



Urban Mobility

Co-funded by the  
European Union



## EIT Urban Mobility Call Info Session

Factory #ChallengeMyCity Madrid  
Call for proposals for Business Plan  
2022-2023



Scope and  
specific  
challenges

# Aims and objectives of the Call

- The **#ChallengeMyCity** call provides innovative mobility solutions with the opportunity to perform a pilot in a city's urban environment in real conditions. EIT Urban Mobility is partnering with the city of Madrid (Spain).
- EIT Urban Mobility and the city have worked together over the past months to define the **priority mobility challenges** considering the urban mobility strategy and future investment plans.
- Once defined the challenges, they will be addressed by **innovative solutions in specific pilot locations** and funded for a period of 5 months in 2022.
- The pilot implementation will be **funded by EIT Urban Mobility** and administratively **supported by the city**.
- The **impact of the pilots will be evaluated** at the end of the pilots' period to assess the potential benefits of a long-term implementation of the tested solutions.



# Challenges of the Call

- The main objective is to **promote the use of greener and more sustainable last-mile delivery methods and a better understanding of the use of the new active mobility areas** within the city center. In the context of specific locations, the innovative solutions will be implemented and tested, and eventually impact-assessed to validate a potential replication in other areas of the city.
- List of the city challenges:
  - Challenge A: Logistic hub for green last mile delivery
  - Challenge B: Safety for bicycle paths & monitoring of cyclist flows
  - Challenge C: Monitoring active mobility flows in new urban spaces
- Each **proposal submitted is expected to address one single challenge**



## Requirements: general

- **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 be a **SME located in a Member State of the European Union or from Third Country associated to Horizon Europe**.
- The proposal shall be in line with the Vision and Mission of the **EIT Urban Mobility Strategic Agenda**
- The solutions/product should **bring novelty and being results-focused**
- The solution should **propose a financial sustainability mechanism** to the EIT UM
- The solution shall be **at least TRL-7** and present a **letter of recommendation** from a previous pilot implementation.

# Requirements: key performance indicators

Proposals will have to explicitly indicate their contribution to the EIT Urban Mobility KPIs:

## Mandatory KPI

- **KSN01 Innovation Pilot Scaling:** (target value: 1)
- **EITHE 2.1 Marketed Innovations:** (target value: 1)

# Requirements: Financial Sustainability Mechanism (FSM)

Each selected project is expected to generate a return to EIT Urban Mobility's financial sustainability. Proposals submitted to this call include the commitment to EIT UM's financial sustainability. 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.**

# Benefits for awarded solutions

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

- **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 (either as equity portfolio start-up or as Growth Lab beneficiary)



# Budget

| Challenge                                     | Max. EIT Funding allocation per project proposal |
|---|--|
| A – Logistic hub for green last mile delivery | 60,000 EUR                                       |

**Co-funding:** no specific co-funding is required in this call, although it can be positively evaluated if two solutions receive the same evaluation scoring.

