



Business Plan 2021 – 2022

Call Manual Factory

#ChallengeMyCity

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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eiturbanmobility.eu

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Abbreviations

BP	Business Plan
CfP	Call for Proposals
EEE	External Expert Evaluator
FSM	Financial Sustainability Mechanism
IER	Individual Evaluation Report
KAVAs	KIC Added Value Activities
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
LEAR	Legal Entity Appointed Representative
MGA	Model Grant Agreement
MT	Management Team
PMO	Programme Management Office
SER	Summary Evaluation Report
TA	Thematic Areas

Glossary

Activity Leader	The Activity Leader is the person nominated for each project as the main contact point between the entities involved in the project and the EIT Urban Mobility. This person belongs to the Partner Lead of the project. The Activity Leader can nominate or revoke an unlimited number of contacts from the entities involved in the project.
Call for Proposals	The call is the instrument used to allocate granting funding by EIT Urban Mobility to individuals, consortia and third parties to support the deployment and development of the Strategic Agenda through activities. EIT Urban Mobility uses two types of calls: (1) general call to outline the corresponding Business Plan (BP). This type of call involves all Thematic Areas of EIT Urban Mobility (before the year of BP implementation) (2) small or specific call, normally involves only one Thematic Area, and aims to complete or balance the portfolio outlined in the respective BP through the allocation of non-committed budget of the BP (placeholders) or the allocation of additional funding non-included initially in the respective BP (during the year of the BP implementation)
Call report	Document prepared by the call coordinator summarising the results of the call and its most important outputs, including the evaluation results list.
Deliverable	Deliverables are outputs (e.g., building block of the project information or data mapping, design report, a technical diagram, infrastructure or component list, a software release, upon which the end product/solution or service depends) that must be produced during the project lifecycle.
Evaluation Report	A report is written covering all proposals and process from individual evaluation results and from committee discussion (Evaluation panel from EEE) that is forwarded to the EIT Urban Mobility Management Team.
Evaluation results list	List of proposals in order of scoring based on the evaluation process results.
Knowledge triangle integration	EIT Urban Mobility aims to gather close-knit partnerships of European education, research and business entities (knowledge triangle) and also involves cities, either in the composition of the KAVAs partnerships or in the expected impact of the KAVAs results.
Lead Partner	The Lead Partner is the lead entity who is the final responsible for creating and submitting the project proposal and the main contact point for the EIT Urban Mobility for a particular grant.
Milestone	Control points to chart progress. They may correspond to the completion of a key deliverable that allows the next phase of the work to begin.
Model Grant Agreement	Model Grant Agreement is used in Horizon Europe and is replacing the specific grant agreement used in H2020.

Selection Committee	The Selection Committee is responsible for the selection of shortlisted proposals and definition of requirements for the inclusion of selected proposals in the final portfolio of projects/KAVAs. Selection Committee is composed by CEO, COO and at least 3 Thematic Leads. The Selection Committee bases its discussion and debate around the SERs provided with the Call Report.
Single-point-of-contact	A person serving as the focal point who may raise key issues directly with EIT Urban Mobility. All organisations registering in the e-Submission system PLAZA must name a Single-Point-of-Contact.
Summary Evaluation Report	All the written external evaluations are discussed in a consensus meeting where the points of scoring, convergence and divergence are discussed and debated. Thereafter, a single and final Summary Evaluation Report is made summarising the strengths, weaknesses, risks, commercial and social value of a proposal.
Ranking list	Ranking of proposals selected for funding by the EIT Urban Mobility Selection Committee.
Thematic Lead	Director and/or relevant head who is actively involved in content development of any of the following areas: Academy, Innovation, Business Creation, City Club and Citizen Engagement, Factory and RIS.

Introduction

Urban Mobility went through unexpected and momentous changes in 2020. COVID-19 ripped through our nations and cities bringing individual, community and societal upheaval and turmoil. Density and proximity, the very two things that make our cities the economic, cultural, intellectual, political, and innovative beating hearts of our society, were also the weakest points when faced with a new and deadly threat.

Wise medical advice led to lockdowns that inevitably saved millions of lives while freezing personal mobility. Who we are today, how we relate to each other, and how we perceive and move around our cities has changed. Maybe forever. EIT Urban Mobility was privileged to play a small role in Covid response initiatives. Inclusive logistics projects protecting the elderly and vulnerable were rolled out in Budapest, touching thousands. New ruggedised rickshaws were designed for people with disabilities and reduced mobility in the hilly cities of Bergamo and Bilbao. As road space was taken back for public space, citizens in 5 cities were able to design and manufacture their street furniture for their own public spaces. New nanotech sprays covered the surfaces of our buses and metros to ensure essential workers came home safely.

It has been an unforgettable year that has shaped our thinking on where EIT Urban Mobility needs to go. We learned we could move fast and innovate at pace. We learned that the right thinkers and doers are out there – they just need to be found. We learned that innovation can be financially beneficial and contribute to sustainable growth.

In 2022, we want to push and accompany innovators further into the early stages of market uptake, and simultaneously help cities address their sustainability challenges in mobility with innovative approaches. Reducing the time-to-market of successfully piloted innovations and overcoming market-entry barriers is at the core of the objectives of this call for solutions. The post-covid urban mobility landscape leaves us limited time to reach our collective 2030 goals, and a true decade of action is needed to implement change in cities.

