



European Institute of Innovation and Technology

EIT Urban Mobility

Mobility for more liveable urban spaces

Jornada Acció
Barcelona, 27th of February 2020

Today's model for urban mobility is not sustainable and requires immediate change



23%

of Europe's GHG
emissions are produced
by transport



50%

of public space is
taken up by roads



67%

of road accidents
happen in cities



1 year

of our lives are
spent commuting



€130 bn

per year lost
due to congestion

Main inhibitor of change is the lack of integration

- Lack of integrated urban mobility & space strategies for cities
- Fragmentation and silos, insufficient collaboration at system level
- Slow adoption of regulations
- Lack of interdisciplinary talent
- Slow behavioural change



How does EIT Urban Mobility tackle **these challenges?**



EIT Urban Mobility **engages** people, **connects** communities, **accelerates** market opportunities and re-imagines **public spaces**. An innovation community to **educate** and **inspire** mobility solutions for 21st century cities



We engage:

City challenges are in the centre of everything we do.

We **stimulate behavioural** change that benefits people and cities, by engaging **citizens and transport users** from the word go.



We connect:

We bring all key players in urban mobility together and encourage them to **co-create**. We aim to align solutions with the values and needs of society and to **break down the silos** between the actors.



We accelerate:

We boost the **competitiveness** of Europe's urban mobility industry by facilitating new business ideas and **innovation**, highlighting market **opportunities** and encouraging the appearance of **new business models and players**.



We educate:

We work on **closing the knowledge gap** on urban mobility through **challenge-based training** aimed at **students and professionals** using the latest education **methodologies** across disciplines and sectors.

EIT Urban Mobility accelerates the transition to more liveable urban spaces

Drive systemic solutions that will:

- improve mobility AND
- create more liveable urban spaces

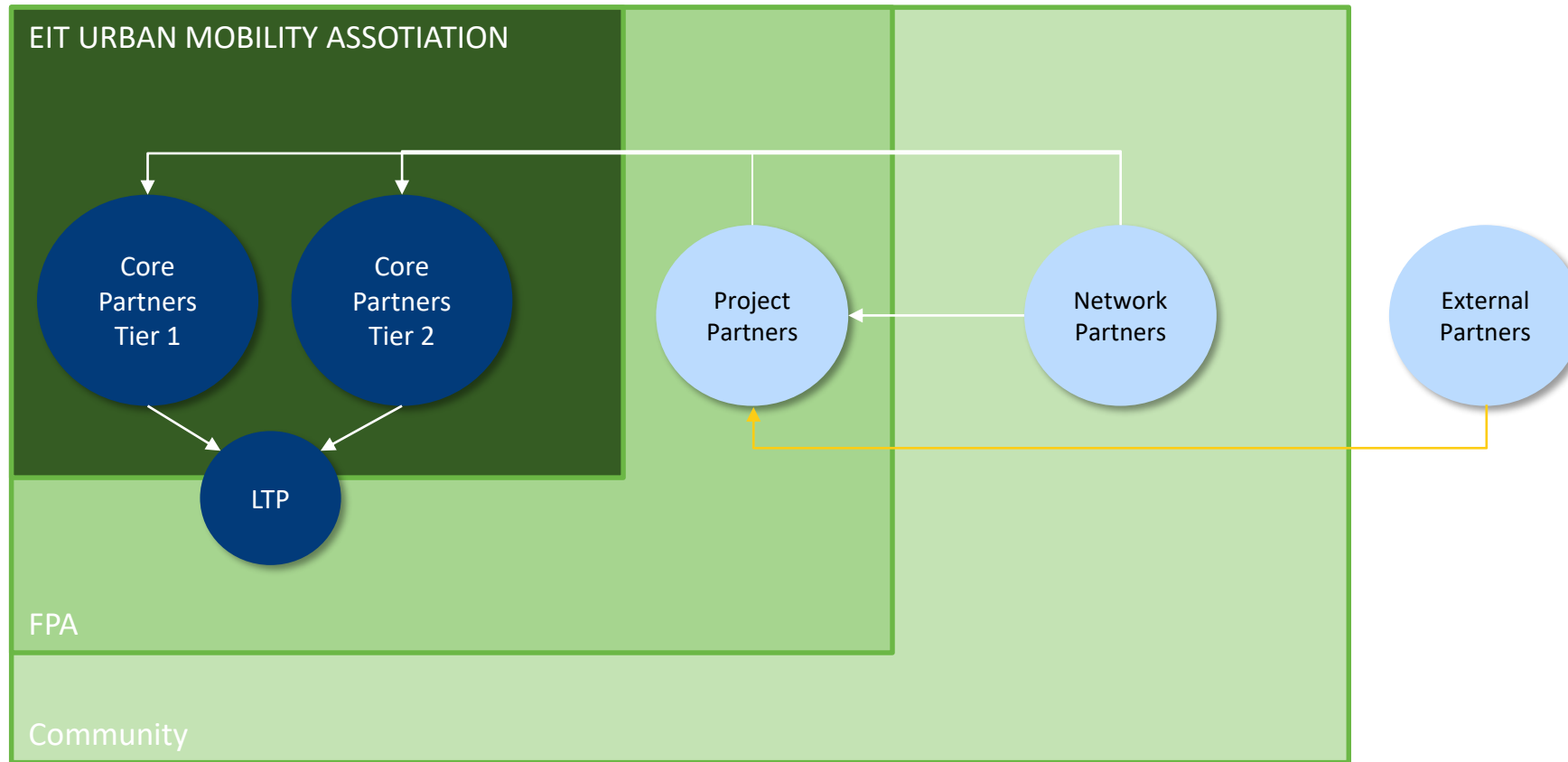
Bring together all key stakeholders in urban mobility

