Business Plan 2023 – 2025
Competence Hub
Long-Term Open Call
Call Manual

EIT Urban Mobility – Mobility for more liveable urban spaces

EIT Urban Mobility

Barcelona| 27 November 2024

eiturbanmobility.eu

History of changes[1]

Version	Publication Date	Change
1.0	14.03.2024	Initial version
1.1	20.03.2024	Section 5.2.1 (Strategic fit; Impact)
1.2	27.11.2024	Cut-offs and budget for 2025, update on the IT management tool used and clarification on KPIs for CHA5.

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[1] Any update of the Call Manual will be published on the EIT UM website and will be visible in the history of changes.

Contents

Abbreviations

BP	Business Plan
CfP	Call for Proposals
EEE	External Expert Evaluator
F2F	Face-to-Face Courses (delivered fully online, fully on-site, or in a blended format – terminology used for EIT reporting activities)
FSM	Financial Sustainability Mechanism
HE	Horizon Europe
HE GA	Horizon Europe Grant Agreement
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
MOOC	Massive Open Online Course
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
SOC	Short Online Course
TA	Thematic Area

Glossary

Project Leader	The Project Leader is the main contact point for EIT Urban Mobility from the time the proposal is submitted until the project has been implemented. The Project Leader represents the project and the consortium partners (the other partners participating in the project) to EIT Urban Mobility and is also responsible for creating and submitting a proposal. In the case of mono-participant projects (a single legal entity involved in the project), the mono-participant is also the Project Leader.
A-courses	Applied-learning courses (delivered fully online, fully on-site, or in a blended format).
Blended Courses	Courses delivered in a combination of on-site and online learning formats.
Call for Proposals	The Call for Proposals is the instrument used to allocate funding by EIT Urban Mobility to third parties to support the deployment and development of the Strategic Agenda through projects. EIT Urban Mobility uses three different types of Calls following the provisions included in the specific rules for EIT KIC actions in HE MGA Annex 5: (1) Regular Open Calls (2) Calls for EIT UM Members (3) Long-Term Open Calls/Long-Term Open Calls for partners.
Call Manual	The Call Manual is the document that establishes the terms, conditions, and criteria of any Call for proposals according to the principles of transparency, equal treatment, open competition, and sound procedural management.
Deliverable	Deliverables are tangible or intangible goods or service 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.
E-courses	E-learning course (this includes asynchronous SOCs and MOOCs).
EIT KPIs	Set of Key Performance Indicators (KPIs) defined by the EIT that reflect the EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project meets the objectives of the EIT.
EIT Label	EIT Urban Mobility Quality System for Non-Degree Education and Training (EIT Label) is a quality assurance mechanism based on the Competency Certification Model for Non-Degree Education and training in accordance with the EIT's Quality Assurance and Learning Enhancement (EIT-QALE) Model compliant with the EIT Label Framework for Non-Degree Education.
Evaluation Process	Process by which EIT Urban Mobility assesses the quality of a proposal to determine whether it should be selected for EIT funding.
Evaluation Panel	Group of external expert evaluators (EEEs), usually three EEEs and one rapporteur, with expertise in a specific area/segment of the Call, who evaluate a set of eligible proposals

	submitted in response to a Call. If a Call involves a proposal of less than €60,000 in EIT funding, the evaluation panel must include at least one external expert evaluator.
Evaluation Results List	List of proposals ranked according to the score given in the quality evaluation results.
Horizon Europe Model Grant Agreement	The Horizon Europe Grant Agreement (HE GA) sets out the rights and obligations and the terms and conditions applicable to the grant awarded.
KIC Specific KPIs	Set of indicators defined by EIT Urban Mobility that reflect the societal challenge that the KIC is trying to address.
Knowledge Triangle Integration	EIT Community NEB aims to create close partnerships between European education, research and business entities (knowledge triangles). It also involves cities, either through the composition of the project members or through the impact that the project is expected to have.
Milestone	Control points to chart progress. They may correspond to the completion of a key deliverable that allows the next phase of work to begin.
Panel Review	The process by which the evaluation panel reviews the evaluation for all eligible proposals submitted.
Ranking List	List of proposals ranked according to the score awarded by the Selection Committee.
Selection Committee	The Selection Committee is responsible for selecting shortlisted proposals and defining requirements for the inclusion of the selected proposals in the final EIT Urban Mobility's portfolio of projects. The Selection Committee of this Call is composed of the Academy TA leader and two other TA leaders for proposals equal to or above €60,000 while the selection of the proposals equal to or below €59,999 will be coordinated by the Academy TA leader, supported by the Academy segment leads.
Summary Evaluation Report	The rapporteur issues a final Summary Evaluation Report (SER) for each proposal after the consensus meetings. This document summarises the proposal's final score, strengths, weaknesses, risks, and any recommendations made.
Thematic Lead	Director of a EIT Urban Mobility Thematic Area and/or relevant Head who is actively involved in developing the content of a Call for proposals.

Introduction

Urban mobility is a core element in the functioning of our cities. The urban mobility sector faces numerous challenges but also has the potential to play a key role in making cities more sustainable and liveable. We need solutions that accelerate the transformation towards a sustainable mobility ecosystem, with a focus on securing and developing liveable urban spaces. This requires a systemic approach involving all key stakeholder groups; it also calls for changes in what we do and how we do it. A key element in managing this transformation is closing the knowledge gap within urban mobility. We need to ensure that the necessary skills and capacities are available to plan and manage the transformation, while remaining relevant in a new technological, social and environmental context: a new urban mobility paradigm.

These education and training needs can be summarised as the ability to implement and exploit new technology; innovation and entrepreneurship; and system transformation and change. For all urban mobility professionals and organisations, the ever-growing need for transformation and change in the sector requires us to further develop our portfolio of professional education and training offerings in the Competence Hub. We are looking for proposals that will help us to create relevant and widely applicable education and training courses in line with EIT Urban Mobility's strategic ambitions and targeted impact. We look forward to receiving your applications for inclusion in our Business Plan for 2023-2025.

Maria Tsavachidis

CEO

EIT Urban Mobility

1. Call summary

Call for proposals: Main features[2]	

Key dates of the Call calendar	*Call opening:* 14 March 2024
	Cut-off dates for 2024:
	• **First cut-off date:** 14 May 2024 at 17:00 CET
	   o Eligibility and admissibility check: May 2023
	   o Evaluation of proposals: May-June 2024
	   o Communication of results: July 2024
	   o Tentative start of the projects: Mid-July 2024
	• **Second cut-off date:** 30 September 2024 at 17:00 CET
	   o Eligibility and admissibility check: October 2024
	   o Evaluation of Proposals: October-November 2024
	   o Communication of result: December 2024
	   o Tentative start of the projects: January 2025
	• **Third cut-off date:** 30 January at 17:00 CET
	   o Eligibility and admissibility check: February 2025
	   o Evaluation of proposals: February-March 2025
	   o Communication of result: April 2025
	   o Tentative start of the projects: April-May 2025

Total estimated EIT Funding allocated to this Call	The total EIT funding allocated to this Call in 2024 is up to €2 million The total EIT funding allocated to this Call in 2025 is up to €1.5 million
Link to the submission portal	The link to the submission platform was available in PLAZA as of 14 March 2024. For the 3rd cut-off, the link to the IT submission platform will be available from early December 2024.
List of documents to be submitted	• Application form as available on the submission platform .
List of documents to take into consideration	• Call Manual • EIT Urban Mobility Strategic Agenda 2021-2027 • Guidelines for Applicants • Eligibility of expenditure • Appeal procedure • Project Implementation Handbook

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[2] Please note that this calendar is indicative. Dates might be subject to slight changes.

