EUnita | EU Grant Advisory & Consultancy

OPEN CALL ANALYSIS

EIT Urban Mobility
Strategic Innovation Open Call

Cut-off 4 · Business Plan 2026–2028 · consortium grants of up to €2 million

Programme / project	EIT Urban Mobility – KIC Business Plan 2026–2028 (financial support to third parties)
Exact call title	Strategic Innovation Open Call (Multi-cut-off) – Business Plan 2026–2028
Call ID / round	No call ID published · Round: Cut-off 4 of 5 (Cut-off 5: 3 June 2027)
Deadline	28 January 2027, 17:00 CET (18:00 Bucharest time)
Analysis date	8 October 2026
Prepared by	EUnita — EU Grant Advisory & Consultancy · Funding Strategy

Verified against Call Manual v5 (22 September 2026), FAQ v2 (15 September 2026), Project Implementation Handbook v9.0 and the other official documents listed in Section 15. This is an advisory document; it does not guarantee eligibility, selection or funding.

1 Executive summary and EUnita strategic reading

The Strategic Innovation Open Call is EIT Urban Mobility's main route for funding close-to-market urban mobility solutions developed by consortia. It reimburses up to **65% of eligible costs, with a ceiling of €2 million of EIT funding per project**, across five sectors: urban logistics; public and shared transport; electrification of transport and alternative fuels; mobility data management; and health and mobility. This analysis covers **Cut-off 4, which closes on 28 January 2027 at 17:00 CET (18:00 in Bucharest)**. Cut-off 5 (3 June 2027) is the last one and is recorded here for comparison. The call has been open since 19 June 2025; three earlier cut-offs are already decided.

Not the startup instrument: EIT Urban Mobility's "Financial Support to Startups", covered on a separate EUnita page, is a sub-grant of up to €2.5M to a single mobility startup with an equity round, whereas this call funds consortia of at least two independent entities, up to €2M of EIT funding, with 65% reimbursement.

EUnita strategic reading

- **What is attractive.** A large, rolling, well-documented call (about €60M for 2026–2028; about €12M for Cut-off 4); no minimum TRL; open to companies, cities, transport operators, universities and research organisations from the EU and Horizon Europe-associated countries; a published scoring grid with minimum thresholds; Romania is eligible and is an EIT Regional Innovation Scheme (RIS) country, with about €13M of the call earmarked for strong RIS proposals.
- **Catch 1 – a financial-return deal with EIT Urban Mobility.** At least one commercial partner must enter a "financial sustainability" arrangement – primarily equity-related, or a Commercial Agreement with a fixed contribution plus revenue sharing. Rates are not published, they are negotiated after pre-selection on a non-negotiable timetable, and 10 of the 25 hearing points reward a "clear opportunity for financial returns" to EIT Urban Mobility.
- **Catch 2 – a very short time box.** Cut-off 4 projects last up to 18 months and must end by 31 December 2028, even with an extension. A July 2027 start with the full 18 months leaves no extension margin, yet each project must report a marketed innovation with at least €10,000 of documented sales (or a startup with €10,000 sales or €200,000 private equity).
- **Catch 3 – co-funding and cash flow.** At least 35% co-funding at project level, 20% pre-financing, interim payments capped at 35% and 65% of the EIT budget (16–21-month projects), the balance only after the final review. Under the stricter reading of the cost rules, in-kind contributions do not count.
- **Catch 4 – consortium architecture.** At least two independent entities from two different eligible countries, a named lead commercial partner with financial statements, and – to avoid an explicit weakness in scoring – end-users or pilot hosts (cities, transport operators) as active partners.

> **EUnita verdict (not an official score)**
>
> Opportunity score **54 / 85**. Strong for market-ready mobility consortia that can carry 35% co-funding and discuss an equity or revenue-share arrangement; poor for single SMEs, early-stage R&D and organisations without a cross-border partner or pilot host. Section 14 shows the gates and the five scored dimensions.