Ensure **fast deployment & scaling** to the cities of Europe and beyond

Stimulate behavioural change that benefits cities and all citizens



Partnership model



Industry

Automotive & Transport



Insurance



Retail & Logistics



Energy



Engineering & Consulting



Software Integration Solutions



Soft & Hardware Technologies



Start-up / Scale-up / Accelerator



EIT Urban Mobility cities

Gemeente
Amsterdam

Ajuntament
de Barcelona

EINDHOVEN

Hamburg

Helsinki



Gemeente Helmond

Milano

Comune di Milano



Landeshauptstadt
München



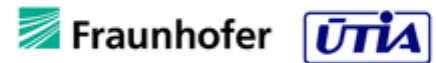
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Universities / Education



Knowledge institutes / RTOs



The EIT Urban Mobility Innovation Hubs

Innovation Hub Central – Munich

(Germany, Italy, Turkey)

• Istanbul • Milan • Munich

Innovation Hub East – Prague

(Czech Republic, Germany, Hungary, Israel)

• Prague • Tel Aviv

Innovation Hub North – Copenhagen

(Denmark, Finland, Germany, Sweden)

• Copenhagen • Hamburg • Helsinki • Stockholm

Innovation Hub West – Helmond

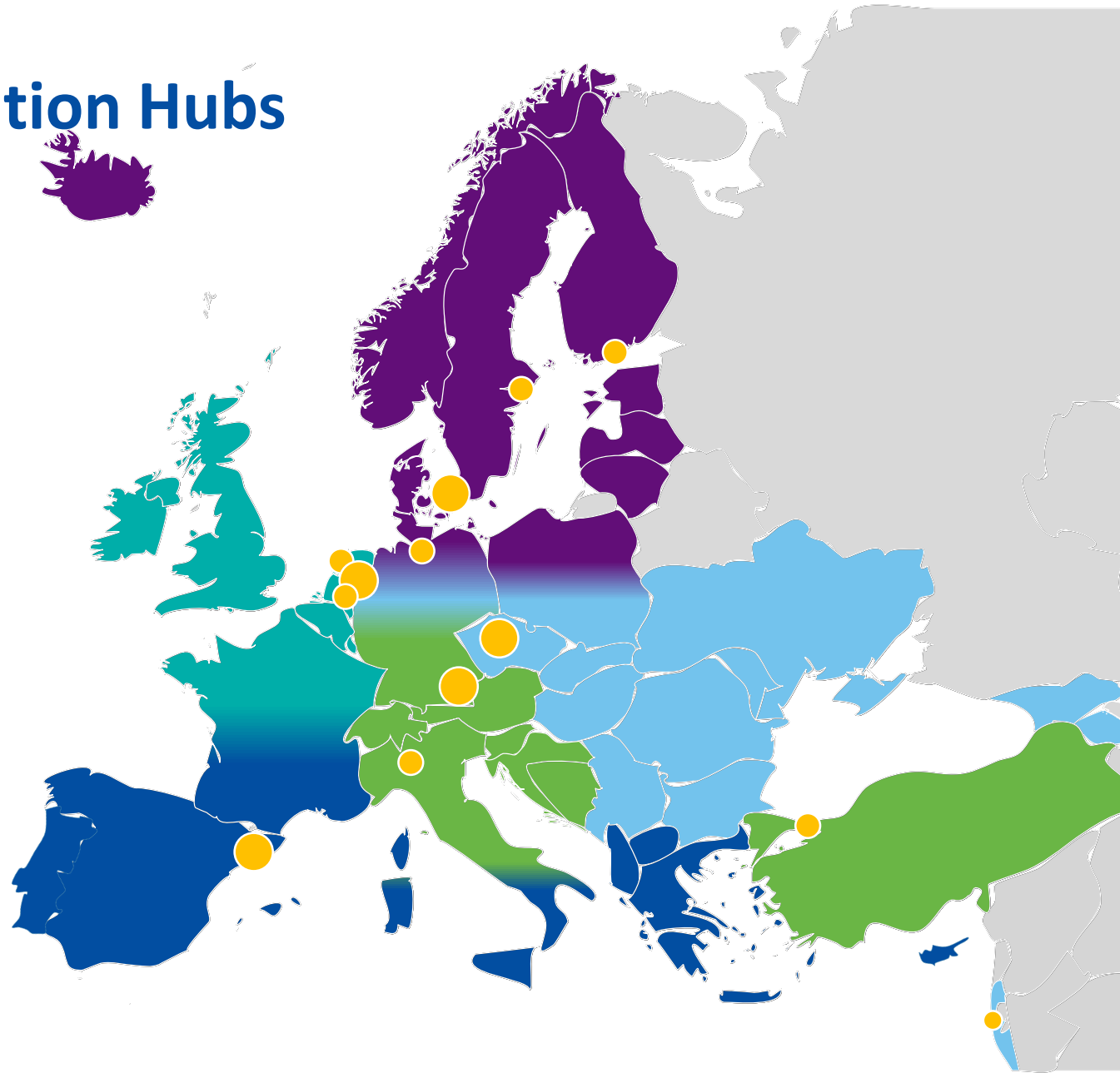
(Belgium, France, The Netherlands, United Kingdom)

• Amsterdam • Eindhoven • Helmond

Innovation Hub South – Barcelona

(Spain, Switzerland)

