solutions, products or services:** Describe the core solution(s) (product, service, or business model). What make the solution(s) innovative or superior to current alternatives? Name at least 3 competitors for each solution. How do the proposed solution(s) provide a unique competitive advantage?
- **Maturity and market readiness:** What is the current maturity of the solution(s)? Outline your strategy to reach commercial deployment by the end of the project. For each solution, highlight any requirements related to standardisation, homologation, or certification if applicable.
- **Intellectual Property:** For each proposed solution, describe the current IP strategy, including any measures and actions already taken or planned to be taken during the project implementation to protect the innovations and to exploit the core IP rights. For further details on the key elements

of a sound IP strategy check the IP strategy checklist available on the Call website. Refer to any Freedom to Operate study attached as part of this submission (recommended).

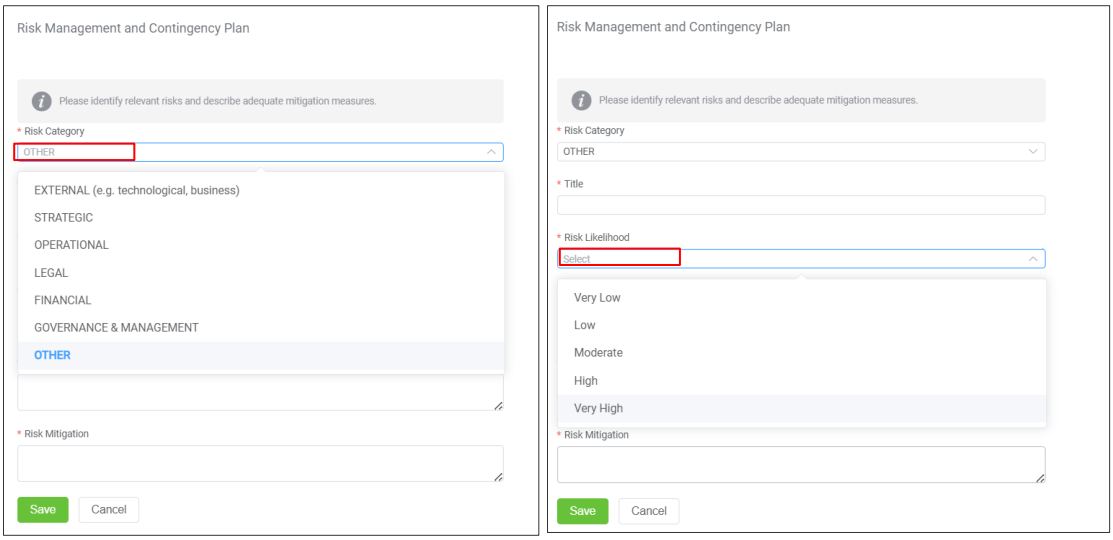
- **Gender and diversity:** How does your project consider inclusivity in the solution(s) design, testing and deployment? How does your project address the needs of diverse users (e.g. gender, age, ability, socio-economic background)?
- **Market and user uptake:** Who are the target users, paying customers or adopters? What evidence of customer's commitment or engagement (e.g. LoIs, procurement plans) do you have? How will you ensure uptake beyond the project duration?
- **Business model:** Describe the value proposition, revenue model, and go-to-market approach for each proposed solution. How will the proposed business model(s) support the scalability of the solution(s)?
- **Scalability and replication:** How can your solution(s) be scaled or replicated in other cities or contexts? What are the enablers/barriers to widespread adoption? Include details of the scalability plans for each demonstration site, with procurement routes, if applicable.
- **Broad impacts:** Describe the project's expected positive impacts on society, the environment, or public health. Include clear impact metrics and targets. How does the project support EU policy goals and job creation in Europe? What UN Sustainable Development Goals is your proposal supporting.
- **Project budget and duration:** How does the proposed budget and project duration align with the ambition, scope, and complexity of the project? Explain any cost-efficiency included in the budget (e.g. resource allocation, leveraging of existing assets). Explain the financial commitment to this project via co-funding or in-kind contributions.
- **Consortium composition:** Describe the proposed consortium team. How does the consortium composition support the project success and, importantly, the future commercialisation of the develop solution(s)?

Under **Gender dimension in consortium composition,** please indicate the percentage of women in these roles. Only numbers between 0 to 100 can be added.



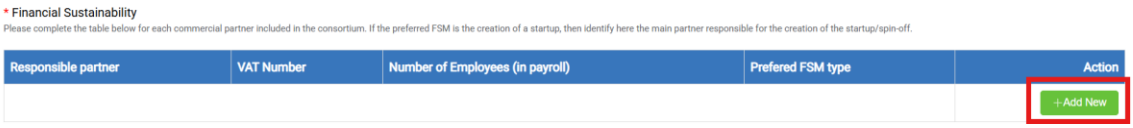
Under the **risk management** section, we ask you to outline the risks potentially related to your project. To add a risk, click on the “add new” button.