	• Financial Support Agreement • [Horizon Europe Model Grant Agreement](#) (specifically Articles 16 and 17) • EIT Label Handbook for Non-Degree Education and Training • 3-Step Approach • Guiding Document • Supporting Documentation
Short summary of the topics to be addressed	There are some specific areas of activity to focus on when meeting the EIT Urban Mobility Competence Hub targets. These include e-courses covering a wide selection of innovative mobility topics, from new technologies to new social and environmental best practice; applied-learning courses and programmes with significant revenue potential; and the scaling-up of existing Competence Hub training initiatives to maximise impact.
Evaluation criteria	Proposals will be evaluated based on the criteria listed below, as stated in section 5 Evaluation and selection process: • Strategic fit • Excellence and novelty • Impact and social, economic, financial, and general sustainability • Quality and efficiency of the implementation

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

Proposals submitted to this Call for proposals must support EIT Urban Mobility's vision and mission and substantially contribute to tackling our strategic objectives (SOs). Proposals need to demonstrate how the activity will contribute to specific SOs, as stated in the **Strategic Agenda 2021-2027**.

The evaluation and selection of the submitted proposals will depend heavily on their contribution to the strategic elements, as outlined below.

2.1.1 Vision and mission

At EIT Urban Mobility, our mission is to accelerate change towards a sustainable mobility model for liveable urban spaces. As the leading European innovation community for urban mobility, we foster integration by bringing together the key players across the whole value chain of mobility. We facilitate collaboration between cities, industry, academia, and research and innovation organisations, and put urban challenges at the centre of all our activities. We strive to develop and implement solutions to problems involving the mobility of people and goods, creating an impact for cities and their citizens. All activities carried out by EIT Urban Mobility are focused on three societal impact goals:

- Improving quality of life in cities;
- Mitigating and adapting to climate change;
- Creating jobs and strengthening the European urban mobility sector.

Further details on the strategic focus of the Academy Competence Hub are provided in section 3.

2.1.2 Strategic objectives

Five SOs, as set out in the Strategic Agenda 2021-2027, steer our activities and ambitions:

- SO1 - Creating liveable urban spaces;
- SO2 – Closing the knowledge gap;
- SO3 - Deploying and scaling green, safe, and inclusive mobility solutions for people and goods;
- SO4 - Accelerating market opportunities;
- SO5 - Promoting effective policies and behavioural change.

If proposals fall within the scope of the activities set out in section 3, they will also be aligned with SO2 – Closing the knowledge gap.

2.2 Applicants' eligibility and membership

The EIT creates ecosystems. The KICs are anchored in regional and local communities via their Co-location Centres (known as Innovation Hubs within EIT Urban Mobility). The EIT links the knowledge triangle components of education, research, and businesses across Europe and the wider world.

At EIT Urban Mobility, we integrate the knowledge triangle components and extend them through an additional group: cities. Accordingly, EIT Urban Mobility currently brings together more than 450 partners from 42 countries and four sectors: academia, research, industry, and cities.

2.2.1 Who can apply

This Call is open to organisations from the Member States of the European Union (EU), and Horizon Europe Associated Countries.

This Call is open to multi-participant proposals and mono-participant proposals.

In the case of mono-participant proposals or multi-participant proposals involving exclusively entities from the same country, EIT Urban Mobility considers that the pan-European dimension can be achieved by bringing participants from different countries onto the courses and exposing them to educational content that includes examples and case studies from different European countries. The instructors/ teaching staff are also expected to come from different European countries. In addition, a course in a specific city/region/country is internationalised/replicated in a different city/region/country. As such, these applicants are expected to deliver the first few sessions in a given market, and once the quality of the course has been demonstrated, it should be opened up to other markets, involving other players/partners, if needed.

The knowledge triangle is integrated by involving the cities and industry partners, not only in identifying educational needs but also in designing and developing education courses in conjunction with academia. City and industry partners may also be recipients of education programmes.

Temporary eligibility requirements for Hungarian universities:

Following the Council's Decision on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary that entered into force on 15 December 2022, special participation and funding restrictions may affect Hungarian public interest trusts and their linked universities participating in any EIT UM Calls.

For further information and the list of affected entities, please refer to Annex I of the *Eligibility of expenditure* document published on the Call webpage.

2.2.2 Membership

Participating in a Call means being part of the EIT Urban Mobility community that strives to achieve the SOs listed in section 2.1.2.

Implementing projects is one of the core activities of the EIT Urban Mobility Community. Beyond this activity, the Community has a broader scope of connecting their members and facilitating networking activities to enable all sustainable mobility players to work together and increase the impact of their initiatives.

To be part of the EIT Urban Mobility Community as members, the entities must belong to or choose one of the following membership categories before starting their projects:

Gold members: they pay an annual fee of €30,000 and have full access to all benefit packages offered by EIT Urban Mobility.

Silver members: they pay an annual fee of €10,000 and have limited access to all benefit packages offered by EIT Urban Mobility. In the case of Small Enterprises and NGOs, a reduced annual fee of €5,000 will be applied.

Cities are offered a special membership package:

Leading cities: with an annual fee of €10,000, they have full access to the gold membership package and the additional city-specific services.

A detailed description of all packages and related benefits, as well as the registration process and conditions for membership, is provided on our website: https://www.eiturbanmobility.eu/become-a-partner/.

3. Call specific requirements

3.1   Strategic focus

The overall purpose of the Academy is to close the knowledge gap within urban mobility, thereby enabling greater mobility for liveable urban spaces. This process includes fostering innovation and entrepreneurship through a lifelong learning approach. There is a constant need to develop new educational methods, content, and business models to improve ongoing operations. We need to take an experimental approach and test new ideas that, when shown to work, can be replicated and scaled up. We need to build capacity to deliver and produce relevant content quickly and efficiently, leveraging new learning formats and innovative methods. It is imperative that EIT Urban Mobility offers high-quality education, reaches a large audience and market, and gains long-term recognition through the quality and impact of its training portfolio. Furthermore, Competence Hub activities must create new, additional, sustainable value and leverage the value catalysed by EIT funding in order to give a boost to the ecosystem and all relevant stakeholders of EIT Urban Mobility and their members. For the Competence Hub, learning courses and activities need to demonstrate high potential for financial sustainability, with the potential to operate with no additional funding from EIT Urban Mobility within two to five years. Competence Hub activities implemented in BP2023-2025 may be required to follow a new EIT Label certification process, thereby meeting the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and undertaking the necessary steps to comply with the EIT Urban Mobility Quality System for Non-Degree Education and Training.

3.2   EIT Urban Mobility Academy

EIT Urban Mobility's Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners who will play a key role in the future urban mobility ecosystem. Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

The webpage of EIT Urban Mobility Academy is https://www.eiturbanmobility.eu/academy/

3.3   Academy Competence Hub

The Competence Hub is the Professional Training Unit within the EIT Urban Mobility Academy. It empowers mobility professionals to convert the mobility challenges they face into opportunities for themselves, the organisations they work for, and the cities they live in.

Given the many digital and ecological transformations that the mobility sector and European cities must overcome, EIT Urban Mobility's Competence Hub focuses on developing high-quality, innovative, and adaptable training courses for mobility professionals and organisations interested in reskilling/upskilling with a view to making cities more liveable and mobility more efficient and sustainable. The webpage is: https://www.eiturbanmobility.eu/competence-hub/

The Competence Hub leverages EIT Urban Mobility's unique and growing network of prestigious experts (450+ top European companies, research institutions, consultancies, universities, and cities) and its own expertise in online learning to build relevant, trustworthy, and impact-oriented courses, methodologies, and communities.