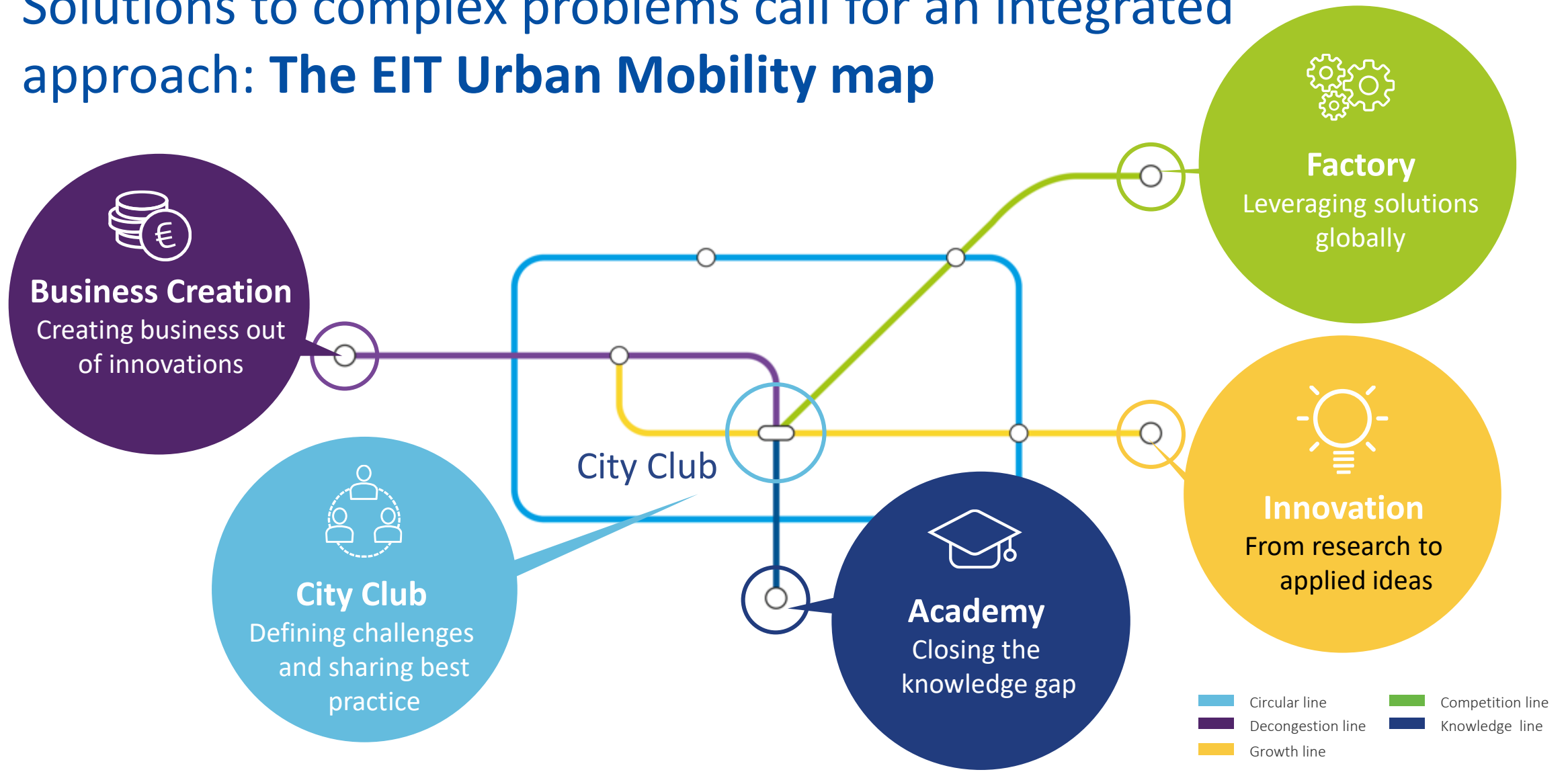
• Barcelona

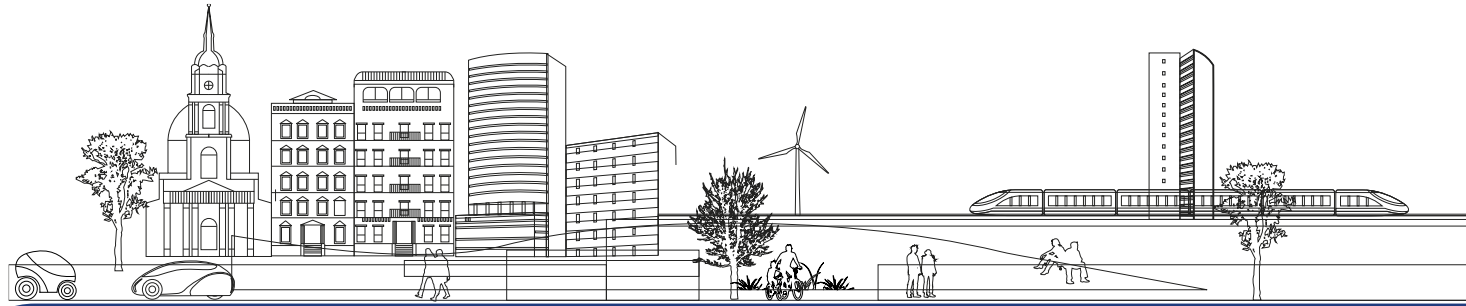


Solving the mobility challenge of our cities together



Solutions to complex problems call for an integrated approach: **The EIT Urban Mobility map**





2026

The ecosystem

60

cities in
City Club

100

core
partners

180

supported
start-ups

1.450

educated
graduates

80

EIT branded
events

60

EIT RIS
outreach
events

€38 M

investment
attracted by
EIT Ventures

Increased
shared mobility
in **all**
partner cities

Some KPIs

90%

cities freeing up
>1% road space
annually

50

companies involved
in EIT-labelled education
programmes

167 k

participants in
Academy

125

products on the
market

80

Factory
consultancy
orders

Sample projects 2020



Living lab e-micromobility – MOBY

Challenge



Integration of clean, safe, fast and accessible urban e-micromobility solution for the creation of liveable urban spaces.