We look forward to receiving your applications!

Maria Tsavachidis

CEO

EIT Urban Mobility

1. Call summary

Disclaimer: this document provides the applicants with detailed information on the #ChallengeMyCity Call for the EIT Urban Mobility Business Plan 2021-2022. The information given is subject to be updated according to new potential rules or requirements provided by EIT and/or by the EC.

Call for Proposals for Factory for #ChallengeMyCity: Main Features	
Dates	<ul style="list-style-type: none"> • Call opening: 9 December 2021 • Call closing: 8 February 2022 at 17:00 CET • Eligibility and admissibility check: Beginning of February 2022 • Evaluation of proposals: February-March 2022 • Communication of results: End of April 2022
Total EIT funding allocated to this call	Up to 150,000 EUR
Total EIT funding allocation per challenge	Challenge A (Toulouse): Up to 60,000 EUR Challenge B (Milan): Up to 60,000 EUR Challenge C (Milan): Up to 30,000 EUR
Link to the submission portal	The PLAZA platform will be available as of 9 December 2021
List of documents to be submitted	<ul style="list-style-type: none"> • Application form available on the PLAZA platform • At least one letter of recommendation from the city or client where a prior pilot was carried out (To be attached to the Application Form in PDF) • A note of load descent and load distribution (showing an overload <20 KN/m²) (only for challenge A) (To be attached to the Application Form in PDF)
List of documents to take into consideration	<ul style="list-style-type: none"> • Call Manual 2021-2022 Factory #ChallengeMyCity • EIT Urban Mobility Strategic Agenda 2021-2027 • Call Guidelines for Applicants • Eligibility of expenditures • Appeal procedure • Implementation Handbook (To be published within the following days) • Horizon Europe Model Grant Agreement • List of KPIs
Short summary of the topics to be addressed	<p>#ChallengeMyCity</p> <p><i>The #ChallengeMyCity call provides innovative mobility solutions with the opportunity to perform a pilot in a city's urban environment in real conditions. For the first release of this call, the cities of Toulouse and Milan are participating. They present specific mobility challenges that need to be addressed and will be hosting the pilots to tackle these challenges. During the implementation of the activities, the pilots will take place in parallel. The</i></p>

	<p><i>pilot implementation will be co-funded by EIT Urban Mobility and administratively supported by the cities (and public service providers, where applicable). The impact of the pilots will be evaluated to assess the potential success of a long-term implementation of the tested solutions.</i></p>
<p>Evaluation criteria</p>	<p>For the Strategic Fit Evaluation:</p> <ul style="list-style-type: none"> • The proposal fits and is aligned with one of the specific challenges defined in section 3 • The applicants can demonstrate market readiness documented by at least one previous successfully implemented pilot of the same proposed solution • The proposal is in line with the Vision and Mission of the EIT Urban Mobility Strategic Agenda and the SO1 <p>For the Full proposal evaluation:</p> <ul style="list-style-type: none"> • Excellence: novelty and results-focus • Impact and financial sustainability • Quality and efficiency of the implementation, including sound financial management

2. General requirements

2.1 EIT Urban Mobility strategic focus and objectives

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** (SA). By being in line with the scope of the activities, as stated in section 3, the proposals encouraged by this call will be aligned with the SO1 – Create liveable urban spaces.

The evaluation and selection of the submitted proposals will be highly dependent on their contribution to the strategic elements as outlined below.

2.1.1 Vision and Mission

EIT Urban Mobility encourages the integration of innovative solutions and services on all levels to accelerate change towards a more sustainable model of urban mobility. It aims to develop and deploy solutions for the mobility needs of people and businesses and create a longstanding impact for cities and urban quality of life. We strive for an affordable, clean, safe, efficient, and healthier form of mobility of people and goods, and at the same time enable cities to reclaim public space from cars by creating liveable urban spaces that support the wellbeing of local communities, where people want to live, work, meet up and play.

All activities of EIT Urban Mobility serve the purpose of achieving three societal impact goals:

- Improved quality of life in cities,
- Mitigation of climate change,
- Creation of jobs and strengthening the European urban mobility sector.

Details on the strategic focus of the *Future Mobility Factory Thematic Area* are given in Section 3.

2.1.2 Strategic Objectives

Five strategic objectives (SOs), as set out in the EIT Urban Mobility Strategic Agenda, steer our activities and ambitions, and will lead us to achieve our goals for Urban Mobility and eventually societal impact:

- SO1 - Create liveable urban spaces
- SO2 - Close the knowledge gap
- SO3 - Deploy and scale green, safe, and inclusive mobility solutions for people and goods
- SO4 - Accelerate market opportunities
- SO5 - Promote effective policies and behavioural change

2.2 Type of partners

EIT Urban Mobility currently brings together around 171 partners from 29 different countries and five sectors: academia, research, industry, NGOs and cities.

2.2.1 Eligibility of applicants

2.2.1.1 Applicant's origin

This Call for Proposals (CfP) is open to entities from Member States (MS) of the European Union (EU), and from [Third countries associated to Horizon Europe](#).

2.2.1.2 Applicant's categories

All types of applicants (EIT Urban Mobility and non-EIT Urban Mobility partners) are welcome to participate in this call for proposals for subgrantees. Applicants are expected to come from (but not limited to) the industry and have no restriction in size.

