



Business Plan 2021 – 2022
Factory
#ChallengeMyCity - Madrid
Call Manual

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
SA	Strategic Agenda
SER	Summary Evaluation Report
SO	Strategic Objectives
TA	Thematic Areas

Glossary

Activity Leader	<p>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.</p> <p>The Activity Leader can nominate or revoke an unlimited number of contacts from the entities involved in the project.</p>
Call for Proposals	<p>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) and (2) small or specific call, normally involving only one Thematic Area which aim 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 not initially included in the respective BP (during the year of the BP implementation)</p>
Call report	<p>Document prepared by the call coordinator summarising the results of the call and its most important outputs, including the evaluation results list.</p>
Deliverable	<p>Deliverables are outputs (e.g., building block of the project information or data mapping, a design report, a technical diagram, an infrastructure or component list, or a software release, upon which the end product/solution or service depends) that must be produced during the project lifecycle.</p>
Evaluation Report	<p>A report is written covering all proposals and the process behind the individual evaluation results and from committee discussion (an evaluation panel comprising EEs and a rapporteur) that is forwarded to the EIT Urban Mobility Management Team.</p>
Evaluation results list	<p>List of proposals in order of scoring, based on the evaluation process results.</p>
Knowledge triangle integration	<p>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.</p>
Lead Applicant	<p>The Lead Applicant is the main responsible person from the Lead Partner entity and is the main contact point for EIT Urban Mobility for a particular grant.</p>
Lead Partner	<p>The Lead Partner is the lead entity who has the final responsibility for creating and submitting the project proposal and who is the main contact point for EIT Urban Mobility for a particular grant.</p>
Milestone	<p>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.</p>

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 the definition of requirements for the inclusion of selected proposals in the final portfolio of projects/KAVAs. The Selection Committee is composed of the 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 and 2021. 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 is evolving as a consequence of that and is an opportunity for change that must be seized. 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 couple of years that have 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 provide momentum and support 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 Madrid Call for proposals for the EIT Urban Mobility Business Plan 2021-2022. The information given could be subject to revision according to new potential requirements requested by EIT.

Call for Proposals for Factory for #ChallengeMyCity Madrid: Main Features	
Dates	<ul style="list-style-type: none"> Call opening: 20 April 2022 Call closing: 20 June 2022 at 17:00 CEST Eligibility and admissibility check: End of June 2022 Evaluation of proposals: July 2022 Communication of results: End of July - Beginning of August 2022
Total EIT funding allocated to this call	Up to 160,000 EUR
Total EIT funding allocation per challenge	Challenge A: Up to 60,000 EUR Challenge B: Up to 50,000 EUR Challenge C: Up to 50,000 EUR
Link to the submission portal	The PLAZA platform will be available from 20 April 2022
List of documents to be submitted	<ul style="list-style-type: none"> Application form (available on the website) At least one letter of recommendation from the city or client where a prior pilot was carried out The SME registration certificate The Pitch Deck
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 List of KPIs for Factory Guidelines for Applicants Eligibility of expenditures Appeal procedure Activity implementation Handbook for subgrantees (Available soon) Horizon Europe Model Grant Agreement
Short summary of the topics to be addressed	<p>#ChallengeMyCity Madrid</p> <p>The #ChallengeMyCity call provides innovative mobility solutions with the opportunity to perform a pilot in a city's urban environment in real conditions. The challenges of this call are located in the city of Madrid (Spain). EIT Urban Mobility and Madrid City Council have developed 3 mobility challenges that need to be addressed and Madrid will be hosting the pilots to tackle these challenges. During the implementation of the activities, the pilots will take place in parallel. The pilot implementation will</p>

	<p>be co-funded by EIT Urban Mobility and administratively supported by the city (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.</p>
<p>Evaluation criteria</p>	<p>For the Quality evaluation: Three External Expert Evaluators (EEEs) and two internal evaluation experts will assess the team capability, impact, excellence, and the implementation of the proposals.</p> <p>For the Pitch: The Selection Committee members will assess the quality of the pitch presentation that includes compliance with the financial sustainability principles and knowledge triangle integration.</p>

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 set out 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 at 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, which 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 and eligibility of applicants

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

Applicants must comply with the following eligibility criteria:

- Incorporated not more than 10 years ago
- Be an SME according to the [EC's definition](#).
- Be an SME located in a MS of the EU or in a Third Country associated to Horizon Europe. The registration certificate will be required at the time of the proposal submission.
- A team with at least 2 FTE (not a single founder): minimum 1 team member pursuing the SME full-time (not necessarily connected to monetary compensation)
- Founders and employees (e.g. Employee Stock Ownership Plan, ESOP) should still own more than 70% of shares
- No more than 5% of the company' shares are held outside of the eligible countries (no detailed cap table needed).