Strategic Goal



Support public stakeholders as well as e-micromobile providers to maximise the potential positive impacts of new e-micromobile services.

Output



Open tool for the integration of e-micromobile solutions into the existing mobility systems of three pilot cities: Copenhagen, Munich and Tel Aviv.

Project Partners [Cities | Business | Universities | Research Institutes]

City of Copenhagen, City of Tel Aviv-Yafa | SEAT, UnternehmerTUM | BME, KTH, Technion, TUM, UPC | CIT UPC, FhG, i2cat



MOBY

01-Jan-20 31-Dec-21

Lead

Fraunhofer Society

Innovation

Policies and Regulations required for enabling the MaaS concept_ProMaaS

Challenge



Novel regulatory approaches and governance schemes supporting policy makers in Europe lead a successful transition towards Mobility as a Service

Strategic Goal



identify drivers, barriers, enablers and challenges for the effective deployment of MaaS and the realisation of its expected benefits.

Output



Project gives a clear picture and proposes new regulations, since without a clear regulation it is difficult design business strategies

Project Partners [Cities | Business | Universities | Research Institutes]

Aalto University | Achmea Risk Insurance | Altran Technologies | City of Barcelona | City of Amsterdam | City of Hamburg | CIT UPC | TUE | TUM | UCL | UPC | ZONE Cluster | AMB | EPTICO | MaaS | Forum Virium Helsinki | Altran Lab



Urban Mobility

ProMaaS

01-Jan-20 31-Dec-21

Lead

CARNET

Innovation

Real-time pollution City mAp thRough cOLlaborative sensing aNd Analysis – CAROLINA

Challenge



Engage citizens in the decision-making process of urban air quality in European cities.

Strategic Goal



Re-shape urban mobility based on minimizing the number of people exposed to the threshold values of harmful air pollution in European cities.

Output



Citizen engagement into the collaborative urban air pollution monitoring system.

Project Partners [Cities | Business | Universities | Research Institutes]

City of Istanbul | ISBAK | EPFL, UPC | CTAG



CAROLINA

01-Jan-20 31-Dec-20

Lead

**Automotive
Technology Center
of Galicia (CTAG)**

Innovation

an Off-Street parking floating CARsharing service_OSCAR

Challenge



Develop and pilot test a one-way station-based carsharing service with existing off-street parkings and real customers.

Strategic Goal



Offering the closest possible service to free-floating carsharing given the high levels of saturation for on-street parking in some cities.

Output



Offering the closest possible service to free-floating carsharing given the high levels of saturation for on-street parking in some cities.

Project Partners [Cities | Business | Universities | Research Institutes]

TU Braunschweig NFF | CTAG | City of Barcelona | City of Hamburg | CIT UPC | TUE | FhG | SEAT | Siemens Mobility GmbH | SKODA AUTO | UPC | Respiro | Metropolis Lab | Aimsum



OSCAR

01-Jan-20 31-Dec-20

Lead
SEAT

Innovation

Call 2021 is out!

- What we expect: **Focus of our Call for 2021.**
- How we will evaluate and select proposals:
Details on the evaluation and selection procedure and the applied criteria.
- What happens and when: **Transparency on the timing of the entire process.**
- Rules and eligibility: **Guidance on financial and administrative issues, as well as eligibility criteria.**
- Where to get help: **We provide a summary of all key contact points for help and support.**



Call for Proposals for Activities to be executed in 2021

Guidelines for Proposal preparation

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility
Barcelona | 17th of February 2020

www.eiturbanmobility.eu



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Call 2021

Calls 2021



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Thematic areas

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

Execution of activities

Jan - Dec 2021

Proposal submission:

- Deadline:
30 April 2020 , 23:59 (UTC+1/CET)
- Submission via PLAZA system



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What's new

- All areas of the EIT Urban Mobility are included in the 2021 Call
- City Challenges are updated
- New cap for Project Partners
- Open for non-partners (potential Project Partners) for a majority of the areas
- Stronger emphasis on Financial Sustainability
- A one step process with direct submission in Plaza for the 2021 Call
- KCA is not anymore required to be reported

All proposals need to demonstrate impact on city challenges, strategic objectives, society

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

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

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

...while supporting the long-term financial sustainability of EIT Urban Mobility

All proposals that comply with eligibility criteria will be considered and evaluated

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

Different funding caps and fees apply depending on partner status

- **EIT funding caps**
 - Core partner tier 1, including LTPs: uncapped
 - Core partner tier 2, including LTPs: EUR 300k
 - Other (non-core partners): EUR 150k (-20% fee)
- All **non-core-partners** who participate in EIT Urban Mobility Activities and receive EIT funding will become EIT Urban Mobility **project partners**
- Project partners do not pay membership fees but contribute to EIT UM with an **administration fee of 20%** of the total amount of EIT funding they receive in a year.

