Call Manual

EIT Regional Innovation Booster (EIT RIB) Hungary 2027

Under the Regional Innovation Internationalisation Grant Agreement 2026-2028

EIT Urban Mobility

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HISTORY OF CHANGES			
Version		Change	
1.0	15/09/2026	Initial version	
2.0	14/10/2026	Deadline extended until 30th October	

Disclaimer

This document may be subject to updates, including corrections, modifications, or clarifications. Any changes will be published on the official Call pages of the EIT Urban Mobility website. Applicants are therefore encouraged to regularly consult the Call pages to ensure they are informed of the latest updates.

Table of Contents

Abbreviations 5

Definitions 5

1. Introduction 5

1.1. Information on the EIT and KICs 5

1.2. About the EIT Regional Innovation Booster (EIT RIB) 5

2. Overview of key information on the call 6

3. Description of the call 7

3.1. Objective and scope of the activity 7

Phase 1 – Market Preparation (Months 1–3) *8*

Phase 2 – Market Expansion (Months 4–7) *8*

3.2. Main requirement for applicants 9

3.3 Main requirements for programme participation 10

3.3.1 Programme duration *10*

3.3.2 Programme implementation *10*

3.3.3 Deliverables *10*

3.3.4. Key Performance Indicators *11*

3.3.5. Additional opportunities *11*

3.3.6. Gender and diversity *11*

3.3.7. Monitoring and reporting *11*

3.3.8. Access to further KIC opportunities *12*

3.3.9. Long-term viability and scalability *12*

4. Financial aspects of the call 13

4.1. KIC funding 13

4.2. Payment arrangements 13

5. Call criteria 13

5.1. Admissibility 13

5.2. Eligibility 14

5.2.1. Rectification process *15*

5.2.2. EU restrictions on participation *15*

5.3 Exclusion criteria 16

6. Evaluation procedure 17

6.1. Evaluation method and scoring scale 17
6.2. Scoring criteria 18
6.2.1. Results of the evaluation 19
6.3. Communication of evaluation results to applicants 19
6.3.1. Communication of evaluation results 19
6.3.2. Requirements for selected proposals 19
6.4. Standstill period 20
6.5. Appeal process 20
6.6. Publication of recipients of funds annually 20
7. Proposal submission process 20
7.1. Support given to applicants preparing a proposal 20
7.2 Submission of a proposal 21
7.2.1. Proposal submission 21
7.2.2. Failed submission of a proposal 22
8. Other terms and conditions 23
8.1. Acceptance of the call conditions 23
8.2. Cancellation of the call 23
8.3. Data protection 23
8.4. Confidentiality 24
8.5. Avoidance of conflict of interest 24
8.6. Ethics and values 25
8.7. Intellectual property rights 25
8.8. Withdrawal of the funding – Recovery of undue amounts 25
8.9. Checks, reviews, audits and investigations 26
8.10. Applicable law 26
8.11. Settlement of official disputes 26
Annex 1 – Scoring Criteria 27
Annex 2 – Detailed Thematic Scope 29

Abbreviations

EIT	European Institute of Innovation and Technology
RI&I	EIT Community Regional Innovation and Internationalisation Cluster
RIB	Regional Innovation Booster
HE MGA	Horizon Europe Model Grant Agreement
NIÜ	Nemzeti Innovációs Ügynökség (Hungarian National Innovation Agency)

Definitions

Knowledge Triangle Integration	The EIT is established to complement existing Union and national policies and initiatives by fostering the integration of the knowledge triangle – higher education, research and innovation, and business creation – across the Union.
Horizon Europe Model Grant Agreement	The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and the terms and conditions applicable to the implementation of the EIT grant.
Deliverable	Deliverables are tangible or intangible goods or services produced during the project implementation phase. They track the progress made towards a project's objectives and may take the form of a report, document, software product, course, event or any other building block of a project. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.

1. Introduction

1.1. Information on the EIT and KICs

The European Institute of Innovation and Technology (EIT) is a European Union body with a legal personality and a wide legal capacity accorded to legal persons under national law. The EIT was created in 2008 by the European Union (EU) to enhance Europe's ability to innovate by nurturing entrepreneurial talent and supporting groundbreaking ideas. Through its "knowledge triangle" model, the EIT connects leading companies, universities, and research centres to form dynamic cross-border partnerships called Knowledge and Innovation Communities (KICs). These communities work collaboratively to address pressing societal challenges and drive innovation in the agri-food sector, health and well-being, raw materials, mobility and urban living or cultural and creative sectors, to name a few.

1.2. About the EIT Regional Innovation Booster (EIT RIB)

The EIT Regional Innovation Booster (EIT RIB) is a flagship initiative of the European Institute of Innovation and Technology (EIT), designed to address Europe's innovation imbalance by strengthening

innovation ecosystems in emerging and moderate innovator regions. Building on the interim evaluation of Horizon Europe's Innovative Europe Pillar and aligned with the EIT Strategic Innovation Agenda 2021–2027, the programme supports start-ups and scale-ups in regions performing below the EU average in innovation ecosystem maturity, as identified by the European Innovation Scoreboard.

The EIT Regional Innovation Booster is rolled out on a country basis. Following the pilot editions in Poland (2025) and Malta (2026), the EIT RIB Hungary Pilot Programme is a strategic public instrument to support mature, innovation-driven Hungarian start-ups in structured entry into European markets, aligned with EIT thematic areas. In Hungary, the EIT RIB is implemented under the Memorandum of Understanding signed between the EIT and the Hungarian Ministry of Science and Technology, establishing a framework for long-term cooperation for the period 2026–2028.

The programme is led by EIT Urban Mobility on behalf of the EIT Community Regional Innovation and Internationalisation (RI&I) Cluster[1], with the support of the Hungarian National Innovation Agency (NIÜ) on behalf of the Hungarian Ministry of Science and Technology.