You will be asked to choose the risk category, as well as the risk likelihood, from a drop-down menu:

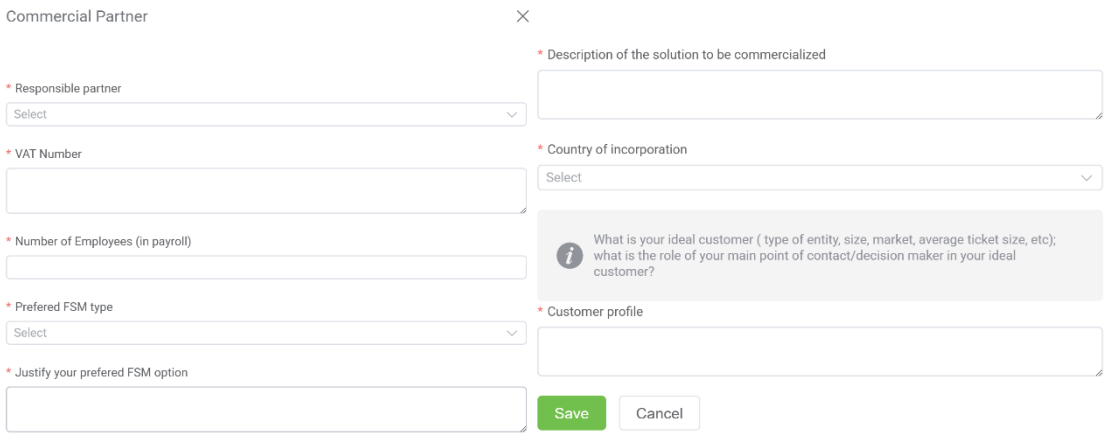


Under the **financial sustainability** section, you will be able to add your preferred financial sustainability mechanism (FSM) for the commercial partner. Please refer to the financial sustainability guidelines published on the Call website to understand the differences between the available options.

To add the FSM for the commercial partner, press **+Add new partner:**



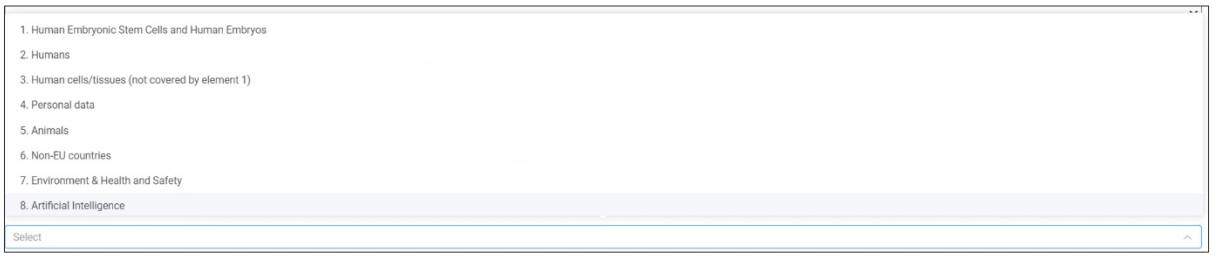
You will be asked to choose the responsible partner, indicate their VAT number, number of employees (in payroll), the preferred FSM and a justification for it, as well as to identify the project results which will be commercialised by this commercial partner. Furthermore, you will need to indicate the country of incorporation and customer profile:



If there is more than 1 Commercial partner, please add any row as any commercial partner in the consortium.

At the end of the Project Scope tab, you will find the **ethics and security** section.

If there are any ethics and security issues related to your project, please indicate which they are by selecting them from the drop-down menu (multiple selections are possible) and describe each of the categories you have selected:



Before moving to the next tab, remember to **click on the "SaveAsDraft" button**.

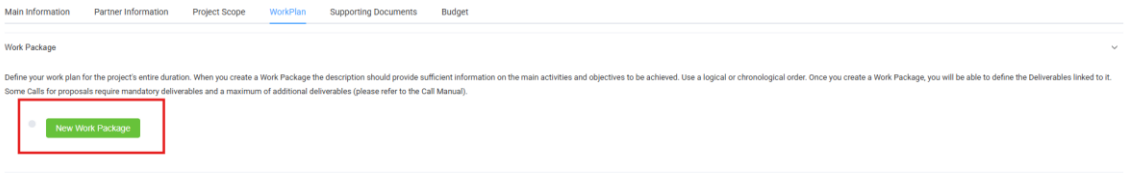
5. Work Plan

5.1 Work Packages

Under this tab, you are asked to build and define the operational structure of your project. You must therefore divide your planned activities into different **Work Packages (WPs)**. A WP is a component of the project work breakdown. It represents a group of project activities targeting common specific objectives. **You have to create WPs before adding the related deliverables.**

When describing the WPs' activities, you are requested to divide them according to tasks.

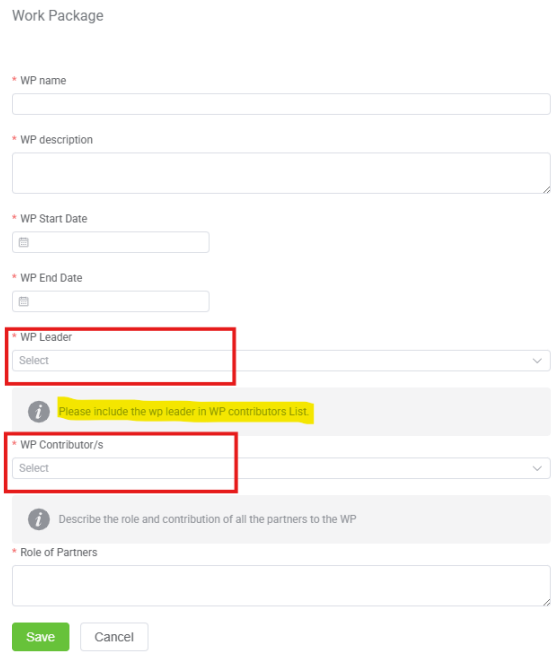
The creation of the WPs structure must be done before starting to work on the Budget tab: the WPs will in fact appear in the Budget tab, only after you have created in the WPs in the Work Plan tab. Following this same logic, once you remove a WP in the Work Plan tab, the related WP will disappear also from the Budget tab.



