

Strategic Innovation Open Call

19 October 2026

REFRESHER WEBINAR

Looking for ambitious
collaborative projects
that accelerate the
adoption of impactful
innovation in urban
mobility

Strategic
Innovation
Open Call
2026-2028



Webinar objectives

- Refresh your understanding of the Call's objectives, scope and requirements
- Highlight key updates and provide examples from previous cut-offs
- Share practical guidance
- Address applicants' questions ahead of the next deadline

Our goal: help you submit a stronger, more competitive proposal

Webinar agenda

Topics	Content
1. Introduction	Presentation of EIT Urban Mobility and Call progress to date
2. Call objectives and key requirements	Who can apply, project duration, funding conditions, financial sustainability, IP, gender & diversity, and lessons learned from previous cut-offs
3. Call scope and priorities	Strategic topics, innovation challenges and success stories
4. Submission, evaluation and selection	Application process, live demo of the Programmes Portal, evaluation criteria and selection stages
5. Mobility innovators	How to stay informed, connect with potential partners and explore collaboration opportunities
8. Live Q&A	Your questions answered!

Introduction, Call's objectives, and key requirements

Jorgina Cuixart, Head of Innovation Programmes

EIT Urban Mobility

- We are the largest innovation community for urban mobility in Europe.
- We provide businesses, startups, universities, research centres and the public sector access to markets, talent, funding and knowledge.
- We work in partnership with +250 organisations and collaborate with more than 1,250 across 35 countries.



Innovation programme

- ✓ Responds to pressing urban mobility **challenges**
- ✓ Brings **innovations to market** by focusing on the later stages of solution development, including piloting and market deployment preparation
- ✓ Support businesses to scale and commercialise innovative mobility solutions **together with cities**



Innovation programme

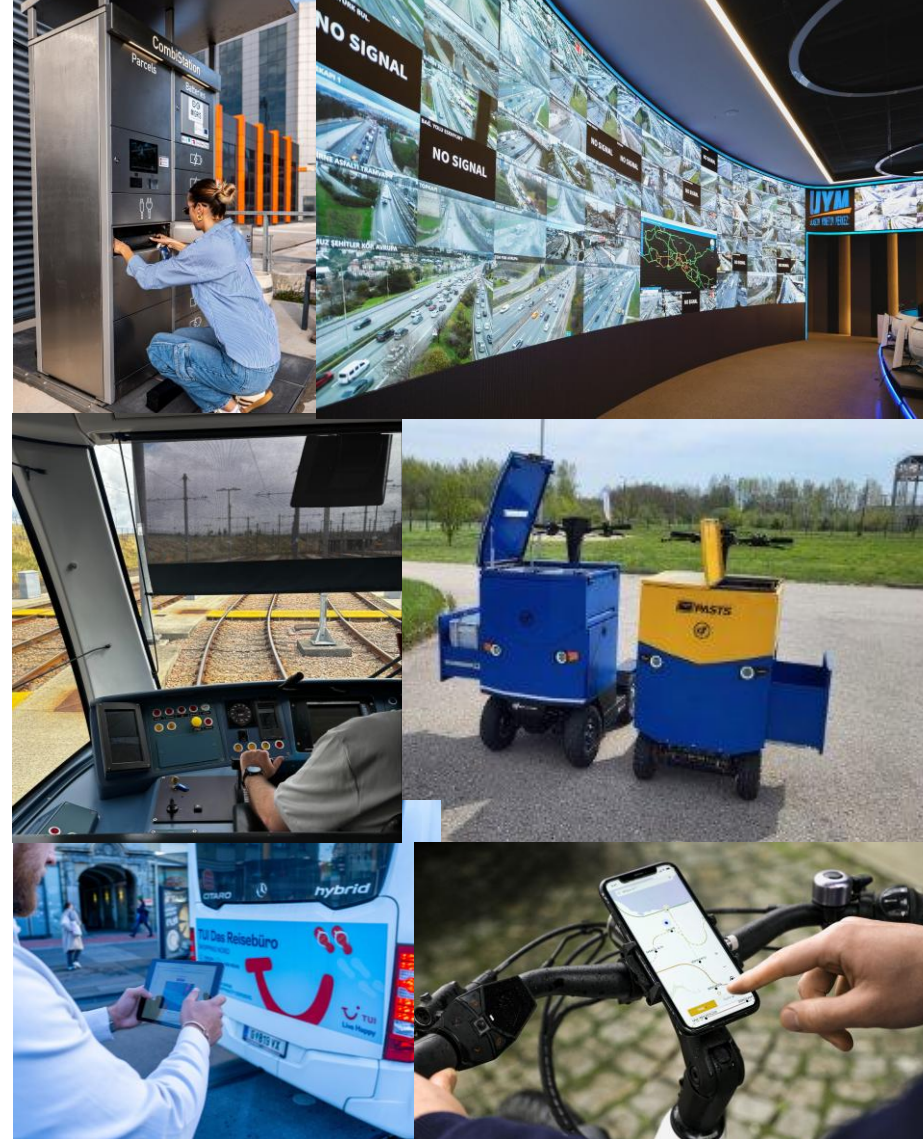
WHAT WE HAVE DONE SO FAR

172 consortia-led projects

107 pilots (RAPTOR and SME calls)

+569 entities involved

+87M€ in EIT funding



Strategic Innovation Open Call

What is the Call about?

Supporting ambitious, collaborative projects tackling critical urban mobility challenges, de-risking innovation through development and real-world testing to accelerate market uptake and scale-up across Europe.

Where we stand?

- 3 cut-offs completed since the Call launched in June 2025.
- 4th cut-off upcoming: **28 January 2027**.
- 5th and final cut-off: 3 June 2027.
- Project implementation: All funded projects must be completed by **31 December 2028**.

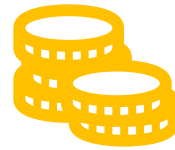
Strong demand across three cut-offs



247

Applications
submitted

Across 3 cut-offs



€290.7M

EIT funding
requested

Across 3 cut-offs



18

Projects selected

1st and 2nd cut-offs

Growing interest and competition: Applications increased from 58 to 105 across the first three cut-offs, with €290.7M in total funding requested and €21.76M allocated across the first two cut-offs.

Who can apply?



Minimum requirements

- Two independent legal entities.
- Established in two different European Member States, and/or Third countries associated with Horizon Europe.



Consortium composition

- At least one Commercial Partner responsible for commercialising the solution and contributing to EIT Urban Mobility's Financial Sustainability.



- Other key organisations that will contribute to the success of the project and the future commercialisation

If an application is selected for funding, then all applicants will be required to become a member of our community and pay the corresponding membership fee.

EIT Urban Mobility community – What's in for you?