2. Overview of key information on the call

Call reference number, acronym	EIT Regional Innovation Booster Hungary (EIT RIB Hungary) 2027
Call opening and deadline for applications	**Call publication/opening:** 15 September 2026 **Deadline for applications**: 30 October 2026 (17h00 CET)
Evaluation and implementation timeline	**Eligibility and admissibility check, evaluation of proposals, communication of results**: November 2026 **Tentative start of the projects**: December 2026 **Programme duration:** December 2026 – June 2027
Estimated EIT funding allocated to this call	**The total EIT funding allocated to this Call is EUR 20,000. Eight (8) start-ups will be funded with a EUR 2,500 lump-sum travel and conference package**. See Section 3.1 for all benefits granted to participants.
List of call documents	• Call Manual • Guidelines for applicants
List of reference documents (with links)	• Declaration of honour template • Participation and Financial Support Agreement (FSA) template (under development)

[1] The RI&I Cluster is a horizontal initiative across KICs to foster innovation in emerging European regions, including countries eligible for the EIT Regional Innovation Scheme (RIS). It is confirmed by eight KICs: Climate-KIC, 28Digital, EIT Food, EIT Health, InnoEnergy, EIT Raw Materials, EIT Urban Mobility and EIT Culture and Creativity

Link to the submission portal	**Step 1** • Register your organisation in the EU Funding & Tender Opportunities Portal to obtain the nine-digit Participant Identification Code (PIC number). If you do not know if your organisation already have a PIC number, you can verify directly on the EU Portal (click here) whether your organisation is already registered. **Step 2** • To register in the Programmes Portal (NetSuite), click **"Register"** if your entity is not yet registered in the system. Then select **Option 1: "I am an organisation/individual"** and complete the **Partner Information Form** with the required details. 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. If you are already registered in the Programmes Portal please log in by going to step 3. **Step 3** • Access the Programmes Portal and find under Grant Management --> Grant Management --> Open Calls. Please follow carefully the steps explained in Section 7: Proposal submission process and in the Guidelines for Applicants.
Topics to be addressed	Eligible applications must fall within one of the following thematic areas: Climate, Digital, Food & Agritech, Healthcare, Energy and Renewables, Raw Materials, Urban Mobility, or Culture & Creativity (see Annex 2)
Contact point Q&A	All applicants may contact Evelin Regina Szasz, programme lead to answer any questions or address any concerns about the Call: evelin.szasz@eiturbanmobility.eu

3. Description of the call

3.1. Objective and scope of the activity

The EIT RIB Hungary is a seven-month international market-access programme exclusively available to Hungarian ventures with sustainable, scalable and highly innovative business models, supporting them to validate, enter and grow in new European markets. A single cohort of 8 ventures will be selected to take part in the full programme, and will be equipped with validated market entry strategies, concrete connections in their target markets, and the operational know-how to act on them. At the same time, the programme aims to strengthen the bridge between the Hungarian innovation ecosystem and European markets.

To achieve this objective, the EIT RIB Hungary focuses on:

- Supporting innovative Hungarian start-ups to take structured, well-prepared steps towards international expansion.
- Providing tailored, practice-oriented 1-1 support through expert mentoring in Phase 1 and the Buddy system in Phase 2, pairing each start-up with an experienced operator with deep knowledge of the selected European target market.
- Offering Hungarian mature start-ups opportunities to increase their international visibility, build relationships with relevant market stakeholders, and access further development and scaling support.
- Promoting diversity and inclusion by encouraging the participation of women-led ventures and the active involvement of women in leadership and decision-making roles.

By means of the EIT RIB Hungary programme, participating start-ups receive a combination of (i) **in-kind expert and network** support, delivered principally through a matched mentor in Phase 1 and the EIT RIB "Buddy" in Phase 2 (see "Phase 2 – Market Expansion"), complemented by a programme of workshops and guest speaker sessions running throughout the seven-month duration, and (ii) a EUR 2,500 **travel and conference package** as a lump-sum to support engagement with the company's chosen European target market.

The programme is structured in two phases: **market preparation** and **market expansion**. Dates are tentative and could change; the project management team will report any changes appropriately.

Phase 1 – Market Preparation (Months 1–3)

During Phase 1 (months 1 -3), selected start-ups will validate their target international market, assess their readiness for international expansion, and develop an executable strategy for their selected European market.

The phase is delivered primarily online through a structured series of group go-to-market workshops, complemented by expert-led sessions of two kinds: on the one hand, experienced founders sharing first-hand internationalisation journeys and, on the other hand, topic specialists covering areas such as pricing, value proposition localisation, sales, partnership strategy, regulatory readiness, and pitching.

In parallel, each company will receive up to 20 hours of 1:1 mentoring support from a dedicated mentor appointed by the programme, who will assess the company's international readiness and support the market-selection process.

By the end of month 2, each company will confirm its chosen European target market, triggering the Buddy matching process. Phase 1 will conclude with a milestone review (February-March), during which each company's Market Landing Package will be reviewed (see Section 3.3.3 Deliverables), and the Buddy match for phase 2 will be confirmed.

Phase 2 – Market Expansion (Months 4–7)

Following the milestone review, selected start-ups will enter the market-execution phase of the programme. During this phase, each company will work a total of 40 hours with its EIT RIB "**Buddy**" to start penetrating the chosen European target market. A Buddy is an independent operator who is

already an expert in the company's chosen target market and target sector. Chosen and matched by the EIT RIB Hungary Lead, the Buddy will coach and mentor the founding team through the realities of the target market, and facilitate warm introductions to potential clients and partners.

To support market-penetration activities and in-person presence in the target market, each participating company will receive a travel and conference package as a lump sum, amounting to EUR 2,500. Participants also benefit from international online matchmaking and, where relevant, optional participation in EIT Community events.

