

# Call information

## 03 September 2024

Targeted call #4

**This session will be recorded.**



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European Union

# Info webinars

**Tuesday,  
September 03**

**Call Information**  
10:00 – 11:00

**Wednesday,  
September 04**

**FSM**  
11:00 – 12:00

**Tuesday,  
September 10**

**IPR**  
09:30 – 11:00

**Session recordings will be made available on Call webpage**



# Agenda

Time	Topic	Presenter
15.00 – 15.10	Intro EIT UM & Innovation Programme	Judith Schuermans - Innovation Manager
15.10 – 15.40	Targeted topics	Laura Val, Mohamed Adnan Aboulaich, Andrea Costa - Targeted officers (topic experts)
15.40 – 16.10	Call requirements	Judith Schuermans - Innovation Manager
16.10 – 16.20	Application & evaluation	Isabell Tributsch - Programme Officer
16.20 – 16.30	EIT UM Community & Partner Benefits	Mick Samsom, Strategic Projects Officer (Ecosystem)
16.30 – 17:00	Q&A	Participants

# Intro EIT UM & Innovation programme

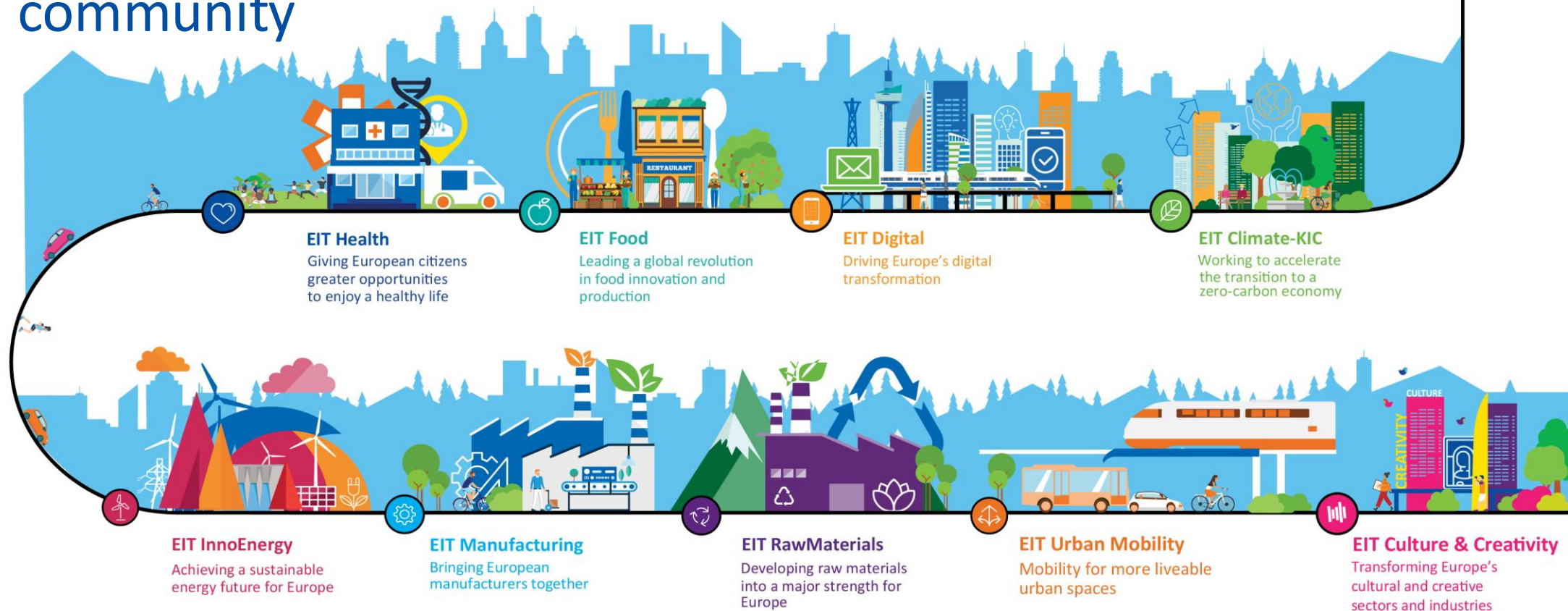


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# We are part of the EIT community

Access the largest and most influential innovation community







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# MOBILITY FOR MORE LIVEABLE URBAN SPACES



# We engage in four main intervention areas to drive change



## Match and connect

Connecting private and public sector partners to access markets, talent, finance and knowledge



## Talent to business

Fostering entrepreneurship through practical learning



## Innovations to market

Piloting market-ready solutions in cities



## Startups to scale

Boosting startup growth for long-term impact





In the current context of climate emergency, our goal is to radically advance **commercially viable solutions** that accelerate change towards a **sustainable mobility model for cities**



Cable-less and renewable energy docks for e-scooters. CLEANERGY4 MICROMOBILITY, 2022