Available in Silver and Gold

● Existing

● New / enhanced

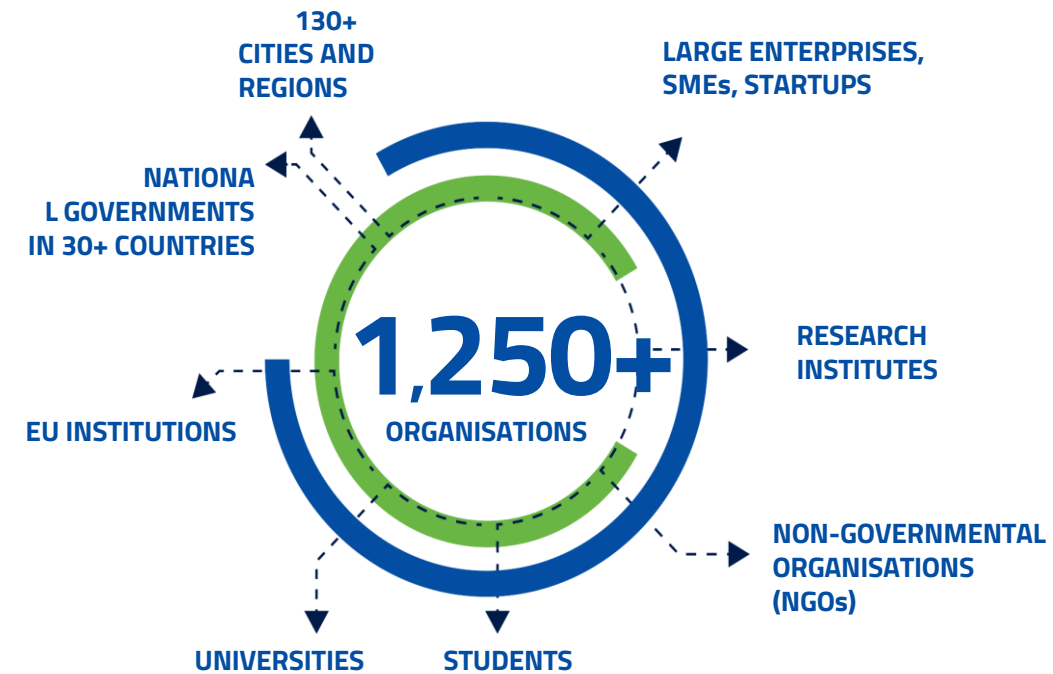
SILVER*

GOLD

● Strategic Ecosystem Connections Matchmaking across Europe with a dedicated Key Account Manager	✓	✓
● Exclusive Ecosystem Access Community Days, TMWC and a partners' area on Mobility Innovators	✓	✓
● Thought Leadership & Visibility Presence at leading European mobility events	✓	✓
● Explore Funding Opportunities Relevant calls, ideation sessions, consortium partners	✓	✓
● Public-Private Dialogues Moderated sessions where cities and companies meet around shared challenges	1/yr	All (5+/yr)

Gold only

● City Challenge Sharing Annual overview of priority city challenges	✓
● Executive EU Policy Intelligence Quarterly briefing on EU policy and regulation	✓
● Affiliated entities Up to three related entities included	✓



* Enterprises that do not qualify as SMEs under Commission Recommendation 2003/361/EC are eligible for the Gold category only.

Want to know more about the partnership? We can put you in touch with the Partner Manager for your region. The corresponding fee is subject to the applicable EIT Urban Mobility membership terms and conditions.

Project duration

Project duration should be **aligned with project scope, complexity and planned activities**. However, all projects, including any extension, must end by **31 December 2028**.

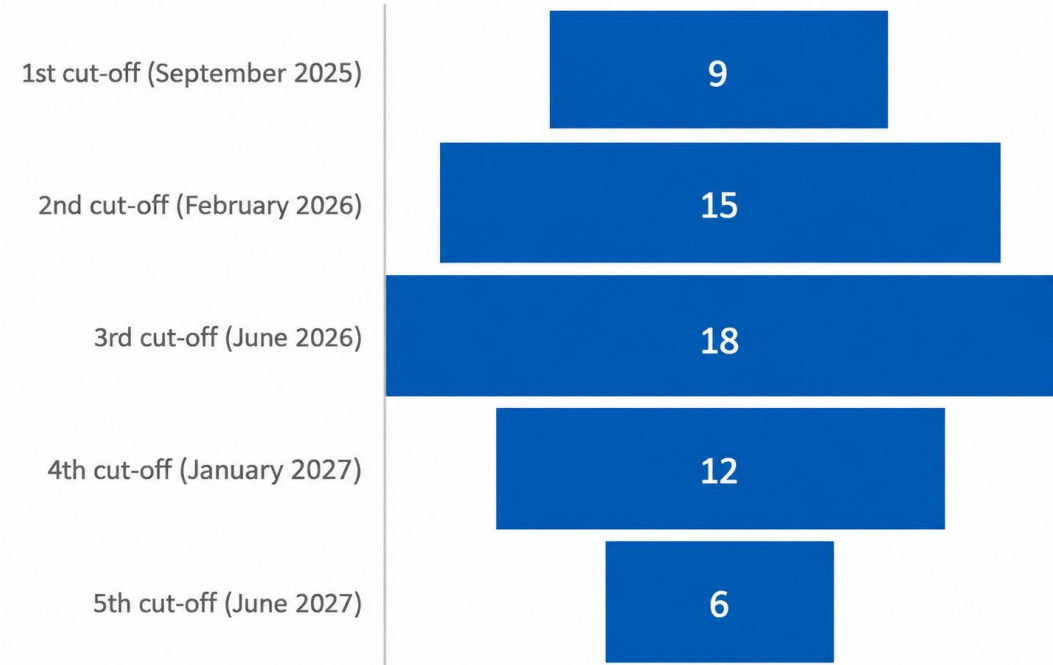
Year	Cut-off date	Expected project start date	Maximum duration	Maximum end date
2025	1 st cut-off: 23 Sept 2025	January 2026	24 months	December 2027
2026	2 nd cut-off: 12 Feb 2026	July 2026	24 months	June 2028
	3 rd cut-off: 18 Jun 2026	January 2027	24 months	December 2028
2027	4th cut-off: 28 Jan 2027	July 2027	18 months	December 2028
	5 th cut-off: 3 Jun 2027	January 2028	12 months	December 2028

Financial aspects

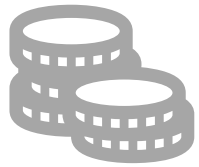
- Indicative EIT funding allocated to this Call is **60 million EUR**.
- Includes 13 million EUR for the EIT Regional Innovation Scheme (RIS).

The budget allocations per cut-off date are approximate and may be adjusted based on the quality and number of proposals received.

Indicative distribution of funding per cut-off (M€)



Funding per project



- Each project may receive a maximum of **2 M EUR** in EIT funding.
 - Projects with disproportionate budgets relative to scope, or lacking value-for-money, will be penalised (see evaluation criteria: Implementation).
- **Co-funding rate for all proposals of minimum 35%** (= EIT UM will reimburse up to 65% of the total eligible project costs).
 - Each partner in the consortium may have different co-funding rates.
 - Large enterprises benefiting from the project outcomes (e.g. end-users, demo hosts..) are encouraged to contribute with a higher co-funding rate (e.g. 50%)
- All expenditures must comply with **the Horizon Europe rules**.

Contribution to EIT Urban Mobility Financial Sustainability

Why do we have it?



EIT mandate

As part of the EIT model, all Knowledge and Innovation Communities are required to secure long-term financial sustainability beyond EIT funding.



Reinvesting in our ecosystem

Returns from any FS mechanism are reinvested into future innovation activities, creating a self-sustaining cycle that strengthens Europe's urban mobility ecosystem.



Shared success

A mutual commitment between EIT Urban Mobility and commercial partners: when funded solutions reach the market and create value, both parties share in that success.

Contribution to EIT Urban Mobility Financial Sustainability

Each project selected for funding must establish a shared-success FS mechanism between EIT Urban Mobility and the partner(s) responsible for commercialising the results.

The mechanism aligns EIT Urban Mobility's support with the future commercial success of the innovation.



1. Equity-based mechanism - Default pathway

EIT Urban Mobility and the entity responsible for commercialising the innovation establish an equity-based engagement (Investment Agreement, SAFE or other equity instrument).



2. Revenue-sharing mechanism - Alternative pathway

Where equity is not appropriate or feasible, a Commercial Agreement establishes a financial contribution, typically combining a fixed fee and a variable revenue share linked to commercial performance.

KPIs, deliverables and monitoring



- **Minimum KPIs:** EITHE02.4 (Marketed Innovations) or EITHE04.4 (Startups created of/for innovation) with a minimum target of 1.
- **Mandatory deliverables:** technical sheet, product plan or business plan, impact assessment methodology and baseline assessment, IP strategy, demonstration report, impact assessment report and final dissemination report.
 - Additional deliverables might be applicable: procurement strategy (preliminary and final), citizen and user engagement plan and citizen and user engagement report.
- **Project monitoring:** in accordance with the Financial Support Agreement, the Project Implementation Handbook and the rules and procedures established in the Horizon Europe Model Grant Agreement.

Intellectual Property (IP)



- **Proposed solutions must have a sound IP strategy to ensure future commercialisation:**
 - Cannot be copied by third-parties.
 - Does not infringe on existing third-parties' IP.
- Proposals with planned measures to protect innovations and exploit core IP rights will be positively evaluated (see evaluation criteria: excellence).
- Submission of a **Freedom to Operate** study carried out by an independent expert is recommended.