Phase 1: Market Preparation		Phase 2: Market Expansion
Timing	Months 1–3 (from kick-off to the milestone review)	Months 4–7
Support	Group go-to-market workshops; guest speaker sessions (experienced founders and topic specialists); market intelligence; 20 hours of 1:1 support from a matched mentor	Matched EIT RIB Buddy – for 40 hours over Phase 2; continued workshops and guest speakers; EUR 2,500 lump-sum travel and conference package per start-up to travel to the target market and work with the Buddy in person; matchmaking; optional EIT Community events
Key deliverables	DEL 1 Market Landing Package	DEL 2 Market Expansion Report See section 3.3.3. for details

3.2. Main requirement for applicants

The EIT RIB Hungary programme is designed for innovative and growth-oriented **Hungarian SMEs**[2] that have already established a strong position in their domestic market and are ready to scale internationally. Start-ups should have a **committed founding team**, and a clear ambition to expand internationally within the upcoming 6–12 months.

We are looking for applicants who developed a **novel product, service, technology, or deep tech** solution, with an operational offering, demonstrated product-market fit in Hungary, and achieved commercial traction.

Applicants must operate in one of the EIT's thematic areas: Climate, Digital, Food & Agritech, Healthcare, Energy and Renewables, Raw Materials, Urban Mobility, or Culture & Creativity (see Annex 2).

[2] As per SME, please refer to the official SME definition of the European Commission. For further guidance, refer to the SME Definition User Guide and the SME Self-assessment Tool.

Applicants must hold full ownership or exclusive commercialisation rights over the **intellectual property (IP)** of the solution to be promoted in the new market. Applicants must also have at least **3 full-time employees** (FTEs) at the time of application submission.

Details regarding the eligibility and evaluation criteria are provided in Section 5.2 and 6.2 respectively.

3.3 Main requirements for programme participation

3.3.1 Programme duration

The programme will run over a seven-month period, from December 2026 to June 2027, and is structured into two consecutive phases: **Market Preparation** (Months 1–3) and **Market Expansion** (Months 4–7). This phased approach enables mature start-ups to validate their internationalisation strategy, before focusing on hands-on market entry and business development in their chosen European target market.

3.3.2 Programme implementation

Start-ups funded under this Call must act in accordance with the requirements set out by the Participation and Financial Support Agreement. Project implementation must follow the principles of transparency, sound financial management, and responsible use of public funds. The selected applicants will be required to:

- Attend all 6 mandatory group workshops
- Engage actively in the sessions with their mentor and Buddy
- Submit the selected European target market, accompanied by a short rationale outlining the market opportunity and the reasoning behind the choice via email at the end of Month 2.
- Submit the programme deliverables (DEL 1 and DEL 2) within the established deadlines
- Ensure founder- or C-level participation throughout the programme; additional team members are welcome to join the group workshops alongside the participating founder

A maximum of two co-founding members or management representatives may be designated as official participants in the EIT RIB Hungary programme per company. This limit applies to formal programme representation, mentoring, and matchmaking opportunities. Additional team members are welcome to join the group workshops alongside the participating founder/s.

3.3.3 Deliverables

The deliverables are essential for programme accountability and continuous improvement. The delivery and satisfactory performance of the two deliverables presented below is compulsory, and it is directly linked to the payment disbursement (see 4.2 Payment arrangement) and reporting requirements (see 3.3.7 Monitoring and Reporting). EIT Urban Mobility will provide a template for each of the deliverables, specifying the minimum content and requirements.

#	Deliverable	Description	Delivery date

DEL 1	Market Landing Package	Submission of a **Market Landing Package** (PowerPoint or Word), including the international expansion strategy, commercial action plan, and stakeholder mapping with a first list of priority target customer, partner, and investor introductions.	End of Phase 1 (Month 3)
DEL 2	Market Expansion Report	Final document summarising market entry activities and outcomes, including evidence of initial market traction (e.g. pilot discussions, letters of intent, or partner engagement), together with an updated investor pitch deck reflecting the company's international expansion strategy and progress.	End of Programme (Month 7)

3.3.4. Key Performance Indicators

The RIB Hungary programme will contribute to the achievement of the following EIT core KPIs:

- EITHE02.1 Innovations launched on the market
- EITHE03.2 KIC Supported Start-ups/Scale-ups registered in EIT RIS countries
- EITHE06.2 Investment attracted by KIC supported start-ups and scale-ups established in EIT RIS countries

Please note that these KPIs are not requirements for participating start-ups, but are used by the KICs for programme-level reporting.

3.3.5. Additional opportunities

During and after the programme, start-ups may benefit from additional support services and investment opportunities offered by the EIT Community. These opportunities may be provided by EIT KICs, depending on the availability of their programmes and alignment with the company's thematic focus.

3.3.6. Gender and diversity

Diversity empowers us to develop the best solutions to pressing global challenges and drives innovation. Accordingly, participating start-ups are expected to incorporate inclusive design principles, such as considering gender/sex aspects and diverse user needs in both solution development and user profiling.

3.3.7. Monitoring and reporting

EIT Urban Mobility, as coordinator of the EIT RIB Hungary programme, will monitor the progress and participation of selected companies throughout the programme to verify compliance with the call conditions and the Participation and Financial Support Agreement. To support the monitoring process, participants are expected to:

- respond promptly to any information requests from the EIT RIB Hungary Lead for verification purposes;
- report any issue or circumstance that may affect their ability to complete the programme activities or deliverables within the established timeline;
- submit the programme deliverables (Section 3.3.3), based on a template provided by EIT Urban Mobility, confirming the activities carried out.

Given that commercial success often takes longer than the seven-month programme cycle, the EIT RIB Hungary Lead will maintain light-touch, post-programme contact with participating start-ups beyond the formal end of the programme - including short follow-up check-ins - in particular to track pilot-to-customer conversion.