Once you click on "New Work Package" a new window will appear where you can insert the details of the work package. The WPs will be **automatically numbered** by the system: **do not include the WP number in the WP name**, and make sure you give them a name that clearly reflects the type of activities covered. Example: Project Management

The start and end dates of the WPs cannot be earlier/later than the start and end dates of the overall project.

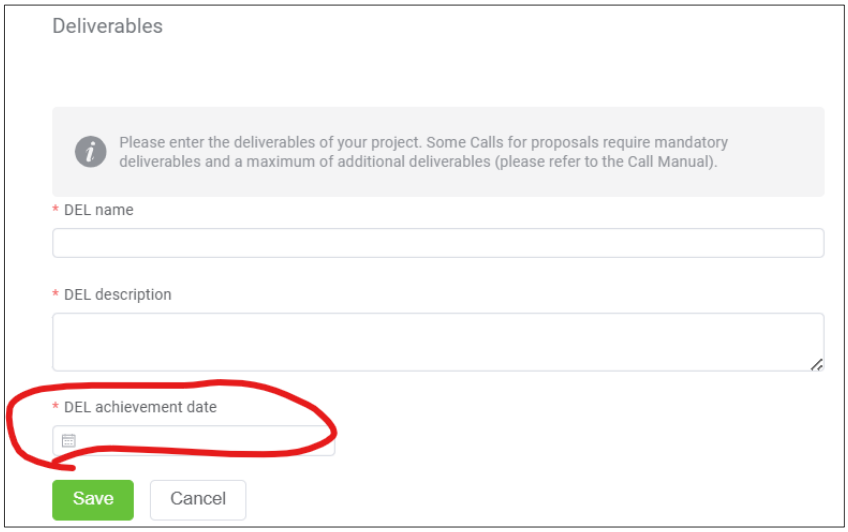
Remember that the WP leader **must** also be included under the "WP Contributor/s". **The WP will, in fact be created in the Budget tab, only for the partners that are listed as WP contributors under that specific WP.**



If you delete a WP, all deliverables linked to it will be deleted too. By deleting a WP, the system will automatically renumber the other existing ones (if any).

5.2 Deliverables

Once you save a WP, it will be possible to link deliverables to it. To do so, simply click on “add deliverable” and a pop-up window will open:



The deliverables will be automatically numbered by the system: do not include the deliverable number in the title, and make sure you give them a name that clearly reflects the type of activities covered. *Example: Summary of results Community building 2025.*

If you delete a deliverable, all deliverables linked to it will be deleted too. By deleting a deliverable, the system will automatically re-number the other existing ones (if any).

If your project is approved for funding, you will be asked to justify in a dedicated report the achievement of each deliverables foreseen: make therefore sure you only include meaningful deliverables and that the achievement date you indicate is plausible.

Deliverables capture the achievement of key outputs and may take the form of analysis reports, feasibility studies, strategy documents, pilot action reports, training documentations. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.

As indicated in the Call Manual, each proposal must include the mandatory deliverables per year to be delivered at specified moments of the project. Find below an example:

Deliverable	Description	Delivery Date
Technical sheet	A technical sheet specifying the functional and technical requirements of the solution. These should be derived from the scope and objectives of the project.	maximum 2 months after the project start
Product plan	If applicable, a product plan for each marketed innovation (related to KPI EITHE02.4) to be developed within the project.	maximum 4 months after the project start

Business plan	If applicable, a business plan for each startup to be created (related to KPI EITHE04.4).	maximum 4 months after the project start
Impact assessment methodology and action plan	An mpact assessment methodology and action plan for the project.	maximum 6 months after the project start
Demonstration report	A demonstration report covering all demonstrations held during the project implementation.	One month after the completion of the demonstrations
Impact assessment report	An impact assessment report based on the initial methodology and action plan.	At the end of the project
Final dissemination report	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.	At the end of the project

5.3 Milestones

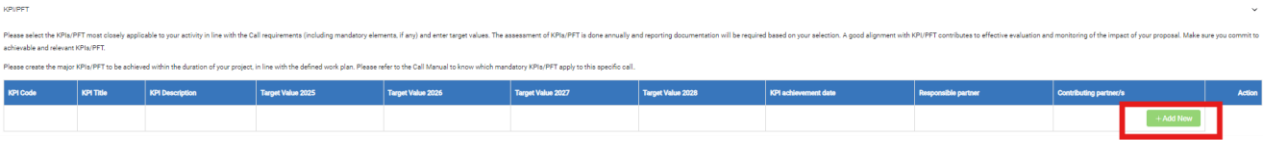
Milestones are control points to chart the progress of a project implementation. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.