2.3. Partner registration process

Before submitting a proposal, all applicants must be registered on the EU Participant Portal (and thus obtain their PIC number) and at the PLAZA submission tool¹.

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 with market-ready innovative solutions. This year's issue of the call is dedicated to the city of Madrid. Detailed analyses of the city's needs have been undertaken through collaborative workshops involving city officers, EIT Urban Mobility officers and external members with expertise in the tackled challenges. These workshops took place over January and February 2022. The key challenges that are a strategic priority to the city have been identified and properly defined. These have then been presented in the form of implementation pilots with clear scopes and types of locations. The pilot in Madrid will run around different areas in the city centre yet to be determined.

The Factory ChallengeMyCity-Madrid Call for proposals builds on the EIT Urban Mobility Business Creation Acceleration programmes that include the Knowledge Triangle Integration component, by offering specific city challenges for the portfolio of KIC accelerated start-ups to scale and get marketed innovations. Nevertheless, the call is open and external start-ups/SMEs to the KIC may apply.

Each project proposal is expected to **address one single challenge** with the provider's developed solution. Selected applicants will then implement the proposed solution in a pilot lasting at least 5 months. This call, therefore, aims to allow solution providers to test and market-scale their innovative product, or service or process 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 Madrid's urban investment agenda, the evaluation of impact to be carried out may account for the solution's relevance in potential future procurement opportunities.

For the Business Plan 2021-2022, EIT Urban Mobility's 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 second series of #ChallengeMyCity pilots in Madrid offers an opportunity to build and learn from the created partnerships.

3.2 Scope of the pilots

Madrid has seen an increase in e-commerce demands and therefore an increase in traffic due to more delivery vehicles hitting the streets. The externalities generated include the population suffering from congestion, pollution and road accidents. To reduce these negative effects, Madrid has decided to become greener, and incentivise the use of bicycles not only for leisure, but also for commuting to work and last-mile delivery.

With this as the main aim, Madrid wants to test a new micro-logistics hub with green last-mile delivery vehicles in the city centre that will help reduce pollution from logistics operations, and a safety-upgrade system to the cycling lane infrastructures already in place. Furthermore, end-user monitoring systems will take be put in place in order to observe the results of a new developed urban area and have a better understanding of its current usage and give insight for future upgrades.

As part of the #ChallengeMyCity call, pilots addressing these three challenges will be facilitated.

The locations where pilots will take place are yet to be determined in detail, although the logistic hub will be located in the city, the upgrading systems for cyclists' lane infrastructure will take place in a key location of the growing cycling network of Madrid, and the monitoring of the crowd flows will be near Puerta del Sol where Madrid has already developed a new pedestrian and active mobility zone.

The following challenges have therefore been identified with the city of Madrid, and are being considered for this call:

Challenge A – in Madrid: Logistics hub for green last mile delivery

Challenge B – in Madrid: Safety for bicycle paths & monitoring of cyclist flows

Challenge C – in Madrid: Monitoring active mobility flows in new urban spaces

Submitted proposals to this call are expected to specify which one of the three challenges is being targeted (applicants addressing more than one challenge must submit a separate proposal for each). The resulting portfolio of selected proposals will intend to be composed of one awarded 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.

For the 3 challenges, the entry point of the product, the service, or the process must be at least a Technology Readiness Level of 7 (according to the **European Commission TRL definition**). In addition, the proposal should demonstrate that the product, the service, or the process will reach at least one additional TRL scale (i.e., TRL 8) by the end of the project.