# Our projects' DNA



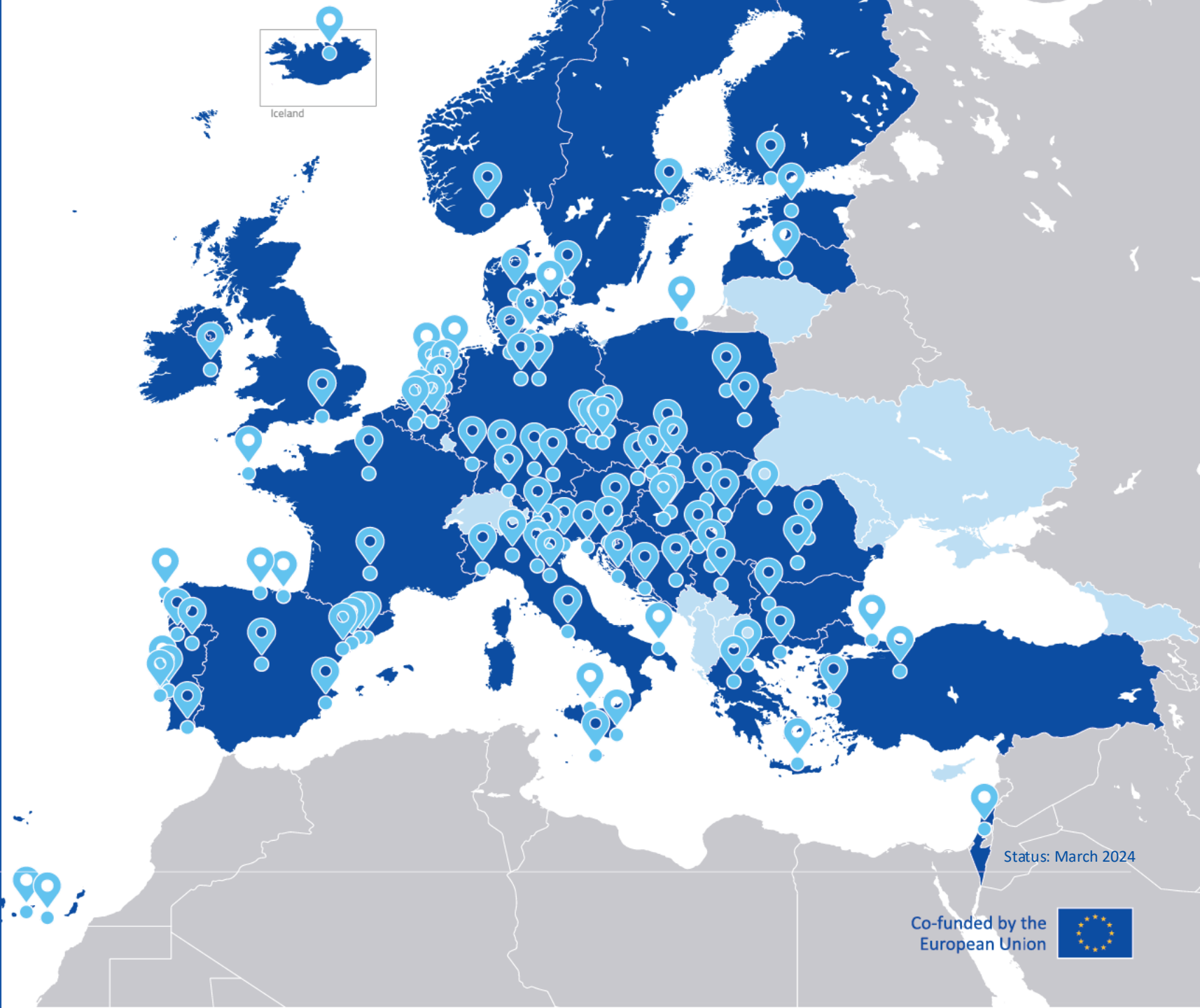
Creating impact in cities across Europe

250

pilots in

110+

cities



Status: March 2024



# Targeted topics



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# Topics



The uptake of **Hydrogen Refuelling Stations** for sustainable urban transport



Mitigating **non-exhaust pollution** stemming from urban transport



Ensuring Vision Zero and **safety for vulnerable urban road users**



Promoting a competitive and sustainable **European Cycling industry**







# The uptake of Hydrogen Refuelling Stations for urban transport

# Topic relevance

## 1. Regulatory Push:

[AFIR regulation](#) (Feb 2024): **HRS must be deployed by 2030** - for cars and lorries in all urban nodes and every 200 km along the TEN-T core network.

## 2. Status:

- **Low HRS density:** Only 184 operative stations in all EU.
- **Limited capacity:** 80% max capacity of 100-250 kg/day, suitable for small bus fleets.
- **High investment:** €1.5M-€8M, depending on capacity and local requirements.
- **Long construction times:** 9-24 months from permitting to operation.
- **Lack of regulations:** Specific HRS regulations exist only in DE, NL, FR, IT, and BG.



# Topic scope

EIT Urban Mobility supports the development, commercialisation, and demonstration of an easy-to-deploy and/or transportable Hydrogen Refuelling Station that;

- can dispense a minimum of 500 kg/day.
- advances SoTA by improving operative parameters of HRS station such as refuelling time, refuelling pressure, and max waiting time to fuel consecutive vehicles.
- can be homologised in at least 3 out of the 5 EU countries, where specific HRS rules have already defined.





2

# Mitigating non-exhaust emissions stemming from urban transport



# Topic relevance

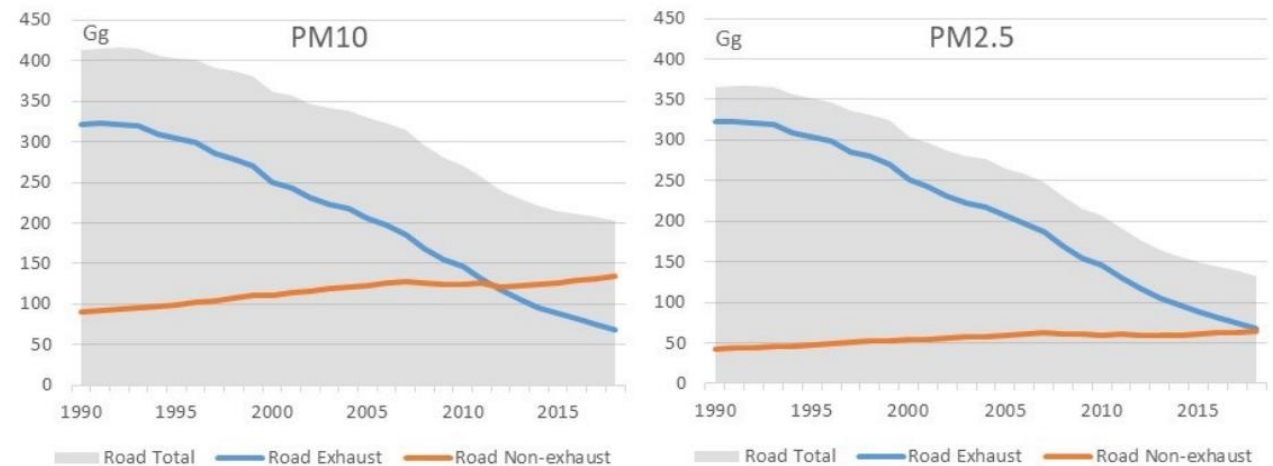
**1. Growing significance:** Increase in NEE (PM10 and PM2.5) due to rising transport demand. NEE have already overtaken exhaust emissions. **By 2050, NEE will make up 90% of all particles emitted by road transport.**

**2. Negative impact:** NEE adversely affects both health and environment, according to latest research.

### 3. EU regulation progress:

- An agreement reached to revise the Ambient Air Quality Directives:
  - Standards closer to WHO guidelines for 2030
  - Aiming to achieve zero-pollution by 2050
- Euro 7 adopted: the first regulation to set limits on non-exhaust emissions (phase-in 2027).

