

EIT URBAN MOBILITY **PRESS KIT**



About us

EIT URBAN MOBILITY

Established in 2019 by the European Institute of Innovation and Technology (EIT), a body of the European Union, EIT Urban Mobility is Europe's largest innovation community for urban mobility.

Our mission? To accelerate Europe's transition towards more sustainable, liveable, human-centred and resilient urban mobility systems.

How do we do this? By connecting more than 1,250 organisations across Europe – including cities, startups, industry, academia and other partners.

Since 2020, EIT Urban Mobility has conducted more than **500+ pilots** in over **250+ cities**.

Every year EIT Urban Mobility co-organises **Tomorrow.Mobility World Congress (TMWC)**, with Fira de Barcelona. The event is held alongside Smart City Expo World Congress, the leading tradeshow and congress on cities and smart urban solutions.

**TOMORROW.
MOBILITY**
WORLD CONGRESS

25,700+
participants attended the 2025
edition & co-located events from
143 countries

Up to 7% more public transport
ridership by 2030

EIT Urban Mobility's 2024 research finds that the **urban mobility transition could increase public transport ridership by up to 7% by 2030**, while reducing private car trips by up to 16%. This is a strong statistic because it shows the potential for sustainable mobility measures to shift people away from private cars and towards public transport.

€1.5 trillion needed to transform
Europe's urban mobility

EIT Urban Mobility's 2024 study estimates that Europe will need at least **€1.5 trillion in investment by 2050 to achieve a sustainable urban mobility transition**, including around €500 billion for sustainable mobility measures. This puts the scale of the transformation into perspective and highlights the importance of investment in cleaner, more accessible urban transport.

Up to 70% fewer traffic fatalities

According to EIT Urban Mobility's 2024 research, the **transition towards more sustainable urban mobility could reduce traffic fatalities by up to 70%**. This makes mobility transition not just a climate or congestion issue, but also a major opportunity to make cities safer and improve quality of life.

KNOWLEDGE HUB

Looking for more urban mobility stories,
insights and expert perspectives?

The **EIT Urban Mobility Knowledge Hub** brings together research, articles, opinion pieces and other content exploring the latest challenges and innovations transforming urban mobility across Europe.

For journalists and mobility professionals alike, it offers a behind-the-scenes look at the issues shaping the future of urban mobility.



In numbers

Founded in

2019

Collaborates with

1,250+

organisations across

33

countries

300+

innovations projects

14+

Pan-European projects on data space in mobility, hydrogen, rechargeable batteries & more

10+

Studies conducted on: Mobility Data Space, Demand-responsive Transport, 15-min city & more

Our activity

MATCH AND CONNECT



500+ mobility solutions presented for cities of all sizes. Match and connect players from industry research, academia, and the public sector at local, national and European levels.

INNOVATIONS TO MARKET



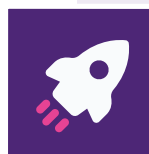
300+ innovation projects ongoing, leading to more than **190+** new solutions already in market to develop, deploy and commercialise mobility products and services in real-life city environments.

TALENT TO BUSINESS



35,000+ registrants enrolled in Urban Mobility Explained (UMX) courses to attract, foster and retain talent for Europe's green mobility transition.

STARTUPS TO SCALE



Since 2020, **€250M+** funds have been raised and **€33M+** has been invested, with **630+** startups supported. In early 2025 we were recognised as the most active investor in European urban mobility startups since 2019.

Context

The European Institute of Innovation and Technology (EIT) was created by the European Union (EU) in 2008, to strengthen Europe's ability to innovate.

The EIT is an integral part of Horizon Europe, the EU's Framework Programme for Research and Innovation.

The EIT Community is the largest European innovation network; bringing together organisations from business, education and research to find innovative solutions to pressing global challenges.

EIT Urban Mobility has been part of the broader EIT Community since 2019. Transport and mobility services are an important part of the EU economy, accounting for at least 5% of economic activity and employing approximately 10.5 million people. More than 75% of the EU's population lives in cities, and their surrounding areas, and this proportion continues to grow. So, as transportation transitions to climate neutrality, the sector will continue to be integral to Europe's economy.

OUR FIVE INNOVATION HUBS IN BARCELONA, COPENHAGEN, AMSTERDAM, PRAGUE AND MUNICH ARE THE MAIN POINTS OF CONTACT FOR, AND BETWEEN, CITIES, INNOVATORS AND EDUCATORS ACROSS EUROPE





Repairing lithium-ion batteries for shared e-mobility

While shared e-vehicles play a valuable role in making urban mobility more sustainable, there is one catch - their lithium-ion batteries.