3.2.1 Challenge A: Logistics hub for green last mile delivery

3.2.1.1 Challenge description

Last mile delivery hub in one of the parking areas available in the city centre of Madrid, where a company, or a consortium of companies, are requested to manage and operate the space to collect goods from large distribution industry and deliver them to the final client by means of green and zero emission vehicles (cargo bikes, electric vehicles, etc.). The characteristics of this hub can be (but not limited to) the following: last mile distribution of goods from/to the HoReCa channel, or a logistics hub for private use where citizens can collect their orders. The allocated space would be at least 150 m².

The applicant can be a SME/Start-up proposing innovative last mile delivery vehicles or methods, and it can partner with or subcontract a logistic operator if needed, respecting the best value for money principle². Innovation can then be demonstrated by proposing an innovative last-mile service for the city, and also by proposing new ways of delivery (e.g. using innovative e-bikes, cargo-bikes, AVs, delivery optimisation software, etc.).

Currently the city of Madrid does not have any logistics micro hub for sustainable last mile delivery. Therefore, it would like to make a test to then launch a long-term call for the integration of these kind of services in multiple spots in the city.

If the proposed solutions have additional features that provide benefits towards the end-user's experience, service quality, city integrability or environmental impact, they will be positively evaluated. This may include enhancements such as energy self-sufficiency, renewable power supply, efficiency systems of logistics operations, delivery of cold products, heavy-weight cargo-bike capacity, etc.

The successful applicant will be responsible for the installation, operation and maintenance of the solution implemented throughout the pilot period.

3.2.1.2 Technical requirements when starting the test for Challenge A

The awarded provider will have to manage the installation of the necessary equipment and the maintenance of the infrastructure equipment of the hub (not the spaces of the parking area that are

² Subcontracting: cost of services to implement a specific task described in the proposal. Only a limited part of the action may be subcontracted and included in the project budget. Beneficiaries must choose subcontractors on "best value for money" competitive selection procedures, requesting several offers.

managed by a municipal operator). It will have to coordinate the management of its activity with the parking operator.

3.2.1.3 Expected outcomes and impact

The provider will have to demonstrate the climate impact of the logistics hub in contributing to lower CO2 emissions regarding deliveries in its area of operation, and the potential to create new jobs, thus contributing to the development of sustainable logistics in the city. Applicants must propose performance and climate impact potential metrics and will be required to provide real pilot data in the final month of the pilot implementation. This is to be shared with EIT Urban Mobility and its suppliers for the impact assessment. The data should be exploitable by these parties and therefore be compliant with GDPR rules. Lead Partners are also encouraged to provide further data, including feedback directly from users, to complement the evaluation of impact.

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 aspects related to the pilot operation.

3.2.2 Challenge B: Safety for bicycle paths & monitoring of cyclist flows

3.2.2.1 Challenge description

In order to increase the use of active mobility infrastructure, the city of Madrid aims to improve its safety and/or quality. Bike lanes often lack safety and signalling equipment that, if installed, would offer the users a better, lower-risk experience and journey. Consequently, it aims to test innovative solutions that can provide increased safety through the use of smart signalling devices, new lighting techniques, systems that enable enhanced safety by monitoring cyclist flows of users through the implementation of sensors, or similar smart solutions. These devices or systems should be easy to install/uninstall.

The applicants are asked to propose the experimentation of a solution along an existing bike lane or at specific intersections. The ideal scale of the experimentation is along a 1km cycle path (but applicants may propose a different length based on production and implementation costs), and the city reserves the possibility to discuss and define this size with the selected applicants. For physical hardware solutions, the

site of the experimentation would preliminarily be in the new Paseo Castellana bike lane around the metro station Nuevos Ministerios.

The objective is to upgrade the safety and/or quality of the current cycling infrastructure, to guarantee the safety of all cyclists and monitor its use to incentivize the uptake of bicycles in the city mobility system. Solutions that additionally monitor the current use of the bike lanes and understand where improvements are needed will be positively evaluated, since monitoring the usage of the bike lanes to analyse the most-used paths, the safest ones, etc, enable an eventual upgrade of their design and the whole infrastructure.