Figure 4: PM10 (left) and PM2.5 (right) emissions from road transport in EU28 (1990 to 2018)



Source: EEA2020 – data download September 2020.

# Topic scope

The **development and commercialisation of innovative solutions that mitigate non-exhaust emissions** in urban environments and/or stemming from urban transportation.

- PM10 and PM 2.5 from e.g. tyre, brake, road, rail and powerline.
- Urban transportation such as public transport (metro, tram, buses) and others such as last mile logistics, waste collection and taxi fleets.
- This topic covers solutions for advanced air quality monitoring and PM measurement, for the reduction of non-exhaust emissions (NEE) at source, for the filtration of NEE near the source, and for NEE removal from closed and semi-closed environments.

## Impact:

Proposals must lead to a reduction in NEE originating from mobility activities in urban spaces and reduce negative externalities of the system.





# Ensuring Vision Zero and safety for vulnerable urban road users

# Topic relevance

- 1. Align with EU's Zero Vision goal:** The EC's Zero Vision goal aims for zero fatalities by 2050 and a 50% reduction by 2030. In EU cities, vulnerable road users like pedestrians and cyclists represents a 70% of road fatalities.
- 2. Challenges toward Vision Zero:** Over the past five years, EU road fatalities have decreased by 12%. However, progress has stalled, with 20,400 deaths last year—a modest 1% decrease from the previous year.
- 3. Market opportunity ITS:** Intelligent Transport Systems have emerged as a potential mitigation measure to make roads safer for all by enhancing the design, maintenance, and management of urban roads.





# Topic scope

The EIT Urban Mobility is committed to the EU's Vision Zero goal and supports the **development and commercialisation of Intelligent Transport Systems (ITS)** to reduce fatalities and severe injuries on urban roads.

This effort focuses on vulnerable road users and includes proactive solutions related to road infrastructure design, maintenance, and operations.





# Promoting a competitive and sustainable European cycling industry





# Topic scope

EIT Urban Mobility aims to fund innovative solutions that promote a competitive and sustainable European cycling industry, focusing on three sub-topics:

- Light means of transport (LMT) batteries
- New services and business models, and
- Sustainable local manufacturing.





# EIT funding allocation

Topic	Indicative EIT funding allocated
Promoting a competitive and sustainable European Cycling Industry	€ 1.5 million
The uptake of Hydrogen Refuelling Stations for sustainable urban transport	€ 650,000
Mitigating non-exhaust pollution stemming from urban transport	€ 2 million
Achieving Vision Zero and Safety for Vulnerable Urban Road Users	€ 850,000
<b>TOTAL indicative</b>	<b>€ 5 million</b>

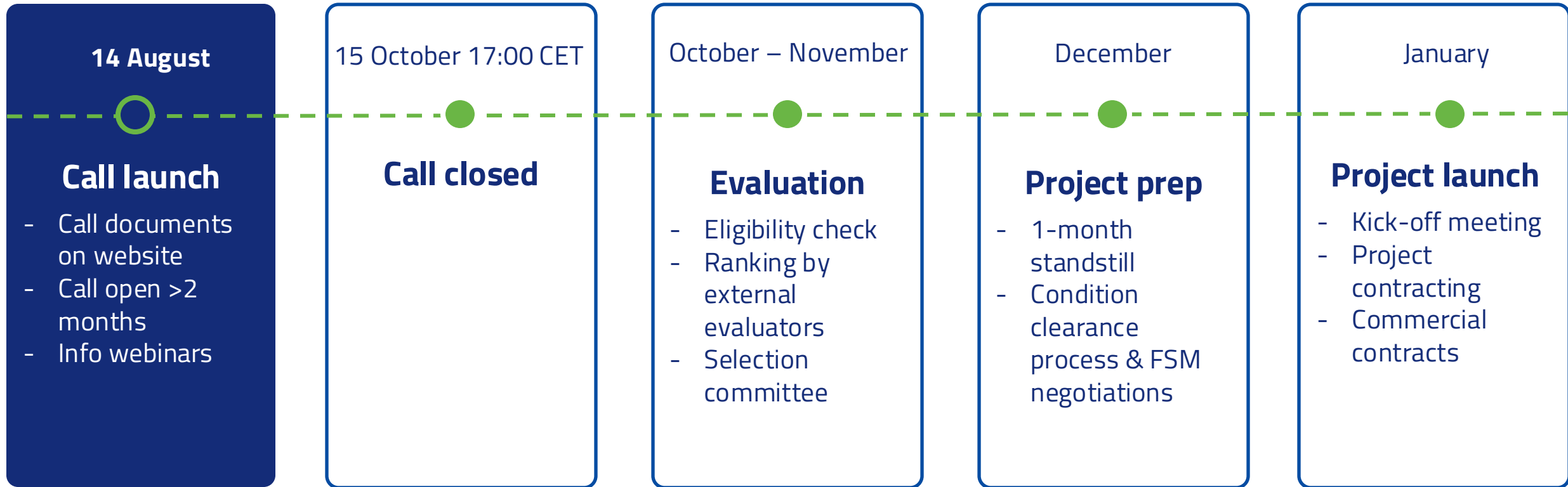
# Call Requirements



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# Timeline



# Requirements summary

Type of Requirement	Range
<b>Consortium</b>	<ul style="list-style-type: none"><li>• 2-5 partners</li><li>• International*</li></ul>
<b>Project Duration</b>	12 months (Jan - Dec 2025)
<b>EIT Funding**</b>	<ul style="list-style-type: none"><li>• Max 65% of total project cost</li><li>• €300-700k</li></ul>
<b>Mandatory KPIs</b>	<ul style="list-style-type: none"><li>• Marketed Innovation or start-up created</li><li>• Demonstration</li></ul>
<b>FSM (RoI)</b>	Type of FSM depending on type of commercial partner
<b>EIT UM member</b>	Consortium partners are required to become <a href="#">EIT UM members</a> once the project has started

\* International: At least two countries from EU Member States or/and Horizon Europe associated countries

\*\* Consortium size and funding can vary depending on the specific project.