2.3. Partner registration process

Before submitting a proposal, all applicants must register on the EU Participant Portal and the PLAZA submission tool¹ and provide their PIC number.

¹ The registration process is outlined in the *Guidelines for applicants*.

3 Call-specific requirements

3.1 Strategic focus

The overall purpose of the #ChallengeMyCity call is to resolve mobility-related challenges faced by European cities in their urban environment. This year's issue of the call is dedicated to the cities of Toulouse and Milan. Detailed analyses of both cities' needs have been performed through collaborative workshops involving city officers, EIT Urban Mobility Factory officers and external members with expertise in the tackled challenges. These workshops spanned from June to October 2021. The key challenges that are a strategic priority to each city have been identified and properly defined. These have then been presented in the form of potential pilots with clear scopes, including specified pilot sites. The pilot in Toulouse will run in the area around the Toulouse-Matabiau railway station, and the pilots in Milan will run around the Rogoredo railway station.

Each project proposal is expected to **address one single challenge** (either in Toulouse or in Milan) with the provider's developed solution. Selected applicants will then implement the proposed solution in a pilot in one of the participating cities. This call, therefore, aims to allow solution providers to test and market-scale their innovative product or service in a living, urban environment. This is a unique opportunity to portray the impact of mobility solutions that have already been developed and piloted but still lack a significant market deployment, and to promote them for long-term implementation. Thus, each application will need to document a prior pilot carried out in another location through at least one letter of recommendation from the city or client where it was implemented. Additionally, the proposed solution should not have been widely implemented at the time of the call opening. Given the strategic alignment of the pilots with Toulouse and Milan's urban priorities, the evaluation of impact to be carried out may account for the solution's relevance for potential future procurement opportunities.

For the Business Plan 2021-2022, Future Mobility Factory aims to support scaling innovative mobility solutions and doing so with the necessary involvement and support from cities and public entities. This first series of #ChallengeMyCity pilots in Toulouse and Milan offers an opportunity to build and learn from the created partnerships.

3.2 Scope of the pilots

Toulouse and Milan both have an efficient public transport system. Despite this, car usage is still widespread in both cities. This explains why these populations suffer from congestion, pollution and road accidents. To reduce these negative effects, Toulouse Métropole and Milan wish to promote a modal shift consisting of greater use of shared, active and micro-mobility within the city. These mobility options need to be well integrated with the available public transport, facilitating intermodal transport.

With this as the main aim, Toulouse Métropole and Milan want to test new mobility solutions around its mobility hubs, such as train stations, to find the best options promoting intermodality at these sites. They are particularly focused on encouraging the use of bikes as the transport mode to move to and from the hubs.

As part of the #ChallengeMyCity call, pilots directed at this topic will be facilitated in each city.

In Toulouse, the pilot will be performed in the area surrounding the Toulouse-Matabiau railway station. This station hosts train lines, TGV, metro and bus lines. It is located in the city centre and is connected with the Low Emissions Zone. In addition, a new metro line that will be constructed in the upcoming years will have a stop at this station.

In Milan, the pilot will take place around the Milan Rogoredo railway station, also hosting train, metro and bus lines. This station is located outside the city centre. In addition, Milan also wants to improve access to its transport hubs by ensuring effective integration with the existing bike infrastructure of the city and its suburbs. To this aim, Milan will be facilitating a pilot to test innovative solutions enhancing safety and security in bike lanes, thus bringing a better biking experience to users.

The following challenges have therefore been identified with the cities of Toulouse and Milan and are being considered for this call:

Challenge A – in Toulouse: Bike parking for commuters.

Challenge B – in Milan: Bike parking for commuters.

Challenge C – in Milan: Safety equipment for bicycle paths.

Challenges A and B have the same objective but are applied to a specific area of each city.

Project proposals to this call are expected to specify which of these three challenges is being targeted. The resulting portfolio of selected proposals will intend to be composed of one proposal per challenge. However, fewer proposals may be selected based on the evaluation results, the budget requested and the total available EIT funding. If a particular challenge does not obtain any selected proposal, this challenge may be excluded from this call. The resulting pilots from the selected proposals will run in parallel during the implementation of the activities.

3.2.1 Challenges A and B: Bike parking for commuters

3.2.1.1 Challenges description

The possibility of parking your own bike at the station where you catch the train, or the metro, is one of the first keys to the success in bringing a modal shift in these areas. However, a lack of suitable and secure places to park your bike is a significant barrier to their use. In fact, this can sometimes be perceived as a marker of inequality between the different areas of the territory.

Toulouse and Milan both suffer from numerous bicycle thefts, leading many citizens to avoid parking their bicycles on the street. This inevitably leads to lower usage rates of bicycles. In addition to the city's major efforts in providing bicycle facilities and purchasing aids, it is essential to take into account the issue of safe parking in order to accelerate the transition to this mode of transportation.

Therefore, for Challenges A and B, Toulouse and Milan want to test the use of secure bike parking at key public transportation hubs. This facility would increase parking safety by avoiding the theft of citizens' bicycles, thus encouraging them to travel to and from the hubs using this mode of transport.