Proposals that bring additional features that provide benefits towards the end-user's experience, city integrability and planning, and/or the environmental impact will be positively evaluated. This includes enhancements such as climate neutral/positive materials and infrastructure, energy self-sufficiency of safety devices, innovative plug-and-play sensors and monitoring dashboards, amongst others.

3.2.2.2 Technical requirements when starting the test for Challenge B

The awarded provider will have to manage the installation of the necessary equipment and the maintenance of the devices (sensors) and eventually its deinstallation. It will have to coordinate the management of its activity with the Municipality of Madrid.

3.2.2.3 Expected outcomes and impact

The expected impact is to enhance safety of cyclists, the quality of cycling 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 addition, expected impact is also to monitor the infrastructure and the impact of these improvements. Therefore, the provider will have to demonstrate the impact of the solution proposed by presenting specific results to the city and the EIT Urban Mobility.

In order to objectively quantify the social 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 number of users or time of use), as well as other qualitative metrics relating to the users (user profile, user satisfaction, etc.). Further metrics of relevant information on the pilot will also be necessary (such as energy consumption of the infrastructure if any, any undesired incidents such as accidents or damage to the installation, etc.).

The application is also expected to include an estimation of the pilot's environmental impact, as outlined in section 3.4.

Applicants will propose performance and climate impact potential metrics and will be required to provide real pilot data in the final month of the pilot implementation. This is to be shared with EIT Urban Mobility and extended members for the impact assessment. The data should be exploitable by these parties and therefore be compliant with GDPR rules. Lead Partners are also encouraged to provide further data, including feedback directly from users, to compliment the evaluation of impact performed.

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 aspects related to the pilot operation.

3.2.3 Challenge C: Monitoring active mobility flows in new urban spaces

3.2.3.1 Challenge description

Madrid City Council has recently developed a new pedestrian-active mobility zone in Puerta del Sol, in the city centre, and is willing to develop similar areas like that in other zones of the city, to enable city walkability, lower pollution from motorised traffic, reduce congestion, and promote active mobility modes. The city requires a comprehensive grasp of the current situation and a fact-based understanding of new urban interventions, in order to better plan for sustainable mobility and liveable public spaces. To this aim, the City Council of Madrid is looking for a solution that proposes how to monitor the use of the newly upgraded Puerta del Sol area, by acquiring data to analyse the flows of different types of users, and how the city council can make better use of that public space.

The objective for Madrid is to understand the impact of such areas in the city centre, from a socio-economic and environmental point of view: how such spaces enable more social interactions, the economic development of local communities and businesses; and how such areas free of motor vehicle pollution have a positive impact on the environment. Getting local data for developing better urban spaces and urban mobility is the ultimate objective of Madrid City Council. Therefore, the proposed technology solution should be able to collect data autonomously, analyse it, categorise types of users, and enable the City Council to get an in-depth understanding of mobility flows and interactions in such area, thus improving its capacity and decision-making to intervene and improve the area (e.g.: new bike lane to channel micro-mobility flows, how to better manage the pedestrian zone, manage parking of different modes of transport (kick-scooters, e-scooters, bikes), how to avoid conflicts and accidents between pedestrians and micro-mobility users, etc).

The solution provider must be able to implement an unintrusive technology to collect users' flow data. It must be able to measure and evaluate as many aspects described above as possible, and then create dashboards or reports of comprehensive analyses with recommendations for the city. It will be considered a plus if, the solution is able to or compatible with simulators of alternative space configurations that generate new usage scenarios.

3.2.3.2 *Technical requirements when starting the test for Challenge C*

The awarded provider will have to manage the installation of the necessary equipment, its maintenance and eventual deinstallation. It will have to coordinate the management of its activity with the Municipality of Madrid.

3.2.3.3 *Expected outcomes and impact*

The expected outcome of the implementation of the solution is to obtain data and insights on the usage of the pedestrian zone by different types of users and enable its improvement through its analysis. The impact should be measured in terms of increased/enhanced the safety, the socio-economic interactions, liveability and environmental impact of the new pedestrian area.

3.3 Key Performance Indicators (KPIs)

All proposals submitted to Challenges, A, B and C must address the following mandatory KPIs:

- **KSN01 Innovation Pilot Scaling (Minimum target: 1)**
- **EITHE 02.1 Marketed Innovations (Minimum target: 1)**

In addition, proposals submitted to Challenges B and C that will also address the following optional KPI will be positively considered by the Selection Committee:

- **KSN03 Public realm improvements (Minimum target: 1)**

Please refer to the definitions of these KPIs in the *List of KPIs for Factory* document.