5.4 Key Performance Indicators (KPIs)

Under the Section KPI, you will be able to add the KPIs for your project. Click on "+Add New" to add the relevant information for the applicable KPI. Please refer to the Call Manual to understand which KPI you have to add:

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 Innovation) minimum expected target: 1**
- **EITHE04.4 (Startup created of/for innovation) minimum expected target: 1**


KPI/PFT

Please select the KPIs/PFT most closely applicable to your activity in line with the Call requirements (including mandatory elements, if any) and enter target values. The assessment of KPIs/PFT is done annually and reporting documentation will be required based on your selection. A good alignment with KPI/PFT contributes to effective evaluation and monitoring of the impact of your proposal. Make sure you commit to achievable and relevant KPIs/PFT.

Please create the major KPIs/PFT to be achieved within the duration of your project, in line with the defined work plan. Please refer to the Call Manual to know which mandatory KPIs/PFT apply to this specific call.

KPI Code	KPI Title	KPI Description	Target Value 2025	Target Value 2026	Target Value 2027	Target Value 2028	KPI achievement date	Responsible partner	Contributing partner/s	Action
										+ Add New

KPI code	KPI description
EITHE02.4	Marketed innovations (EIT core) [1]
EITHE04.4	Startup created of/for innovation *(EIT core)*
KSN02	Demonstrations/pilots/living labs within a project that actively involve citizens and/or local associations (EIT Urban Mobility specific)
KONHE31	Tested Engineering Innovation

In addition to the mandatory KPIs, proposals are expected to contribute to other KPIs. This will be positively assessed during the evaluation, in particular contributions to KPI EITHE04.4 Startup created.

KPI Code	KPI description
EITHE01.1	Intellectual property rights
KSN01	# Innovation pilot scaling
KSN02	Demonstrations/pilots/living labs within a project that actively involve citizens and/or local associations (EIT Urban Mobility specific)

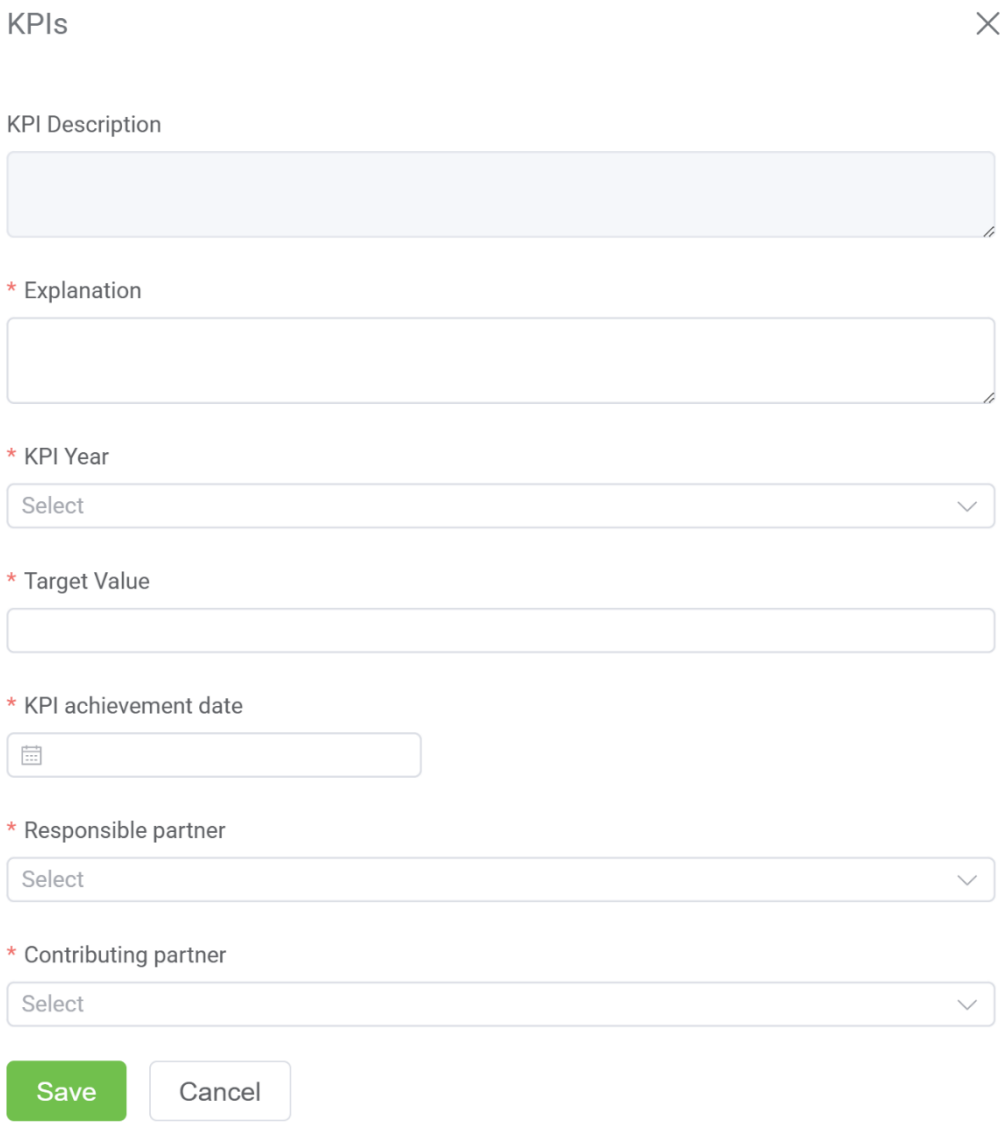
[1] For the purpose of assessing the achievement of this KPI, entities that are considered affiliated entities of the product owner/startup shall not be considered as customers. Affiliated entities are entities with a (usually legal or capital) link to a beneficiary. 'Link to the beneficiaries' means in particular a legal or capital link. This covers:

- permanent legal structures (e.g. the relationship between an association and its members)
- contractual cooperation (e.g. an existing collaboration agreement for activities in a field relevant to the action;)
- capital link, i.e.
    - direct or indirect control of the beneficiary
    - under the same direct or indirect control as the beneficiary or
    - directly or indirectly controlling the beneficiary.

Moreover, it covers not only the case of parent companies or holdings and their daughter companies or subsidiaries and vice-versa, but also the case of affiliates between themselves (e.g. entities controlled by the same entity).

KSN03	# Public realm improvements
KONHE03.2	# City engagements in projects
KONHE06	# Outreach events in EIT RIS countries
KONHE31	Tested Engineering Innovation

For each KPI added, you will have to select the Code (see available codes above) and add the following information:



If the KPI Year drop-down shows partner names instead of years, please save as a draft and refresh the page and try again. This should correct the error.

Before moving to the next tab, remember to **click on the "save" button**.

6. Supporting Documents

Under this tab, we ask you to upload, as **mandatory documents**, the following documentation:

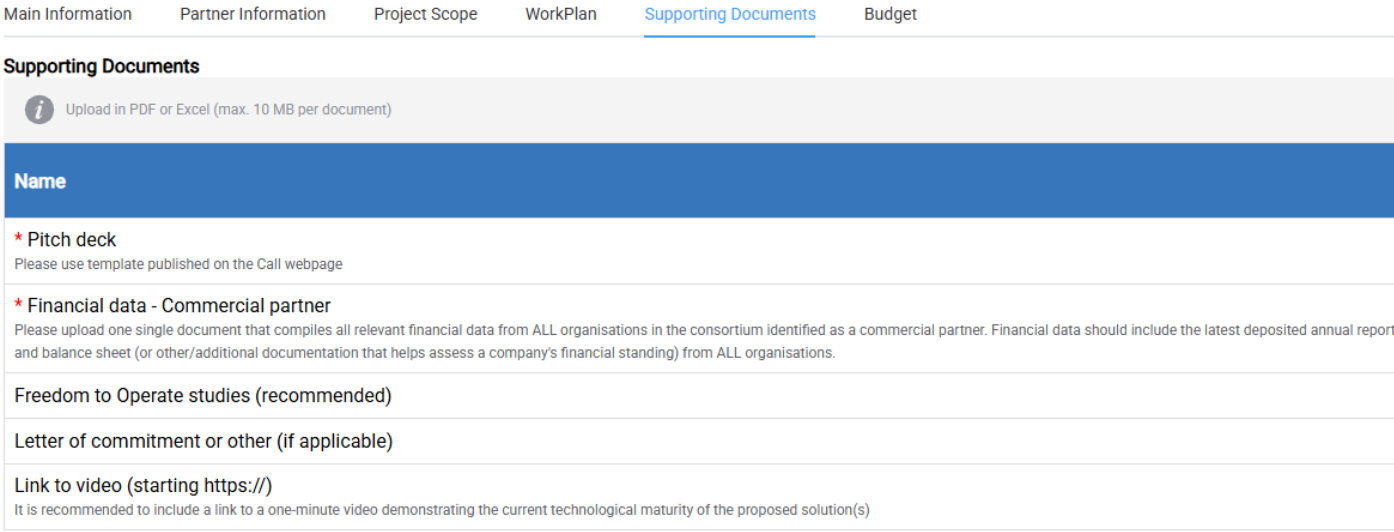
- Pitch deck (PDF or PPT format) (template available on the Call webpage)
- Latest deposited annual report and latest available profit & loss statement and balance sheet (or other/additional documentation that helps assess a company's financial standing) from for ALL organisations in the consortium identified as a commercial partner

In addition, you can also add the following optional documents/information:

- 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).

You can upload **one document per line only**: make therefore sure you merge the financial data from ALL commercial partners in **one single PDF**.

If you need to replace with a new version a document previously uploaded, simply click on "choose file" an upload the new document (which will automatically replace the one previously uploaded).



Please make sure you use the **proper templates when available**.

Before moving to the next tab, remember to **click on the "SaveAsDraft" button**, otherwise the upload will not be executed.