There are currently around one million shared vehicles in Europe, of which about 10-12%, or approximately 100,000, experience battery failure. Until recently, many of these batteries have been thrown away, simultaneously causing environmental pollution and increasing demand for new batteries.

Tackling this challenge head on, the EIT Urban Mobility-supported MOBIRE project has developed a market-ready solution for the repair and lifecycle management of Europe's most commonly used lithium-ion batteries.

Bringing together micromobility expert Dott and lithium-ion battery service and repair leader NOWOS, the duo has developed a dedicated repair hub in Poland and a battery passport system that tracks history, compliance and lifecycle.

With this offering, MOBIRE supports micromobility providers to better manage fleet battery performance and satisfy EU regulations in a cost-effective way. In fact, the team has already increased repair rates from 20% to 80% and lowered maintenance costs by 30%, overall saving organisations 2.28x the emissions compared to buying new batteries.

By demonstrating how battery repair can be scaled to a more industrial level, MOBIRE is helping pave the way for a more circular and cost-effective micromobility sector in Europe.

Uncovering hidden transport pollution

While cities make progress in reducing exhaust emissions, another source of transport pollution is coming into focus: NEEs - non-exhaust emissions.

Every time vehicles brake, their tyres release harmful particulates into the surroundings, damaging human and environmental health. "In big cities like London, more than 60% of emissions are already from NEEs", explains Hanson Cheng, CEO and Co-founder of The Tyre Collective.

In response, The Tyre Collective has developed the TC05 device, which attaches behind vehicles' rear wheels and uses electrostatics to capture NEEs. It also gathers data to help companies and cities quantify fleet emissions.

Developed and piloted through EIT Urban Mobility's Targeted Open Call 2025, the TC05 captures up 25% of NEE particles produced by vehicles, as seen in recent trials with Eurometropolis (France) and highway services firm Ringway (UK).

Projections show that a vehicle retrofitted with the TC05 and driving 10,000 miles a year could clean up an impressive 1.34 million m³ of air and 6.5 million litres of water.

With the 2025 European Startup Prize for Mobility under their belt, the startup aims to begin sales in 2026. Its longer-term vision is to integrate the technology directly into vehicles, making the TC05 a standard component of future EVs and helping cities tackle a growing but often overlooked source of pollution.





Making public transport more responsive

The way people move around cities is constantly changing, but public transport networks need to keep up. A major event could lead to overcrowded metro cars, while seasonal changes could leave bus services underused.

Traditional data collection methods, such as travel surveys, fail to provide the speed, scale and level of detail planners need to respond.

Rising to the challenge is Norwegian startup Asistobe, having created a powerful Software-as-a-Service (SaaS) platform that combines AI and machine learning to help city planners anticipate demand.

Asistobe divides city maps into small grid cells and combines data from multiple sources (e.g. GPS, mobile networks and passenger information) to show how people move between the cells. The result? Cities are empowered to act by reallocating resources, reducing traffic or changing the frequency of transport services.

Selected for the EIT Urban Mobility URBANITE project, Asistobe conducted several pilots across six cities in Estonia, Hungary, Norway, Spain and Sweden. In one city, Asistobe helped to develop a large new residential area, receiving excellent feedback.

When it comes to scaling up, Asistobe has already onboarded more cities across Europe and is exploring global opportunities in Japan and North America, helping cities stay one step ahead of changing travel demand.

Mobility innovation puts Braga on the map

How can cities reduce car use while meeting residents' needs? For Braga, Portugal's fourth-largest city, testing innovative ideas in the real world has been key.

Thanks to support from EIT Urban Mobility, the city of Braga has worked with several startups and forward-thinking companies from across Europe to pilot new mobility solutions.

One project that has got other cities talking is the BICIFICATION project, in which Italian startups Nextome and Pin Bike combined location intelligence and gamification to encourage cycling among 400 residents.

For every kilometre cycled, participants received a €1 voucher to spend in local shops (capped at €30 per month) and some even competed for the top spot on the 'most kilometres cycled' ranking. But the project also produced lasting change, with one third of participants becoming everyday bike users after discovering the ease and convenience of cycling.

The pilot also revealed that a major avenue without cycling infrastructure was being heavily used by participants. Braga responded by completely redesigning the avenue, adding cycle lanes and improving crossings to make it safer and more appealing for cyclists.