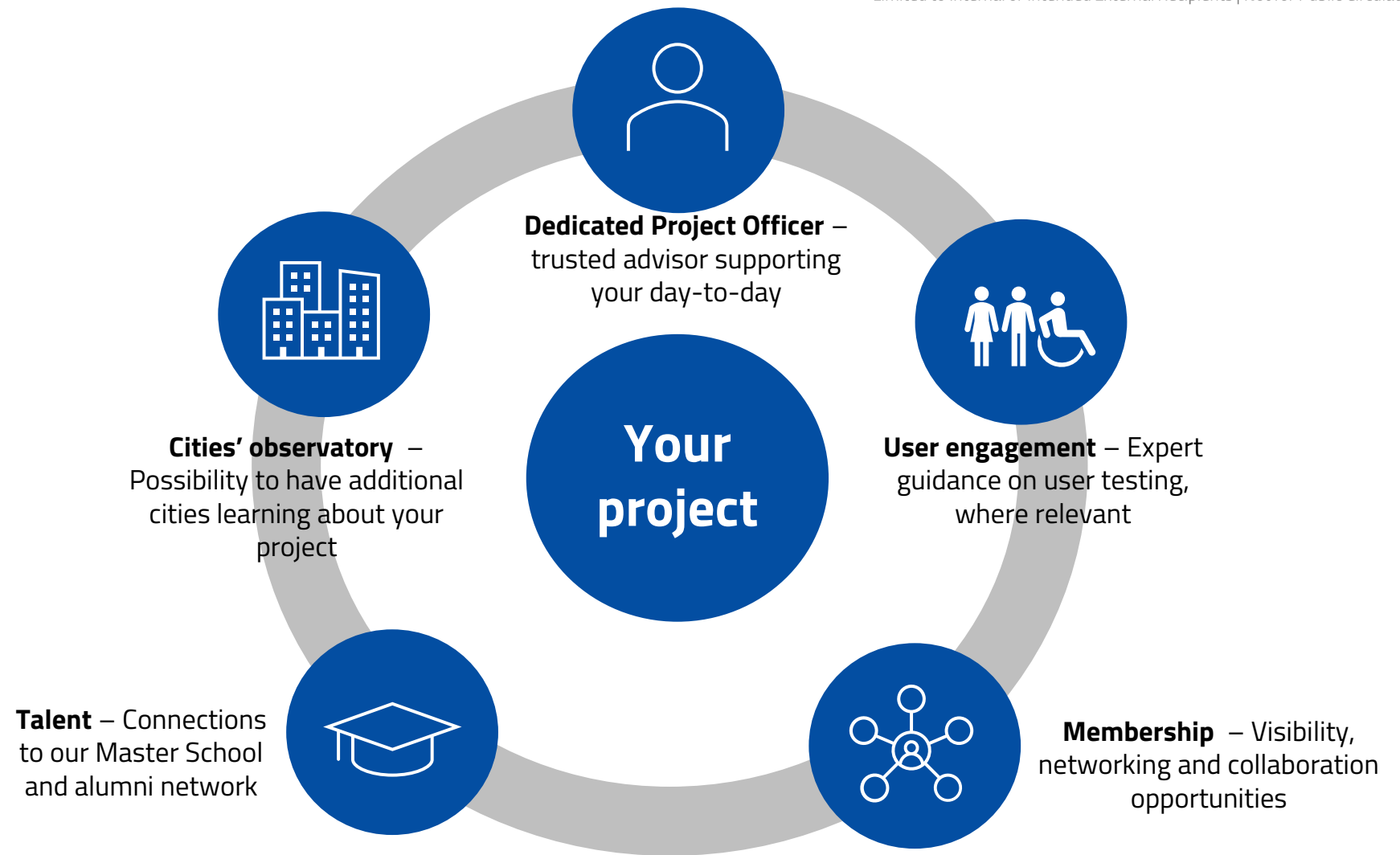
Gender and diversity



- **Diversity drives better innovations**
- Proposals should:
 - Demonstrate how gender and diversity are integrated in the solutions' design and implementation
 - Propose a diverse team, including at decision-making level.
- Proposals with generic descriptions about the inclusion of gender and diversity will be penalised (see evaluation criteria: excellence & implementation).
- See our article: [Gender mainstreaming for inclusive mobility](#)

More than funding

Active support throughout your project journey



Cities Observers Group (COG)

An early-engagement and knowledge-exchange initiative from EIT Urban Mobility connecting funded projects with interested cities, PTOs and PTAs from our community to strengthen market relevance and accelerate adoption beyond the project.



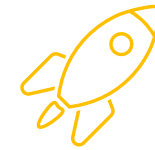
Observer cities

Identified and invited by
EIT Urban Mobility



Knowledge exchange

Site visits, feedback and
lessons learned



Market uptake

Identify barriers and
opportunities for replication

Voluntary, but strongly recommended

Foresee engagement activities in the work plan and budget **up to €4,000** for travel costs of up to 4 observer cities.

What type of proposals we are looking for?



Critical market needs

Address pressing mobility challenges with clear demand from cities, operators or industry.



Strong innovation ambition

Deliver significant advances beyond existing solutions, with credible technical development and de-risking



Strong consortium & real-world testing

Bring together the right partners, including committed demonstration hosts and commercialising partners



Clear path to market & scale

Demonstrate a viable business model, measurable impact and potential for replication across Europe

We are looking to fund innovation that would not reach the market as quickly, at the same scale or with the same level of ambition without EIT Urban Mobility's support.

Common pitfalls to avoid in your proposal

Lessons learned from previous cut-offs of the Strategic Innovation Open Call



Unvalidated market need

Technology-driven solutions without clear demand from cities, operators or end-users.



Limited innovation

Existing solutions or integration of mature technologies without clear added value or differentiation.



Weak business model

Unclear pricing, revenue model or go-to-market strategy; limited evidence of willingness to pay.



Limited scalability

Niche solutions, excessive local customisation or dependence on costly third-party data



Insufficient market readiness

Research-focused projects or those limited to prototyping, small-scale testing



Weak consortium & implementation

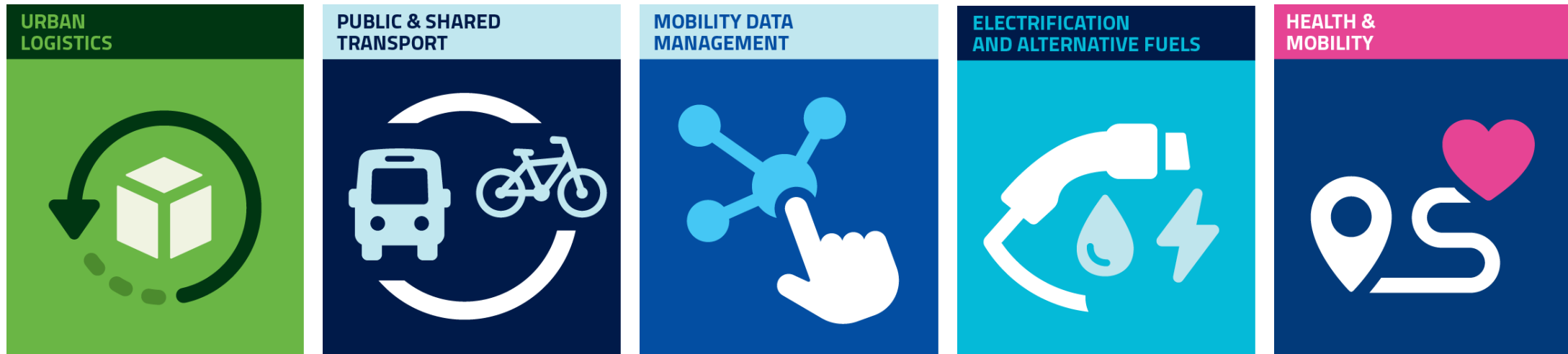
Missing committed demo hosts, disproportionate budgets or insufficient BD activities