In the area of mobility and urban mobility, the Competence Hub offers free learning content and affordable training experiences, within the following framework:

- For junior professionals looking to upskill: free, quick and user-friendly training courses based on curated content with the potential to be applied immediately.
- For senior professionals and executives looking to upskill or reskill: technical online, on-site and blended/hybrid courses and connection opportunities with leading European mobility experts and peers to learn/debate/innovate together.
- For managers looking to train their teams: customised training solutions and experiences, workshops, and best-practice masterclasses/conferences, to overcome specific mobility challenges.
- For human resources managers looking to develop their organisation's talent and purpose: an advisory service to identify the most relevant mobility training for their employees and a comprehensive/adaptable e-course/course portfolio.

Through its online courses, the Competence Hub aims to train 50,000 people annually and reach a total of 500,000 people annually by 2027.

3.3.1 Our four-level approach

The Competence Hub provides a customised and accessible way for professionals — people working for city authorities, public institutions, companies, or NGOs — to learn about the latest developments in urban mobility.

It operates using a funnel-based freemium model, with four levels and a blended approach to learning. While the first two levels offer easy access and up-to-date knowledge for a broad audience, the third and fourth levels are more tailored and focus on specific projects or topics.
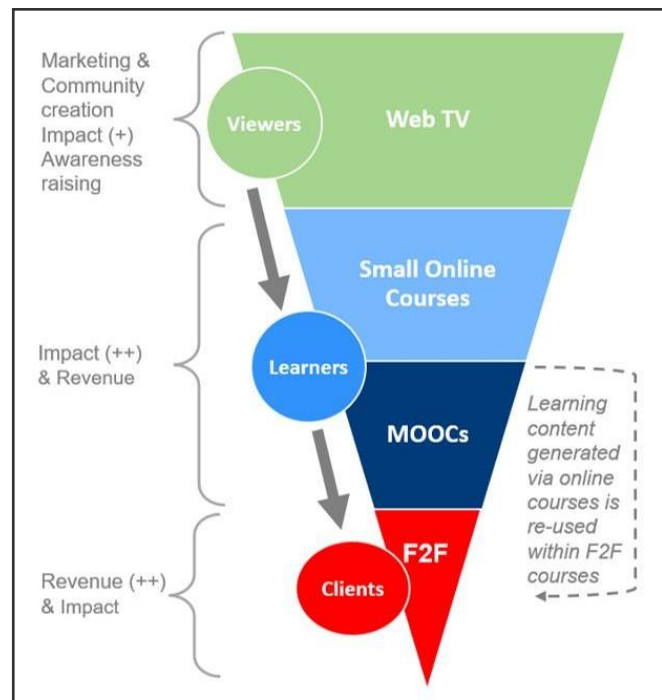
This model makes it possible for new topics to be continually explored, using the EIT Urban Mobility Academy's Urban Mobility Explained (UMX) YouTube channel (https://www.youtube.com/@urbanmobilityexplained) as a base to connect with a large community of urban mobility professionals who can then be channelled down the funnel as potential learners.

- **UMX/Urban Mobility Explained** (also previously known as EIT Urban Mobility Academy WebTV or WebTV): UMX is a YouTube channel offering a compilation of short videos (1 to 10 minutes) produced and broadcast on a regular basis. The aim of UMX is to connect with a high volume of urban mobility professionals from all sectors and offer them a wide selection of inspirational urban mobility videos regrouped into different categories (playlists), that provide short/introductory answers to the questions they may ask themselves when facing new professional challenges.
- **E-courses:** the Competence Hub's e-courses are fully online courses (asynchronous training) that learners can take/complete whenever they wish. They fall into two categories:
  - **Short Online Courses (SOCs)**: These short online courses (taking 30 minutes to 5 hours to complete, over a period of a few days or weeks) are developed around mobility topics that are not covered by existing training programmes or institutions. Our SOCs provide compelling introductory learning content on important urban mobility issues, trends, tools, etc. The content is fully available for free to allow a

high number of urban professionals to benefit from these courses, discover the value that the Competence Hub can bring them, and leverage our SOCs to become more knowledgeable and competent professionals.

- o **Massive Open Online Courses (MOOCs)**: The Competence Hub also offers a second category of e-courses, our "MOOCs for professionals" (taking 10 to 20 hours to complete, over a period of a few weeks to months). These longer and more comprehensive e-courses provide more advanced knowledge yet maintain the same strong hands-on approach and applied focus that urban mobility professionals are looking for. The subjects/topics addressed are identified and produced based on the analysis of the knowledge gap within the urban mobility market (public and private sectors), the existing online learning solutions in the professional learning market that are already available, and the appetite/interest for certain specific topics expressed by our target audiences and current learner community.

The majority of our e-courses are available on the Competence Hub's e-learning platform: https://urbanmobilitycourses.eu/

We also have some e-courses available on FutureLearn as well as Coursera: https://urbanmobilitycourses.eu/other-e-courses/

- **Face-to-face synchronous courses** (also known as F2F courses or Applied courses): In this fourth/final level of the funnel, the Competence Hub delivers "open" and "custom" courses (imparted online, on-site, or in a blended format that combines online and on-site) for urban mobility organisations and/or for specific cohorts of mobility professionals, so that they can overcome specific mobility challenges. These courses are primarily delivered synchronously and generate revenue. By leveraging EIT Urban Mobility's unique community of partners (top European universities, innovation centres and consultancies) and experts, the Competence Hub probes a wide variety of course topics and formats with cities, mobility companies, and transport authorities. We then replicate/upgrade/upscale (at a national and/or European level) those courses that generate the highest levels of impact/satisfaction and that can best contribute to our strategic/impact goals and to EIT Urban Mobility's financial sustainability.

3.4 Scope of activities

E-course (SOC and MOOC) production (CHA1)

Scope: Since 2020, around 40 e-courses have been produced by the Competence Hub, of which roughly 75% are SOCs and 25% are MOOCs (more information in section 3.3.1.), through different collaboration frameworks. Between 2020 and 2022, these courses were either published on the Competence Hub's

proprietary e-learning platform Urban Mobility Courses (UMC) (WordPress-based Learning Management System) or on the leading e-learning marketplace platforms FutureLearn and Coursera. Since January 2023, the Competence Hub has prioritised the development of e-courses to be hosted on UMC, though it may continue to support the development of e-courses on external platforms (through existing collaborations or where they provide a clear added value). The Competence Hub's e-courses address a variety of mobility topics/challenges and target the training needs of professionals around Europe (and the world) working in (or interested in) urban mobility. These professionals can be either from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public sector (city officials, transport authorities, civil servants, think tanks, NGOs, etc.).

Our e-courses are fully online, asynchronous and self-directed. Both content and user experience components need to be well balanced, so that the e-courses are highly attractive and engaging. Each e-course should focus on one mobility subject and aim to answer one main question, e.g. What are the challenges of urban mobility? What is a superblock? What are the main challenges faced by cities when developing active mobility? In terms of general layout (presentation pages, appearance, organisation of content in learning modules, etc.), the e-courses currently available on UMC should be used as reference. The Competence Hub's e-courses are based on a freemium model: the content is accessible for free, while premium services (such as certification) are also available at a cost, for those learners willing to pay for them.

Within each e-course, it is important that the learning strategies integrate some level of active learning, with activities that focus on developing competencies that connect the learning with real life, exploring use cases, examples, and expert interviews from a practical and impact-oriented perspective. It is also important for each e-course to integrate a high level (compared to current industry standards) of interactivity with the learner by leveraging innovative learning methodologies and technologies (such as adaptive learning, branching scenarios, avatar-based immersive worlds, etc.). The Competence Hub wishes to identify partners capable of supporting the creation of our e-courses. This support is granted for the entire creation of an e-course (content identification/ definition, publication, operation and commercialisation).