Verified official facts

- Cut-off 4 closes 28 January 2027, 17:00 CET; Cut-off 5 on 3 June 2027 (Call Manual v5, §2.4)
- Up to €2M EIT funding per project; up to 65% reimbursed; minimum 35% co-funding (§3.4.1–3.4.2)
- Cut-off 4: up to 18 months; every project ends by 31 December 2028 (§3.3)
- Minimum two independent entities from two eligible countries; lead commercial partner required (§2.1, §5.1)
- Stage 1: 75 points, minimum 9/12/12/12; Stage 2 hearing adds up to 25 points (§5.2–5.3)
- Submission through the EIT UM Programmes Portal (NetSuite), English only (§4.2, §5.1)

Unconfirmed items

- Call ID / F&T portal entry
- Equity terms, fixed contribution and revenue-share rates of the financial-return mechanism
- Guidelines for applicants, Application Form Sample and revenue-forecast template (referred to, not on the call page)
- State aid / de minimis treatment; time limits for EIT payments
- Number of awards and applicants; success rates
- Official wording on in-kind co-funding is contradictory (Eligibility of expenditure vs FAQ)

2 Call at a glance

Item	Verified detail (source)
Programme	EIT Urban Mobility (EIT KIC Urban Mobility S.L.U.), Business Plan 2026–2028; co-funded by the EU; financial support to third parties under a Financial Support Agreement (Call Manual v5)
Exact call title	Strategic Innovation Open Call (Multi-cut-off) – Business Plan 2026–2028
Call ID / round	No call ID published by EIT Urban Mobility. Round: Cut-off 4 of 5. Not confirmed in the available official sources.
Status	Open since 19 June 2025 (rolling cut-offs). Cut-off 4 closes 28 January 2027 (event page: “open until 28 January 2027”); log in to the Programmes Portal to check that the Cut-off 4 form is open.
Deadline	**28 January 2027, 17:00 CET** (Brussels) = 18:00 Bucharest. Cut-off 5: 3 June 2027, published as 17:00 CET – plan for 17:00 Brussels time.
Budget	About €60M for 2026–2028 (about €13M earmarked for EIT RIS countries). Cut-off 4: 20% ≈ €12M. Cut-off 5: 10% ≈ €6M. Approximate and adjustable.
Grant size and rate	Up to €2,000,000 EIT funding per project; no minimum budget; up to 65% of eligible costs reimbursed; at least 35% co-funding; 25% flat-rate indirect costs.
Applicants	Consortium only: at least two independent entities from two different EU Member States and/or Horizon Europe-associated countries; one lead commercial partner; no maximum (4–7 partners recommended).
Duration	Cut-off 4: up to 18 months (start about July 2027); Cut-off 5: up to 12 months (start about January 2028); all projects end by 31 December 2028, extensions included.
Maturity (TRL)	No formal minimum; “typically beyond TRL 6–7”, market launch-ready by project end (FAQ Q5.1).
Mandatory KPI	At least one of EITHE02.4 (marketed innovation with documented sales ≥ €10,000) or EITHE04.4 (startup with ≥ €10,000 sales or ≥ €200,000 private equity), target ≥ 1.
Platform and language	EIT Urban Mobility Programmes Portal (NetSuite); English; PIC number for every partner; only online submissions count.
Evaluation	Admissibility/eligibility → Stage 1 (3 external experts + 1 internal; 75 points) → Stage 2 online hearing (15 + 15 minutes; up to 25 points) → ranking by the Selection Committee.
Contact	All @eiturbanmobility.eu: innovationcall@ (content); pmo@ (technical, appeals); servicedesk@ (registration); fsm@ (financial sustainability).

3 What is funded and what falls outside scope

The call finances **collaborative projects that take a solution from tested to market-ready**. The Call Manual (§3.1) demands “a clear focus on commercialisation”: the solution must be designed for sale to external clients, replicable beyond the first use case, and the project must go beyond prototyping and testing to cover certification, scalability, IP protection and commercial preparation within the project timeframe.

Funded activities in practice

- Development, piloting and demonstration of solutions in real urban environments, with end-users and potential customers involved in testing and uptake (FAQ Q5.1).
- Certification, homologation or standardisation work, regulatory preparation, IP protection and freedom-to-operate analysis, business modelling and procurement preparation.
- Mandatory deliverables: technical sheet, product or business plan, impact methodology and baseline, IP strategy with independent Freedom-to-Operate report, demonstration report, impact report, final dissemination report and video; where public pilot hosts are involved, a preliminary and final procurement strategy (Section 10).
- Recommended cities observer activities: a budget of up to €4,000 for travel by up to four observer cities (§3.7).

Outside scope or disadvantaged

- Projects with an internal focus – optimising the applicant’s own operations – or without a clearly marketable product or service (§3.1).
- Proposals based on products or services already (co)funded by EIT Urban Mobility, without substantial new innovation or added value (§3.2).
- Research-led or “technology push” proposals with no realistic commercialisation plan, and proposals that will only reach prototyping and testing (Content-and-QA slides, July 2025).
- Financial support to third parties (cascade grants) as a cost category: allowed only where the Call Manual explicitly provides for it; this call does not (Eligibility of expenditure §2.1 D.1).
- Non-civil applications: the FSA requires an exclusive focus on civil applications.
- Entities in an exclusion situation (insolvency, tax or social-security breach, fraud, grave professional misconduct, and the other grounds in §2.2).