A formal ex-post impact assessment must be conducted by EIT Urban Mobility within up to five years of the programme's completion.

3.3.8. Access to further KIC opportunities

Successful recipients may be invited to apply to existing programmes offered by relevant KICs. Such invitations recognise the venture's potential and offer a route to further support; they do not guarantee selection, as participation in any KIC programme remains subject to that programme's own eligibility criteria and evaluation process.[3]

3.3.9. Long-term viability and scalability

Within EIT Community, the KICs have developed their own Financial Sustainability (FS) Strategy, based on a mix of different mechanisms, such as revenue share and equity stakes, to enable the KICs to gradually become financially independent from EIT funding. The provision of a Financial Sustainability Model for the EIT Community is not a mandatory requirement for participation in the EIT Regional Innovation Booster (RIB) Hungary 2027.

On the other hand, applicants are encouraged to demonstrate the long-term viability and scalability of their business in the application form (see Section 6.2-Evaluation Criteria). This will be positively considered during the evaluation process as an indicator of the start-up's potential for sustainable growth and successful international expansion. Accordingly, applicants should present a credible commercialisation and operational strategy, supported by realistic business and financial assumptions, demonstrating their ability to scale their product or service beyond the duration of the programme.

[3] For instance, in EIT Urban Mobility, this process is regulated by the provisions included in the respective EITUM KIC's Guidance on the fast-track mechanism.

4. Financial aspects of the call

4.1. KIC funding

The EIT funding allocated to this Call is EUR 20,000. The amounts will be allocated in the form of a lump sum as follows:

Component	Amount	Number of start-ups supported
Travel and conference package	EUR 2,500	8

The financial support provided under this call consists of a fixed lump-sum grant of EUR 2,500 per start-up, aimed at covering the market entry activities held in the RIB programme Phase 2 (see Section 3.1). This amount is pre-defined and cannot be increased or reduced through the evaluation process.

4.2. Payment arrangements

Support will be disbursed to participating start-ups in month 4, after Phase 1 conclusion. The travel and conference package of EUR 2,500 per start-up will be paid as a lump sum directly to the participating entity.

Payment is conditional on all of the following conditions being met:

- Signature of the Participation and Financial Support Agreement
- Submission and approval of DEL1 (month 3) within the deadlines defined in Section 3.3.3.

5. Call criteria

Following the deadline for submission, the admissibility, eligibility and exclusion criteria checks will be performed for each applicant in line with the principles of transparency, equal treatment and non-discrimination, and in accordance with the following criteria.

5.1. Admissibility

Admissibility criteria are as follows:

- Applications must be submitted before the deadline (see Section 2 above).
- Applications must be submitted using the application forms provided in the EIT Urban Mobility Programmes portal (NetSuite)
- Applications and their supporting documents must be written in English, and must be readable, accessible and printable.
- All applicants must be registered in the EIT Urban Mobility Programmes Portal (NetSuite) and must have completed the **Partner Information Form (PIF)**, including their **correct PIC number**.
- Applications must contain all mandatory supporting documents:

- A valid company registration certificate confirming that the company is legally incorporated in Hungary.
- a pitch video of up to 4 minutes about their venture – see more details in Section 7.2.1

- Applications must respect the character limits established in the application form.

Applications missing any of the mandatory information or supporting documents, or containing blank or incorrect documents, will be automatically rejected during the admissibility stage. Any additional documents or links not specifically listed as optional will not be considered during the evaluation process.

Only applications satisfying all the admissibility criteria will proceed to the eligibility criteria assessment phase.

5.2. Eligibility

Applicants to this Call must be **legal entities**. Applicants must comply with the following minimum eligibility criteria:

- The entity is a **for-profit small or medium-sized enterprise (SME)** according to the EU definition.
- The entity must be **registered in Hungary**.
- If the solution involves intellectual property (IP), the SME must hold either **full ownership of, or exclusive exploitation/commercialisation rights to, the IP**.

Note: Where IP originates from a university or research institution, the applicant must hold, or be actively securing, exclusive rights sufficient to commercialise the solution abroad; full transfer of ownership is not a strict requirement.

- The entity must have **at least 3 full-time employees (FTEs)** at the time of application submission.
- The entity must be developing solutions, services, products, or business models that are in line with one of the following industry-specific challenges and categories (see Annex 2):
  - Climate innovation for place-based transformation at the local level
  - Digital Tech, Digital Cities, Digital Industry, Digital Wellbeing, and Digital Finance
  - Food & Agritech
  - Healthcare
  - Energy and Renewables
  - Metals, minerals, industrial side streams
  - Urban Mobility
  - Audiovisual media, Fashion, Architecture, Gaming, Cultural Heritage, other Culture and Creative Sectors.

5.2.1. Rectification process

In the case of missing information or obvious clerical errors linked to the Partner Information Form (PIF), applicants will be given five calendar days[4] after receiving the official communication to complete or correct the PIF and resubmit it. If the start-up representative responds positively to this requirement within the time limit, the proposal will progress to the next stage of the evaluation process. If the start-up representative fails to respond or responds after the deadline, the proposal will remain ineligible and will not be further processed.