Braga's innovation doesn't stop there. Urban logistics projects Standtrack and NIMBLE have also been piloted in Braga, and now other cities are reaching out to Braga to learn from its experiences.

Modernising ageing tram fleets

How can cities make tram fleets safer and smarter without replacing the vehicles themselves?

Tram drivers face the reality of avoiding hazards on the tracks every day, from pedestrians to cyclists, yet many are still relying on outdated technology in ageing vehicles.

Stepping up to help, the OTIV.TWO system can be retrofitted to trams to detect hazards and alert drivers in real time, with the potential to reduce accidents by up to 20%.

On a human level, accidents can also cause drivers psychological and health impacts, leading to staff absences. Crucially, driver feedback was key when OTIV.TWO was piloted across Antwerp, Lisbon and Zaragoza, as part of the EIT Urban Mobility ARISE project. Measured through questionnaires, brain activity and palm sweat levels, the results were overwhelmingly positive.

Now, OTIV.TWO is being taken further through the follow-on TRACE project, which is testing the technology on 16 trams across Ghent, Karlsruhe and Rotterdam. These pilots will generate data from more than 400,000 km of operations to improve obstacle detection, collision prevention and journey times.

With technology like OTIV.TWO, the next generation of tram safety could be delivered without waiting for the next generation of trams.

Planning the EV charging networks of tomorrow

As more cities switch to electric vehicles, administrations need to know where chargers are most needed and how this will change over time.

For Oslo, a city with a bold ambition to reduce emissions by 95% by 2030, the challenges of creating an electric vehicle (EV) infrastructure are already at their doorstep. Getting their planning wrong risks higher costs, wasting space and impacting the power grid.

Taking on the challenge, Norwegian deeptech startup SurplusMap uses AI and geospatial analytics to show where chargers would be needed most and how demand will evolve.

Supported by EIT Urban Mobility, SurplusMap put this approach into practice in Oslo. After mapping 118 city-owned EV chargers, developing an AI model to forecast charging demand and launching a live dashboard for staff to use in real time, Oslo were equipped with powerful insights to make decisions about their EV infrastructure.

The collaboration also allowed SurplusMap to validate their solution for expansion, as many other cities and mobility hubs, such as Berlin Brandenburg Airport, plan millions of EV charging points. In this way, SurplusMap is setting a new standard for planning that could shape the next generation of mobility infrastructure across Europe.



Electrifying Europe's freight industry

Europe's freight sector needs to go electric to cut emissions - but for truck companies, replacing an established fleet is a major financial and operational challenge.

NexDash, a Berlin-based startup, is taking a pioneering approach to this challenge. By acquiring established mid-sized trucking companies and electrifying their fleets, it aims to make the transition commercially viable for operators. It also offers a complete fleet operating system, combining AI with data from the fleet to optimise routes, predict energy needs and coordinate operations.

To take this model to the next level, NexDash secured €2.5 million in pre-Series A funding from EIT Urban Mobility in June 2026. The investment supports the company's expansion across Europe, combining fleet electrification, AI and acquisitions to scale its approach.

For EIT Urban Mobility, the collaboration goes beyond electrifying individual fleets. Denise Xifara, Director of Impact Ventures at EIT Urban Mobility, explained: *"Freight electrification is one of Europe's largest decarbonisation opportunities while strengthening the competitiveness of its logistics sector. Our €2.5 million commitment - the largest investment in EIT Urban Mobility's history - reflects our conviction in both the team and the scale of the opportunity."*



MEET SOME OF OUR EXPERTS!

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If you would like to write on any topic related to urban mobility, we can guide you to the best expert to fit your needs! Our experts speak several languages and are knowledgeable on a wide range of topics in urban mobility.

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MARC ROZENDAL

CEO EIT Urban Mobility

Marc Rozendal, Chief Executive Officer at EIT Urban Mobility, is an experienced international senior business leader with expertise in the mobility and transport sectors.

Most recently, he served as the Managing Director for the United Kingdom-based ride-hailing scale-up, Ola, and as CEO of Cab Guru, a transport technology startup.

He has also held several senior positions in influential Netherlands-based public transport companies, including Transdev Nederland and Transdev's Connexxion.

Always on the quest for knowledge, Rozendal holds three degrees, with his studies focused on engineering, business management, and economics and law.

Rozendal's career has centred on business transformation, technological innovation, and sustainability; and brings nearly 20 years of industry expertise to his position of CEO for EIT Urban Mobility.