Financial Sustainability: Not required for e-courses published on UMC, as the commercialisation will be handled by the Competence Hub. For e-courses published on an external platform, revenues (paid freemium services) of an annual minimum of €1,000 per course, are expected.

Potential: Each e-course should hold strong appeal for urban mobility professionals and hold the potential to generate over 500 registrations and over 50 course completions per year, after they are published.

Other: E-course proposals should avoid focusing on subjects that are already covered by existing Competence Hub e-courses. Conversely, priority is given to e-courses that build upon existing Competence Hub e-courses and have the potential to generate "learning tracks" by capitalising on one another.

KPI Code	KPI description	Minimum target expected
EITHE08.1	Participants in (non-degree) education and training Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	50 per course (in the year after the e-course is published)

Face-to-face synchronous course (or Applied Course) commercialisation and delivery (CHA2)

Scope: Since 2021, around 60+ face-to-face/applied courses (a-courses) have been developed, commercialised and delivered through partnerships between the Competence Hub and leading universities, research centres, international associations or mobility consultancies. Further information on the a-courses currently offered is available on the "Blended learning" page of the UMC website. Our a-courses have a duration of between 10 and 200 hours over a period of two days to six months. The Competence Hub aims to identify and invest in the development of new a-courses that demonstrate the capacity for impact as well as financial sustainability. We are looking for a-courses with the potential to be replicable (different cohorts/editions) over several years. A proposal should therefore include a clear business model, identifying the different types of costs (course design, course development, sales/marketing, etc.) as well as diverse revenue streams, outside of EIT Urban Mobility funding. The marketing/commercialisation strategy should detail how the partner(s) involved will identify, contact and commercialise the course to the relevant market (people, organisations, or sponsors) so that the revenue generation forecasts in the proposal's business model are achieved. The commercialisation/enrolment of a course can either be "open/B2C" or "custom/B2B". Various revenue generation models can be considered and combined (charging beneficiary organisations, charging participants, third-party funding/sponsorship, etc.).

Our a-courses portfolio should address a wide variety of sustainable urban mobility topics/challenges. Each a-course can be delivered either fully on-site, fully online, or in a blended format (partly online, partly on-site) to leverage the benefits of each format. Priority will be given to "blended" courses, in which learners experience either asynchronous learning or synchronous learning in different sessions (on-site or online). Conversely, "hybrid" learning, in which the in-person attendees and the remote learners are all experiencing the same class at the same time, should be avoided. Each a-course should focus on a particular mobility need/challenge that a specific group of professionals (or stakeholders of a specific

organisation) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (city officials, transport authorities, NGOs, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, commercialisation, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar revenue-generating and self-sustainable courses.

Financial Sustainability: Required. A-courses should have significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course, the revenue generated is allocated to EIT Urban Mobility.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the course beyond 2025.

Other: The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the a-course holds the potential to become financially viable with no additional funding from EIT Urban Mobility, over a period of two to five years.

KPI Code	KPI description	Minimum target expected
EITHE08.1	Participants in (non-degree) education and training Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	8 (per calendar year)

Applied Course complying with the EIT Urban Mobility Quality System for Non-Degree Education and Training (EIT Label), design and delivery (CHA3)

Scope: As further detailed in the following chapter ("Cross-cutting considerations for all Competence Hub Activity topics"), and in line with the guidelines provided by EIT, the Competence Hub designed and developed a new Quality System for Non-Degree Education and Training (EIT Label) in 2023. This quality framework was then pilot-tested on two courses delivered at the end of 2023 and the beginning of 2024.

The EIT Label framework for Non-Degree Education is a process/framework designed to ensure that non-degree education programmes are of high quality and meet the needs of learners and employers. This framework sets out key principles for EIT-Labelled Non-Degree Education programmes, as well as overarching learning outcomes that these programmes must achieve. It is also designed to promote entrepreneurship and innovation in Europe.

The Competence Hub aims to identify and invest in the development of new a-courses that demonstrate the capacity for impact as well as full compliance with the EIT Label framework. As detailed in the previous activity description (CHA2), our a-courses have a duration of 10 to 200 hours over a period of two days to six months. We are looking for a-courses with the potential to be replicable (different cohorts/editions) over several years and which provide high learning value to a specific target audience of mobility professionals. These professionals attending the course must, in turn, comply with the different academic course requirements (attendance, participation, evaluation, etc.) in order to be granted an EIT Label recognition (certificate or degree). Each course should be designed and promoted with the aim of attracting at least 20 graduates who are granted EIT Label recognition. Therefore, a proposal should include a clear market analysis (market need, target audience, etc.) as well as a cost analysis (course design, course development, sales/marketing, etc.). A marketing/promotion strategy should detail how the partner(s) involved will identify, contact and promote the course to the relevant market (people, organisations, or sponsors) in order to meet the course registration and completion targets detailed in the proposal.

Our a-courses portfolio should address a wide variety of sustainable urban mobility topics/challenges. Each a-course can be delivered either fully on-site, fully online, or in a blended format (partly online, partly on-site) to leverage the benefits of each format. Priority will be given to "blended" courses in which learners experience either asynchronous learning or synchronous learning in different sessions (on-site or online). Conversely, "hybrid" learning, in which the in-person attendees and the remote learners are all experiencing the same class at the same time, should be avoided. Each a-course should focus on a particular mobility need/challenge that a specific group of professionals (or stakeholders of a specific organisation) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (city officials, transport authorities, NGOs, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, promotion, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar label-compliant courses (or courses complying with similar types of quality control frameworks) courses.

Financial Sustainability: Not required. Though the courses presented within this activity do not hold any formal Financial Sustainability requirements, these remain desirable and the capacity for a course to generate revenue, even to cover its costs only partially, will be positively valued.

Other: The use of marketing techniques such as "price anchoring" or "psychological pricing" will also be positively valued. There are various benefits to establishing a price per participant in line with the market value of the course coupled with the availability for participants of 100% discount scholarships/grants,

rather than promoting the course as free. It reduces registration from unmotivated learners and incentivises those registering to fully comply with the course requirements, which is often a challenge for free courses.

KPI Code	KPI description	Minimum target expected
EITHE07.1	Graduates from EIT-labelled programmes Sum of graduates from EIT labelled programmes and courses in a year.	20 (per calendar year)

Applied Course complying with the EIT Label, commercialisation and delivery (CHA4)

Scope: Given the Competence Hub's ambition to develop a-courses that hold a strong potential for financial sustainability (CHA2) and courses that comply with the requirements of the EIT Label (CHA3), EIT Urban Mobility Academy is also very interested in supporting the development of applied courses that are both financially sustainable and compliant with the EIT Label framework.

We are looking for a-courses with the potential to be replicable (different cohorts/editions) over several years and which provide high learning value to a specific target audience of mobility professionals. These professionals attending the course must, in turn, comply with the different academic requirements of the course (attendance, participation, evaluation, etc.) in order to be granted an EIT Label recognition (certificate or degree). Each course should be designed and promoted with the aim of attracting at least eight graduates who are granted EIT Label recognition. The a-courses presented within this activity should also demonstrate their potential to become financially sustainability. Therefore, a proposal should include a clear a clear market analysis (market need, target audience, etc.), a business model, identifying the different types of costs (course design, course development, sales/marketing, etc.) as well as diverse revenue streams, outside of EIT Urban Mobility funding. The marketing/commercialisation strategy should detail how the partner(s) involved will identify, contact and commercialise the course to the relevant market (people, organisations, or sponsors) in order to achieve the participation, completion and revenue generation forecasts of the proposal's business model. The commercialisation/enrolment of a course can either be "open/B2C" or "custom/B2B", with at least 40% of the participants based in Europe. Various revenue generation models can be considered and combined (charging beneficiary organisations, charging participants, third-party funding/sponsorship, etc.).