5.2.2. EU restrictions on participation

- **EU restrictive measures** — Entities subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU) as well as Article 75 TFEU, are not eligible to participate in any capacity, including as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties (if any). Special rules also apply to entities covered by Commission Guidelines No 2013/C 205/0522.
- **Legal entities established in Russia, Belarus, or in non-government-controlled territories of Ukraine** — Given the illegal invasion of Ukraine by Russia and the involvement of Belarus, there is currently no appropriate context allowing the implementation of the actions foreseen in this programme with legal entities established in Russia, Belarus, or in non-government-controlled territories of Ukraine. Therefore, even where such entities are not subject to EU restrictive measures, such legal entities are not eligible to participate in any capacity. This includes participation as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties (if any). Exceptions may be granted on a case-by-case basis for justified reasons. With specific regard to measures addressed to Russia, following the adoption of the Council Regulation (EU) 2024/1745 of 24 June 2024 (amending Council Regulation (EU) No 833/2014 of 31 July 2014) concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, legal entities established outside Russia but whose proprietary rights are directly or indirectly owned for more than 50% by a legal person, entity or body established in Russia are also not eligible to participate in any capacity.
- **Measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary** — Following the Council Implementing Decision (EU) 2022/2506, as of 15 December 2022, no legal commitments can be entered into with Hungarian public interest trusts established under the Hungarian Act IX of 2021 or any entity they maintain. Affected entities may continue to apply to calls for proposals and can participate without receiving EU funding, as associated partners, if allowed by the call conditions. However, as long as the Council measures are not lifted, such entities are not eligible to participate in any funded role (beneficiaries, affiliated entities, subcontractors, recipients of financial support to third parties, etc.). In case of multi-beneficiary grant calls, applicants will be invited to remove or replace that

[4] A few additional days might be granted according to the circumstances (i.e. public holidays/weekends). In such cases, the start-up representative will be informed by email of the exact period.

entity in any funded role and/or to change its status into associated partner. Tasks and budget may be redistributed accordingly.

- **Restrictions for the protection of European communication networks** — The protection of European communication networks has been identified as an important security interest of the 12 Union and its Member States. For further information, please refer to the Horizon Europe, Work Programme 2025, General Annexes, B – Eligibility on page 14

5.3 Exclusion criteria

Entities participating in this call can be excluded **at any time** (during the evaluation, the onboarding and contracting phase, or the implementation phase) if they[5]:

- 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.
- Attempt to obtain confidential information that may confer upon its undue advantages in the call process.

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

If any start-up 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 their participation in the programme.

6. Evaluation procedure

The evaluation process is conducted in accordance with the principles of transparency, equal treatment, confidentiality, and the absence of conflicts of interest. All evaluators are required to complete and sign a declaration of confidentiality and non-conflict of interest prior to participating in the process.

6.1. Evaluation method and scoring scale

Only applications that have passed all admissibility, eligibility, and exclusion checks set out in Section 5 will proceed to the quality evaluation described in this section.

During this phase, each proposal will be evaluated by an Evaluation Panel, consisting of two external expert evaluators and one internal expert evaluator from the KICs participating in this Call, based on the criteria set out in Section 6.2.

This Panel will assess the Excellence, Impact and Implementation criteria of each proposal in accordance with the following scores:

Each criterion is assessed according to the following scoring scale:

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

One of the external expert evaluators will be appointed by EIT Urban Mobility to also act as Rapporteur and produce a SER (Summary Evaluation Report) for each proposal assessed.

6.2. Scoring criteria

Applications will be evaluated based on the information provided in the application form and the mandatory pitch video (see Section 7).

Each evaluation criterion will be scored from 0 to 5 points. Accordingly, each evaluator will award a maximum of 30 points per application during the Quality evaluation. Each proposal's final score (maximum 30 points) will be calculated as the average of the individual scores awarded by the three evaluators (two external experts and one internal expert).

Evaluation criterion	Description	Score
Excellence		
1. Innovation & Competitive Advantage	Degree of innovation, uniqueness of the solution, technological strength (where applicable), competitive differentiation, and alignment with the programme's focus areas.	0-5
2. Market Opportunity & Commercial Potential	Understanding of the target market segment and customer needs, market size, business model, competitive positioning, commercial traction, and growth potential.	0-5
Implementation		
3. Team & Execution Capacity	Team expertise, leadership, complementary skills, commitment, relevant experience, and ability to execute the proposed business and internationalisation strategy. Openness to feedback and mentoring, clarity on what the team specifically needs from the programme. The diversity of the team, including gender diversity, will also be considered.	0-5
4. Internationalisation Readiness	Readiness to enter foreign markets, rationale for target market selection, go-to-market strategy, partnerships, available resources, and ability to scale internationally.	0-5
Impact		
5. Impact & Scalability	Potential for sustainable business growth, economic and societal impact, contribution to sustainability (where relevant), and scalability across international markets.	0-5
6. Validated Traction & Evidence	External, verifiable proof of market demand: revenue, paying customers, signed contracts or LOIs, completed pilots, retention/usage data, granted IP, or committed follow-on funding.	0-5

The total score of **30 points** is distributed as follows:

	Max score
Excellence	*10 points*
Impact	*10 points*
Implementation	*10 points*
Total points	*30 points*

Full scoring definitions are provided in Annex 1.

Only proposals scoring equal or above **18 points** will be considered for funding. In case more applicants score equal or above the **18-point threshold** than available places (8), the highest-scoring applicants will be conditionally accepted by order of ranking. In the event of a tie, the submission with the higher score on the Internationalisation Readiness criterion will be selected. Should a tie remain, the submission with the higher score on the Market Opportunity & Commercial Potential criterion will be selected.

6.2.1. Results of the evaluation

A ranking list will be determined, including which projects are selected, placed on the reserve list (if any), or rejected.

If the number of eligible, high-quality proposals exceeds the available places, a **reserve list** will be established. Proposals on the reserve list may be selected for funding if an awarded company withdraws or is unable to complete the validation and contracting process. The reserve list will be valid until December 2026.

6.3. Communication of evaluation results to applicants

6.3.1. Communication of evaluation results

Following the award decision, all applicants will be informed of the outcome in writing via email, including their individual scores and the Summary Evaluation Report. Applicants seeking further clarification on their evaluation result may contact the programme lead.