# Who can apply

## MINIMUM REQUIREMENTS

- At least two **independent legal entities** established in **two** EU Member States and/or third countries associated with [Horizon Europe](#).
- **Mandatory project roles:**
  - One commercial partner
  - One demo host
    - A city/municipal government;
    - A company.
- *Other roles: technology expert partner, additional demo host.*

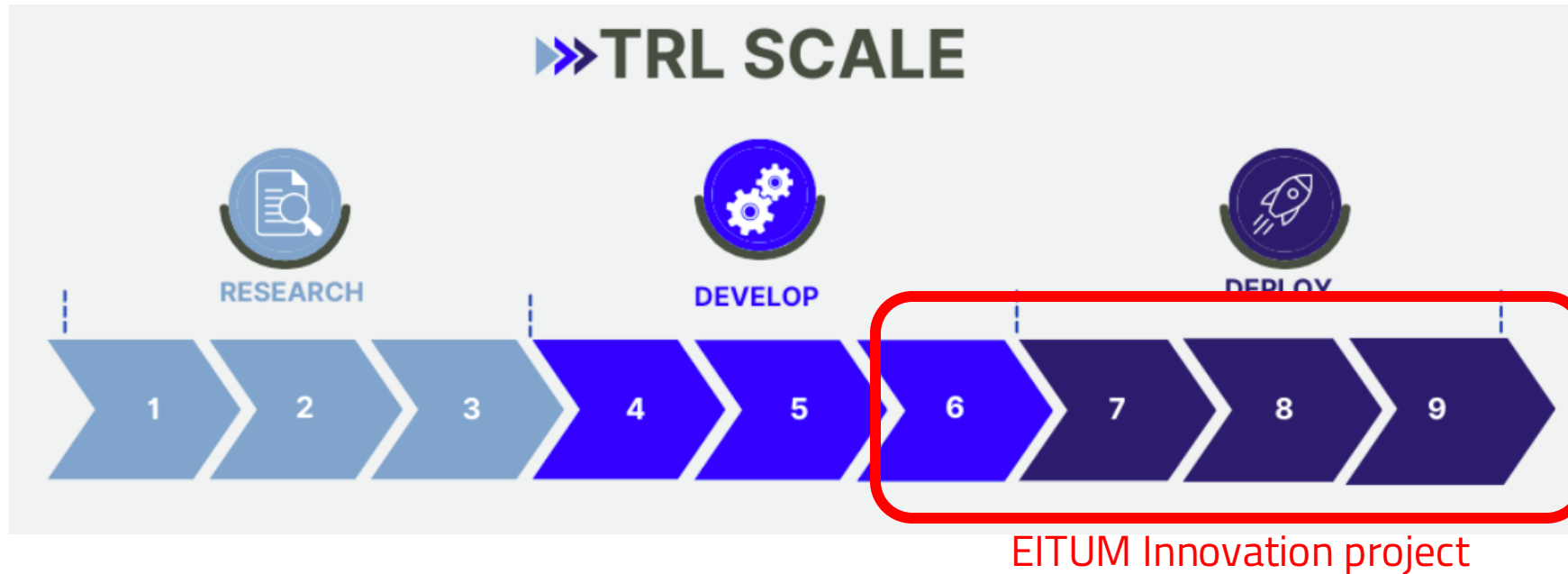
# Who can apply

## Requirements:

- All partners should have a **justifiable core role and appropriate budget**. Relevance of the consortium is part of the evaluation criteria (5 points)
- A commercial partner: who will commercialise the future product or service or will create a startup that will then commercialise the solution. **Responsible for FSM**.
- Demo hosts: beneficiaries of the future product or service. The project should address a **true pain point** for them.
- A technology expert partner: an entity with specific technological expertise that supports the commercial partner in **developing and/or validating the solution** to be commercialised.
- One single entity cannot be both a commercial partner and a demo host in the same proposal.
- One of the consortium partners or an additional partner may take the role of **Project Leader**.

# Technology Readiness Level

- The solution to be piloted should have successfully reached a minimum TRL level of 6.



- It is recommended to include in the proposal a link to a 1-minute video of the solution showing its main features and demonstrating the stated TRL level.

# Key Performance Indicators

KPI	Description	Minimum Target Expected
EITHE02.4 / EITHE2.5- EITRIS OR	Marketed Innovations / EIT RIS Marketed Innovation (EIT core)	1
EITHE04.4/4.5-EIT RIS	Startup created of/for innovation / EIT RIS Startup created of/for innovation (EIT core)	Or 1
KSN02	Demonstrations/ pilots/ living labs within a project that actively involve citizens and/or local associations (EIT Urban Mobility specific)	1
EITHE01.1	Intellectual property rights	Optional
KSN01	# Innovation pilot scaling	Optional
KSN03	# Public realm improvements	Optional

Please refer to [List of KPIs](#) for Innovation as provided on the call website to check description and evidence required to fulfill the KPI.



# EIT Urban Mobility financial sustainability

Projects funded under the innovation programme must contribute towards achieving EIT Urban Mobility financial sustainability (FS).

The listed commercial partner/s in the proposal are the ones responsible for the project's contribution to FS.

There are 3 types of FS mechanisms:

- **Sales pathway:** financial contribution in exchange for sales support
- **Investment pathway:** equity shares in the existing company
- **New company/spin-out created as a result of the project:** equity shares into the new company



Wednesday,  
September 04, 10:00h:  
**Commercialisation and  
Financial Sustainability  
Session**



# Intellectual Property

Proposals demonstrate that:

- ✓ They have already taken important steps to protect the underlying technologies, processes, components, brands of the future product or service
- ✓ It is commercially “safe” to make or sell the proposed solution. It is recommended to submit a FTO or similar study as supporting document



Tuesday, September 10, 09:30h:  
**Intellectual Property Session**

# Gender & Diversity

Diversity brings better innovation.

Projects should describe how they plan to:

- Consider G&D in the design and development of the solutions, pilots, etc.
- Promote women and under-represented groups taking an active role in the project.