Both cities are expecting project proposals offering adequate parking solutions that can host 15-25 bicycles. These solutions will involve a secured facility and will be positively evaluated if they also provide associated services for bicycle users. The applicants will bear the set-up and operating costs throughout the pilot duration and will be supported by the city for the identification of target location sites, the provision of land (subject to an occupancy fee if the site is on public property), as well as for any required adaptations of the solution for the specific needs of the site (or district). The successful applicants will manage the end-users' terms of access and subscriptions to the bicycle parking. The successful applicants are encouraged to propose user friendly modes of access (e.g. smartphone app, but also other means to let elder people that don't use smartphones use the parking). Successful applicants will also fully manage and maintain the infrastructure in proper use conditions throughout the whole test period. Civil engineering works should not need to be undertaken on the street for its implementation.

If the proposed solutions have additional features that provide benefits towards the end-user's experience, city integrability or environmental impact, these project proposals may be positively evaluated. This includes enhancements such as energetic self-sufficiency, renewable power supply, compatibility with public transport subscription cards, rainproof facilities, lighting, among others.

The pilot for **Challenge A, in Toulouse**, will be performed in the Grand Matabiau district around the Toulouse-Matabiau railway station. For **Challenge B, in Milan**, the pilot will be performed in the area surrounding the Milan Rogoredo railway station.

For Challenge A in Toulouse, the successful applicant will need to obtain approval on the pricing of the bike parking system for users with the city administrator. This will be negotiated after the selection of the project proposal, not at the time of submitting the proposal.

For the Challenge B in Milan, there is no specific pricing requirement.

3.2.1.2 Technical requirements when starting the test for Challenge A

Note that demonstrating the following is not required at the time of submitting the proposals to this call. These requirements will need to be provided by the selected applicant who applied to Challenge A (Toulouse) at the beginning of the project to be able to start the pilot.

The selected applicant will have to fulfil and demonstrate the following before the pilot implementation:

- No modification of the ground should be envisaged (trench, foundation), except anchoring if necessary. The constraint with regards to infrastructure weight is an overload limitation of 20 KN/m².
- Compliance with the overload limitation.
- Keeping paths and loading zones of delivery vehicles unobstructed.
- Keeping station emergency exits and essential infrastructure (ventilation grid, buffers, etc.) free and unobstructed.
- Compatibility with emergency procedures, such as evacuation plans.
- The possibility for the city to continue the maintenance of existing buildings (elevator kiosks, staircase guardrails, etc.).
- A note of load descent and load distribution (showing an overload <20 KN/m²).
- Installation and removal procedure descriptions for the facility involving the kind of delivery vehicles, as well as their characteristics.

The successful applicant will be expected to meet with the authorised city officers in Toulouse at the start of the pilot implementation to agree on the best suitable location of the facility from the site plans obtained by DT (R554-20 of the environment code) or by request from the city representatives.

3.2.1.3 Expected outcomes and impact

The expected impact for Challenges A and B is to increase the inter-modality of commuters using a combination of rail public transport and cycling thanks to the provision of a convenient bike parking system.

In order to objectively quantify the social, climate and economic impact, applicants are requested to include in their proposals a series of performance metrics. These metrics should relate to the usage of the parking system (such as, for instance, the number of users, usage per user or duration of parking per usage, etc.),

as well as other qualitative metrics relating to the users (user profile, user opinion of service, etc.). Further metrics of relevant information on the pilot will also be necessary (such as energy consumption of the infrastructure, any undesired incidents such as vandalism or infrastructure faults, downtime days, etc.).

The application is also expected to include a methodology to estimate the pilot's environmental impact, as outlined in section 3.4.

For both performance metrics and climate impact potential, applicants will be required to provide real pilot data in the final month of the pilot implementation. The anonymised data will be submitted to EIT Urban Mobility and its authorised suppliers for the sole objective of performing the impact evaluation. Applicants are also encouraged to provide further data, including feedback directly from parking users, to compliment the impact evaluation.

The evaluation of impact will allow the solution providers to demonstrate the benefits generated by their product or service, allowing them to de-risk their solution and obtain a significantly strengthened market position.

In order to address gender bias, special consideration will be taken regarding how proposals strive for gender equality in the marketing and selection of end-users, and other aspects related to the pilot operation.

3.2.2 Challenge C: Safety equipment for bicycle paths

3.2.2.1 Challenge description

In order to increase the use of active mobility infrastructure, the city of Milan aims to improve its safety. Bike lanes often lack safety and signalling equipment that, if installed, would offer the users a better, low-risk experience and journey. Milan is undertaking an expansion project of its urban cycle paths. Consequently, it would like to test innovative solutions that can provide increased levels of safety through the implementation of new signalling devices and/or new construction techniques and materials. The proposed solution should ensure a fast and easy installation. The applicants will be asked to propose the experimentation of a solution on an existing bike lane. The ideal scale of the experimentation is along a 1km path, but the city reserves the possibility to discuss and define this length with the selected applicants, as well as to designate the exact experimentation site.

If the proposed solution has additional features that provide benefits towards the end-user's experience, city integrability or environmental impact, these projects proposals may be positively evaluated. This includes enhancements such as climate neutral/positive materials and infrastructure, energetic self-sufficiency of safety devices, plug-and-play equipment, among others.

3.2.2.2 Expected outcomes and impact

The expected impact is to enhance safety of cyclists when using the cycle lane where the pilot takes place. This includes an overall reduction of risk and of conflicts with other road users.