6.3.2. Requirements for selected proposals

Successful applicants will be invited to the validation and contracting stage. The validation process of each entity will be initiated (e.g. legal entity validation, signature of Declaration of honour, if not yet provided, financial capacity check, if relevant) and then continue with the preparation of the Participation and Financial Support Agreement.

If the applicant fails to comply with the provided 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 will be contacted following the ranking list.

6.4. Standstill period

A mandatory standstill period of 30 days shall apply between the communication of the evaluation results to applicants and the signature of the Participation and Financial Support Agreement. This period is counted from the day after the dispatch of the communication of results.

6.5. Appeal process

Applicants wishing to contest the outcome of the admissibility, eligibility, evaluation or selection process may do so in accordance with the EIT Urban Mobility Appeal Procedure, available on the Call webpage. Appeals shall be addressed by email to pmo@eiturbanmobility.eu within a **maximum of 14 calendar days** from the day of the official communication of the results.

6.6. Publication of recipients of funds annually

The KIC will make available (on a dedicated page on its website) information on recipients of funds (only legal persons or entities without a legal personality) financed from the EIT budget, no later than 30 June of the year following the financial year in which the funds were legally committed.

The following information shall be published, having due regard for the requirements of confidentiality and security, in particular the protection of personal data:

(a) the recipient's full legal name and the country where it is established;

(b) the amount committed and, in case of a commitment with multiple recipients, the breakdown of this amount per recipient, where available;

(c) subject of a grant or contract.

7. Proposal submission process

7.1. Support given to applicants preparing a proposal

Applicants are encouraged to thoroughly read the *Guidelines for Applicants* (published on the call webpage), and direct any questions to the contact persons during the proposal preparation process to improve chances of successful applications.

Guidelines for Applicants

The Guidelines for Applicants document is published on the Call webpage and provides comprehensive information and instructions on how to prepare and submit a proposal for this Call.

Call information session

To help applicants prepare and submit their proposals, EIT Urban Mobility will host an information session after the publication of the Call. This event will focus on the call content, the requirements and general procedures, such as the submission and evaluation process.

Type of event	Topic covered	Date and time (CET)	Access to the platform

Webinar	Introduction to the Call, strategic focus, scope and Call requirements, evaluation process and submission steps.	21st September 2026 at 11am	Online meeting – webinar registration link

Call contact points

All applicants may contact the EIT RIB Hungary Lead to answer any questions or address any concerns about the Call. Contact names:

- Evelin Regina Szasz – evelin.szasz@eiturbanmobility.eu

7.2 Submission of a proposal

7.2.1. Proposal submission

Before starting to draft a proposal, **all applicants** must follow the below steps:

- **Step 1:** Verify if your organisation already has a Participant Identification Code (PIC number) directly on the EU Funding & Tender Opportunities Portal (click here). If your organisation is not yet registered, register in the EU Funding & Tender Opportunities Portal to obtain a nine-digit PIC number.

- **Step 2:**
  - If you never registered in NetSuite, please complete the Partner Information Form (PIF)[6]. If the system denies your registration because your email address is associated with an existing entity, please contact servicedesk@eiturbanmobility.eu.*
  - If you are already registered in the EIT Urban Mobility NetSuite platform (NetSuite) please log in by going to step 3.

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 applicants are strongly advised to **complete their registration several days before the submission deadline** to ensure a successful and timely submission.

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

- **Step 3:** access the EIT Urban Mobility NetSuite platform and find the call under menu --> Call for Proposals --> Open Calls. **Fill in and submit your application form within the given deadline**, including the following supporting documentation:
  - Application form (fully compiled in English language)

[6] 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.

- SME certificate of registration (in PDF), containing the company address
- Pitch video meeting the following requirements:
    - Length: maximum 4 minutes. Content beyond this length will not be considered in the evaluation.
    - Language: English.
    - Presenter: a founder or a member of the senior management team who will personally participate in the programme. The presenter should appear on camera for at least part of the video
    - Submission: as a supporting document or uploaded via the application platform as an accessible link (e.g. unlisted YouTube, Vimeo, or an equivalent), **which must remain available until the end of the selection process.** See Guidelines for Applicants).
- The pitch video should cover the following:
    - Your company and the problem you solve – what you do, who you serve, and what makes your solution unique.
    - Your traction – key achievements, customers, revenue, or other evidence of market validation.
    - Your international ambition – which market(s) you want to enter and why.
    - Your team – roles and skills

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

Any proposals submitted after the deadline will be inadmissible.

7.2.2. 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 (NetSuite, 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** (time-stamped 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 closure**. 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 this 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**.

8. Other terms and conditions

8.1. Acceptance of the call conditions

EIT Urban Mobility reserves the right to make reasonable amendments and additions to the call conditions. Amendments and additions to the call conditions shall be valid only before the submission deadline, and if made available to all potential applicants at the same time on the call page.

EIT Urban Mobility may declare the call unsuccessful in case no applications are received or if the applications do not meet the admissibility, eligibility, exclusion and selection criteria, or if none of the applications reaches the threshold laid down in this Manual.

By submitting the application form, the applicant agrees to the present call conditions. Applicants agree that they have no legal entitlement to funding.

8.2. Cancellation of the call

EIT Urban Mobility reserves the right to cancel the call at any time before the signature of the Participation and Financial Support Agreement without the obligation to compensate applicants, in particular where its objectives can no longer be met, provided that the applicants are informed in a transparent manner in writing as follows:

- if the cancellation takes place before the award: on the call page of EIT Urban Mobility,
- if the cancellation takes place following the communication of the results to the applicants, during the standstill period, or any time before the signature of the Participation and Financial Support Agreement: in writing directly to the selected applicants.