Our a-courses portfolio should address a wide variety of sustainable urban mobility topics/challenges. Each a-course can be delivered either fully on-site, fully online, or in a blended format (partly online, partly on-site) to leverage the benefits of each format. Priority will be given to "blended" courses in which learners experience either asynchronous learning or synchronous learning in different sessions (on-site

or online). Conversely, "hybrid" learning, in which the in-person attendees and the remote learners are all experiencing the same class at the same time, should be avoided. Each a-course should focus on a specific mobility need/challenge that a specific group of professionals (or stakeholders of a specific organisation) must overcome. The target audience should be mobility professionals from the private sector (industry, technology, services, start-ups, multi-national firms, etc.) or from the public and non-governmental sectors (city officials, transport authorities, NGOs, associations etc.). For each proposal, a workplan must detail the different phases of each stage of the course design, development, commercialisation, delivery, and clearly specify when the Competence Hub team will be involved/consulted, so that it can provide feedback/guidance. We give priority to applicants with previous experience in delivering similar revenue-generating and self-sustainable courses.

Financial Sustainability: Required. A-courses should have significant potential to generate revenue attributed to EIT Urban Mobility (based on the courses' revenue generation strategy and the revenue share model defined in the proposal). While EIT Urban Mobility covers the cost of a course, the revenue generated is allocated to EIT Urban Mobility.

Potential: In addition to the stated financial sustainability potential, it should be possible to run the course beyond 2025.

Other: The value proposition of the course, its commercialisation strategy, and business model must be sufficiently mature and detailed in the proposal to indicate that the a-course holds the potential to become financially viable without additional funding from EIT Urban Mobility, over a period of two to five years.

KPI Code	KPI description	Minimum target expected
EITHE07.1	Graduates from EIT-labelled programmes Sum of graduates from EIT labelled programmes and courses in a year.	8 (per calendar year)

Replication, scaling-up, remodelling and B2B commercialisation of existing courses and training (CHA5)

Scope: Since 2020, the Competence Hub has delivered over 50 e-courses and 60 a-courses for different audiences of mobility professionals. As well as designing new courses to diversify/complete this portfolio, it also wishes to further leverage and develop its existing courses. The aim of this additional development is: (1) to deliver new editions/cohorts of a-courses delivered in previous years, that have shown interesting market potential; (2) to scale up the impact of existing a-courses towards new countries and regions; (3) to remodel existing a-courses and e-courses into blended courses so that they are better adapted to the new EIT Label framework for non-degree programmes which is being pilot-tested in 2023 and will be rolled out from 2024 onwards; and/or (4) to identify additional sales and commercialisation opportunities for both

existing e-courses and a-courses within the B2B market, by commercialising them to the private sector (transport/mobility/infrastructure companies, digital companies working in mobility, consultancies, insurances, etc.) and/or to the public sector (cities, regions, countries, transport authorities, public transport operators, foundations and other funding entities, etc.).

Proposals can include a wide range of activities, such as the organisation of events in the local language to raise awareness and generate leads; the translation of existing e-course and a-course material; the development of webinars complementing existing e-courses or a-courses; upgrade of the learning materials and formats of existing a-course and e-courses and other complementary learning support activities; marketing and sales development actions; and any other initiative that can help achieve at least one (ideally several) of the four ambitions detailed above. Proposals must leverage one (or several) existing e-course(s) and/or a-course(s) within the Competence Hub's portfolio. Proposals should aim to identify an existing training need of a specific organisation (or group of organisations) operating in urban mobility or leverage the activities from the proposal to do so. Priority will be given to applicants with previous experience in similar activities, in designing/delivering blended courses, and in working within the B2B market.

Financial Sustainability: Required for the replication and scale-up of a-courses addressing KPI 8.1 only (see below). Not required, though preferred, for the remodelling and commercialisation actions.

Other: If a proposal wishes to leverage a course that has been jointly developed by the Competence Hub and a Third Party which is not involved in the proposal, then this Third Party must be contacted and the permission to use the course obtained prior to submission.

If the a-courses that are replicated, scaled up, remodelled, or commercialised within this activity **comply** with the EIT Label framework for non-degree programmes, then the minimum KPI target is the following:

KPI Code	KPI description	Minimum target expected
EITHE07.1	Graduates from EIT-labelled programmes Sum of graduates from EIT labelled programmes and courses in a year.	8 (per calendar year)

If the a-courses that are replicated, scaled up, remodelled, or commercialised within this activity **do not comply** with the EIT Label framework for non-degree programmes, then the minimum KPI target is the following:

KPI Code	KPI description	Minimum target expected
EITHE08.1	Participants in (non-degree) education and training Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of	10 (per calendar year)

	programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	

Cross-cutting considerations for all Competence Hub Activity topics (CHA1-CHA5)

Smart objectives: For each proposal, the proposal objectives should be SMART (Specific, Measurable, Achievable, Realistic and Time-Bound). The aim and objectives of the proposal should be clearly related to the outcomes and results, and should demonstrate its need and relevance for society, a specific target group and/or market.

EIT Label Certification: In line with the EIT Strategic Innovation Agenda 2021-2027 (SIA), starting from 2024, 75% of the funding provided by EIT for the development of the Competence Hub's education portfolio will be progressively mainstreamed to EIT-labelled courses and activities. As a direct result of this requirement, EIT Urban Mobility has designed a quality control process – the EIT Urban Mobility Quality System for Non-Degree Education and Training – to assess whether our courses and training meet the EIT Label quality criteria granting the right for the participants successfully graduating from a course to obtain a recognition (certificate, diploma or degree) which includes the EIT Label.

Part of the Competence Hub a-courses implemented in BP2023-2025 must follow the new EIT UM Label certification process, aligning with the provisions and requirements of the EIT Label Handbook for Non-Degree Education and Training and taking the steps needed to comply with the EIT Urban Mobility Quality System for Non-Degree Education and Training. The eligible training programmes will be tailored to meet market demand, ensuring sustainability through partnerships and risk management, and achieving impact by contextualising the EIT key principles and EIT Overarching Learning Outcomes in measurable intended learning outcomes. The EIT Urban Mobility Quality System for Non-Degree Education and Training was developed and tested in 2023 and became operational in 2024. The Competence Hub is developing an IT portal to manage the EIT Label documentation, which will be available from Q3 2024 onwards. Until then, the documentation will be handled using standard software (MS Office).

The EIT UM Label certification process consists of a three-step approach, primarily based on self-assessment to be completed by the course provider. The evaluation of the course provider's compliance with the process is handled by the EIT UM Academy Competence Hub. An external independent evaluator will review each course individually and determine whether it successfully complies with the EIT Label requirements.