In order to objectively quantify the social, climate and economic impact, applicants are requested to include in their proposals a series of performance metrics. These metrics should relate to the usage of the bike lane (such as, for instance, number of users or time of use), as well as other qualitative metrics relating to the users (user profile, user opinion of service, etc.). Further metrics of relevant information on the pilot will also be necessary (such as energy consumption of the infrastructure, any undesired incidents such as accidents or damage to the installation, etc.).

The application is also expected to include a methodology to estimate the pilot's environmental impact, as outlined in section 3.4.

For both performance metrics and climate impact potential, the applicant will be required to provide real pilot data in the final month of the pilot implementation. The anonymised data will be submitted to EIT Urban Mobility and its authorised suppliers for the sole objective of performing the impact evaluation. Applicants are also encouraged to provide further data, including feedback directly from parking users, to compliment the impact evaluation.

The evaluation of impact will allow the solution providers to demonstrate the benefits generated by their product or service, allowing them to de-risk their solution and obtain a significantly strengthened market position.

In order to address gender bias, special consideration will be taken regarding how proposals strive for gender equality in the marketing and selection of end-users, and other aspects related to the pilot operation.

3.3 Key Performance Indicators (KPIs)

All project proposals submitted to Challenges A, B or C must address the following mandatory KPI:

- **KSN01 Innovation Pilot Scaling – Minimum target: 1**

The number of innovation products and/or processes (not below Technical Readiness Level TRL-4) that have completed testing / demonstrated with end users and prove to be successfully implemented beyond the KAVA activities, are ready for scaling.

Scaling means expansion to wider scale application (more people reached within same location) and/or introduction in a new location (other places within the same municipality, other cities/regions in Europe or worldwide).

An innovation is defined as: “An idea, practice or object that is perceived as new by an individual or other unit of adoption in the place that it is implemented”. Innovations need to integrate into the context in order to be economically successful and provide societal impact.

In addition, project proposals that will also address any of the following KPIs will be positively evaluated:

EITHE11.1 Financial Sustainability

EITHE12.1 Co-funding rate

3.4 Mandatory requirements during the submission stage

Project proposals to Challenges A, B and C are expected to include the following information **as part of the Application form**:

- A description of the proposed solution to be piloted, and a high-level execution and management plan of the pilot. This includes a description of the main role taken up by the applicants.
- A description of performance metrics to be used to objectively evaluate the social, climate and economic impact of the pilot. These metrics should allow the quantification of the impact during the project. Measures on exploiting the obtained data should be described, including how this can be used for the project’s marketing and sales plan.
- An methodological description to estimate the climate impact potential of their proposal, both in terms of mitigation and adaptation. Measures on exploiting the environmental impact resulting from the pilot should be described, including how this can be used for the project’s marketing and sales plan.
- A marketing and end-user engagement plan that targets specific audiences during the pilot, and a dissemination and communication plan on the pilot activities, impact and outcomes.

3.5 Mandatory deliverables during the implementation stage

The successful applicants to Challenges A, B and C will be required to submit the following deliverables during the pilot implementation.

Challenges	Deliverable title	Description	Deadline
A	Technical requirements report	See Section 3.2.1.2	Week 1 of the start of the project
A, B and C	Report on data collection	Report of the proposed data indicators to be collected during the tests and the objective analysis of	First month from the start of the project

Challenges	Deliverable title	Description	Deadline
		the social and economic impact of the pilots.	
A and B	Report on the use of the solutions	A report including the data collected during the tests.	Last month of the project implementation
A, B and C	Report on climate impact (sharing data)	A report including the data collected during the test on the production and consumption of energy; and data on the number of users and frequency that will be then used for evaluating the impact of the solution in lowering CO2 emissions (if people shift from motorized modes to bike use during the test period). The report will include also the environmental footprint of the solution implemented: the provider will need to describe which materials uses for the construction of the solution, if they are recycled or not, the energy used and the emissions (incl. Transport) produced to produce deliver and operate the solution to the site.	Sharing data all along the test period (we will organize a monthly meeting), and then deliver a final report

3.6 Proposal duration

The selected project proposals in this call under Challenge A, B or C will need to be implemented until 31 of December 2022. The projects are expected to have a duration **between 6 and 8 months**. A final report will be required at the end of each project, regardless of its duration.

3.7 Financial aspects

3.7.1 Budget and co-funding rate

The total EIT funding allocation to this call is expected to be up to 150,000 EUR. This will be divided between the 3 Challenges. The maximum amounts per Challenge shown below are indicative.

Project proposals submitted to this call under Challenges A, B and C are expected to have a minimum 40% co-funding rate. Higher co-funding levels are welcome and proposals with higher co-funding rates than 40% will be more favourably assessed by the external evaluation panel.

Challenge	Max. EIT Funding allocation per project proposal	Minimum co-funding rate provided by applicants per project proposal
A Toulouse	60,000 EUR	40%
B Milan	60,000 EUR	40%
C Milan	30,000 EUR	40%

3.7.2 Eligibility of expenditures

For information on the eligibility of costs of the budget, please refer to the document *Eligibility of Expenditures document* of the Call for Business Plan 2021 – 2022.

Note: The call does not aim to fund research or technical development (R&D) activities, but only market deployment activities. Only technical adaptations to the pilot context may be accepted as eligible costs.