8.3. Data protection

EIT Urban Mobility ensures that any processing of personal data shall be performed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation). As a data subject, you have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object, and the right not to be subject to a decision based solely on automated processing. If you have a question about personal data processing or want to exercise your data subject rights, you can contact our Data Protection Officer at info@eiturbanmobility.eu.

The collected personal data will be used for the evaluation of the applications and the conduct of the call process. Subject to the applicant's consent, it may also be used to send newsletters, updates, and information about related initiatives, opportunities, or upcoming projects. Proposal information may be shared internally and, where necessary, with authorised evaluators and partners involved in the assessment and call process, subject to confidentiality obligations. EIT Urban Mobility may also retain and review your submitted proposal for the purpose of contacting you about future collaboration

opportunities or programmes, regardless of the outcome of the specific call. The data controller is EIT Urban Mobility according to Privacy Policy - EIT Urban Mobility.

Personal data will be deleted 5 years after the announcement of the results of the call in case of unsuccessful applications and 7 years for successful applicants.

Applicants may optionally consent to the sharing of their contact details, company profile, and proposal information with the EIT and other EIT Knowledge and Innovation Communities (KICs) for the purpose of receiving information about future funding, investment, acceleration, networking, and collaboration opportunities. Refusal to provide this consent will not affect the evaluation of the application or participation in the programme.

By submitting your application to this call, you consent that EIT Urban Mobility will collect, transfer, process, store, and delete your data in accordance with the aforementioned conditions.

For more information on the processing of your personal data, please consult the privacy statement of EIT Urban Mobility at: Privacy Policy - EIT Urban Mobility.

8.4. Confidentiality

EIT Urban Mobility undertakes to use any confidential information shared by the applicants solely for the purposes of the evaluation process.

Confidential information shall mean data and/or information (in any form) that is proprietary to, or possessed by, the applicants and not generally known to the public, or that has not yet been revealed whether in tangible or intangible form, that is identified as confidential in writing or when disclosed orally.

Confidential information included in the application form must be expressly labelled by the applicant as such in the form. As regards confidential information expressly labelled as such in the call process, EIT Urban Mobility undertakes to (i) not disclose them in any way and any form, without the prior written authorization of the applicant; and (ii) not to use them for purposes other than those strictly necessary for participation in the call.

Confidential information may be shared among EIT Urban Mobility and its subsidiaries (e.g. KIC Co-Location Centres) solely for the purposes of the call process. EIT Urban Mobility undertakes to impose this confidentiality obligation on its employees and the employees of its subsidiaries and its collaborators, as well as on independent experts and all subjects who, by virtue of participating in the conduct of the call, including as members of the Evaluation Panel, may have access to such confidential data and information.

The applicants agree that data and information regarding the selected projects' implementation (e.g. success stories) not labelled as confidential may be disclosed in connection with the activities of EIT Urban Mobility.

8.5. Avoidance of conflict of interest

EIT Urban Mobility is committed to ensure the avoidance of conflict of interest (regarding all actors) and comply with the principles of transparency, non-discrimination and sound financial management.

Measures to avoid potential Conflict of Interest or unequal treatment of applicants are ensured, including through appropriate conflict of interest declaration and assessment process, established written communication channels and independent and fair complaints/redress procedures.

In case an applicant becomes aware of a potential conflict of interest affecting the conduct of the call process, it shall notify the EIT Urban Mobility of the conflict of interest without any delay.

8.6. Ethics and values

The proposal must comply with:

- ethical principles (including the highest standards of research integrity) and
- applicable EU, international and national law, including the Charter of Fundamental Rights of the European Union and the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Supplementary Protocols.

No financial support/EIT funding can be granted, within or outside the EU, for activities that are prohibited in all Member States. No financial support/EIT funding can be granted in a Member State for an activity which is forbidden in that Member State.

Please refer to the Participation and Financial Support Agreement for further requirements.

8.7. Intellectual property rights

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, applicants affirm that they hold ownership and have legally secured the right to use all elements of the innovative product or service included in their application.

Applicants agree to respect the IPR (Intellectual Property Rights) Rules (Article 16) of the Model Grant Agreement and Article 10 of the Participation and Financial Support Agreement (Common Subgrant Agreement Model).

8.8. Withdrawal of the funding – Recovery of undue amounts

EIT Urban Mobility may withdraw the funding after its award and recover all payments made in line with the provisions of the Participation and Financial Support Agreement, including in the following cases:

- in case the applicant committed substantial errors, irregularities or fraud;

- in case the applicant committed a serious breach of obligations under the Participation and Financial Support Agreement or during its award (including non-compliance with the call conditions, submission of false information, failure to provide required information, etc.)

- it is established that the awarded applicants were not eligible or should have been excluded.

8.9. Checks, reviews, audits and investigations

EIT Urban Mobility retains the right to initiate checks, reviews and audits on an applicant that has been awarded funding, in order to verify compliance with the requirements of the call conditions and of the legal and contractual framework referred to above.

EIT Urban Mobility may request any information and data from applicants that have been awarded funding for 5 years after completion for these purposes, as well as in relation to monitoring by the EIT.

In accordance with the Grant Agreement between the EIT and the KIC as well as the Participation and Financial Support Agreement, the EIT and/or the Commission, the European Anti-Fraud Office (OLAF), the European Public Prosecutor's Office (EPPO) and the Court of Auditors may carry out checks, reviews, audits and investigations in relation to the call and the implementation of the projects.

8.10. Applicable law

The present call is governed by the applicable European Union legal framework (i.e. in particular the EIT Regulation[7], the EU Financial Regulation[8], the Horizon Europe Regulation[9]), supplemented if necessary by the national law of Belgium.

The applicants agree to observe the obligations outlined in the Partnership Agreement and the Grant Agreement signed between the EIT and EIT Urban Mobility. Applicants agree to comply with the terms of the Participation and Financial Support Agreement between successful applicants and EIT Urban Mobility.