EIT Urban Mobility also notes that startups or SMEs wanting to validate a product with a new end-client or expand into a new region quickly may find its SME Market Expansion Call or the RAPTOR programme a better fit (Call Manual §1). EUnita has not verified the status of those instruments.

4 Eligibility and consortium requirements

Requirement	What the official documents say	Practical implication
Place of establishment	Each applicant is located in an EU Member State or a third country associated to Horizon Europe (§5.1). Only the first table of the Commission list counts; countries associated only to Pillar II are not eligible; UK and Switzerland are treated like any other associated country (FAQ Q1.2–Q1.4).	Romania qualifies as an EU Member State. Use the current Commission list (V4.2 of 7 October 2026 was checked) – it changes.
Independence	No entity controlled by, or under the same control as, another (Art. 8 of Regulation 1290/2013) (§2.1 fn 2; FAQ Q1.5).	Affiliated companies cannot be the two “independent” members.
Minimum consortium	At least two independent legal entities in at least two different eligible countries (§2.1, §5.1). If one entity is ineligible, the entire proposal is ineligible.	One-country partnerships fail the admissibility check.

Requirement	What the official documents say	Practical implication
Lead commercial partner	At least one partner is identified as lead commercial partner, responsible for the contribution to EIT UM's financial sustainability (§2.1, §5.1). Only entities that will commercialise the solution can be designated; a research organisation can qualify if it creates a spin-out or sells directly (FAQ Q1.6).	Choose the commercial partner early: it carries the equity/commercial agreement, submits financial statements and bears the reduction risk (30% if no agreement is signed).
Fit-for-purpose consortium	All organisations essential for execution and commercialisation, each with a defined role and budget. Letters of support do not replace essential partners; absence of end-users or pilot hosts as active partners is a weakness in assessment (§2.1.1).	Cities, public transport operators and mobility providers should be partners, not only signatories of letters. No formal maximum; 4–7 partners is the stated norm (FAQ Q1.7).
Organisation types	No closed list. Examples: companies, pilot hosts (cities, public transport operators, mobility providers), knowledge and technology providers, certification bodies, regulatory advisers (§2.1.1). Cities as direct partners are strongly recommended where they are the primary end-users (FAQ Q1.8).	No legal-form, size, age or turnover restriction found in the call documents.
Registration	PIC (nine digits, EU Funding & Tenders portal) for every partner; Partner Information Form in the NetSuite portal; processing up to two working days (§4.2).	Start registrations now; EIT UM cannot guarantee last-minute processing.
Membership	If selected, all partners must join the EIT UM community and pay the membership fee; included if a commercial partner signs a Commercial Agreement (§2.3; FAQ Q1.1, Q3.3).	Fees (T&C Annex 1): Silver €5,000 (SME, non-profit) or €10,000 (industry, universities, RTOs); Gold €30,000; public authorities (Leading City) €5,000 below / €10,000 above 300,000 inhabitants. Whether fees are eligible costs: Not confirmed in the available official sources.
Exclusion and limits	Standard EU exclusion grounds; a proposal substantially similar to one unsuccessfully submitted three times cannot be resubmitted in 2026–2028; rejected admissibility checks do not count (§2.2, §4.2.2, §5.1).	Each cut-off needs a new application form; do not recycle a weak proposal three times.
Hungarian public interest trusts	Entities listed in Annex 1 of the Eligibility of expenditure document face participation and funding restrictions (§2.1).	Check any Hungarian university partner against the list.

Romania and RIS. Romanian entities are eligible without any regional restriction in the call documents. Romania is also on the EIT's list of RIS-eligible countries (eit.europa.eu). RIS applicants receive **no extra evaluation points** (FAQ Q2.2); instead about €13M of the €60M is earmarked for proposals with a strong RIS component – clear contribution to RIS capacity building or innovation uptake, meaningful RIS partner participation and alignment with the EIT UM RIS strategy and guidelines. Those guidelines and the split of the earmark between cut-offs are not published. Not confirmed in the available official sources.

Financial statements of Romanian commercial partners. The Call Manual accepts financial data in the original language with an English summary; FAQ Q3.7 says accounts "should be provided according to IFRS and if possible in English". Romanian SMEs report under OMFP 1802/2014; confirm with EIT Urban Mobility that statutory accounts plus an English summary are accepted before the partner is named in the proposal (see Section 8).