The three steps of the EIT Urban Mobility Quality System are represented below.
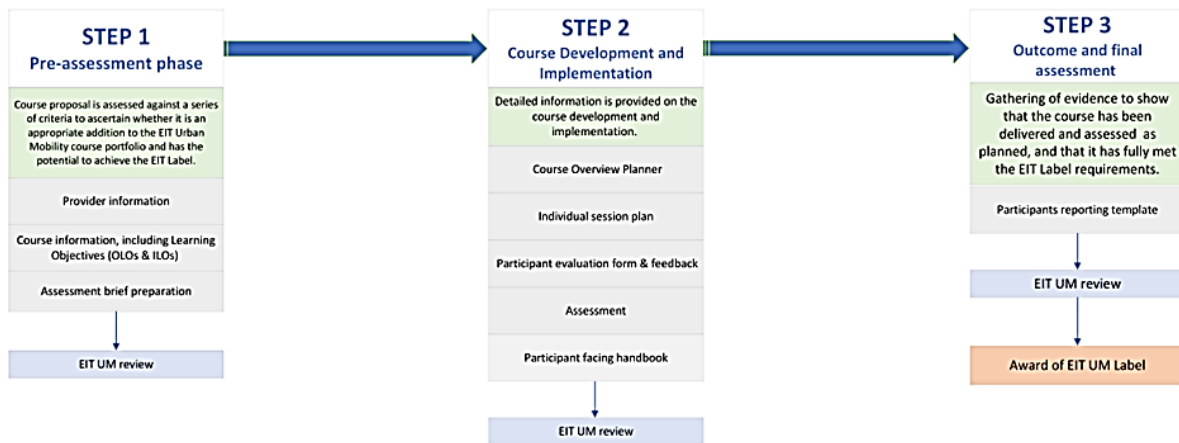
For more information on the EIT Urban Mobility Quality System:

- The EIT Label Handbook for Non-Degree Education and Training can be found here:
  https://eit.europa.eu/sites/default/files/eit_label_nondegree_handbook.pdf
- The ¨Guiding Document¨ of the EIT Urban Mobility Quality system for non-degree education and training (EIT Label) can be found on the Call webpage
- The details relative to the 3-step approach (draft version) can be found in the ¨3-Step Approach¨ file published on the Call webpage
- Some of the ¨Supporting Documentation¨ mentioned for each of the three steps (draft version) can be found on the Call webpage.

Note: Only proposals under CHA3 and CHA4 will be subject to alignment with the new EIT Label Certification mentioned above. If relevant, proposals under CHA5 may also be subject to alignment with the new EIT Label certification mentioned above.

3.5 Project duration

This Call is open to proposals with different durations according to the type of activity planned.

While we expect proposals for shorter projects (up to nine months) that deliver faster results, longer-term projects (up to December 2025) are also considered.

3.6 Financial aspects

3.6.1 EIT funding allocation

The total **maximum EIT funding** allocated to the 2024 cut-off dates of this call is up to €2 million. The amounts will be allocated according to estimations outlined in the table below.

Scope of activities	Maximum indicative EIT funding	Indicative number of project products to be funded	Indicative max. annual EIT funding per project
E-Course (SOC and MOOC) production (CHA1)	€100,000	Approximately up to 2 e-courses are expected to be funded	Per SOC: from €8,000 to €30,000 (depending on proposal quality, variety of tasks undertaken, number of speakers/modules, etc.) Per MOOC: from €10,000 to €75,000 (depending on proposal quality, variety of tasks undertaken, number of speakers/modules, etc.)
Face-to-face synchronous course (or Applied a-Courses) commercialisation: and delivery (CHA2)	Max €400,000	Approximately up to 10 a-courses are expected to be funded	From €5,000 to €300,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Applied Course complying with the EIT Urban Mobility Quality System for Non-Degree Education and Training (EIT Label), design and delivery (CHA3)	Max €500,000	Approximately up to 15 a-courses are expected to be funded	From €5,000 to €150,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Applied Course complying with the EIT Label, commercialisation and delivery (CHA4)	Max €500,000	Approximately up to 5 a-courses are expected to be funded	From €25,000 to €500,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Scaling -up, remodelling and B2B commercialisation of existing courses and training: (CHA5)	Max €500,000	Approximately 5 courses or projects are expected to be funded	From €5,000 to €500,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)

The total **maximum EIT funding** allocated to the 2025 cut-off dates of this Call is approximately €1.5 million.

The amounts will be allocated according to estimations outlined in the table below. If the maximum EIT funding for this Call is granted, the subsequent cut-off dates will be cancelled, and the information updated accordingly on this Call's webpage on the EIT Urban Mobility website.

Scope of activities	Maximum indicative EIT funding	Indicative number of project products to be funded	Indicative max. annual EIT funding per project
E-Course (SOC and MOOC) production (CHA1)	Max €20,000	Approximately up to 1 e-course are expected to be funded	From €5,000 to €20,000 (depending on proposal quality, variety of tasks undertaken, number of speakers/modules, etc.)
Face-to-face synchronous course (or Applied a-Courses) commercialisation: and delivery (CHA2)	Max €375,000	Approximately up to 1-5 a-courses are expected to be funded	From €5,000 to €375,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Applied Course complying with the EIT Urban Mobility Quality System for Non-Degree Education and Training (EIT Label), design and delivery (CHA3)	Max €355,000	Approximately up to 1-5 a-courses are expected to be funded	From €5,000 to €355,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)
Applied Course complying with the EIT Label, commercialisation and delivery (CHA4)	Max €375,000	Approximately up to 1-5 a-courses are expected to be funded	From €5,000 to €375,000 (depending on course duration, complexity, learning formats, number speakers/visits/tutors, etc.)
Scaling -up, remodelling and B2B commercialisation of existing courses and training: (CHA5)	Max €375,000	Approximately 1-5 courses or projects are expected to be funded	From €5,000 to €375,000 (depending on course duration, complexity, learning formats, number of speakers/visits/tutors, etc.)

Notwithstanding the indicative amounts referred to in the tables above, the exact number of projects to be funded- per type of activity and the funding allocated per project will depend on the quality of the proposals received and the available budget. EIT Urban Mobility also reserves the right to use available amounts across the different types of projects, as needed.

3.6.2 Co-funding rate

Co-funding required

All proposals submitted by the cut-off dates in 2024 must have a minimum co-funding rate of 20%. The co-funding rate for the cut-off dates in 2025 is 25%.

Co-funding above this rate will be positively assessed during the portfolio selection process. The minimum co-funding rate is relative to the total project budget.

3.6.3 Eligibility of expenditure

For information on the eligibility of costs of your project's budget, please refer to the *Eligibility of expenditure* document published on the Call webpage.

3.6.4 Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy.

For the Academy Competence Hub, the recommended FS mechanism is revenue sharing for its a-courses (in exceptional cases other mechanisms or types of courses can be considered, if relevant). During the period in which the a-course receives funding from EIT, 100% of the revenues generated by the course go to EIT Urban Mobility. If the a-course is expected to generate more revenue than the funding provided by EIT Urban Mobility, then a profit-sharing model may be defined in the proposal. If this is not the case, the default profit-sharing model will be 20/80 (EIT Urban Mobility/ project member(s)). When a course or event is repeated after the end of the project and becomes viable without EIT funding, a standard profit share agreement may be established between EIT Urban Mobility and the project member(s) as part of the proposal. If this is not the case, the default profit-sharing model will be 50/50 (EIT Urban Mobility/project member(s)).

Proposals for activities with FS requirements (see section 3.4) should present a commercialisation strategy, indicating its contribution towards achieving EIT Urban Mobility's financial sustainability. For this purpose, each proposal must specify the subject of the FS mechanism (course, training, methodology, etc.), outline the expected revenue forecast and specify whether the expected revenue is to be generated with or without further funding.

The FS mechanism of each selected proposal will be revised and further developed while the activity is being implemented, and a Commercial Agreement will be signed with EIT Urban Mobility before the end of the project. The Commercial Agreement will be signed with only one partner before the end of the project. If projects are implemented by a consortium, one of the partners must take the role of the commercial partner who will commercially exploit the project's results. The partner who will commercialise the project's results during and after the project must be identified by the consortium and named to EIT Urban Mobility by the Lead Partner.

Such Commercial Agreements will be valid and monitored for 5 to 10 years after the project is completed to follow/monitor the impact that will be generated by the project's outputs, as part of the FS mechanism. The duration depends on the scope of the activity and type of content produced.

For detailed information on FS requirements per type of activity, please check section 3.4 Scope of Activities.

3.7 Project implementation, monitoring and reporting

The Academy Competence Hub will continuously monitor the implementation of the projects and establish regular check-in points during the projects' timelines. For additional information on project execution (implementation, monitoring and reporting phases), please refer to the Project Implementation Handbook 2023 published on the Call webpage.