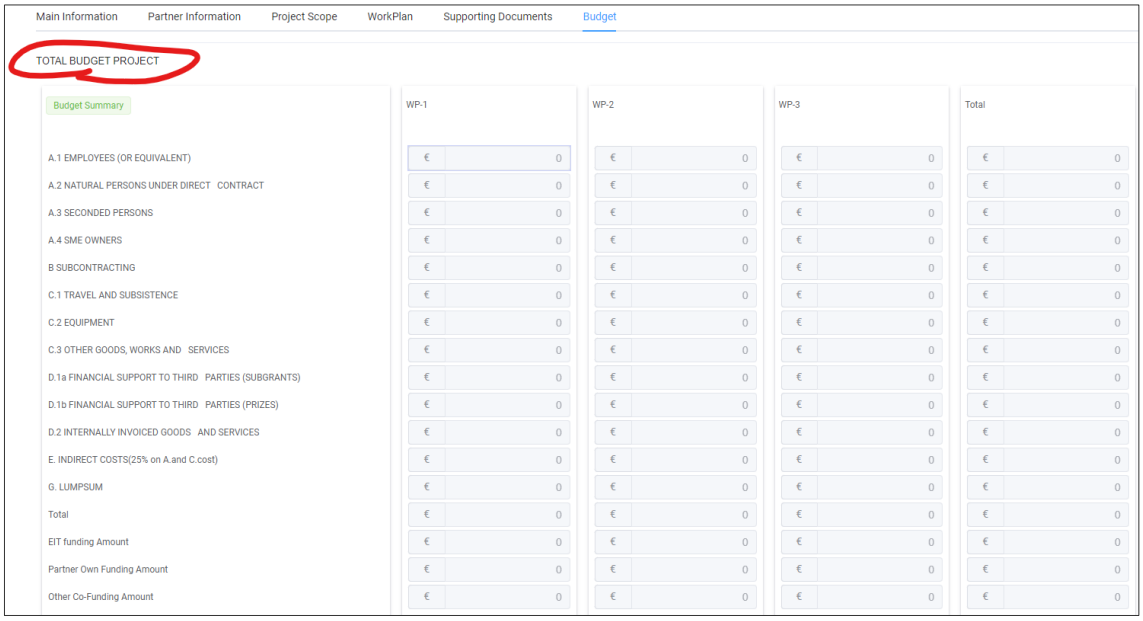
7. Budget

The Budget table is structured according to Work Packages (WPs) – and WPs appear in the Budget tab as soon as they are created in the Work Plan tab. This means that, deleting a WP under Work Plan will automatically delete that specific WP under the Budget tab as well.

For this reason, we highly recommend you to fill in the Budget tab only once the Work Plan has been finalised and you don't expect to make any additional changes to the WPs' structure.

At the top of the Budget tab you will find the summary table: this table will be automatically populated as soon as you start to include figures in the budget table of each partner organisation.

By clicking on the title "total budget project" you can hide/unhide this table.



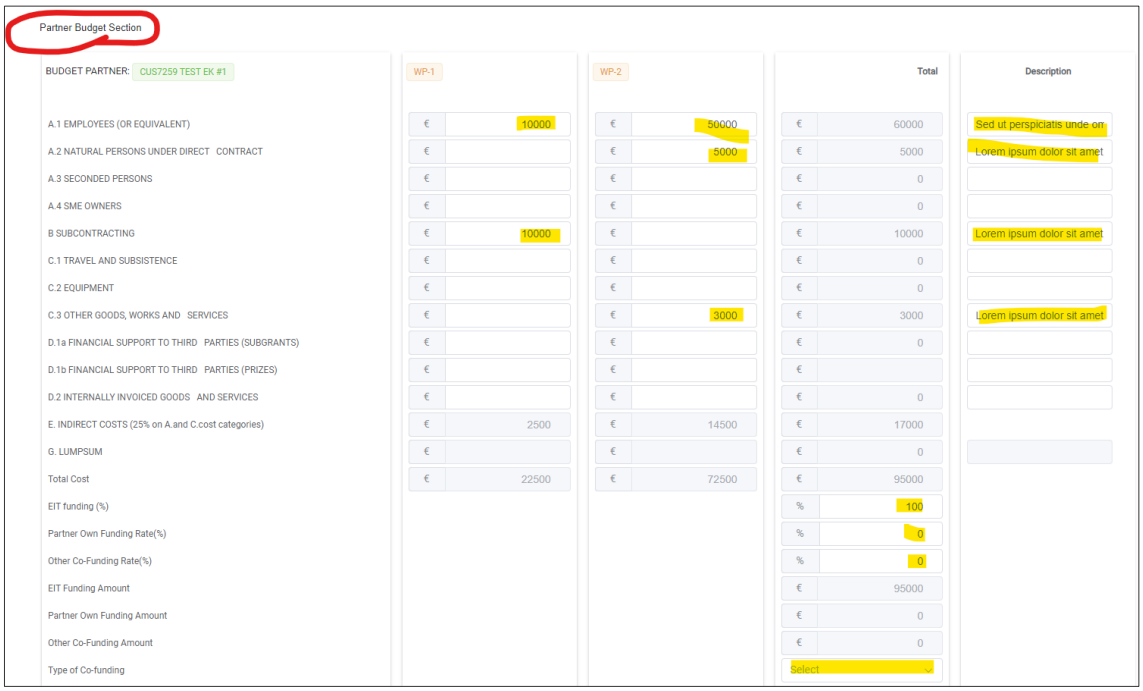
Right under the total budget table, you will find one table per each one of the partners involved into the project. For each of them, only the Work Packages where they have been included as "contributor" will appear.

The budget is divided according to the cost categories foreseen by the Horizon Europe Programme. You will be able to fill in all the cells which appear white.