Call dates

- Call 2021
 - The Call opens 17 February and **closes 30 April**, 23:59 (UTC+1/CET).
 - All proposals need to be submitted through the EIT Urban Mobility submission system PLAZA (accessible through this link).
- Call 2020 (RIS and CE)
 - The Call opens 18th February and closes **17th April**, 23:59 (UTC+1/CET).
 - All proposals need to be submitted to the address call2020@eiturbanmobility.eu.

#190 City Challenges

EIT Urban Mobility cities

- Shift to active modes of transport (walking & cycling)
- Avoid negative health, safety and environment impacts of urban mobility
- Improve urban logistics with a focus on last mile distribution
- Improve public transport service provision
- Improve the quality of public space
- Improve traffic flow management (incl. ITS)
- Avoid transition barriers



Develop the multimodality of micro-mobility.

Key problems

- Low efficiency of micro-mobility
- Limited availability
- Safety
- Limited public space

Objective

- Increase options
- Improve availability
- Increase safety
- Public space regulation



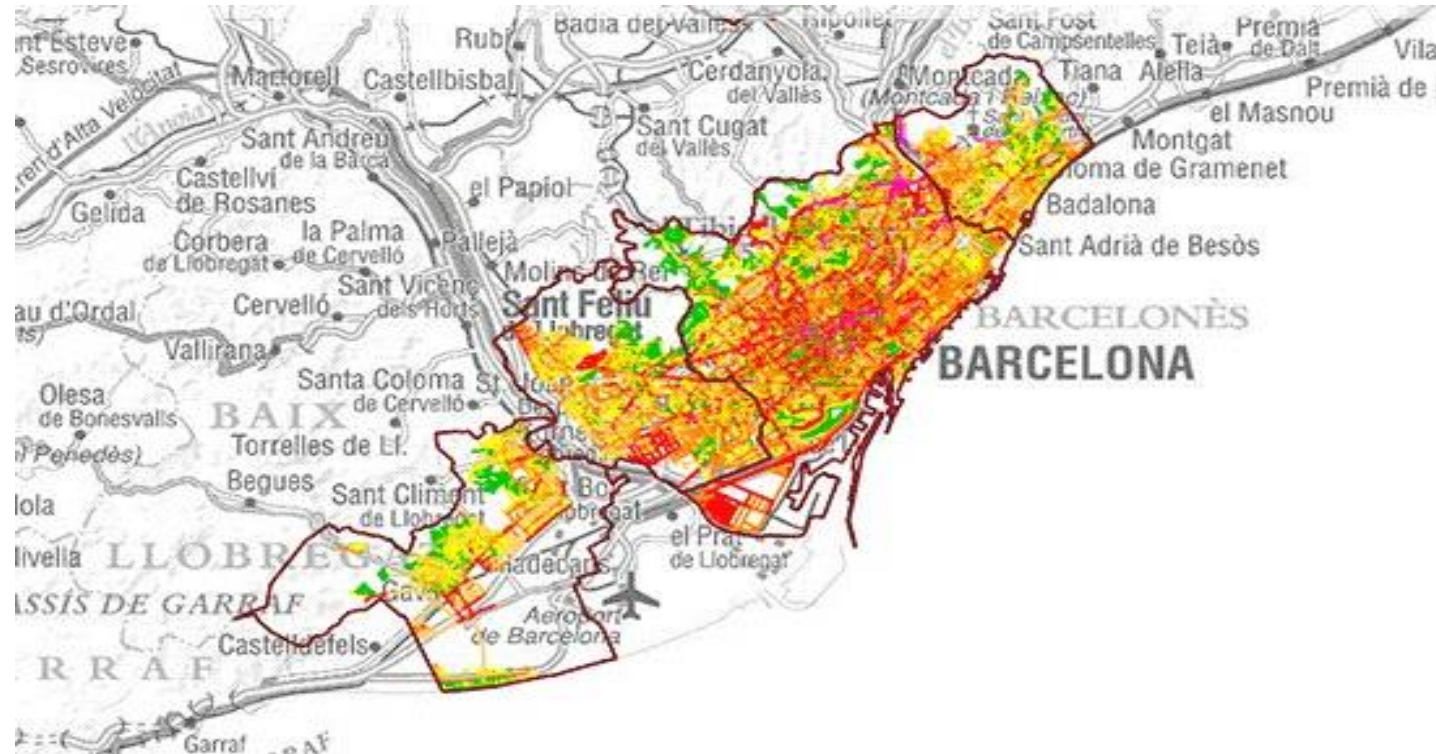
Assess and monitor mobility health impact (mortality, morbidity, quality of life...) due to its impact on air quality, noise pollution, traffic injuries....

