EIT Urban Mobility
Calls for Proposal 2020 & 2021
opened 17-18 April 2020
UPC
2 March 2020, 9:00 a 10:00
New Calls 2020 & Calls 2021
# Webinar: Call 2021 & Call 2020 Citizen Engagement and RIS

## General Information for Call2021 & Call2020 CE and RIS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:30 – 10:45</td>
<td>• Strategic Focus &amp; General Information</td>
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</table>

## Call for Proposals for Citizen Engagement and RIS Activities in 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:45 – 10:55</td>
<td>• Citizen Engagement</td>
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<td>• RIS</td>
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## Call for Proposals for Business Plan 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:55 – 11:35</td>
<td>• Innovation</td>
<td>• Future Mobility Factory</td>
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<tr>
<td></td>
<td>• Academy</td>
<td>• Citizen Engagement</td>
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<td>• Business Creation</td>
<td>• RIS</td>
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## Joint Question & Answer Session

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11:35 – 12:00</td>
<td>• Question &amp; Answer Session for both Calls</td>
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</table>
General Information for New Calls 2020 & Calls 2021
Calls for Proposals for 2020 and 2021 with distinct thematic focus and conditions

New Calls 2020

**Thematic areas**
1. Citizen Engagement
2. Regional Innovation Scheme (RIS)

**Execution of activities**
May - Dec 2020

**Proposal submission:**
- Deadline: 17 April 2020, 23:59 (UTC+1/CET)
- Submission via template

Calls 2021

**Thematic areas**
1. Innovation
2. Academy
3. Business Creation
4. Future Mobility Factory
5. Citizen Engagement
6. Regional Innovation Scheme (RIS)

**Execution of activities**
Jan - Dec 2021

**Proposal submission:**
- Deadline: 30 April 2020, 23:59 (UTC+1/CET)
- Submission via PLAZA system
Submission details - We invite all EIT Urban Mobility partners and non-partner organizations to participate

• **Calls 2020:** open 18 Feb – 17 April (23:59, UTC+1/CET)
  • Proposals need to be submitted to call2020@eiturbanmobility.eu
  • Templates for the submission will be available in the beginning of March (**download here**).
  • Annex 3 submission till May 8 to call2020@eiturbanmobility.eu

• **Calls 2021:** open 17 Feb – 30 April (23:59, UTC+1/CET)
  • Proposals need to be submitted via PLAZA
  • Submission system opens beginning of March (announced at Matchmaking 03-04/03, Eindhoven) (**link here**)
  • Annex 3 submission till 19 June to call2021@eiturbanmobility.eu
What's new...

...for both New CfP 2020 and 2021:
- published call for participation on EIT Urban Mobility website
- Project partners can be activity leads in all areas and non-partners can lead RIS and Factory proposals.
- City Challenges were updated
- New cap for Project Partners
- Stronger emphasis on Financial Sustainability
- No need to declare KIC Complementary Activities (KCA)

...only for CfP 2021:
- All thematic areas of the EIT Urban Mobility are included in the 2021 Call
- A one-step process with direct submission in Plaza for the 2021 Call
All proposals need to demonstrate impact on city challenges, strategic objectives, society

EIT Urban Mobility supports systemic solution that can demonstrate impact...

...on city challenges in 7 categories: 1. Shift to active modes of transport (walking & cycling); 2. Avoid negative health, safety and environment impacts of urban mobility; 3. Improve urban logistics with a focus on last mile distribution; 4. Improve public transport service provision; 5. Improve the quality of public space; 6. Improve traffic flow management (incl. ITS); 7. Avoid transition barriers

• ...on strategic objectives: SO1 - Create liveable urban spaces; SO2 - Close the knowledge gap; SO3 - Deploy user-centric, integrated mobility solutions; SO4 - Accelerate market opportunities; SO5 - Promote effective policies and behavioural change
• ...on society: Improved quality of life in cities, mitigation of climate change, competitiveness of cities and the European mobility sector for job creation

...while supporting the long-term financial sustainability of EIT Urban Mobility
All proposals that comply with eligibility criteria will be considered and evaluated

- **Completeness** of submitted proposal
- Who can be an **Activity leader**:
  - **RIS, Factory**:
    all (EIT UM partners and non-partners)
  - **Innovation, Academy, Business Creation, Citizen Engagement**:
    EIT UM partners (current EIT Urban Mobility core partners and project partner)
- **Co-funding** of at least 30%
  - Innovation: at least 30% of the total KIC Added Value Activity (KAVA) cost
  - All other thematic areas:
    - profit organizations (>250 employees): at least 30% of individual share of KAVA cost.
    - Non-profit organizations: not mandatory but highly encouraged and positively evaluated
Different funding caps and fees apply depending on partner status