Each time you introduce a cost under a cost category, you must provide a brief explanation of which costs will be covered. Some examples:

- 3.000 Euro under other goods and services "2.000 Euro for the catering and venue of event X; 1.000 Euro for the fee of a professional trainer.

- 5.000 Euro under travel “cost for the trip of two persons for each of the two project’s events X and Y”.
- 60.000 Euro under employee “10.000 Euro for 0.5 Full Time Employees for the activities linked to Task X of WP X; 50.000 Euro per 3 Full Time Employees for the activities linked to Task X of WP X.


Partner Budget Section

BUDGET PARTNER: CUS7259 TEST EK #1	WP-1	WP-2	Total	Description
A.1 EMPLOYEES (OR EQUIVALENT)	€ 10000	€ 50000	€ 60000	Sed ut perspiciatis unde on
A.2 NATURAL PERSONS UNDER DIRECT CONTRACT	€	€ 5000	€ 5000	Lorem ipsum dolor sit amet
A.3 SECONDED PERSONS	€	€	€ 0	
A.4 SME OWNERS	€	€	€ 0	
B SUBCONTRACTING	€ 10000	€	€ 10000	Lorem ipsum dolor sit amet
C.1 TRAVEL AND SUBSISTENCE	€	€	€ 0	
C.2 EQUIPMENT	€	€	€ 0	
C.3 OTHER GOODS, WORKS AND SERVICES	€	€ 3000	€ 3000	Lorem ipsum dolor sit amet
D.1a FINANCIAL SUPPORT TO THIRD PARTIES (SUBGRANTS)	€	€	€ 0	
D.1b FINANCIAL SUPPORT TO THIRD PARTIES (PRIZES)	€	€	€	
D.2 INTERNALLY INVOICED GOODS AND SERVICES	€	€	€ 0	
E. INDIRECT COSTS (25% on A.and C.cost categories)	€ 2500	€ 14500	€ 17000	
G. LUMPSUM	€	€	€ 0	
Total Cost	€ 22500	€ 72500	€ 95000	
EIT funding (%)			% 100	
Partner Own Funding Rate(%)			% 0	
Other Co-Funding Rate(%)			% 0	
EIT Funding Amount			€ 95000	
Partner Own Funding Amount			€ 0	
Other Co-Funding Amount			€ 0	
Type of Co-funding			Select	

You must also indicate the **percentage of EIT funding** (the part of the costs which will be covered by EIT) and the percentages of potential own and co-fundings.

Own funding will be the costs covered by the partner directly; while **co-funding** will be costs covered by a third party. If any co-funding is foreseen, you must indicate **who is covering** it by selecting the right option/s from the drop-down menu (multiple selection is allowed):

EIT funding (%)	% 100
Partner Own Funding Rate(%)	% 0
Other Co-Funding Rate(%)	% 0
EIT Funding Amount	€ 95000
Partner Own Funding Amount	€ 0
Other Co-Funding Amount	€ 0
Type of Co-funding	Select

Private
National
EU non-EIT
Other

BUDGET PARTNER: CUS7260 TEST Isabell #1 | WP-3 | Total

You must repeat this process for each partner.

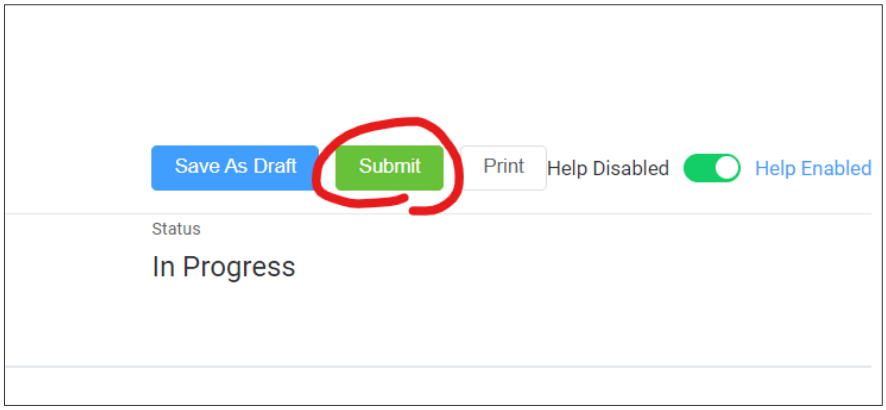
Before moving to the next tab, remember to **click on the "SaveAsDraft" button**.

8. Submit Application Form

We strongly recommend all applicants **not to wait the last day/minute to submit the Application Form**.

You should ideally **submit it with at least one day of margin**: should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact be able to properly assist you.