3.4 Mandatory requirements during the submission stage

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, including timelines, budget and milestones. This includes a description of the main role taken up by the applicants.
- A description of different performance metrics to be used to objectively evaluate the climate, social and economic impact of the pilot. These metrics should allow EIT UM to quantify those impacts at the end of the project. Measures on exploiting the obtained data metrics should be described, including how this can be used for the solution’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, B, C	Technical requirements report	Install/uninstall plan: activities, resources, timings and requirements.	Week 1 of the start of the project
A, B, C	Report on metrics collection	Report of the proposed data metrics to be collected during the tests and the objective analysis of the climate, social and economic impact of the pilots.	First month from the start of the project
A, B, C	Data report	Datasets collected during the tests regarding the agreed performance metrics. It may include data collected during the test such as: the production and consumption of energy; data on the number of users and frequency that will then be used for evaluating the impact of the solution in lowering CO2 emissions, data on user’s satisfaction and feedback, etc.	Final month of the start of the project. Data to be collected during the pilot implementation.
A, B, C	Final report	A final report describing the pilot implementation and outcomes, results and public realm improvements (if applicable) achieved and areas for future improvement. The report will also include the environmental footprint of the solution implemented: description of materials used for the construction of the solution, if they are	End of the project.

		recycled or not, the energy used, and the emissions (incl. transport) produced to produce and deliver the solution to the site.	
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3.6 Proposal duration

The selected project proposals in this call under Challenge A, B and C will need to be implemented at least until 31 of December 2022. The projects are expected to have a minimum duration of **5 months**. A final report will be required at the end of the project, regardless of its duration.

3.7 Financial aspects

3.7.1 Budget

The total EIT funding allocation to this call is expected to be up to 160,000 EUR. This amount will be divided between the 3 Challenges. The maximum amounts per Challenge shown below are indicative.

Challenge	Max. EIT Funding allocation per proposal	Number of projects funded
A	60,000 EUR	1
B	50,000 EUR	1
C	50,000 EUR	1

There is no required co-funding contribution from the applicants. However, if a proposal offers co-funding, it may be positively considered by the Selection Committee.

3.7.2 Eligibility of expenditures

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

3.7.3 Financial sustainability

Each selected project is expected to contribute to EIT Urban Mobility’s financial sustainability, preferably offering equity in exchange for the funding provided. The equity percentage/number of shares in the company will be evaluated more positively than any other type of Financial Sustainability Mechanism (FSM).

Project proposals to this call should therefore include a commitment to EIT Urban Mobility's FSM. Specifically, **the selected applicants will be requested to negotiate one of the following alternatives:**

- **Preferentially, equity in exchange for the funding provided**
- **Exceptionally, a subscription to the EIT Urban Mobility Growth Lab Programme where start-ups and scale-ups get dedicated support services.**

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 successful applicants will be required to sign a Financial Sustainability Agreement with the EIT Urban Mobility before the start of the activities.

The Financial Sustainability Agreement may also include additional benefits provided by EIT Urban Mobility, such as further support in upscaling the piloted solution (see section 3.9).

3.8 Monitoring and Reporting

For information on Monitoring and Reporting requirements, please refer to the document *Activity 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 proposal 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 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 *Guidelines for Applicants*, which is published on the EIT Urban Mobility PLAZA online system and the EIT Urban Mobility website, to ensure that all interested parties have access to the relevant and necessary information to support call preparation and submission. The *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 Friday 6th May 2022 at 11:00 CEST. You can register [here](#).

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. The event will be announced on the EIT Urban Mobility website. 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 must submit their proposals via the PLAZA e-submission platform.

The PLAZA platform will be available from 20 April 2022. Guidance on the use of PLAZA can be found in the *Guidelines for Applicants*.

The deadline for the submission is on the 20 June 2022 at 17:00 CEST.