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WE ARE EXPERTS IN NUMEROUS TOPICS

autonomous vehicle • hydrogen • data space • electric vehicles • urban vehicle access regulations
last kilometre delivery • micromobility • active mobility • citizen engagement • 15-min city
mobility startups • impact investment • public transportation • artificial intelligence
demand-responsive transport • multimodality • future of mobility • city logistics
urban logistics • battery reverse logistics • freight • climate neutral • smart cities

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Multimedia Center available on EIT Urban Mobility's website:
eiturbanmobility.eu/press-corner

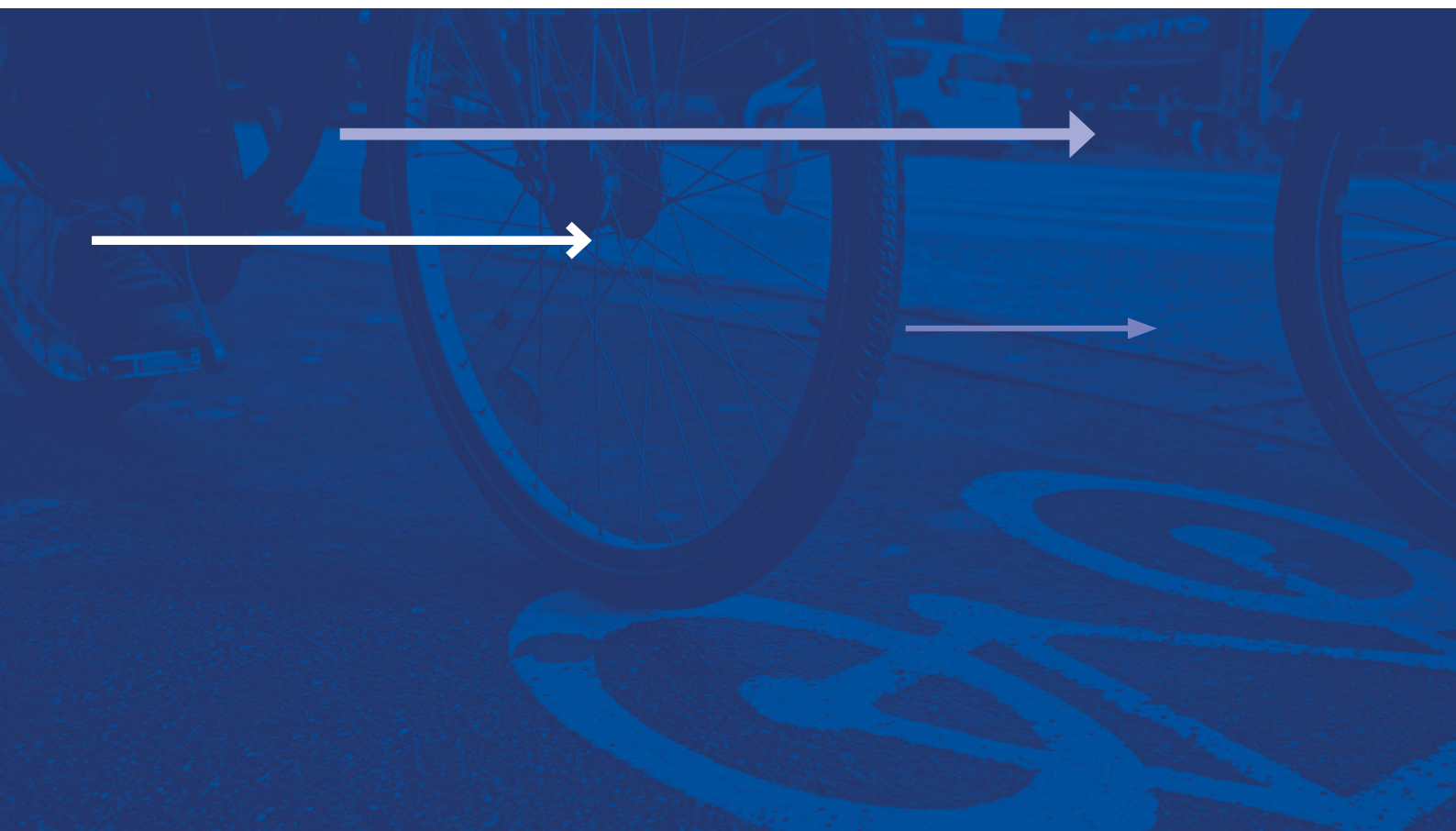
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