*Gender and diversity considerations contribute 5 points to the evaluation criteria.*

# EIT UM membership



Status: October 2023



# Application Process



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# NetSuite Registration & Access

**STEP 1:** register in the [EU Funding & tender opportunities portal](#) to obtain the nine-digit Participant Identification Code (**PIC number**). If an organisation has already a PIC number, there is no need to register again.

**STEP 2:** access the new [EIT Urban Mobility NetSuite platform](#), by submitting the [Partner Information Form \(PIF\)](#).

NB: For organisations that are already registered in the PLAZA platform, do not submit the PIF form but **contact the EIT Urban Mobility Service Desk** [servicedesk@eiturbanmobility.eu](mailto:servicedesk@eiturbanmobility.eu): you will be provided with the credentials to access the new NetSuite platform.

**STEP 3:** access the [EIT Urban Mobility NetSuite platform](#) and find the open calls under *menu --> Call for Proposals --> Open Calls*.

# NetSuite Live Demonstration



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# Tips & Tricks

- All partners should be registered on NetSuite early on!
- Start creating and filling in the Application Form **at least 3 or 4 weeks before the submission deadline:** in this way you can familiarise yourself with the new system and can **let us know in due time if you are encountering any technical issues**
- Use our available template to prepare your descriptions in an **offline document using the available application form on the Call website**, and copy and paste the text in the online Application Form once final.
- If you have **co-editors**, remember that only **one user** at the time should work on the Application Form.
- The **Budget tab** should be one of the **last tabs to be filled in** since the structure is directly linked to the Work Plan structure. The budget will only be available once you created the Work Packages.
- **Save often:** in this way you can make sure no information will get lost (if you stop working on the Application Form for some time, the system will log you out automatically without saving).
- **Do not wait the last day/minute to submit the Application Form:** should you encounter any system error while submit the AF, EIT Urban Mobility staff will in fact not be able to properly assist you.





# Evaluation Process



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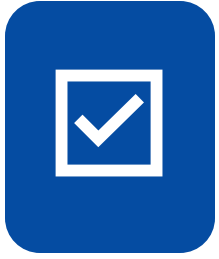


# Stages and timeline

- **Admissibility and eligibility check:** October 2024
- **External evaluation of proposals:** October - November 2024
- **Communication of results:** End of November 2024
- **Conditions clearance:** December 2024
- **Tentative start of the projects:** January 2025



# Admissibility



The proposal is completed, submitted in time via Netsuite online submission tool, written in English and has all the mandatory sections and annexes

- Deadline: 15 October 2024 at 17h CET
- Mandatory sections:
  - Application form
  - Business model canvas annex



# Eligibility

PIF/C

All applicants have fully completed the partner information form (PIF) in Netsuite online submission tool, including the PIC number.\*



Applicants (including all consortium partners) are located in an **EU Member State or third country associated with Horizon Europe.**



- At least **two independent entities established in two different countries** from EU Members States or Third countries associated to Horizon Europe.
- **One commercial partner**
- **Minimum one demo host**

KPI

All proposals must identify and address the minimum mandatory KPIs:

- 1x Marketed Innovation or the alternative start-up created,
- 1x Demo/Pilots/Living Labs.

%€

**Minimum co-funding rate of 35%** across the project.



Mandatory additional document - Business Model Canvas.

*\*PIC is assigned by the funding & tenders portal and then our applicants need it to register on NetSuite on our PIF.*



# External evaluation

- To be carried out by three independent external expert evaluators.

Criteria	Max. score
Strategic fit	15 points
Excellence	25 points
Impact	35 points
Implementation	25 points
<b>Total points</b>	<b>100 points</b>

← First qualifying phase – Threshold of 3 points in each sub-criterion

} Second qualifying phase – Full evaluation according to Excellence, Impact and Implementation



# External evaluation

- Details on the evaluation criteria are available in the Call Manual.
- Evaluation criteria are fully aligned with application form in Netsuite.

## Application form

### Addressable market

\* Include a brief description of the customer who will buy the product or service and the addressable market that these customers represent.

0 / 2000

### Unique selling points and competitive advantage

\* What are the competitive alternatives and how does your solution compare to them? Please compare key features of your offering to that of competitors on the market and in development.

0 / 2000

## Evaluation criteria

Impact: social, economic, financial and general sustainability	Max. score
Ambition of the proposal and contribution to expected impact	15 points
<ul style="list-style-type: none"><li>• The proposal clearly identifies the addressable market and customer segments.</li><li>• Its value proposition and unique selling points are convincing when compared to solutions currently available on the market.</li><li>• The proposed solution (KPI ETU 2.4) is highly scalable.</li></ul>	5 points

# EIT UM Community & Partner Benefits

Mick Samsom, Strategic Projects Officer (Ecosystem)



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# EIT Urban Mobility

We are the largest European innovation community for urban mobility...



...enabling our partners to speed up the transition to a decarbonised urban transport system



### Match and connect

Connecting private and public sector partners to access markets, talent, finance and knowledge



### Innovations to market

Deploying market-ready solutions in cities



### Start-ups to scale

Boosting start-up growth for long-term impact



### Talent to business

Educating next generation entrepreneurs

Mobility

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# We focus on innovations that most efficiently support cities on their way to net zero