4.2.1 Call calendar³

Activity	Date
<i>Call opening</i>	20 April 2022
<i>Information Day</i>	6 May 2022 at 11:00 CEST
<i>Call closing</i>	20 June 2022 at 17:00 CEST
<i>Eligibility and Admissibility check</i>	End of June 2022
<i>Evaluation of proposals</i>	Mid July 2022
<i>Communication of results to applicants</i>	July 2022
<i>Conditions clearing</i>	July 2022
<i>Compliance check of the fulfilment of conditions</i>	July 2022
<i>Final pre-selection of portfolio</i>	End of July - Beginning of August 2022

4.2.2 Mandatory documents to be submitted

The following documentation must be submitted by the applicants through the PLAZA e-submission tool:

- Application form
- At least one letter of recommendation from the city or client where a prior pilot was carried out.
- The SME registration certificate
- The Pitch Deck

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

³ Please note that this calendar is indicative. Dates might be subject to slight changes.

5 Evaluation and selection process

The evaluation of proposals and fit with the defined challenges will be conducted in two steps to be carried out after the admissibility and eligibility check:

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 the mandatory sections.									
2. Applicant profile	The project proposal shall involve SMEs 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 2.2 and are fully registered in both the EU Participant Portal and in the PLAZA submission tool.									
4. Mandatory KPI addressed	<p>For all proposals addressing activities in Challenge A, B or C:</p> <table border="1" data-bbox="597 1094 1305 1283"> <thead> <tr> <th data-bbox="597 1094 748 1136">KPI Code</th> <th data-bbox="748 1094 1105 1136">KPI title</th> <th data-bbox="1105 1094 1305 1136">Target value</th> </tr> </thead> <tbody> <tr> <td data-bbox="597 1136 748 1205">KSN01</td> <td data-bbox="748 1136 1105 1205">#Innovation pilot scaling</td> <td data-bbox="1105 1136 1305 1205">1</td> </tr> <tr> <td data-bbox="597 1205 748 1283">EITHE2.1</td> <td data-bbox="748 1205 1105 1283">#Marketed Innovations</td> <td data-bbox="1105 1205 1305 1283">1</td> </tr> </tbody> </table>	KPI Code	KPI title	Target value	KSN01	#Innovation pilot scaling	1	EITHE2.1	#Marketed Innovations	1
KPI Code	KPI title	Target value								
KSN01	#Innovation pilot scaling	1								
EITHE2.1	#Marketed Innovations	1								
5. Letter of recommendation	For all proposals addressing activities in Challenge A, B or C: At least one letter of recommendation from the city or client where a prior pilot was carried out.									
6. Registration certificate	For all proposals addressing activities in Challenge A, B or C: The SME registration certificate.									
7. Pitch Deck	For all proposals addressing activities in Challenge A, B or C: The Pitch Deck.									

Proposals containing one or more ineligible elements will receive an official communication from EIT Urban Mobility informing the applicant that the proposal has been judged ineligible and explaining why.

In case of missing or incorrect information linked to KPI, partner registration, letter of recommendation, registration certificate, and pitch deck, 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 time allocated, the proposal 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 who disagree 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 process

The purpose of the first phase of the evaluation undertaken by three (3) External Expert Evaluators and two (2) internal evaluation experts is to assess the team capability, impact, excellence and the implementation of the proposals.

5.2.1 Quality Evaluation (1st phase)

At the Quality Evaluation Stage, the proposals will be assessed according to the following scores:

Score	Description	
0	<i>None</i>	The information requested is missing (either not filled in nor provided in the text).
1	<i>Very poor</i>	The information provided is considered as 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

The evaluators will independently evaluate each project proposal and will focus on the feasibility and quality of each project proposal to accomplish the objective of the call with the requested resources- and the feasibility of the project management plan.