8.11. Settlement of official disputes

All disputes arising out of or in connection with this Call Manual, which cannot be solved amicably, shall be finally settled before the courts of Brussels.

[7] Regulation (EU) 2021/819
[8] Regulation (EU, Euratom) 2024/2509
[9] Regulation (EU) 2021/695

Annex 1 – Scoring Criteria

1. Innovation & Competitive Advantage (0–5)

The degree of innovation and uniqueness of the solution, its technological strength where applicable, and the durability of the company's competitive advantage. Evaluators assess what genuinely differentiates the solution from existing alternatives in the target market, and how defensible that difference is: protected or protectable intellectual property, proprietary technology or data, or a business model that is structurally difficult to replicate. Alignment with the programme's thematic focus areas (the eight EIT KIC domains) is considered. Deep tech is welcome but not required; a hard-to-copy business model can be as defensible as a patent.

2. Market Opportunity & Commercial Potential (0–5)

The company's understanding of its market and customers, the size and accessibility of the addressable market, the strength of the business model, and - critically - commercial traction to date. Evaluators assess the quality of domestic revenue: is it recurring, growing, and generated by a repeatable sales motion, or dependent on a small number of legacy relationships? Evidence of demand (paying customers, reference cases, regulatory or commercial milestones) weighs more heavily than projections. The strongest applicants demonstrate not only that traction exists, but the shape of its trajectory.

3. Team & Execution Capacity (0–5)

The expertise, leadership, and complementary skills of the founding and senior team, their level of commitment, and their demonstrated ability to execute the proposed business and internationalisation strategy. Evaluators assess whether the founder personally has the capacity and bandwidth to lead the market entry - including in-person presence in the target market - and whether the company can operate effectively during their absence. Openness to external guidance is explicitly considered, as the programme's central mechanism is an intensive coaching relationship with the Buddy. The pitch video is a primary source of evidence for this criterion.

4. Internationalisation Readiness (0–5)

The company's readiness to enter its chosen target market within the programme timeframe. Evaluators assess the rationale for the target-market selection (a reasoned choice supported by initial market knowledge, rather than proximity or convenience), the maturity and realism of the go-to-market strategy, existing or planned partnerships, the resources allocated to the expansion, and awareness of the regulatory, certification, or compliance requirements the market imposes. The plan must be executable within the programme's seven-month cycle: concrete first steps, identified stakeholders, and a realistic view of what "entry" means by month seven.

5. Impact & Scalability (0–5)

The potential of the company beyond its first target market. Evaluators assess whether the solution can scale across international markets without proportional growth in cost or headcount, whether the company articulates a credible multi-market expansion path in which the target market serves as a beachhead rather than a destination, and the broader economic and societal value the company's growth would generate - employment, ecosystem contribution, and, where relevant, contribution to sustainability and EU strategic priorities such as the green and digital transitions. This criterion carries the programme's ambition: identifying companies with the potential to become European-scale success stories from the Hungarian ecosystem.

6. Validated Traction & Evidence (0-5)

This criterion assesses external, verifiable proof that the venture is meeting real market demand, rather than projections or intentions. Evaluators look for evidence a third party could confirm: revenue and paying customers (with recurring purchases weighing more than one-off sales), signed contracts or letters of intent, completed or ongoing paid pilots, retention and usage data showing customers return, granted IP rather than pending applications, and committed follow-on funding. Evidence should be proportionate to the venture's stage, so earlier-stage applicants are not penalised for limited revenue where other credible signals exist. Weaker applications rely on unvalidated forecasts, non-binding interest, or vanity metrics that cannot be corroborated; given the programme's focus, demand in or transferable to international markets is viewed particularly favourably.

Annex 2 – Detailed Thematic Scope

The applications submitted must be within the scope of the main challenges:

- Climate innovation for place-based transformation at the local level, powered by Climate-KIC. We are looking for solutions that help cities and regions plan and implement climate actions, analyse data, engage stakeholders, test new approaches and scale successful solutions at the local level, contributing to measurable impact and long-term systemic change. More details: https://www.climate-kic.org/
- Digital Tech, Digital Cities, Digital Industry, Digital Wellbeing, and Digital Finance, powered by 28Digital. 28Digital invests in strategic areas to accelerate the market uptake and scaling of research-based digital technologies (deep tech) focusing on Europe's key societal challenges. More details: https://28digital.eu
- Food & Agritech, powered by EIT Food: optimising resource efficiency and environmental sustainability across the food value chain; developing nutritionally customised food products; building trust in the food system through traceability and authenticity. More details: https://eitfood.eu
- Healthcare, powered by EIT Health: new models to deliver healthcare; facilitating the uptake of digital medical devices in Europe; harnessing the full potential of health data for innovation. More details: https://eithealth.eu/who-we-are/our-focus-areas/
- Energy and Renewables, powered by InnoEnergy: energy cost reduction, system performance increase, GHG emissions decrease, circular economy, green hydrogen, solar energy, energy management systems, and energy storage. More details: https://www.innoenergy.com/
- Metals, minerals, industrial side streams, powered by EIT RawMaterials: technologies and solutions for mineral exploration, sustainable mining and processing, recycling, and circular economy business models. More details: https://eitrawmaterials.eu/
- Urban Mobility, powered by EIT Urban Mobility: Active Mobility, Sustainable City Logistics, Future Mobility, Mobility and Energy, and Transport Infrastructure. This is not a closed list; any idea/solution addressing city mobility challenges is welcome. More details: https://www.eiturbanmobility.eu/who-we-are/about-us/
- Audiovisual media, Fashion, Architecture, Gaming, Cultural Heritage, other Culture and Creative Sectors, powered by EIT Culture and Creativity: architecture, gaming, fashion, cultural heritage, and audiovisual media. More details: https://eit-culture-creativity.eu/about-us/who-we-are