Topics scope and success stories

Alex Bojeri, Innovation Manager

Topic scope

Addressing one or several high impact markets



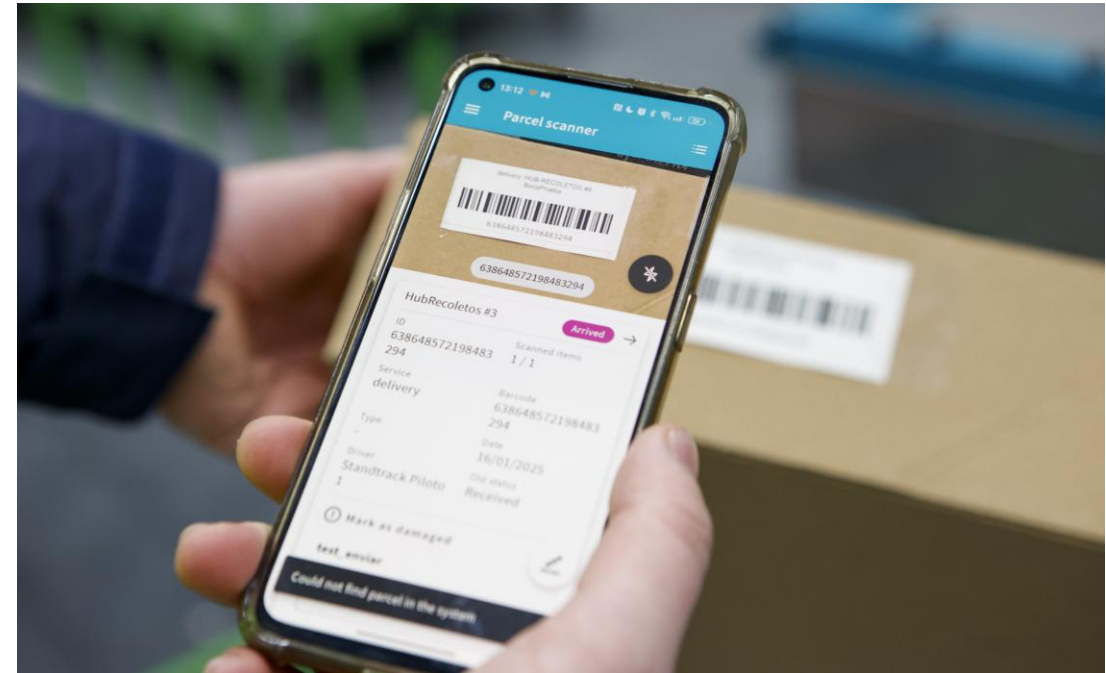
Urban Logistics



Rethink the whole urban freight system - not only last mile.

WE ARE LOOKING FOR

- Efficient, resilient urban logistics across freight flows
- Smarter, collaborative systems + business models
- Interoperability across operators, cities + users



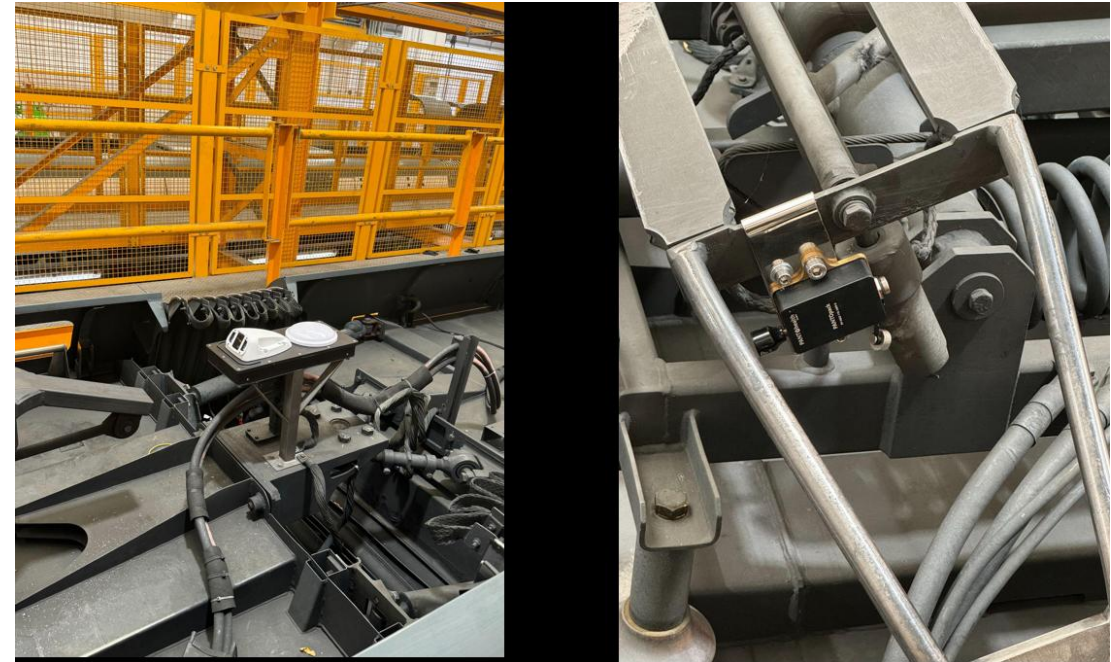
Public & Shared Transport



Help public mobility serve more people with fewer resources.

WE ARE LOOKING FOR

- Inclusive, resilient public + shared mobility
- Multimodal, accessible + user-centred services
- Flexible operations for underserved areas



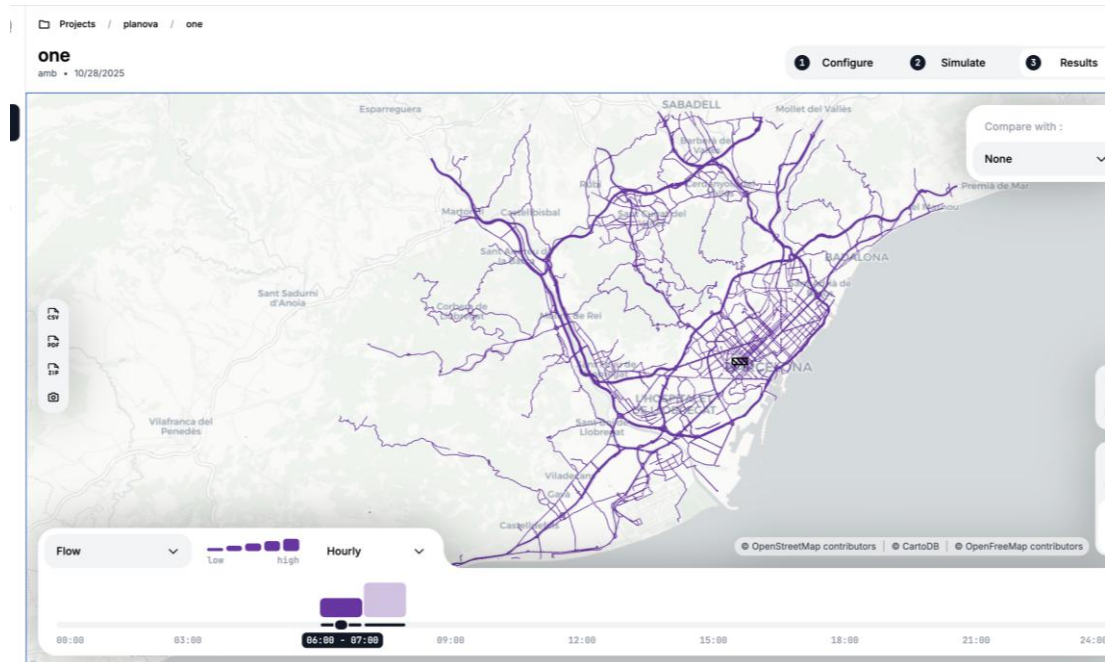
Mobility Data Management



Connect data across silos to plan, operate and regulate.

WE ARE LOOKING FOR

- Integrated planning + data-informed decisions
- Orchestration, resilience + regulatory monitoring
- Modular, interoperable tools aligned with EU standards



Electrification & Alt Fuels



Turn zero-emission technology into deployable urban systems.