5 Topics and strands

Proposals may address one sector or combine several; the online form requires a primary topic and, if applicable, a secondary one (FAQ Q2.1). The Call Manual notes that future editions may add narrowly defined topic scopes; none are published for Cut-off 4.

5.1 The five sectors

Sector	What the Call Manual v5 asks for (§3.2)
Urban logistics	Solutions that reduce congestion, emissions, noise, safety risks and pressure on public space while improving efficiency, resilience and integration: retail and general freight, service, parcel and last-mile, construction, waste and reverse, food and temperature-controlled logistics. Business models, technologies and governance approaches for smarter, collaborative logistics systems – including interoperability and engagement with operators, cities and users – are particularly encouraged.
Public and shared transport	Inclusive and resilient public and shared mobility that drives modal shift from private cars: multimodality, integration of public transport with shared mobility, accessibility and user experience, operation and service optimisation. Flexible, user-centric public mobility networks in underserved, low-density contexts are encouraged.
Electrification of transport and alternative fuels	Zero-emission urban mobility across the electrification value chain: vehicle and fleet technologies, retrofitting, batteries and energy storage, smart and dynamic charging, grid integration, battery performance, reuse and recycling. Alternative fuels, including hydrogen applications, that complement electrification in specific urban use cases. Must show clear added value for urban mobility and potential for scale.
Mobility data management	Mobility system orchestration, integrated planning and data-informed decisions by cities and public authorities: SUMPs, integrated transport planning, citizen engagement, resilience and disruption management, regulatory monitoring and enforcement, using AI, advanced analytics and digital platforms where appropriate. Solutions are expected to be modular, interoperable and aligned with European standards.
Health and mobility	Longer, healthier lives through active mobility and healthier urban environments: safer, more convenient and inclusive walking and cycling; lower exposure to air and noise pollution; public-space design and behaviour change that goes beyond awareness campaigns; reducing road deaths and serious injuries and advancing Vision Zero for vulnerable road users.

5.2 Three project frameworks

Framework (§3.1)	Description	Example shown by EIT UM in the July 2025 webinar
Solution package	Several solutions addressing one shared urban challenge across one or more demonstration sites; a cohort of scalable solutions rather than one complex solution.	Air-quality sensors for underground systems: 24 sensors from three suppliers in 5–6 locations in London and Paris.
Value chain	Key players across a value chain so that all roles needed to make an innovation viable are in the consortium; targets critical inefficiencies in industrial or public-sector-driven chains.	Hydrogen projects: green hydrogen production-to-distribution optimisation; compact modular refuelling station; retrofitting diesel minibuses.
Single solution	High-impact solutions needing longer time and budget for development, validation and regulatory approval.	Advanced driver-assistance system for trams: installed in 20 trams in four cities.

The examples come from earlier EIT Urban Mobility projects and illustrate the framework types; they are not templates and do not guarantee fit.

5.3 Cut-off 4 versus Cut-off 5

Aspect	Cut-off 4 (this analysis)	Cut-off 5
Closing date	28 January 2027, 17:00 CET	3 June 2027, 17:00 “CET” (plan for Brussels local time)
Indicative budget	20% ≈ €12M	10% ≈ €6M
Maximum duration	18 months	12 months
Tentative start	July 2027	January 2028
Latest end	31 December 2028 including any extension	31 December 2028 including any extension
Extension margin	None if the full 18 months are used from a July 2027 start; a later start shortens the usable time	None if the full 12 months are used from a January 2028 start
Fit	Consortia ready to apply by 28 January 2027; scope up to 18 months	Consortia that need more preparation but can deliver market proof within 12 months
Rule across cut-offs	Not selected = no automatic carry-over; a new application form is needed; after three unsuccessful submissions of a substantially similar proposal it is barred (§4.2, §4.2.2).	Same

6 Funding, budget, co-financing, payments and cash flow

6.1 Funding rate and co-funding

- EIT Urban Mobility **reimburses up to 65% of eligible project costs**; the **minimum co-funding is 35% for the project as a whole**. Partners may have different co-funding rates, or none, as long as the project reaches 35% (§3.4.2; FAQ Q3.1). Rates above 35% are positively considered, and large enterprises that benefit directly (end users, demonstration hosts, infrastructure operators) are encouraged to contribute around 50%.
- The requested budget and duration must be justified and show value for money; projects with disproportionate budgets are penalised under Implementation (§3.3, §3.4.1; Content-and-QA slides).
- **Arithmetic (EUnita calculation):** a project at the €2,000,000 ceiling has total eligible costs of about €3,076,923, of which about €1,076,923 (35%) must be co-funded. If approved costs finish below the approved budget, the budgeted co-funding amount is maintained and the EIT contribution falls (Handbook §7.2–7.3).
- **In-kind contributions – contradiction.** Eligibility of expenditure v2.8 and the FSA cost annex say in-kind contributions by third parties are not eligible; FAQ v2.0 (Q3.2) says in-kind contributions are eligible if budgeted and documented. EUnita uses the stricter reading: co-funding must be costs actually incurred and recorded.