Public transport



Electrification



Mobility data management



Urban logistics



Health and mobility

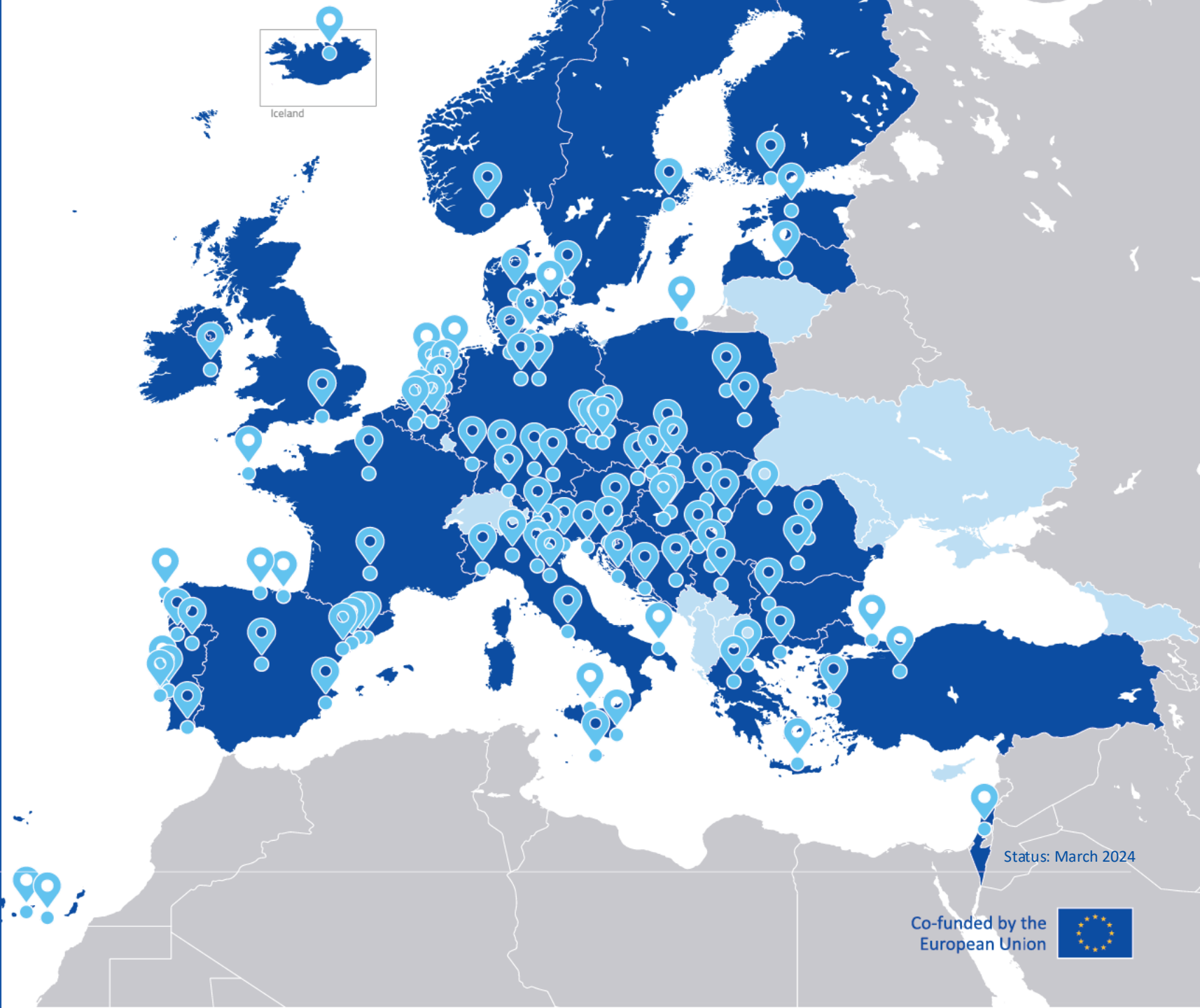
Creating impact in cities across Europe

250

pilots in

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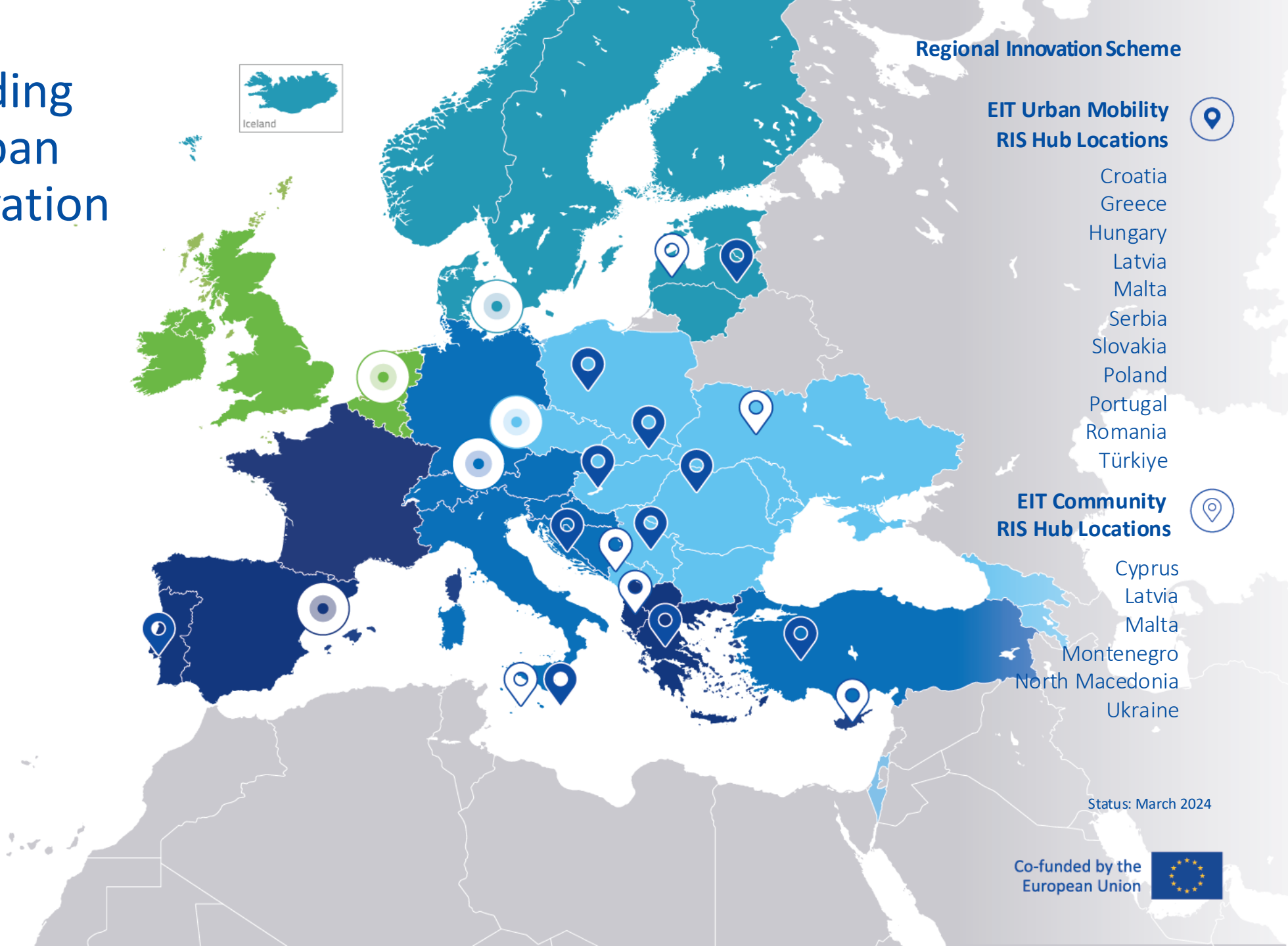
cities