3.7.3 Financial sustainability

To sustain a long-term partnership, the EIT Urban Mobility has developed a Financial Sustainability (FS) Strategy to enable the KIC to gradually become financially independent from EIT funding. This FS strategy is based on a mix of both active earned income and passive investment revenue. These revenue streams will be complemented by financial contributions coming from activities funded by EIT Urban Mobility.

Each selected project is expected to contribute to EIT Urban Mobility's financial sustainability. Project proposals to this call should therefore include a commitment to EIT Urban Mobility's financial sustainability. Specifically, **the selected applicants will be requested to sign a commercial agreement with EIT Urban Mobility during the conditions clearing phase, prior to signing the agreement.**

The submission of the project proposal will be considered proof of agreement for providing such a required contribution to EIT Urban Mobility's financial sustainability.

The commercial agreement will consist of defining a revenue share of the income generated by the solution (or a derivative from it) in case it is long term implemented in the cities of Toulouse, Milan, or beyond, once the pilot has finalised. Locations included in the agreement are subject to discussion between EIT Urban Mobility and the signing entity. The generated income may come from revenues generated by public procurement contract or from private customer service consumption.

The project proposal is expected to include a strategy for supporting EIT Urban Mobility's financial sustainability, specifically defining potential terms on the revenue share to be agreed.

The commercial agreement may also include additional benefits provided by EIT Urban Mobility, including further support in upscaling the piloted solution.

3.8 Monitoring and Reporting

For information on the Monitoring and Reporting, please refer to the document *Implementation Handbook* of the Call for Business Plan 2021-2022.

3.9 Benefits for selected projects

The successful applicants will benefit from a wide range of support provided by EIT Urban Mobility and the participating cities:

- Support from EIT Urban Mobility factory officer throughout the pilot implementation.
- Support from the involved city officials throughout the pilot.
- Inclusion and promotion of the solution in the Mobility Innovation Marketplace, managed by EIT Urban Mobility.
- The opportunity to receive further support in scaling the piloted solution beyond this call.

4 General Proposal preparation and submission

4.1 Support on proposals preparation

To guarantee the maximum support from EIT Urban Mobility to each of the current and potential partners and stakeholders, three different support offers will be provided during the process: *The Call Guidelines for Applicants*, *the information events* and, finally, *the EIT Urban Mobility call contact points*.

4.1.1. Guidelines for applicants

EIT Urban Mobility has developed the *Call Guidelines for Applicants*, which is published on the EIT Urban Mobility PLAZA online system and the EIT Urban Mobility website, to ensure all interested parties have access to the relevant and necessary information to support call preparation and submission. The *Call Guidelines for Applicants* provides clear information on how, when, where and what the applicants must submit to EIT Urban Mobility to participate in any area from the calls for *Business Plan 2021-2022*.

4.1.2. Call information event

To help the applicants in the preparation and submission of their proposals, the EIT Urban Mobility will carry out an [Infoday webinar on 17 December 2021](#). The attendees must be [registered in advance](#) to the meeting.

Specific information on the call content, the evaluation process as well as administrative and financial aspects (among others) will be provided by the EIT Urban Mobility team.

For further information, please contact factory@eiturbanmobility.eu.

4.1.3. EIT Urban Mobility call contact points

In addition to the Infoday, all applicants may contact EIT Urban Mobility to resolve any concerns or doubts on general/technical procedures and call content.

Type of contact	Email
Legal, Financial, Administrative and technical procedures	pmo@eiturbanmobility.eu
Content of the Call	factory@eiturbanmobility.eu

4.2 Proposal submission

All applicants will submit their proposals via the PLAZA e-submission platform.

The PLAZA platform will be available as of 9 December 2021. Guidance on the use of PLAZA can be found in the *Call Guidelines for Applicants*.

The deadline for the submission is **8 February 2022 at 17:00 CET**.

4.2.1 Call calendar²

Activity	Date
<i>Call opening</i>	9 December 2021
<i>Information Day</i>	17 December 2021
<i>Call closing</i>	8 February 2022 at 17:00 CET
<i>Eligibility and Admissibility check</i>	Beginning of February 2022
<i>Evaluation of proposals</i>	February-March 2022
<i>Communication of results to applicants</i>	Mid-March 2022
<i>Conditions clearing</i>	End of March 2022
<i>Compliance check of the fulfilment of conditions</i>	Beginning of April 2022
<i>Final pre-selection of portfolio</i>	End of April 2022

4.2.2 Mandatory documents to be submitted

The following documentation must be submitted by the applicants through the PLAZA e-submission tool **no later than 8 February 2022 at 17:00 CET**:

- Application form
- At least one letter of recommendation from the city or client where a prior pilot was carried out.
- A note of load descent and load distribution (showing an overload <20 KN/m²) (only for challenge A)

NB: Any documentation missing or considered incomplete, may be a reason for rejection of the project proposal.

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

5 Evaluation and selection process

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

- Check eligibility and admissibility and, if successful:
- Initiate the evaluation of the content by external expert evaluators.