- **EIT funding caps**
  - Core partner tier 1, including LTPs: uncapped
  - Core partner tier 2, including LTPs: EUR 300k
  - Other (non-core partners): EUR 150k

- All **non-core-partners** who participate in EIT Urban Mobility Activities and receive EIT funding will become EIT Urban Mobility **project partners**

- Project partners do not pay membership fees but contribute to EIT UM with an **administration fee of 20%** of the total amount of EIT funding they receive in a year.
Proposals will be evaluated for quality, portfolio fit, systemic impact, and financial sustainability contribution.

Evaluation will be done in two steps:

- **Step 1:** Evaluation of quality of individual proposals by an external reviewer panel
  - Excellence, Novelty, and Strategic Fit (score weight 30%),
  - Solution Readiness, Consortium and Workplan (score weight 20%),
  - Strategy for Implementation (score weight 20%),
  - Impact (score weight 30%)

- **Step 2:** Evaluation of portfolio fit, systemic impact and financial sustainability by EIT Urban Mobility Portfolio Definition Team
Proposals need to demonstrate how the activity will contribute to financial sustainability

- Proposals are requested to provide:
  - The **commercialization strategy**: a clear plan on how results will be commercialized
  - The **Financial Sustainability mechanism**: description of a mechanism that will be applied to generate a financial backflow for EIT Urban Mobility (e.g. revenue sharing models, equity in start-ups created by Innovation Activities and/or supported by Business Creation Activities, tuition or other fees for education programs, etc.)

- **Potential and feasibility of scaling** Activity outputs through the Future Mobility Factory and thereby contributing to the financial sustainability of EIT Urban Mobility will be evaluated
New Call for Proposals 2020
EIT Urban Mobility
Citizen Engagement Call 2020
Citizen Engagement Call 2020

In 2020 the focus will be placed on:

• Collection of best practices of citizen engagement experiences within the EIT Urban Mobility’s partnership

• Development of a citizen engagement strategy, that will provide guidance on how to implement citizen engagement activities and which will set the basis for related activities in the years that follow

• Creation of a citizen engagement platform, which can serve for learning, exchange of knowledge and collection of best practices

**Total budget:** 155.000 EUR
Highlights from Call Citizen Engagement 2020

Best practice (BP) collection:
• Important to develop evaluation criteria: when is a case considered a best practice?
• Are there important gaps that should be tackled to contribute to the achievement of the EIT Urban Mobility strategic objectives? This can be valuable information for the focus of the CE Strategy

Citizen Engagement Strategy should include targets and be focused and in line with the Strategic Agenda

Citizen Engagement Platform:
• Should allow for learning, exchange of knowledge and collection of best practices
• Easy to use, also for externals (search tool)
• Built for future expansion of the platform
• Describe what you can develop this year and how you see its expansion in the future. Be innovative! It should not just stay a platform for the collection of BPs, maybe also something citizens can use themselves? Other ideas highly welcome!

There is a clear link between the BPs collection, the CE strategy and CE Platform. Make sure these tasks are clearly connected to each other and add value to each other!
EIT Urban Mobility
RIS Call 2020
Regional Innovation Scheme (RIS) is a special tool

EIT RIS focuses on countries with limited or no participation in EIT Urban Mobility, where innovation capacity is moderate or modest and which otherwise would not be able to benefit from insights and experience gained within the EIT Urban Mobility Community

RIS focus countries:

- EU MS (15):
  - Bulgaria, Croatia, Cyprus, Estonia, Greece, Hungary,
  - Southern-Italy, Latvia, Lithuania, Malta, Poland, Portugal,
  - Slovakia, Slovenia, Romania

- H2020 associated (11):
  - Albania, Armenia, Bosnia and Herzegovina, Faroe Islands,
  - Republic of North Macedonia, Georgia, Moldova, Montenegro,
  - Serbia, Turkey, Ukraine
Quick start for non-members to be part of the community

RIS Calls 2020 have the goal to connect new stakeholders from the RIS countries in the following activity fields:

- **EIT Urban Mobility Hubs 2020** (Greece, Hungary, Malta, Poland, Portugal, Serbia, Slovenia)
- **RIS innovation projects 2020** (to boost local innovation, up to 150k EUR)
- **RIS projects connected** to EIT Urban Mobility projects (to connect new stakeholders to running projects)
- **RIS internship 2020** (for young talents to work in EIT Urban Mobility projects)

If you as a partner would like to work with non-member RIS stakeholders already in 2020 in your project, you can invite them, and it can be financed in the connected project call.