# We are the leading network for urban transport innovation across Europe

-  **SOUTH**  
Barcelona
-  **WEST**  
Amsterdam
-  **EAST**  
Prague
-  **CENTRAL**  
Munich
-  **NORTH**  
Copenhagen
- HEADQUARTERS**  
Barcelona



## Regional Innovation Scheme

### EIT Urban Mobility RIS Hub Locations

- Croatia
- Greece
- Hungary
- Latvia
- Malta
- Serbia
- Slovakia
- Poland
- Portugal
- Romania
- Türkiye

### EIT Community RIS Hub Locations

- Cyprus
- Latvia
- Malta
- Montenegro
- North Macedonia
- Ukraine

Status: March 2024



# Networking



Match and connect

Strategic Dialogue



Shape the future mobility landscape by **fostering Public-Private collaborations**: Industry, universities, RTOs, cities and institutional stakeholders.

Access to Innovative solutions

**MOBILITY INNOVATION**  
**MARKETPLACE**

The one-stop shop for **sustainable urban mobility solutions**

Business Opportunities

Support in **matching** the **right solution** to every **city challenge**, with direct access to front-runner urban mobility ecosystem in Europe

**Connection** and **matchmaking** with the right innovators for piloting and demonstration purposes (start-ups, SMEs, corporates, etc.)

Partners' Day



Exclusive event for partners to network



**TOMORROW. MOBILITY**

mobility

The ultimate global initiative to **accelerate** sustainable & intelligent urban mobility

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# Access to funding opportunities

## EIT FUNDING

- Access to tailored **ideation** and **matchmaking** activities
- One-to-one support to build strong **city challenge statements**
- Access to **project clinic** programme (proposal reviews)

## Non-EIT FUNDING

- Identification of **funding opportunities** beyond EIT funding
- Introduction to partners/**forming consortia**, bring in urban mobility expertise, and follow up **proposal progress**
- Strategic placement in **European, national** and **regional initiatives** and programmes such as **GAIA-X, New European Bauhaus, Mission for Cities | NetZeroCities**, etc.
- Go to **Horizon lab** for Horizon Europe (HE), Digital Europe (DE), and Connecting Europe Facility (CEF)
- Go to **regional Hubs** for other topics

**EIT funding**

**Main Innovation Open Call 2025**  
Innovation Days  
15-18 April

Co-funded by the European Union

**Project Lifecycle Development**, providing support to our partners (ideation, matchmaking, consortium building, proposal review)

**Non-EIT funding**

**Horizon Lab**

**NET ZERO CITIES**

**aaia-x**

**Interreg** EUROPEAN UNION

**Co-funded by the European Union**

**ORIZON EUROPE**

New European Bauhaus

# Impact Accelerator and Investor

# 1<sup>st</sup>

Most active  
mobility Investor  
in EUROPE

62 mobility rounds in 2023; 120+ since 2020.  
~300 Start-ups per 5 Thematic Areas (invested in ~120)