Key problems

- Data lack
- Unknown impacts

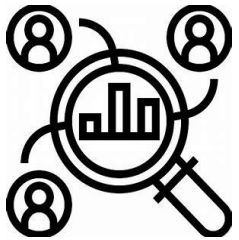
Objective

- Sound knowledge of mobility health impact, considering social aspects (most vulnerable population, social inequalities...)



Innovation activities in three categories

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



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



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



Pilot and implement — building pilots and
demonstrating impact

Innovation activities bring solutions for city challenges

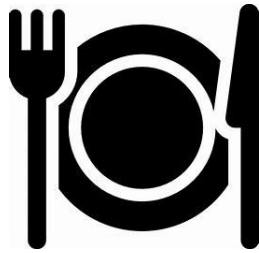
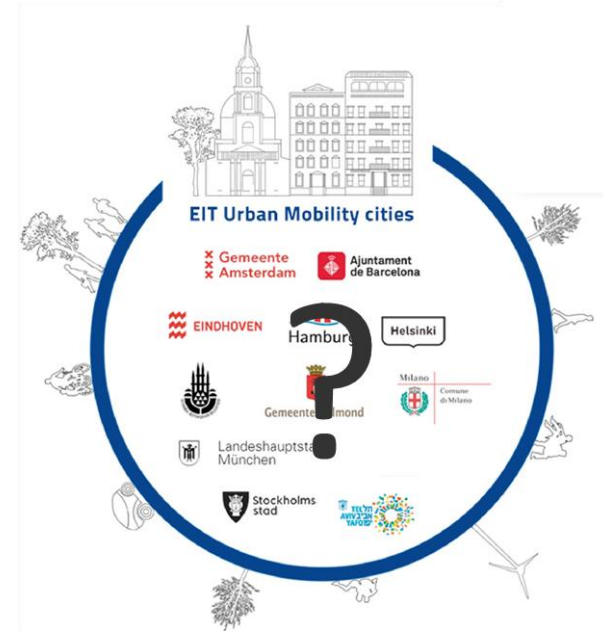
- Substantial contribution to making cities a better place to live, addressing specific city challenges within one of the four segments

EIT UM Innovation segments	Related City Challenge Cluster (s)
Accelerating urban transformation	City Challenge Cluster 5. Improve the quality of public space City Challenge Cluster 7. Avoid transition barriers
Encouraging integrated mobility	City Challenge Cluster 1. Shift to active modes of transport City Challenge Cluster 3. Improve urban logistics, focus last mile
Meeting mobility needs	City Challenge Cluster 4. Improve public transport service provision City Challenge Cluster 6. Improve traffic flow management (incl. ITS)
Decarbonising and automating mobility	City Challenge Cluster 1. Shift to active modes of transport City Challenge Cluster 2. Avoid negative impacts of urban mobility



Innovation activities involve new cities and facilitate integrated mobility for people and goods

- Proposals are encouraged to bring in **new cities**, not yet partners of EIT Urban Mobility, to serve as test beds and living labs and widen the geographical scope of activities and impact
- To improve the portfolio balance regarding "**Facilitating integrated mobility for people and goods**", a ratio freight/people of activities is planned within the four innovation segments



EIT Urban Mobility Academy - Stated vehicles to reach long term ambitions

- **Master School**
 - EIT labelled challenge based education
 - Including Innovation and Entrepreneurship, I&E
 - Double degree – 1st and 2nd year in different universities
- **Doctoral Training Network**
 - EIT labelled I&E training for PhD students
- **Competence Hub**
 - Professional lifelong learning urban mobility education