If you would like to integrate interns (RIS) in your projects, please inform us.
If you know potential interns, please encourage them.
Invite your partners

**Projects**

<table>
<thead>
<tr>
<th>Overall budget</th>
<th>Max. funding per beneficiary</th>
<th>Grant intensity</th>
<th>Goal</th>
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**Connected Projects**
- 3-10 projects (10-100 kEuro) connected to the projects of the BY2020
- 226 kEuro
- 60 kEURO
- 100%
- Innovation/Education/Business Creation projects can be extended to the RIS
- Connect potential candidates to running projects, and give the possibility to be a regular project partner next year and use/verify the project outcomes

**Innovation Projects**
- 4-7 projects (50-150 kEuro)
- 700 kEuro
- 60 kEURO
- 100%
- Innovation for RIS needs
- Local knowledge triangle integration
- Test the local innovation ecosystem
- Products and services for all markets
Call for Proposals for Business Plan 2021
EIT Urban Mobility
Innovation Call 2021
Innovation activities in three categories

Focus on delivering products / services / solutions at a Technology Readiness Level (TRL) of 5 and above.

**Research** — creating and improving concepts for mobility solutions, with a focus on regulation

**Test** — building, testing and learning in fast iterations, co-creating with citizens, cities and partners

**Pilot and implement** — building pilots and demonstrating impact
Innovation activities bring solutions for city challenges

- Substantial contribution to making cities a better place to live, addressing specific city challenges within one of the four segments

<table>
<thead>
<tr>
<th>EIT UM Innovation segments</th>
<th>Related City Challenge Cluster (s)</th>
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| Accelerating urban transformation | City Challenge Cluster 5. Improve the quality of public space  
City Challenge Cluster 7. Avoid transition barriers |
| Encouraging integrated mobility | City Challenge Cluster 1. Shift to active modes of transport  
City Challenge Cluster 3. Improve urban logistics, focus last mile |
| Meeting mobility needs | City Challenge Cluster 4. Improve public transport service provision  
City Challenge Cluster 6. Improve traffic flow management (incl. ITS) |
| Decarbonising and automating mobility | City Challenge Cluster 1. Shift to active modes of transport  
City Challenge Cluster 2. Avoid negative impacts of urban mobility |
Innovation activities involve new cities and facilitate integrated mobility for people and goods

• Proposals are encouraged to bring in **new cities**, not yet partners of EIT Urban Mobility, to serve as test beds and living labs and widen the geographical scope of activities and impact

• To improve the portfolio balance regarding "**Facilitating integrated mobility for people and goods**", a ratio freight/people of activities is planned within the four innovation segments
Innovation multi-year activities, resubmit your proposal

- Due to the EIT’s annual grant cycle, even for multi-year activities, only activities executed in 2021 will be granted under this Call. Multi-year activities approved for BP2020 will have to re-submit an activity proposal in 2020 for approval for the BP2021

- Out of the innovation activity plan BP2020 some KAVAs are explicitly invited to submit a follow up proposal for the Business Plan 2021! Have a careful look in the CfP document.
Innovation evaluation of quality of individual proposals

- Excellence, Novelty, and Strategic Fit (score weight 30%),
  - Added value of the proposal
- Solution Readiness, Consortium and Workplan (score weight 20%),
  - Workplans should be feasible
- Strategy for Implementation (score weight 20%),
  - Dissemination strategy
- Impact (score weight 30%)
  - Commercialization strategy and scaling opportunities (Future Mobility Factory)
  - FS mechanism
EIT Urban Mobility
Academy Call 2021
Academy - Call Overview

• Activities in the form of pilots and experiments to improve and introduce new content, formats and business models to the Master School, the Doctoral Training Network and the Competence Hub.