WE ARE LOOKING FOR

- Vehicles, fleets + retrofits with system-level integration
- Smart charging, grids + battery circularity
- Complementary fuels with clear urban value + scale



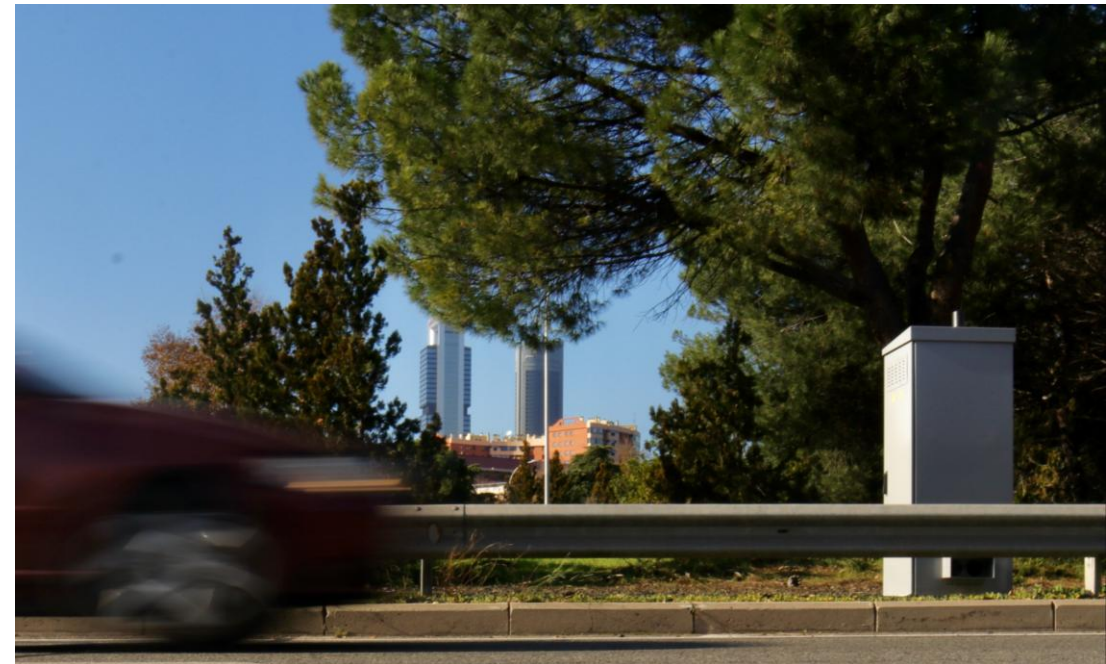
Health & Mobility



Make healthier mobility measurable, adoptable and inclusive.

WE ARE LOOKING FOR

- Safer, more inclusive walking + cycling
- Healthier cities with less air + noise pollution
- Vision Zero innovation for vulnerable road users

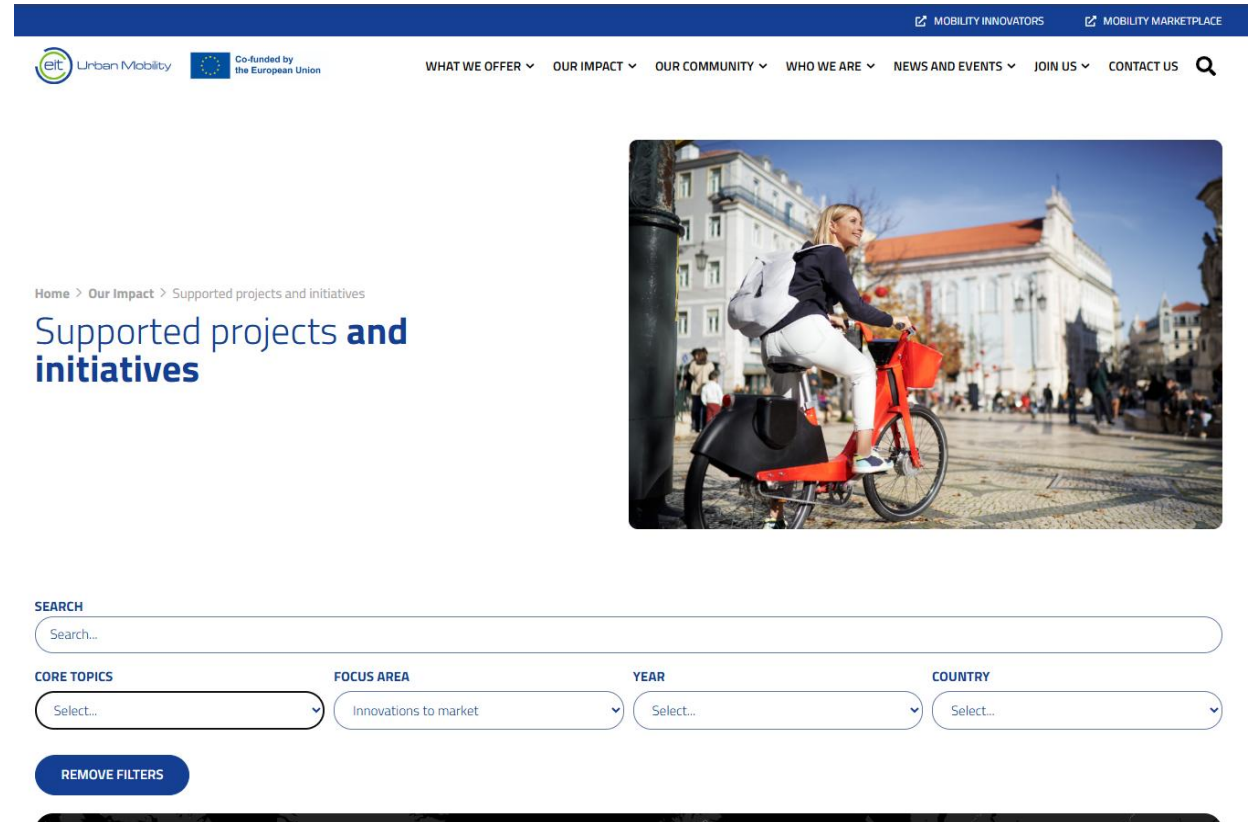


Past projects inspire,
but they don't prescribe

Bring substantial new innovation
and clear added value.

WHAT THIS MEANS

- Past examples offer inspiration only
- Following them gives no evaluation advantage
- Replication without substantial new value is out of scope



Home > Our Impact > Supported projects and initiatives

Supported projects and initiatives

SEARCH

Search...

CORE TOPICS FOCUS AREA YEAR COUNTRY

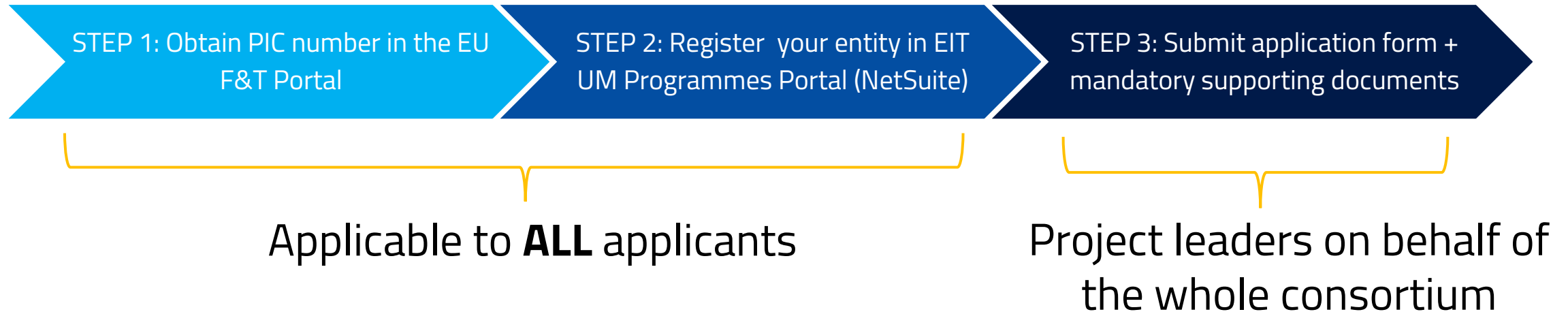
Select... Innovations to market Select... Select...