All Project Leaders and consortium partners will need to comply with the rules and procedures established in the Horizon Europe MGA during the project implementation.

In particular, all project activities must comply with the provision of Article 16 (Intellectual Property Rights) and with the branding guidelines and obligations set out in Article 17 (Communication, Dissemination and Visibility). All communication and dissemination activities funded by this Call must display the logos of EIT Urban Mobility and the EU emblem with the following text: "*This project is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Urban Mobility acts to accelerate positive change on mobility to make urban spaces more liveable. Learn more: eiturbanmobility.eu.*"

3.7.1 Deliverables

Given that EIT Urban Mobility is an economic activity within Pillar 3 of Horizon Europe, the primary objectives are to create sustainable wealth, jobs, and skills. As such, provision of academic deliverables akin to the Horizon Europe research and societal pillars is not an objective. Project Leaders should focus on providing deliverables and outputs linked to the educational content developed within their project.

The deliverables listed below represent the minimum requirement for each activity topic.

Deliverable	Description
CHA1: E-Course documentation	For CHA2, an e-course delivery reporting package detailing all e-course contents and activities to be implemented in the e-learning platform (SCORMS, texts, evaluation elements, etc.) as well as all the raw material used to develop/deliver the e-course, so that the Competence Hub is able to modify, update or move the course to other platforms. Where relevant, an e-course marketing and diffusion plan should also be delivered. Conversely, if the proposal only covers part of the activities needed to deliver a course (like the course content), then the e-course document will be adapted accordingly.
CHA 2,3,4: A-Course documentation	For CHA2, 3, 4, an a-course delivery reporting package detailing all the key components of course design, commercialisation (or promotion) and delivery (course outline, PPTs, videos, reading materials used in the course, photos, evaluation forms, list of participants, etc.).

CHA5: Event/Course programme	For CHA5, in the case of new editions, scaling-up or remodelling of a-courses (and blended courses), an updated a-course or e-course delivery reporting package, with all the necessary additional information and data relative to the changes and additional developments that have been implemented. In the case of sales and development activities, a report detailing all the actions undertaken, and the results achieved in terms of lead generation and conversion.

4. General information on preparing and submitting a proposal

4.1 Support for applicants preparing a proposal

Guidelines for Applicants, recorded webinars and contact details are available to guarantee the maximum support to the applicants during the proposal preparation process.

Guidelines for Applicants

EIT Urban Mobility has developed the *Guidelines for Applicants* with the aim of assisting all potential applicants in preparing and submitting their proposal. The *Guidelines for Applicants* are published on the Call webpage and provide a full set of information and instructions to prepare and submit a proposal to this Call.

Call information sessions

To help applicants prepare and submit their proposals, EIT Urban Mobility will host an information session after the Call has been published. The online event will focus on the call content, the challenges and requirements, as well as on general procedures, such as the submission and evaluation process, financial aspects, and the monitoring and reporting activities. A recording of the session will be published on the call webpage.

Type of event	Topic covered	Date and time (CET)	Access to platform
Webinar	Launch of the Call info session: scope and challenges of the call, tips to applicants General procedures: Call calendar, evaluation and selection process, financial aspects and the PLAZA submission tool	25 March 2024 11:00-12:00	Zoom registration link https://eiturbanmobility-eu.zoom.us/webinar/register/WN_aGtf7_LcSDWD1fXu8m6AHA
Webinar	Guidelines for applicants – submission via NetSuite	13 January 2025 11:00-12:00	Registration link will be available in the Call website

Call contact points

All applicants may contact EIT Urban Mobility at academycall@eiturbanmobility.eu to resolve any concerns or doubts on the general/technical procedures and call content.

4.2 Proposal submission and Call calendar

4.2.1 How to apply

Before starting a proposal, all applicants (Project Leader and consortium partners, as applicable) must register on the following two platforms:

- The EU Funding & tender opportunities portal to obtain a nine-digit Participant Identification Code (PIC number) and
- The EIT Urban Mobility IT submission tool.

Please carefully read the registration and submission processes outlined in the *Guidelines for Applicants.*

The following documentation must be submitted by the Project Leaders through the IT submission platform no later than the cut-off date **at 17:00 CET:**

- Application Form
- Optional: Annexes to the application form (figures, graphics, photos etc.)

Any proposals submitted after the deadline will be ineligible.

4.2.2 Call calendar

An indicative timeline is outlined in the table below. Please note that this calendar may be subject to changes.

Activity	Date
Call opening	*14 March 2024*
First cut-off date	*14 May 2024*
Eligibility and admissibility check	*May 2024*
Evaluation of proposals	*May-June 2024*
Communication of results to applicants	*June 2024*
Conditions clearing	*June 2024*
Compliance check of the fulfilment of conditions	*June 2024*
Final selection of portfolio	*July 2024*
Tentative start date of the projects	*Mid-July 2024*

Second cut-off date	*30 September 2024*
Eligibility and admissibility check	*October 2024*
Evaluation of proposals	*October- November 2024*
Communication of results to applicants	*November 2024*
Conditions clearing	*December 2024*
Compliance check of the fulfilment of conditions	*December 2024*
Final selection of the portfolio	*December 2024*
Tentative start date of the projects	*January 2025*
Third cut-off date	*30 January 2025*
Eligibility and admissibility check	*February 2025*
Evaluation of proposals	*February-March 2025*
Communication of results to applicants	*April 2025*
Conditions clearing	*April 2025*
Compliance check of the fulfilment of conditions	*April 2025*
Final selection of the portfolio	*April 2025*
Tentative start date of the projects	*April-May 2025*

5. Evaluation and selection process

Once the applicants have submitted their proposals, the EIT Urban Mobility team will proceed to:

- Check eligibility and admissibility of those proposals and, if successful:
- Allow external experts to begin evaluating the content.

5.1 Eligibility and admissibility check

A proposal will be considered eligible if:

1. Completeness	The proposal is completed, submitted in time by the Project Leader via the EITUM IT submission tool, in English with all its mandatory sections.
2. Applicants' eligibility	Entities applying to this call are registered in an EU Member State or Third country associated to Horizon Europe and are fully registered in

	both the EU Participant Portal (PIC number) and the EITUM IT submission tool.
3. Co-funding rate	The minimum co-funding rate of proposals subject to cut-off dates in 2024 is 20%. The minimum co-funding rate of proposals subject to cut-off dates in 2025 is 25%.
4. KPIs addressed	All proposals must include the minimum required KPIs of the specific activity group for which the project proposal is submitted (see section 3.4.)

Proposals containing one or more ineligible elements will receive an official communication from EIT Urban Mobility informing applicants of the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

In case of missing or incorrect information linked to co-funding, KPI and partner registration, applicants will be given five calendar days after receiving the official communication to allow them to complete the application. If the applicants respond positively to this requirement and within the time limit, the proposals will progress to the next stage of the evaluation process (see section 5.2 below).

If the applicants fail to respond or respond after the deadline, the proposals will remain ineligible and will not be further processed. For consortium proposals, if one single partner of the consortium is ineligible, this partner will step down. The Project Leader will be informed accordingly.

The Project Leader may appeal if they disagree with the decision to reject a proposal on the grounds that it is inadmissible/ineligible. This appeal must be made within five calendar days of the official EIT Urban Mobility notification of ineligibility (see the Appeal procedure document published on the Call webpage).

5.2   Evaluation of proposals

The purpose of the evaluation is to assess the strategic fit, excellence, impact, implementation, and overall quality of each proposal that successfully passes the eligibility and admissibility check.