• Academy activities may fall into one of the following categories:
  • Master School
  • Doctoral Training Network
  • Competence Hub
EIT Urban Mobility Academy – Long-term targets

Reaching organizations’ needs at all levels simultaneously

**Master School**
- +10 universities
- 500 graduates annually

**Doctoral Training Network**
- +10 universities
- 50 graduates annually

**Competence Hub**
- 50,000 learners annually
- Reach 500,000 annually
EIT Urban Mobility Academy – Present status

Together - We have already reached quite far

**Master School**
- Set up and ready to go 2020
- Open for applications

**Doctoral Training Network**
- Ready to go in Q2 2020
- Soon open up for applications

**Competence Hub**
- First course already in 2019
- Many new activities in the pipeline
Academy – Operational model
Call and non-call activities

A constant need for renewal and improvements in specified areas
- Formats
- Business model
- Content

Run operations of the Academy

Call

Implement and scale up

Experiment

Not for us

Iterate
Academy – requirements

Numbers

• Minimum one partner
  • Higher scoring with more partners
• Maximum 200k (minimum 20k)
  • Average expected around 100k

• See Call for detailed criteria
• See RIS Call for specific RIS targeted education activities
Academy – requirements

General

• Potential to be implemented on a broader scale - **repeatable and scalable**
• Be **complementary** to what already exists in terms of content (new content in need) and/or scale (making existing content reach a larger audience).
• Contribute to **build** one or more of the required **capabilities**
• A **lasting impact** and be able to **prove a financial sustainability mechanism**
• Include all aspects of the **extended Knowledge Triangle**
Academy – example of expressed needs

- Master School
  - Two to three EIT Urban Mobility Master School Summer Schools
  - Initiatives supporting marketing and finding and selection of talent
  - Initiatives increasing the involvement of industry and cities
- Doctoral Training Network
  - A Doctoral Training Network Annual Forum
  - Initiatives supporting marketing and finding and selection of talent
  - Initiatives increasing the involvement of industry and cities
- Competence Hub
  - Course concepts with an immediate commercial and profit generating potential.
  - Course concepts that especially target the need within city administrations
  - Initiatives leveraging already existing education within partner organizations
  - Initiatives leveraging already existing activities, conferences, industry fairs etc.
EIT Urban Mobility
Business Creation Call 2021
Business Creation ramping up

Continue and improve content, formats and business models of the Accelerator programme, Scale-up Hub and Go Global.

Business Creation activities are:

• Acceleration in the Innovation Hubs South, Central, East, North, West
• Accelerator programme, Central Services
• Scale-up Hub, including Go Global
Acceleration only for resubmissions

Acceleration for start-ups

• Target 50 startups accelerated across 5 Innovation Hubs in 2021
• €15k Grants for start-ups through Finance2Move

Acceleration Central Services

• IT platform
  • Yearly admission process and acceleration of 50 start-ups across the 5 Innovation Hubs.
  • Marketing support for scouting potential start-up participants
Scaleup Hub includes internationalization package

Scaleup Hub, including "Go Global" for 25 selected mature start-ups / scale-ups

The basic scale-up package includes:

• Visibility through events, marketing and the Urban Mobility Start-Up Map Europe
• Access to City Club members
• Country-specific scaling-up support (regulatory and market-entry)

Internationalization package for a yearly fee:

• Guaranteed yearly warm introductions to customers and partners
• Pilot financing for selected scale-ups of up to 60k Euro
• Go Global support (match-making, field trips, trade shows)
EIT Urban Mobility
Future Mobility Factory Call 2021
Call Area 4: EIT Urban Mobility Future Mobility Factory

CITY MOBILITY ANALYSIS
2020 - UMAM development & analysis of City Club Cities
2021 - yearly city analysis & tool improvement

NEW MOBILITY SOLUTIONS
2020 scaling pilots of carsharing & home delivery solutions
2021 prepare & scale more solutions

BEST PRACTICE DATABASE
2020 first collection
2021+ continuous growth & communication

FINANCING
2020 plan for external funding
2021 additional funding available

CENTRAL PLATFORM
2020 feasibility check for a central platform
2021+ central go-to point

PLANNING TOOLS
2020 MAMCA pilot for stakeholder Engagement & VML feasibility study & Thought Leadership
2021+ add more supporting tools

EIT UM Companies + Cities & external parties

NEW solutions in cities

Accelerate project scaling
Key message

Scaling Solution Trials
Activities to support the exploitation of results and scale up urban mobility solutions. The Factory aims to receive proposals to create (semi) automated tools and other process-support to bring urban solutions to scale. Small and quick activities testing these processes are asked in this Call for Proposals.