REMOVE FILTERS

Proposal submission, evaluation and selection

Elina Sergejeva, Programme Officer

Proposal submission



Guidelines for applicants document and application form sample in word format available on the calls' webpage

Application form + supporting documents

The screenshot shows a web-based application form titled 'Call For Proposal Application'. It includes a 'SaveAsDraft' button and a 'Main Information' section with fields for 'Main Innovation', 'Open Call 2025', 'Opening date' (2024-12-19), 'Closing date' (2025-10-15), and 'Status' (InProgress). Below this are tabs for 'Main Information', 'Partner Information', 'Project Scope', 'WorkPlan', 'Supporting Documents', and 'Budget'. The 'Main Information' tab is active, showing a 'Main Information' section with a 'Main Information' field and a 'Main Information' field. There is also a 'Main Information' field and a 'Main Information' field.



Application form

- Main information
- Partner information
- Project scope
- Workplan
- Budget

Mandatory documents

- Pitch deck
- Financial data from all organisations identified as commercial partners

Other non-mandatory documents

- Letters of support
- Freedom to operate studies
- Link to project video



- Applications missing any of the mandatory documents or submitting wrong documents will not be admissible.

Evaluation and selection

Admissibility and
eligibility check

- **Process:** Assessment performed by EIT Urban Mobility.
- **Criteria:** Completeness, applicant eligibility, applicant registration, consortium composition and co-funding rate.

Stage 1: Evaluation

- **Process:** Assessment performed by 3 external evaluators and 1 internal EIT Urban Mobility evaluator.
- **Criteria:** Strategic fit & EU dimension, excellence, impact, and quality and efficiency of the implementation.

Stage 2: Hearing and
portfolio selection

- **Process:** Online hearing with the EIT Urban Mobility Selection Committee.
- **Criteria:** Quality and credibility of the hearing and contribution to EIT Urban Mobility Financial Sustainability

Admissibility and eligibility check

YES/NO assessment



- ✓ The proposal is **complete and in English**
- ✓ **Each applicant is eligible**
- ✓ **Submission limit** across cut-offs is not exceeded for substantially similar proposal
- ✓ Each applicant has **registered and completed the PIF**.
- ✓ **The consortium is eligible** (min 2 independent legal entities from 2 different eligible countries)
- ✓ The proposal has a minimum **co-funding rate of 35%**



Recommendations

- Register all applicants well in advance, especially if any entity does not have a PIC number.
- Start online application well in advance (use off-line version to work on the draft).
- Double-check you have correctly uploaded the mandatory documents.



Rectification period only available for issues related to partner registration.

Stage 1 Evaluation

Criteria	Maximum score	Minimum qualifying score
Strategic fit & EU dimension	15 points	9 points
Excellence	20 points	12 points
Impact	20 points	12 points
Implementation	20 points	12 points
TOTAL	75 points	

Only proposals that obtain a minimum score for each of these four criteria will qualify for the next stage.

Stage 1 Evaluation

Proposal
qualifies for
next stage

Proposal does
NOT qualify for
next stage

Criteria	Maximum score	Minimum qualifying score	Example 1	Example 2
Strategic fit & EU dimension	15 points	9 points	9 points	8 points
Excellence	20 points	12 points	12 points	12 points
Impact	20 points	12 points	12 points	13 points
Implementation	20 points	12 points	12 points	12 points
TOTAL	75 points		45 points	45 points

Stage 1 Evaluation



Recommendations

- Read carefully the evaluation criteria available in the Call Manual.
- Follow guidance questions available in the application form.

Key aspects to consider:

Strategic fit

Clear alignment with EIT Urban Mobility's mission, strong EU dimension, and meaningful involvement of cities and Knowledge Triangle partners where relevant.

Excellence

A significant urban mobility challenge addressed with a clear market opportunity and a highly innovative solution.

Strong commercialisation strategy, clear route to deployment, and consideration of gender, diversity, and accessibility.

Impact

It focuses on the path to market, the scalability potential and broader societal and environmental impacts.

Implementation

Evaluates the core team, its competences and the value-for-money principles.

Workplan & risk register: project management, tech development, pilots, go-to-market actions.

Stage 2 Hearing and proposal selection



Online hearing with EIT Urban Mobility selection committee

- **Top-ranked** proposals above minimum qualifying scores for each criterion, representing 200% the available budget per cut-off.
- **Format:** 15' pitch + 15' Q&A.
- Further guidance will be provided to shortlisted proposals.

Proposal selection



Pre-selected proposals:

- May need to fulfil certain **conditions** before they can be awarded.
- Commercial partners will have to agree and sign the FS agreement prior project start.

PROJECT READY
TO START!



Live demo of application submission

Mobility innovators

Emma Cohn, Communications Officer

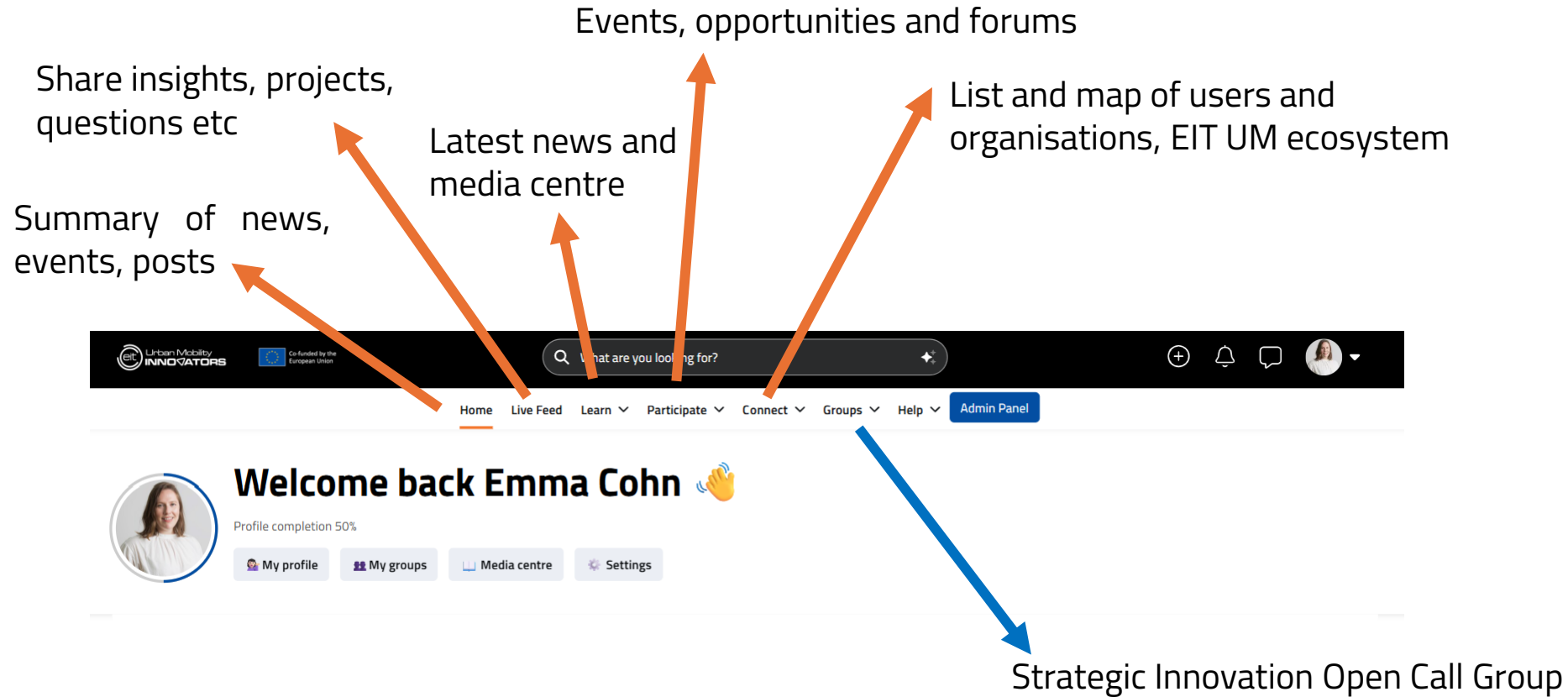
Mobility Innovators

by EIT Urban Mobility

A digital platform for the largest mobility innovation community in Europe to share, collaborate, and drive forward the transition to sustainable mobility.