Academy – requirements

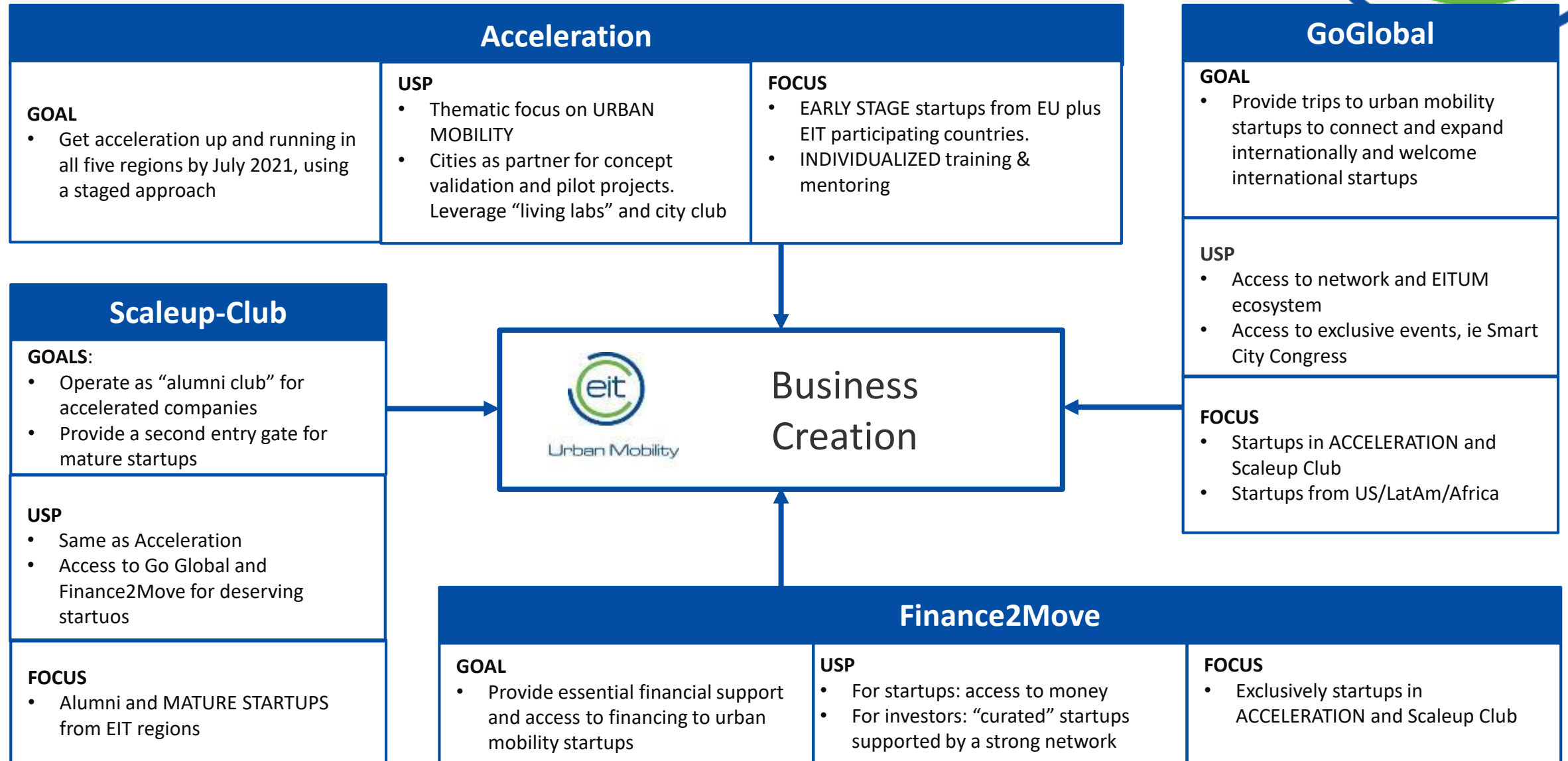
General

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

Academy – example of expressed needs

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

EIT Urban Mobility Business Creation





Thank you!

For more information, please contact:

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www.eiturbanmobility.eu

 @EITUrbanMob

 [linkedin.com/company/eit-urban-mobility](https://www.linkedin.com/company/eit-urban-mobility)