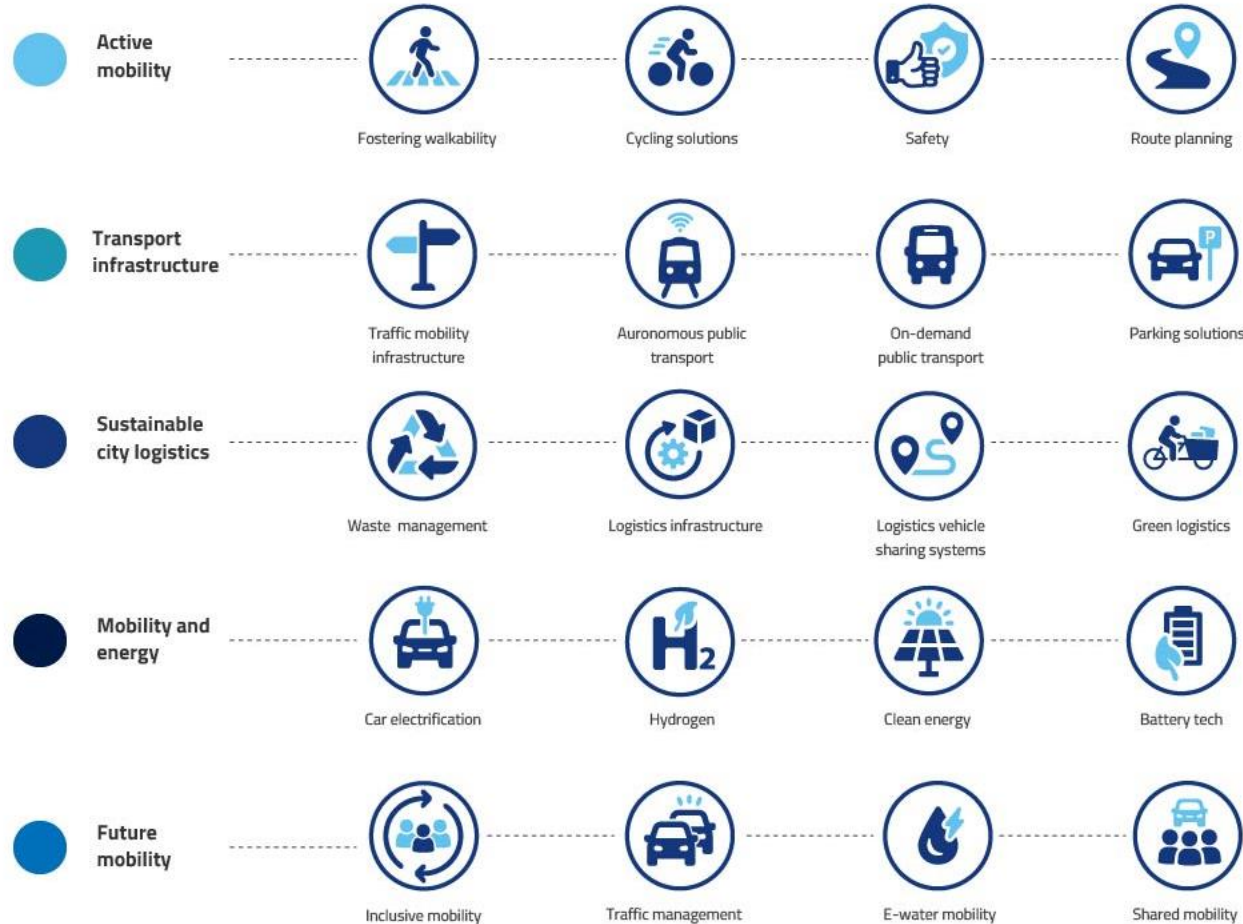
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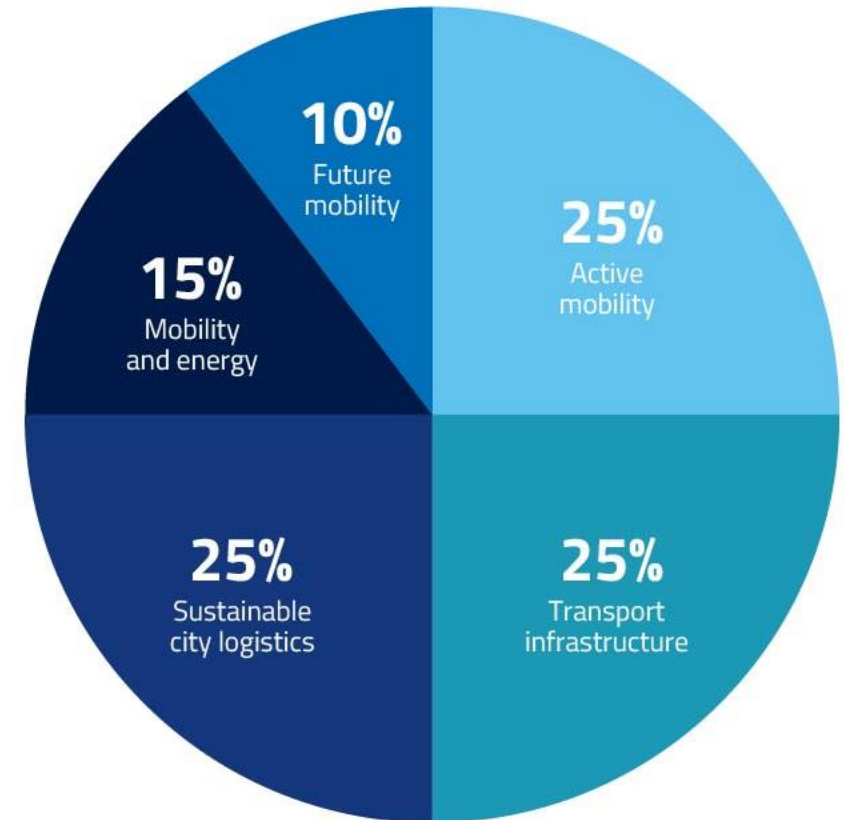


# New Business models & enabling technologies

## Sector transitions



## Capital allocation target





# Closing the **Knowledge gap** and preparing the **entrepreneurial talent of tomorrow**

# +15,000

professionals trained by Competence Hub

EIT Urban Mobility double degree Master programmes

Talent pool for internships

Doctoral Training Network



Co-funded by the European Union

## Future Mobility Foresights

- Urban Mobility Next #1:** Accelerating long-lasting change
- Urban Mobility Next #2:** Short version: urban mobility strategies during COVID-19
- Urban Mobility Next #3:** AI Mobility Landscape in the EU
- Urban Mobility Next #4:** Integrated and safe: how innovation can increase micromobility end user adoption
- Urban Mobility Next #5:** Costs and benefits of the sustainable urban mobility transition

# What you gain as a partner of EIT Urban Mobility

EIT Urban Mobility offers three partner categories:

**Silver** and **Gold**, exclusive to industry, universities, and research entities

**Leading Cities**, tailored specifically for municipal and regional partners

**+250** partners

You can check our current partners [here!](#)

WHAT WE OFFER	SILVER	GOLD	LEADING CITIES
<b>BOOST YOUR NETWORK</b> Join a dynamic and fast-growing community of industry experts, cities, universities, start-ups, research institutes, and other EU stakeholders; all committed to the creation of more liveable cities.			
Access to community updates, EU news, and networking opportunities	✓	✓	✓
Invitations to Tomorrow.Mobility World Congress and EIT Urban Mobility Partners' Day	✓	✓	✓
Exclusive benefits at Tomorrow.Mobility World Congress, held in collaboration with the Smart City Expo World Congress	✓	✓	✓
Priority access to our sponsored events	✗	✓	✓
Member of the City Club, founded for public sector knowledge exchange	N/A	N/A	✓
<b>BOOST YOUR BUSINESS OPPORTUNITIES</b> Use our mobility innovation ecosystem to connect with industry leaders and access diverse funding opportunities to boost your sustainable mobility projects.			
Access to a curated list of funding opportunities and innovation activities	✓	✓	✓
Tailor-made recommendations to match and connect with members within our ecosystem	✗	✓	✓
Expert proposal guidance for open call submissions	✗	✓	✓
Opportunities to connect and exchange with innovative start-ups within the industry	✗	✓	✓
Co-creation of key strategic activities, including thought leadership studies and special interest groups	✗	✓	✓
<b>BOOST YOUR VISIBILITY</b> Amplify your presence and increase recognition in the European mobility scene.			
<b>Exclusive benefits:</b> <ul style="list-style-type: none"> <li>Opportunities to speak at our hosted and sponsored events</li> <li>Partner activities showcased on external media channels</li> <li>Priority participation in relevant education programmes and trainings</li> </ul>	✗	✓	✓

# Q&A

Contact us:

[innovationcall2025@eiturbanmobility.eu](mailto:innovationcall2025@eiturbanmobility.eu)





# Connect with us

EIT Urban Mobility Headquarters

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Torre Glories, Diagonal 211  
08018 Barcelona, Spain

[eiturbanmobility.eu](https://eiturbanmobility.eu)

For more information

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