Overview



Profile expertise

Create your personal profile and connect your organisation in the 'Experience' section to facilitate networking in the platform.



Arianna Donzelli
Community manager at EIT Urban Mobility

Current City
Barcelona, Spain

Community role
EIT Urban Mobility team

[Edit my details](#)

Recent Activity

About [Edit](#)

About:
As Community Manager, feel free to reach out with any questions or suggestions about the platform. Whether it's an issue, a request for changes, or ideas for features or discussions, I'm here to help. Your feedback is always welcome, I'm here to support innovators!

Member information [Edit](#)

Organisation: EIT Urban Mobility

Main area of expertise:

Other area of expertise:

Experience [Create](#)



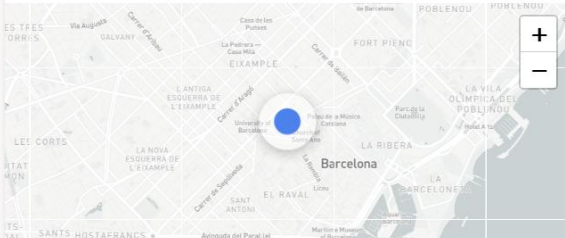
Community Manager at [EIT Urban Mobility](#) [Remove](#) · [Edit](#)

Type of organisation: Other

Contact [Edit](#)

Emails
✉ arianna.donzelli@eiturbanmobility.eu +

Current City

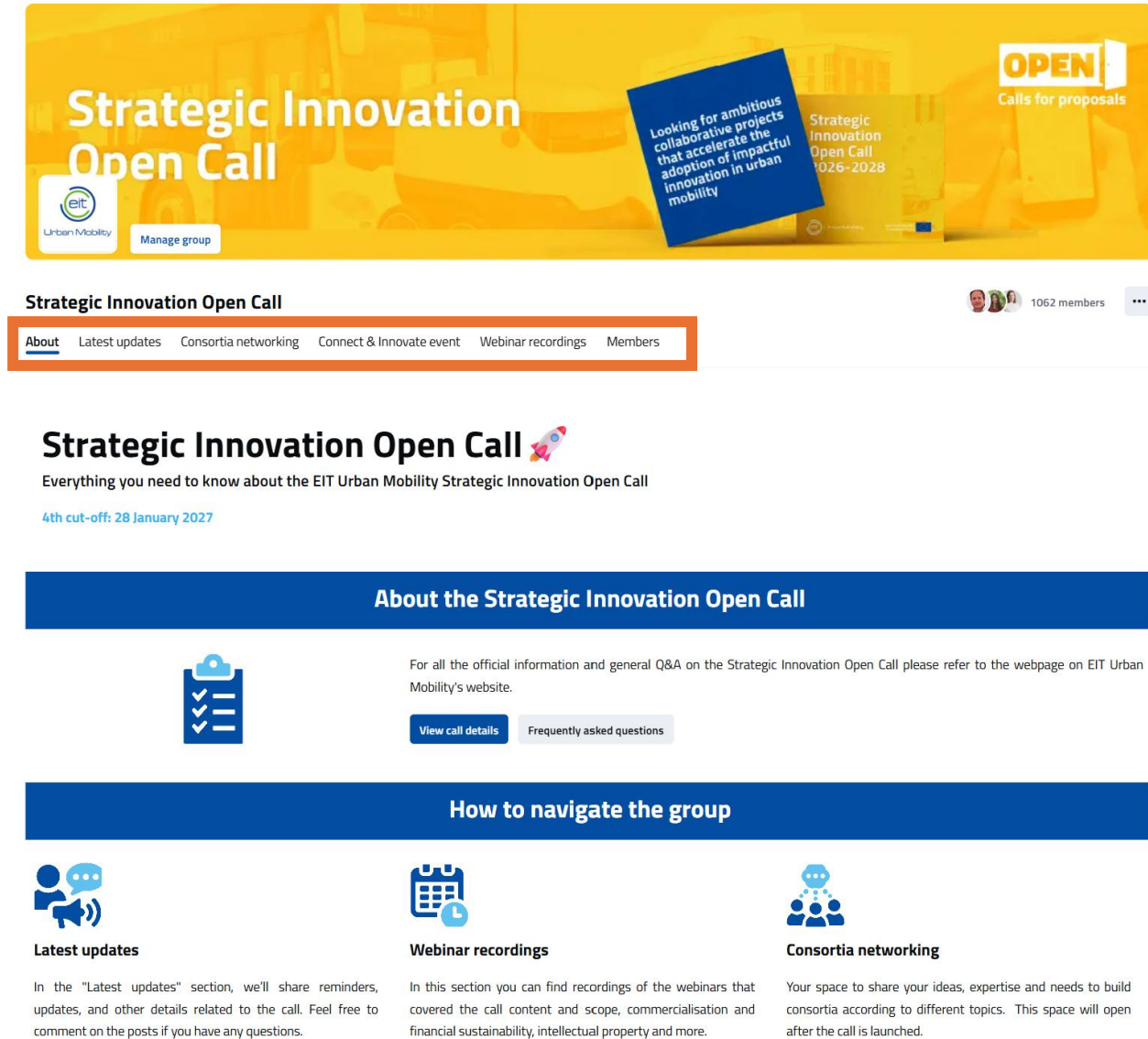


Groups



Community Days
274 members

A space to stay informed and connect



Strategic Innovation Open Call

Looking for ambitious collaborative projects that accelerate the adoption of impactful innovation in urban mobility

OPEN Calls for proposals

Strategic Innovation Open Call 2026-2028

Strategic Innovation Open Call

1062 members

[About](#) [Latest updates](#) [Consortia networking](#) [Connect & Innovate event](#) [Webinar recordings](#) [Members](#)

Strategic Innovation Open Call 🚀

Everything you need to know about the EIT Urban Mobility Strategic Innovation Open Call

4th cut-off: 28 January 2027

About the Strategic Innovation Open Call

For all the official information and general Q&A on the Strategic Innovation Open Call please refer to the webpage on EIT Urban Mobility's website.

[View call details](#) [Frequently asked questions](#)

How to navigate the group



Latest updates

In the "Latest updates" section, we'll share reminders, updates, and other details related to the call. Feel free to comment on the posts if you have any questions.



Webinar recordings

In this section you can find recordings of the webinars that covered the call content and scope, commercialisation and financial sustainability, intellectual property and more.



Consortia networking

Your space to share your ideas, expertise and needs to build consortia according to different topics. This space will open after the call is launched.

 **About:** information on how to navigate the group and link to official call published on the EIT Urban Mobility website.