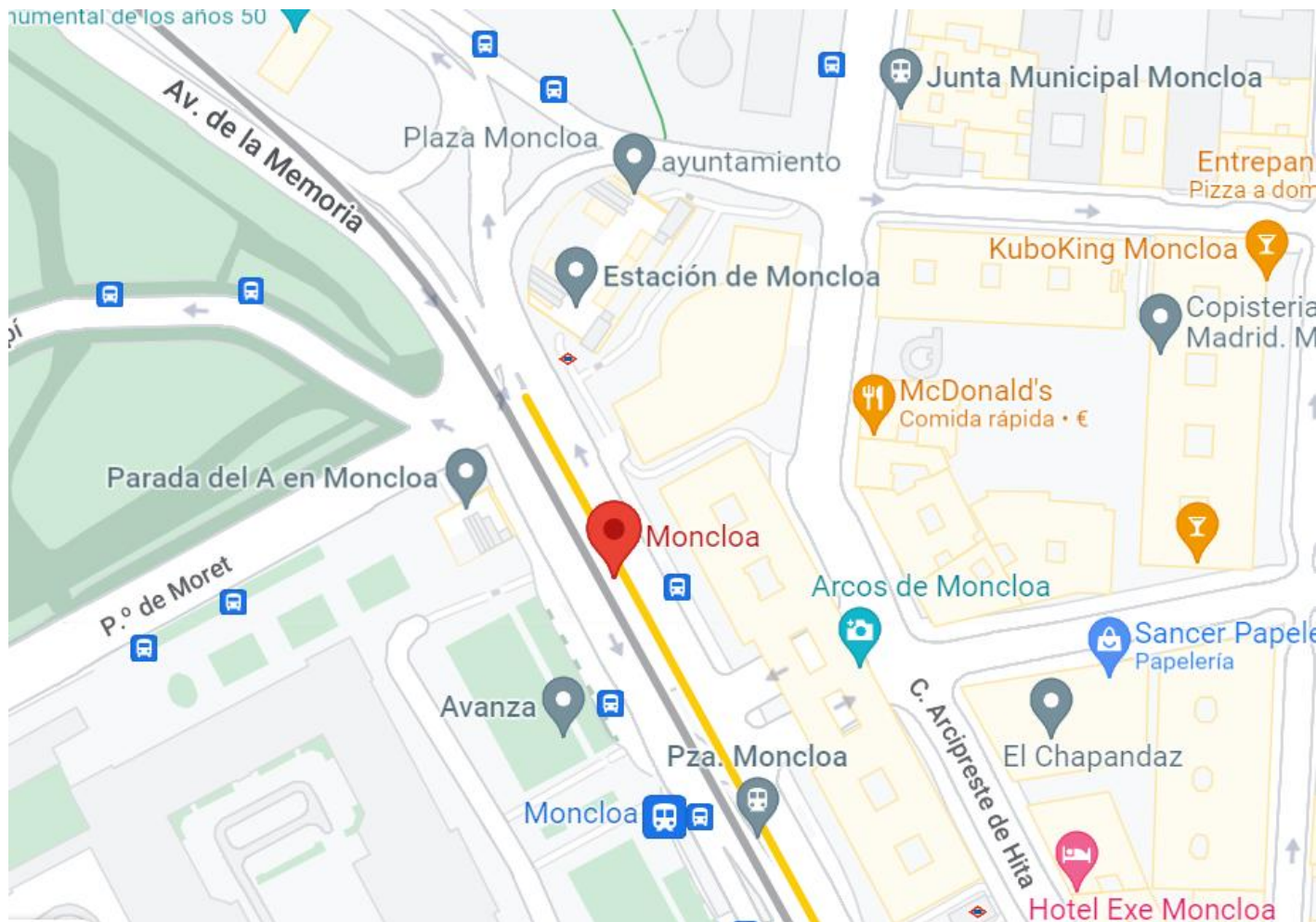


# Challenge A: Logistic hub for green last mile delivery

- Manage and operate the space that collects 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 applicant can be SME /Start-up on their own or a consortium of companies.
- Innovation can 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.)
- The successful applicant will be responsible for the installation, operation and maintenance of the solution implemented throughout the pilot period.

Preliminary location: Moncloa mobility hub





Moncloa Mobility Hub

# Call Calendar ChallengeMyCity - Madrid



## Call period



Call opens: 20 April 2022  
Call closes: 20 June 2022 at 17:00 CEST

## Admissibility & Eligibility check



End of June 2022

## Evaluation



July 2022

## Communication & Conditions clearing



July 2022

## Final selection



End of July - Beginning of August 2022



# Main Steps of the Partner Registration Process

## 1. Obtain your PIC

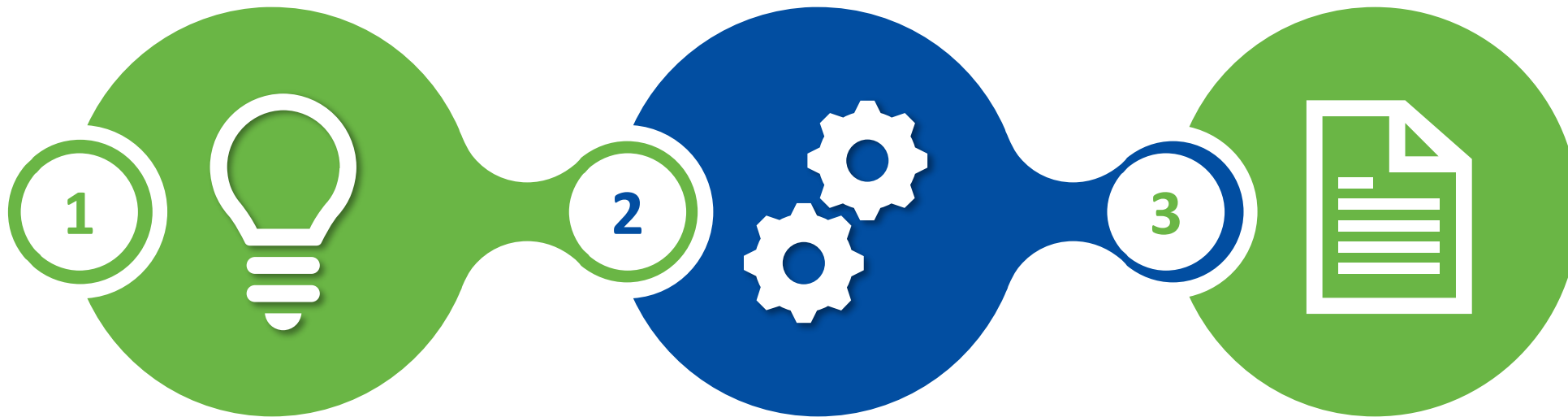
Register your organization in the [Funding and Tender Opportunities Portal-European Commission](#) to obtain your PIC (Participant Identification Code) number.  
**Remember: to have a PIC number is mandatory for the access to funds and it takes you only 10 minutes!**

## 2. Register in PLAZA

Register your organization in [PLAZA](#). This step needs a EIT Urban Mobility approval. It will take a maximum of 2 working days, so register ASAP!  
**Registrations are already open and will close 2 days before the deadline.**

## 3. Complete your PIF

Once your registration is approved by EIT Urban Mobility, you can complete your Partner Information Form (PIF).  
**Remember: the PIF must be completed in all its parts for the partner to be eligible!**



# Useful links and contact details



EU  
portal

## Funding and Tender Opportunities Portal

European Commission users  
[EC-HELPDESK-IT@ec.europa.eu](mailto:EC-HELPDESK-IT@ec.europa.eu)



External users  
[EU-LOGIN-EXTERNAL-SUPPORT@ec.europa.eu](mailto:EU-LOGIN-EXTERNAL-SUPPORT@ec.europa.eu)



PLAZA

## EIT Urban Mobility PLAZA online platform

EIT Urban Mobility Service Desk  
[servicedesk@eiturbanmobility.eu](mailto:servicedesk@eiturbanmobility.eu)



Call  
docs

## Call information package

Content of the call  
[factory@eiturbanmobility.eu](mailto:factory@eiturbanmobility.eu)



General procedures  
[pmo@eiturbanmobility.eu](mailto:pmo@eiturbanmobility.eu)





For more information, please contact:

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[Arthur.boetti@eiturbanmobility.eu](mailto:Arthur.boetti@eiturbanmobility.eu)



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