This phase of the evaluation process will consist of assessing the team capability, impact, excellence, and implementation of the proposals according to the following criteria, scoring and weighting:

1st phase: Quality Evaluation			
Evaluation criteria	Description	Max. score in points (for Evaluation)	Weight over final score (100%)
Team capability	The applicant demonstrates the professionalisation of the team to carry out the project (C levels, experience, coachability and hiring plan).	5	7%
	The proposal addresses gender equality and team diversity.	5	7%
	The applicant demonstrates clear stakeholder relations with investors and other partners	5	3%
Expected Impact	The application demonstrates measures to tackle SDGs⁴ and contributes to a positive societal impact .	5	1%
	The proposal presents adequate performance metrics of the proposed solution (at both quantitative and qualitative level)	5	4%
	The proposal presents a marketing and user engagement plan addressed to specific target audiences.	5	4%
	The proposal presents a dissemination and communication plan to specific target audiences and aligned to the challenge area (MGA Article 17).	5	4%
	The proposal addresses a financial sustainability strategy according to the EIT Urban Mobility requirements in Section 3.7.3 .	5	4%
Excellence	The proposal objectives are SMART (Specific, Measurable, Achievable, Realistic and Time Bound). The proposal objectives are in line with the scope of the challenge addressed and with the Vision, Mission of the EIT Urban Mobility Strategic Agenda and strategic objectives .	5	4%
	The solution (product/service/process) represents a step forward regarding current state-of-the-art innovation (TRL)	5	7%
	The proposal clearly presents the achievements of the entity and its piloting experience .	5	7%

⁴ **Sustainable Development Goals (SDGs)**, also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Quality and efficiency of Implementation	The proposal presents a coherent and effective work plan , including appropriateness of the allocation of budget (value for money), tasks, and resources.	5	14%
	The proposal identifies management structures to guarantee an effective management of the proposal resources and applicants.	5	4%
TOTAL weight			70%

The total weight of the first phase of the evaluation process is 70% distributed as follows:

	Weight
<i>Team capability</i>	17%
<i>Expected Impact</i>	17%
<i>Excellence</i>	18%
<i>Quality and efficiency of implementation</i>	18%
Total	70%

A rapporteur will prepare a Summary Evaluation Report for each proposal, based on the evaluations of the (5) evaluators provided through the Individual Evaluation Reports and the Consensus Meetings.

5.2.2 Pitch and portfolio selection (2nd phase)

The applicants from the 9 top proposals (3 top proposals of each challenge) ranked by the scores received in the quality evaluation and in all cases with a weight equal or above **40%** (threshold), will be invited to a pitch with the EIT Urban Mobility Selection Committee and one city representative as an observer. The Selection Committee is composed of the CEO, the COO, and three Thematic Area representatives nominated by the CEO.

This phase of the process will consist of a pitch - presentation of the project to the Selection Committee members and the observer of about 15 minutes which will be evaluated by the Selection Committee. The Selection Committee members will take a decision according to the quality of the presentation based on the following evaluation criteria and scoring/weighting:

2nd phase: Pitch and Portfolio selection			
Quality of the presentation		Max. score in points (for the evaluation)	Weight over final score (100%)
Mandatory sections to be included in the pitch	<ul style="list-style-type: none"> • The problem you are solving (and for whom) • Your innovative solution (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development. Proposal to implement it in the Challenge. • Your market opportunity: market size, potential and scalability of your solution. • Business model, pricing and go-to-market strategy • Partners and traction • Competition and USP (including IP & patents if any) • Financial projections (3-5 years) • Funding needs and KIC strategic fit with the Call • Financial sustainability mechanism proposed • Team • Q&A 	5	30%

After the Pitch, the Selection Committee will decide on the final pre-selected proposals considering the following factors in line with the KIC portfolio strategic fit:

- Total scoring obtained:
 - Quality Evaluation scoring (up to 70%)
 - Pitch evaluation scoring (up to 30%)

Quality Evaluation scoring (up to)	70%
Pitch evaluation scoring (up to)	30%
Total scoring (phase 1 + phase 2 evaluation) (up to)	100%

If proposals have very similar scores, additional consideration will be given to two factors: **KPIs addressed** and the **co-funding rate**.

5.2.3 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 Financial Sustainability Agreement or a letter of intent with EIT Urban Mobility.

If the Lead Applicant fails to comply with the provided recommendations/conditions or does not respond within the time allocated, 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.

5.2.4 Appeal on Evaluation Results

The Lead Applicant of a rejected proposal who disagrees with the decision may appeal only in the event where an evaluation 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 receipt of the final evaluation results to submit an appeal to the Evaluation (see document *Appeal procedure* linked to the call).