The individual evaluation process will be carried out by three independent external expert evaluators whose evaluation reports will be compiled by a Rapporteur.

Each evaluation phase is integrated by different groups of criteria and sub-criteria which will be assessed according to the following scores:

Score		Description
0	*None*	The information requested is missing or incomplete
1	*Very poor*	The information provided is considered irrelevant or inadequate compared to the specific call provisions

2	*Poor*	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	*Fair*	The overall information provided is adequate; however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	*Good*	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	*Excellent*	The information provided is outstanding in its detail, clarity and coherence, compared to the specific call provisions

5.2.1 Quality evaluation

Strategic fit	Max. scoring
• To what extent does the proposal contribute to the EIT Urban Mobility Strategic Objectives, especially those emphasised in section 3.1 of the Call Manual?	5 points
• To what extent is the proposal aligned with the specific Call requirements as indicated in section 3.4 of the Call Manual and has the capacity to achieve a pan-European dimension?	10 points

Excellence and novelty	Max. scoring
Excellence	**20 points**
• To what extent does/do the participant(s) involved in the proposal demonstrate experience and expertise in successfully developing, delivering and/or commercialising similar products or services for an audience of professionals?	5 points
• To what extent does/do the participant(s) involved in the proposal demonstrate previous experience and expertise in successfully developing, delivering and/or commercialising similar products or services in the area of urban mobility, sustainable cities, innovation and/or governance?	10 points
• To what extent does/do the participant(s) involved in the proposal demonstrate previous experience and expertise in successfully delivering similar products or services, within collaboration frameworks similar to those provided by EIT Urban Mobility in this Call for Proposals (e.g. HE Calls, Calls from other entities such as World Bank, UNESCO, etc.)?	5 points
Novelty	**10 points**
• To what extent does the proposal either build upon existing courses or address new topics/subjects/regions, or present an innovative component with respect to the existing state of the art?	10 points

Impact: social, economic, financial, and general sustainability	Max. scoring

Aim of the proposal and contribution to expected impact	10 points
• To what extent are the proposal's expected impacts measurable?	5 points
• For CHA1 (if e-courses are to be hosted on a platform other than UMC), CHA2, CHA4, CHA5 (when relevant): To what extent does the proposal have the potential to generate revenue, either through direct payments from the beneficiaries (individuals, professionals, or organisations) or through third party sponsorship/funding? • For CHA1 (if e-courses are to be hosted on UMC), CHA3, CHA5 (when relevant): to what extent do the courses or activities in the proposal have the potential to reach and attract a high number of urban mobility professionals?	5 points
Impact and viability	10 points
• To what extent does the proposal establish measures to ensure the course(s) addressed has(have) the market potential to be replicated (doing the same activity again in the same market) or scaled up (adapting the activity to a different market)? • To what extent is the knowledge triangle integrated or explained by the proposal?	10 points
Effectiveness of the proposed measures to exploit and disseminate the proposal results (including IPR management), communicate the proposal and manage data, where relevant	5 points
• To what extent does the proposal present a dissemination and communication plan to specific target audiences and aligned to the challenge area (MGA Article 17)? • When relevant (i.e. CHA1 (if e-courses are to be hosted on a platform other than UMC), CHA2, CHA3, CHA4, and CHA5 (if applicable – see section 3.4 of the Call Manual), to what extent does the proposal describe a clear commercialisation/promotion and/or exploitation strategy (taking into consideration measures for IPR management according to MGA Article 16 if necessary)?	5 points

Implementation: planning and sound financial management	Max. scoring
Coherence and effectiveness of the workplan, including appropriate allocation of budget, tasks, and resources	20 points
• To what extent is the workplan (including minimum KPIs and deliverables) aligned to achieving the proposal's objectives?	10 points
• The quality of the financial proposal: to what extent are the estimation of direct/indirect costs, personnel v. outsourced costs, allocation of resources, fixed/variable costs, revenue generation, revenue share, etc., outlined and justified and reflect value for money?	10 points
Appropriateness of the management structures and procedures, including quality management and risk management	5 points

• To what extent does the proposal identify management structures ensuring that the proposal resources will be effectively managed, and to what extent does it present a clear contingency plan?	5 points
Role of entities involved	**5 points**
• To what extent does/do the applicant(s) have (differentiated) and clear role(s) and responsibility(ies)?	5 points

The total score of 100 points is distributed as follows:

	Max score
Strategic fit	*15 points*
Excellence	*30 points*
Impact	*25 points*
Implementation	*30 points*
Total points	*100 points*
Total weight	*70%*

If two or more proposals receive the same score, prioritisation will be based on the following criteria in order of importance: excellence, implementation, impact. This will specifically be brought to the attention of the EIT Urban Mobility Selection Committee. Once the quality evaluation is finalised, all the SERs are provided to the EIT Urban Mobility Selection Committee. The total weight of the quality evaluation process represents the 70% of the total scoring to be received by the proposal.

5.2.2 Portfolio selection

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals. The EIT Urban Mobility Selection Committee for this Call is made up of the CFO, the Academy TA Leader and one other member of the Management Team or their delegated representatives.
The final portfolio pre-selection will be based on the Call Report, the SERs, and the ranking list. Only proposals ranked equal to or above 60 points will be passed on to the Selection Committee.

The Selection Committee will consider the portfolio factors outlined in the table below and will add max. 20 points to the final score obtained by each proposal in the quality evaluation phase. The total weight of the Portfolio Selection process represents 30% of the total score that a proposal will receive.

Within the Selection Committee, the following portfolio factors are considered:

Assessment factor	Description of the assessment	Scoring methodology (examples)	Max score
Business intelligence	Duplication of topic/proposal (current or old BP) and relevance of the proposal for CH portfolio Relevance of the entities involved at strategic level for EIT UM	5: no issues 4: 1-2 minor issues 3: more than 3 minor issues 2: 1 serious issue 1: 2-3 serious issues 0: more than 4 serious issues	10 points
EIT UM CH team involvement	Involvement of the EIT UM CH team in the different steps of the course design, delivery and, when relevant, commercialisation	5: Very adequate involvement (very clearly described) 4: Adequate involvement (well described) 3: Fair involvement (well described) 2: Fair involvement (not very clearly described) 1: Poor involvement 0: No involvement	10 points

If proposals receive the same score, additional consideration will be given to the following factors:

- Co-funding: for co-funding, rates higher than the minimum indicated for the respective year;
- Geographic/topic diversity: proposals covering topics or cities/regions that have not been covered in existing/past training initiatives (or that are less covered).

The Selection Committee can review the pre-selected proposals, make minor recommendations to improve the proposal and issue a conditional offer. As part of this process, EIT Urban Mobility may also issue technical conditions that will be included in the conditional offer.

5.3 Communication of results to applicants

The Project Leader will receive an email notification with the evaluation results. If the proposal is pre-selected, the evaluation results may include a set of recommendations/conditions. The communication will establish a clear and non-negotiable deadline. The Project Leader of a conditionally pre-selected proposal will need to respond and update the proposal according to these recommendations/conditions within the timeframe outlined in the communication. Should all conditions be met within the established deadline, EIT Urban Mobility will initiate the onboarding/contracting process, but no sooner than 30 days from the pre-selection decision.

If the Project Leader fails to comply with the provided recommendations/conditions or does not respond in the time allocated, the Selection Committee reserves the right to withdraw the conditional notification. Should this occur, the next proposal on the portfolio list will be contacted following the ranking list.

5.4 Appealing against evaluation results

If the Project Leader of a rejected proposal disagrees with the decision, they may appeal only in the event that an SER/IER comment clearly contradicts the information provided in the proposal. In this case, the Project Leader will have five calendar days after receiving the final evaluation results to submit an appeal (see the Appeal procedure document published on the Call webpage).