Indicative conditions (non-binding)
- Min. 2 partners per proposal
- Funding:
  - 80k EUR (for activity partners)
  - 10k EUR for external market research or similar
- Available budget 180k - 540kEUR

Main criteria
- Contribution to Factory goals
- Time to market
- (written) interest from (pilot) clients
- Forecast revenue
EIT Urban Mobility
Citizen Engagement Call 2021
EIT Urban Mobility is looking for new, effective ways to co-create together with citizens, involve them in the ideation process, to look for and test suitable solutions together with industry, academia, cities and all stakeholders of a city. Citizen Engagement proposals should:

- introduce new formats, contents and business models for citizen engagement activities in line with EIT Urban Mobility’s Citizen Engagement goals
- help create a new communication methodology and process where citizens and end-users are not only informed about science and innovation but also empowered
Main aims of Citizen Engagement activities in 2021

- Create a new **communication methodology and process** where citizens and end-users are not only informed about science and innovation but also **empowered**
- Co-create together with the citizens, **involving them in the ideation** process, to **look for and test** suitable solutions **together with industry, academia, cities and all stakeholders** of a city
- Understand and **change thinking and behaviour** and open up research and innovation to society
- **Understand** our **target groups** and having long-term impact in order to be **truly effective** in citizen engagement activities
Important to take into account

• Be targeted towards a **specific, clearly identified target group** (e.g. children and schools or elderly)
• Choose a **specific topic** to focus on within the activity in line with the EIT Urban Mobility strategic objectives and City Club challenges
• Include well-defined **objective(s) and outputs/deliverables**
• Proposal should have the potential, when shown to be successful, be both **repeatable and scalable**
• The submitted proposal should clearly contribute to building the EIT Urban Mobility’s Citizen Engagement approach (Pillars Connect, Exchange, Empower)
• **Highly recommended!** To include all aspects of the extended knowledge triangle and include more than one partner, one geography, and one type of partner (cities, academia and research, industry as well as SMEs/start-ups) as well as including RIS regions
• Total **budget** available: 220,000 EUR
EIT Urban Mobility
RIS Call 2021
Motivation of local stakeholders (RIS) to introduce their competencies and start local projects

RIS Calls 2021 have the goal to connect new stakeholders from the RIS countries in the following activity fields:

**RIS Innovation**
- *show your products and services Europe’s cities are waiting for*

**RIS Education**
- *get involved in joint programs and prepare local training and education courses*

**RIS Business Cr.**
- *build a start-up pipeline and network of accelerators*

**RIS Factory**
- *support the absorption innovation in local infrastructure investments*

<table>
<thead>
<tr>
<th>Area</th>
<th>Max. funding per beneficiary</th>
<th>Max budget per activity/activity</th>
<th>Estimated overall available budget for area</th>
<th>Grant intensity (max. funding rate)</th>
<th>Latest activity end</th>
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<tbody>
<tr>
<td>RIS Innovation</td>
<td>60.000 EUR</td>
<td>200.000 EUR</td>
<td>700.000 EUR</td>
<td>100%</td>
<td>31.12.2021</td>
</tr>
<tr>
<td>RIS Education</td>
<td>60.000 EUR</td>
<td>150.000 EUR</td>
<td>300.000 EUR</td>
<td>100%</td>
<td>31.12.2021</td>
</tr>
<tr>
<td>RIS Business Creation</td>
<td>60.000 EUR</td>
<td>200.000 EUR</td>
<td>400.000 EUR</td>
<td>100%</td>
<td>31.12.2021</td>
</tr>
<tr>
<td>RIS Factory</td>
<td>60.000 EUR</td>
<td>100.000 EUR</td>
<td>100.000 EUR</td>
<td>100%</td>
<td>31.12.2021</td>
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EIT RIS Special information

Non-member RIS stakeholder are allowed in ALL calls, not just in the RIS calls

• RIS calls have the mission to support all local actions in the RIS countries, please mobilise your partner network

There will be some further RIS calls in Q3-Q4 for 2021, for example RIS Hub call 2021

• If you as partner have a project idea to implement in the RIS region, you can apply in the thematic calls or please contact the RIS manager anytime to prepare future activities
EIT Jumpstarter 2020
Turn your innovative idea into a budding business


Pre-accelerator program for RIS students: Teams of individuals with innovative business ideas
2 members per team are eligible

Participants will be selected based on the strength of the entrepreneurial idea they possess, their impact to the sector and their growth potential.

Application deadline 15th of March
https://www.lyyti.fi/reg/Jumpstarter-2020
Thanks for your interest & participation!

Let’s make innovation happen!