5.1 Eligibility and admissibility check

A proposal will be eligible if:

1. Completeness	The submitted proposal is completed, submitted in time via the PLAZA submission tool, in English with all its mandatory sections.						
2. Applicant profile	The project proposal shall involve entities coming from industry and located in an EU country or a <i>Third country associated to Horizon Europe</i> .						
3. Applicant eligibility	Applicants respect the requirements defined in Section 2.3 and are fully registered in both the EU Participant Portal and in the PLAZA submission tool.						
4. Co-funding rate	All proposals must have a minimum co-funding of 40%. Any co-funding rate below 40% will be deemed ineligible.						
5. Mandatory KPI addressed	<p>For all proposals addressing activities in Challenge A, B and C:</p> <table border="1" data-bbox="597 1268 1179 1348"> <thead> <tr> <th>KPI Code</th> <th>KPI title</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>KSN01</td> <td>#Innovation pilot scaling</td> <td>1</td> </tr> </tbody> </table>	KPI Code	KPI title	Target	KSN01	#Innovation pilot scaling	1
KPI Code	KPI title	Target					
KSN01	#Innovation pilot scaling	1					
6. Letter of recommendation	<p>For all proposals addressing activities in Challenge A, B and C:</p> <p>At least one letter of recommendation from the city or client where a prior pilot was carried out (to be attached to the Application form in PDF).</p> <p>A note of load descent and load distribution (showing an overload <20 KN/m²) (only for challenge A) (To be attached to the Application Form in PDF).</p>						

Proposals containing one or more ineligible elements will receive an official communication from EIT Urban Mobility informing on the outcome of the admissibility and eligibility check and containing the explanation of the failure.

In case of missing or incorrect information linked to co-funding, KPI and partner registration, the Lead Applicant will be awarded 5 calendar days from the official communication for the completion of the application. If the Lead Applicant responds positively to this requirement and within the delay, the proposals will be sent to the next step of the evaluation (see section 5.2 below). On the contrary, if he or she fails to respond or respond after the deadline, the proposals will remain ineligible and will not be further processed. The Lead Applicant will be informed accordingly.

The Lead Applicant of any proposal deemed inadmissible/ineligible disagreeing with the ineligibility decision may appeal. This appeal must be made within 5 calendar days after the official EIT Urban Mobility notification of ineligibility (see document *Appeal procedure* linked to the call).

5.2 Evaluation of proposals

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

This Individual Evaluation Process will consist of the **strategic fit evaluation** (first qualifying phase) and the **full evaluation** (second qualifying evaluation phase) carried out by three independent external evaluators.

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	<i>None</i>	The information requested is missing or incomplete
1	<i>Very poor</i>	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	<i>Poor</i>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	<i>Fair</i>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	<i>Good</i>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	<i>Excellent</i>	The information provided is outstanding in its details, clarity and coherence, compared to the specific call provisions

5.2.1 Strategic Fit Evaluation

The strategic fit evaluation will be focused on the fit of the proposal idea to the call topic in which the proposal has been submitted, as well as on the Vision and Mission and KPIs reflected in the EIT Urban

Mobility Strategic Agenda. Only proposals successfully passing the strategic fit evaluation will pass to the full proposal evaluation.

To determine if the proposal is strategic for EIT Urban Mobility and in line with the provisions set out in the call, the evaluation criteria defining the strategic fit will be evaluated first and independently from the full evaluation performed by the evaluators.

The strategic fit evaluation will consist of 3 questions with a total score of 15 points.

Strategic Fit evaluation criteria
<ul style="list-style-type: none"> • The proposal fits and is aligned with one of the specific challenges defined in Section 3.
<ul style="list-style-type: none"> • The applicants demonstrate market readiness by at least one previous successfully implemented pilot of the same proposed solution.
<ul style="list-style-type: none"> • The proposal is in line with the Vision and Mission of the EIT Urban Mobility Strategic Agenda and the SO1.

The threshold for the strategic fit is 3 points in each sub-criterion. Accordingly, the following procedure applies:

- If a proposal receives a lower score than 3 points in any of the three strategic fit evaluation criteria, then it will not pass to the full proposal evaluation.
- If a proposal receives at least 3 points in all the strategic fit evaluation, then it will pass to the full proposal evaluation.

The score from the “strategic fit” criteria will be carried forward for inclusion in the final evaluation score.

5.2.2 Full Evaluation

If the proposal passes the strategic fit evaluation, then, the proposal will continue to the full proposal evaluation. The evaluation will focus on the proposal’s plan to accomplish the scope, in line with the requested resources in time and money as well as on the feasibility of the proposed management plan.

The full evaluation is the final step of the evaluation process. It consists of assessing the excellence, impact, implementation, and overall quality of the proposals that passed the strategic fit evaluation.