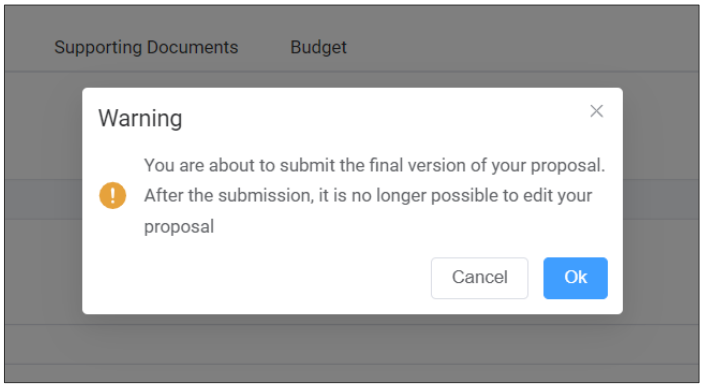
When your Application Form is correctly and fully completed, **save it one last time** and you can then **submit** it by clicking the "submit" button:



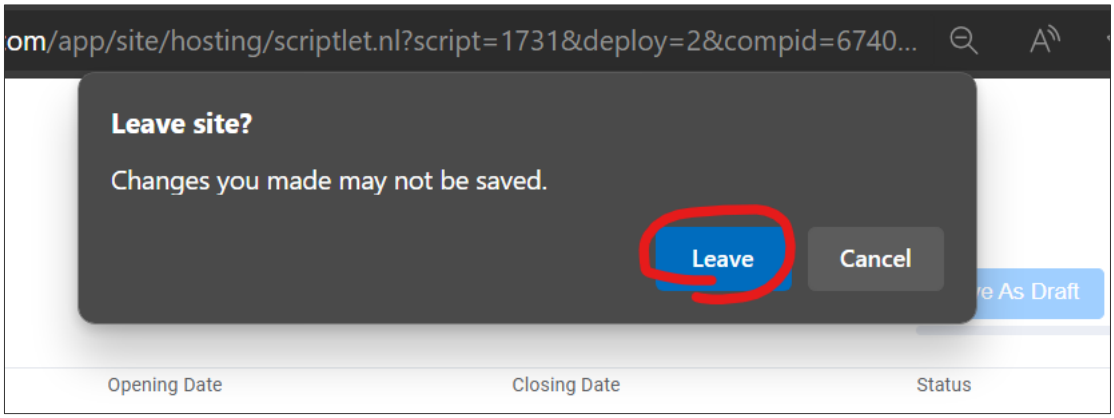
If your Application Form has been not properly completed – i.e. some mandatory information have not been included – the system will not allow you to submit the AF and an error message will inform you about what is missing.

Once an Application Form is submitted it will not be possible to revert the process any longer, nor to submit a new updated version. Make therefore sure that you **submit the AF only once you are sure that the information introduced are final**.

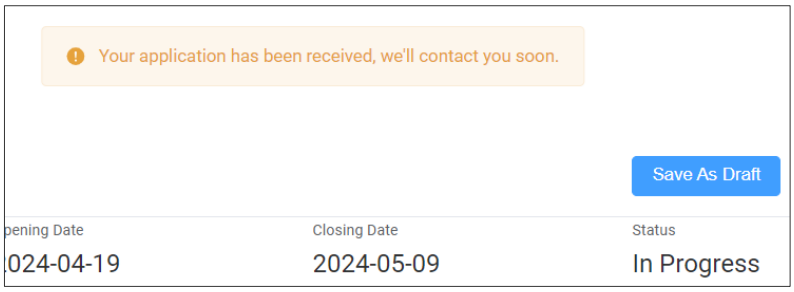
After clicking "submit" a pop-up message will ask you to confirm or cancel your choice:

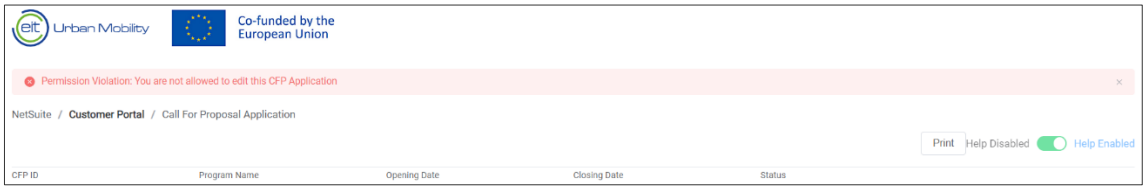


Once you click on OK, the browser will ask you to confirm if you want to leave the page or not: remember to click on “leave”.



Once your proposal is submitted you will **not** receive any e-mail notification. The following message will however appear and your application will result not be editable any longer.





By going into the section “My applications” you will however be able to see the status of your application and therefore see if it was properly submitted.

9. Tips & Tricks

Please find here below a recap of the **main points of attention** to follow in order to guarantee a smooth application process:

- Start creating and filling in the Application Form **at least 3 or 4 weeks before the submission deadline**: in this way you can familiarise yourself with the Application Form and can **let us know in due time if you are encountering any technical issues** by writing an e-mail to pmo@eiturbanmobility.eu.
- **Do not include any external links (URLs)** in the Application Form, unless it's for the optional video link.
- For tabs like the "Project Scope" one: prepare your descriptions in an **offline document using the available application form on the Call website**, and copy and paste the text in the online Application Form only once final.
- If you have **co-editors**, remember that only **one user** at the time should work on the Application Form.
- The **Budget tab** should be one of the **last tabs to be filled in** since the structure is directly linked to the Work Plan structure. The budget will only be available once you created the Work Packages
- When you prepare the **description of the Work Packages** (WP), remember to describe the actions according to **tasks** for 2025(i.e. each WP should have Task 1, 2, 3…).
- **Save often**: in this way you can make sure no information will get lost (if you stop working on the Application Form for some time, the system will log you out automatically without saving).
- **Do not wait the last day/minute to submit the Application Form**: should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact not be able to properly assist you.