 **Latest updates:** Stay up-to-date with the latest call information.

 **Consortia networking:** A section to discuss your ideas, needs, and expertise, and build consortia with other experts.

 **Connect and Innovate event:** 1:1 matchmaking events

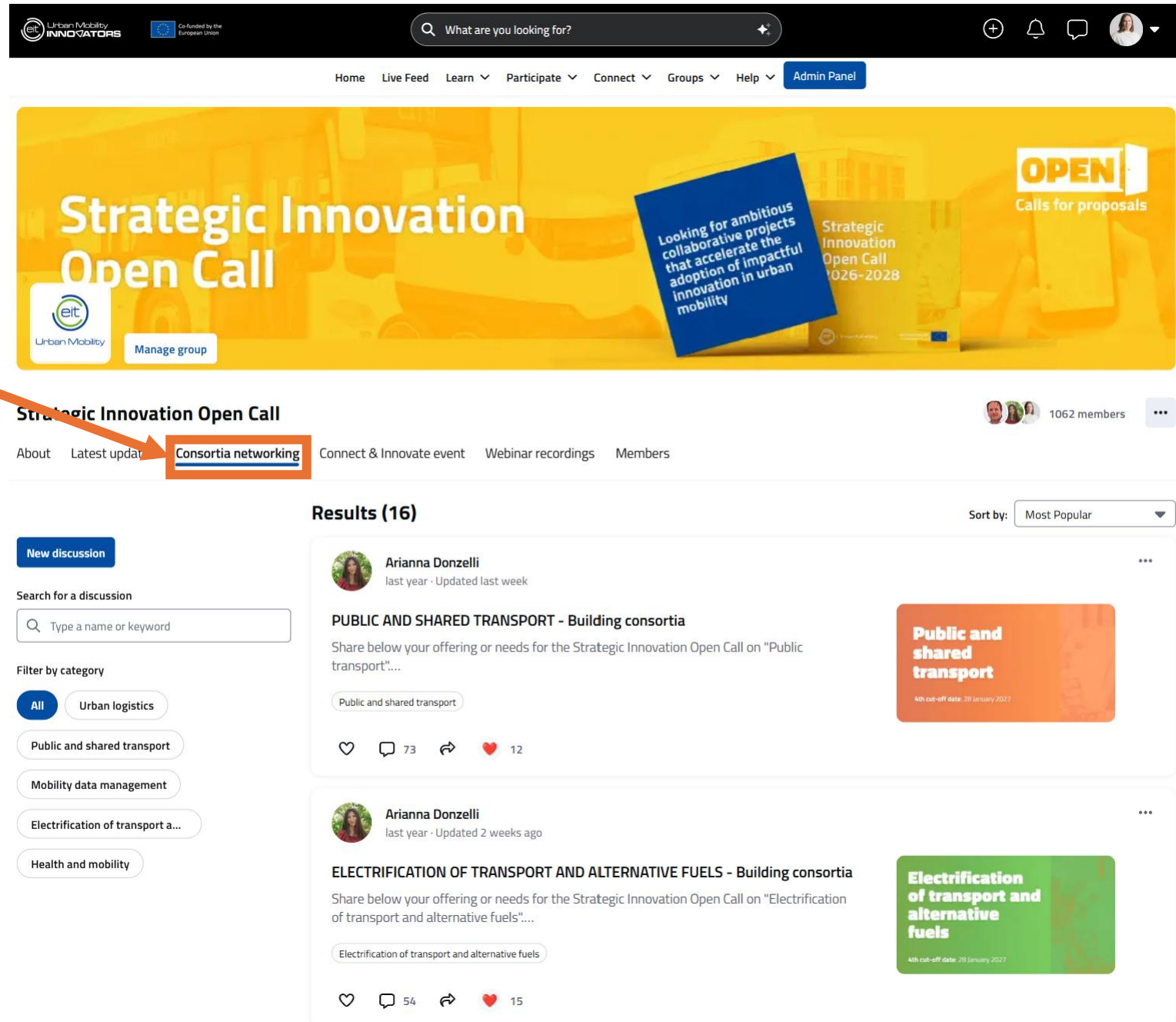
 **Webinar recordings:** Call information webinars recordings and presentation slides.

 **Members:** Search and connect with potential collaborators interested in the Call.

Connect – consortia networking

Search, share and connect via the 'Consortia networking' tab based on the 5 call topics.

Look for: type of partner, expertise, demo host or technology
Expertise: share your specific skills, knowledge or experience.
Idea: outline your proposed project or challenge to be addressed



The screenshot displays the Urban Mobility Innovators website interface. At the top, there is a navigation bar with links for Home, Live Feed, Learn, Participate, Connect, Groups, Help, and an Admin Panel. A search bar is also present. The main banner area features a large yellow background with the text 'Strategic Innovation Open Call' and a blue box stating 'Looking for ambitious collaborative projects that accelerate the adoption of impactful innovation in urban mobility'. Below this, the 'Strategic Innovation Open Call' section is visible, with a 'Consortia networking' tab highlighted in orange. To the left of the main content, there is a sidebar with a 'New discussion' button and a search bar for discussions. Below the search bar, there are filters for categories: All, Urban logistics, Public and shared transport, Mobility data management, Electrification of transport a..., and Health and mobility. The main content area shows 'Results (16)' and lists two search results. The first result is titled 'PUBLIC AND SHARED TRANSPORT - Building consortia' and the second is 'ELECTRIFICATION OF TRANSPORT AND ALTERNATIVE FUELS - Building consortia'. Both results include a description, a call-to-action button, and a 'With cut-off date' label.

Urban Mobility INNOVATORS

Co-funded by the European Union

What are you looking for?

Home Live Feed Learn Participate Connect Groups Help Admin Panel

Strategic Innovation Open Call

Looking for ambitious collaborative projects that accelerate the adoption of impactful innovation in urban mobility

Strategic Innovation Open Call 2026-2028

OPEN Calls for proposals

Urban Mobility Manage group

Strategic Innovation Open Call

About Latest updates **Consortia networking** Connect & Innovate event Webinar recordings Members

1062 members

New discussion

Search for a discussion

Type a name or keyword

Filter by category

All Urban logistics Public and shared transport Mobility data management Electrification of transport a... Health and mobility

Results (16)

Sort by: Most Popular

Arianna Donzelli last year · Updated last week

PUBLIC AND SHARED TRANSPORT - Building consortia

Share below your offering or needs for the Strategic Innovation Open Call on "Public transport"....

Public and shared transport

73 12

Public and shared transport With cut-off date: 28 January 2027

Arianna Donzelli last year · Updated 2 weeks ago

ELECTRIFICATION OF TRANSPORT AND ALTERNATIVE FUELS - Building consortia

Share below your offering or needs for the Strategic Innovation Open Call on "Electrification of transport and alternative fuels"....

Electrification of transport and alternative fuels

54 15

Electrification of transport and alternative fuels With cut-off date: 29 January 2027

Connect – members & messages

Urban Mobility INNOVATORS Co-funded by the European Union

What are you looking for?

Home Live Feed Learn Participate Connect Groups Help Admin Panel

Strategic Innovation Open Call

Looking for ambitious collaborative projects that accelerate the adoption of impactful innovation in urban mobility

Strategic Innovation Open Call 2026-2028

1062 members

About Latest updates Consortia networking Connect & Innovate event Webinar recordings **Members**

Search for members

Search by location

Type a name or keyword

Type and select a location

More filters Clear all filters

Sort by: Recently active

Members (1062)

Emma Cohn
Active today · Barcelona, Spain

Innovation Communications Officer

Community role: EIT Urban Mobility team
Main area of expertise: -
Organisation name: EIT Urban Mobility

Send message Follow

João Bernardino
Active today · Lisbon, Portugal

Mobility innovation facilitator

Community role: EIT Urban Mobility - Silver partner
Main area of expertise: New mobility services > Mobility as a Service (MaaS)
Organisation name: Ocean Strategy Unipessoal Lda

Send message Follow

Ákos Dervalics
Active today · Budapest, Hungary

ceo at Green Brother

Community role: EIT Urban Mobility country representative, EIT Urban Mobility - Silver partner
Main area of expertise: -
Organisation name: Green Brother

Send message Follow

Björn Lindner
Active today · Zürich, Switzerland

Head of Innovation Planzer Transport AG

Community role: EIT Urban Mobility - Silver partner
Main area of expertise: Urban logistics > Urban logistics hubs
Organisation name: Planzer Transport AG

Send message Follow

Melanie Grötsch
Active today · Munich, Germany

Head of research at Department of Mobility - City of Munich

Community role: EIT Urban Mobility - Leading City partner
Main area of expertise: Public space design > Universal access
Organisation name: City of Munich

Send message Follow

Apostolos Georgiadis
Active today · Esslingen, Germany

CEO, nfinity GmbH

Community role: Startup
Main area of expertise: Road safety and security > In-vehicle safety technology
Organisation name: nfinity GmbH

Send message Follow

Members: Search members of the Strategic Innovation Open Call group based on their name and location or filter by organisation name, type or areas of expertise.

Messages: Contact members of the group by sending them a message via the members page or the chat tool.

Connect & Innovate

- Next event:
 - Registrations open early November
 - 1:1 conversations will take place at the end of November
- Opportunity to connect with other innovators with whom you can exchange ideas and explore collaboration opportunities for the Call.
- Keep your eyes open for updates on the event in Mobility Innovators



Contact us

innovationcall@eiturbanmobility.eu