The proposals are evaluated and scored against the criteria listed below:

Excellence: novelty and results-focus	Scoring
Coherence of the intervention logic	
The proposal objectives and activities are SMART (Specific, Measurable, Achievable, Realistic and Time-Bound).	Up to 5 points

The aim of the proposal is clearly focused on pilot outcomes and expected results. The pilot activities, outcomes and results clearly prove the capacity to successfully address the objectives of the project.	Up to 5 points
Innovation potential	
The proposal represents an innovative step forward regarding the current state of the art, including enhancements as defined in section 3.2.	Up to 5 points
The proposal demonstrates its need and relevance for society, target group or market.	Up to 5 points
Impact and financial sustainability	
Ambition of the proposal and contribution to expected impact	
The proposal's expected social, economic and environmental impacts (the latter with special attention to climate change) are measurable at a quantitative and qualitative level. Adequate performance metrics of the proposed solution are provided.	Up to 5 points
The project presents a specific strategy to ensure financial sustainability according to the EIT requirements.	Up to 5 points
Extent to which the activity strengthens the competitiveness and growth	
The proposed solution is addressed to specific target group/s and/or market sector/s. Suitability and/or adaptability to different target groups is demonstrated where relevant.	Up to 5 points
The project defines measures to take to ensure the effectiveness of project outcomes.	Up to 5 points
Effectiveness of the proposed measures to exploit and disseminate the pilot results, to communicate the pilot and to manage data, where relevant	
The pilot proposal presents a marketing and end-user engagement plan addressed to specific target audiences.	Up to 5 points
A dissemination and communication plan guarantees communication on main project activities, impact and outcomes.	Up to 5 points
The proposal defines clear measures to manage exploitation of pilot results, including how this can fit into the applicant's marketing and sales plan.	Up to 5 points
Quality and efficiency of the implementation, including sound financial management	
Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources	
The workplan is aligned to the achievement of programme objectives, KPIs and expected results. The programme identifies deliverables, milestones, its timing, and its relevance (critical/not critical) for the overall pilot.	Up to 5 points
The budget reflects the best value for money in terms of proposed co-funding.	Up to 5 points
The proposal budget breakdown is clearly outlined and justified and aligned to the scope of the pilot.	Up to 5 points
The project proposal identifies gender and inclusion aspects.	Up to 5 points

Appropriateness of the management structures and procedures, including quality management and risk management	
The proposal identifies management structures to guarantee a correct execution and management of the pilot.	Up to 5 points
The proposal presents a clear risks assessment and contingency plan.	Up to 5 points

The full proposal evaluation will take into account both the initial strategic fit score (15), as well as the external evaluation’s three criteria scores. The total scoring of 100 points is distributed as follows:

	Max score
Strategic Fit	<i>15 points</i>
Excellence	<i>20 points</i>
Impact and financial sustainability	<i>35 points</i>
Implementation and financial management	<i>30 points</i>
Total	<i>100 points</i>

Three External Expert Evaluators (EEE) will be invited to evaluate the proposals and produce an Individual Evaluation Report (IER). The 3 EEE will meet in a consensus meeting with a rapporteur to discuss and calibrate their IER. The rapporteur will address any notable divergences between them and will develop the final Summary Evaluation Reports (SER). The result of each SER will be added to the Evaluation Results List and the Call Report for the Selection Committee.

5.2.3 Portfolio selection

The EIT Urban Mobility Selection Committee will select the portfolio of pre-selected proposals. The EIT Urban Mobility Selection Committee is composed of the CEO, the COO and three Thematic Leads nominated by the CEO. City officers from Toulouse/Milan may join the Selection Committee in quality of observers upon request.

This final portfolio pre-selection will be based on the Call Report, the SER and the Evaluation results list. Only proposals ranked equal or over 50 points will be passed to the Selection Committee. The Selection Committee will discuss in detail proposals equalling 200% of the available EIT funding allocation.

Within the Selection Committee, the following portfolio factors will be considered:

- Business Intelligence: issues or concerns highlighted by EEE.
- Duplication: no proposals with the same or similar expected results will be funded. If there are two proposals with the same or similar results, only one will be proposed for funding based on the rest of the portfolio factors.

- Track record: track record of the applicants will be taken into consideration regarding their previous pilot implementations of the proposed solution. Widespread implementations of the solution will be considered as a sign of maturity and therefore less positively evaluated.
- Value for money: the most advantageous combination of cost, quality and sustainability to meet the call requirements.
- Benefits towards the end-user's experience, city integrability or environmental impact: enhancements such as energetic self-sufficiency, renewable power supply, compatibility with public transport subscription cards, rainproof facilities, lighting, among others, may be positively considered during by the selection committee.

If proposals have the same or clustered scoring, additional consideration will be given to two additional factors: the co-funding rate (the co-funding rate provided by the applicant is equal to or higher than 40%) and the financial sustainability proposal.

The Selection Committee will have the possibility to review the proposals selected for funding and perform a strategic alignment by identifying recommendations and conditions to be applied.

5.2.4 Communication of results to applicants

The Lead Applicant will receive an email notification with the evaluation results including (if applicable) a set of recommendations/conditions. The communication will set up a defined and non-mutable deadline. The Lead Applicant of a pre-selected project proposal under conditions will need to respond and update the proposal according to these recommendations/conditions within 5 calendar days.

During this period, the Lead Applicant will be requested to provide a signed Commercial Agreement with the EIT Urban Mobility. If the Lead Applicant fails to comply with the provided recommendations/conditions or does not respond within the delay, the Selection Committee reserves the right to withdraw the conditional notification. In such a case, the next project proposal on the portfolio list will be contacted following the ranking list.

After this compliance check, the Lead Applicant will receive the final evaluation results based on the pre-selection of portfolio proposals.

5.2.5 Appeal on Evaluation Results

The Lead Applicant of a rejected proposal who disagrees with the decision may appeal only in the event where a SER comment goes in clear contradiction with the information provided in the project proposal. In this case, the Lead Applicant will have 5 calendar days after reception of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* linked to the call).