6.2 Eligible costs

- Horizon Europe rules apply (Annotated Model Grant Agreement). Categories: A personnel (daily rate = annual cost ÷ 215), B subcontracting (only a limited part of the action, competitive selection, agreed in advance; any change in subcontracting is a “major change”), C purchases (travel, depreciation of equipment, other goods and services including certification and protection of results), E indirect costs at a **25% flat rate** of eligible direct costs excluding subcontracting.

- Costs must be actually incurred in the project period, in the budget, identifiable and recorded in the accounts; costs before the submission date are not eligible. Prototype or pilot-plant construction may be eligible in defined cases (FSA Annex 1, C.2).
- Ineligible: dividends, debt charges, provisions, deductible VAT, costs declared under other EU grants, costs of public administration staff for normal activities, excessive or reckless expenditure.

6.3 Payments

Payment scheme valid from 1 January 2026 (Business Plan 2026–2028; Handbook §8.3). Percentages refer to the EIT budget of the partner; interim payments are reimbursements of approved costs up to the cumulative cap and are triggered only if the interim review is green, white or orange.

Stage	Standard – 16 to 21 months (Cut-off 4 at 16–18 months)	Standard – 10 to 15 months (Cut-off 5 at 12 months)	Startup in EIT UM equity portfolio (IA/SAFE signed)
Pre-financing	20% of EIT budget	20%	50%
Interim report 1 (months 1–6)	max. 35% cumulative	max. 50% cumulative	– (16–21 m) / max. 75% (10–15 m)
Interim report 2 (months 7–12)	max. 65% cumulative	–	max. 75% (16–21 m)
Final report	100% of approved costs, up to the maximum EIT budget; previous payments and the budgeted co-funding deducted	same	same

Conditions: all payments depend on the funds EIT Urban Mobility receives from the EIT; pre-financing is released only when **every partner** has completed validation and signed the Declaration of Honour, the Financial Support Agreement and the membership terms; interim cost reports are mandatory even where no payment is due; the final payment follows approval of the final performance report (within one and a half months of project end) and cost reports (within one month). Time limits for EIT payments after approval: Not confirmed in the available official sources.

6.4 Cash-flow illustration (EUnita calculation)

Assumptions: a single project at the €2M ceiling, 18 months, costs spread evenly over the project (about €171,000 per month), all reports approved and paid on time. These are illustrative figures, not official ones.

Point in time	Cumulative project cost	EIT cash received (cap)	Funded by the consortium
Month 0 – pre-financing	€0	€400,000 (20%)	–
Month 6, before interim payment	≈ €1.03M	€400,000	≈ €0.63M
Month 6, after interim payment	≈ €1.03M	up to €700,000 (35%)	≈ €0.33M
Month 12, before interim payment	≈ €2.05M	€700,000	≈ €1.35M
Month 12, after interim payment	≈ €2.05M	up to €1,300,000 (65%)	≈ €0.75M
Month 18, before final payment	≈ €3.08M	€1,300,000	≈ €1.78M (peak)
After final payment	≈ €3.08M	€2,000,000	≈ €1.08M = the 35% co-funding

Consortia therefore need working capital of roughly €1.8M at peak for a €2M-grant project, of which about €0.7M returns only with the final balance.

6.5 Additional costs and obligations that sit outside the grant calculation

Item	What the documents say
Financial sustainability agreement	Primarily equity-related (investment agreement, SAFE or similar) with the commercial partner, or a Commercial Agreement with a fixed financial contribution and revenue sharing; documented separately from the FSA; obligations typically run several years after the project (FAQ Q3.6). Unsigned agreement: up to 30% grant reduction, applied to the commercial partner(s) first. Rates: Not confirmed in the available official sources.
Membership	Annual fee for every partner (see Section 4). Included if a commercial partner signs a Commercial Agreement.
Freedom-to-Operate report	Mandatory deliverable within six months of start, produced by an independent IP expert (§3.6; FAQ Q6.3) – budget it, e.g. as subcontracting or purchase.
Observer-city travel	Budget up to €4,000 for four observer cities (recommended, §3.7).
Audit and records	Certificate on Financial Statements when a partner's cumulative EIT funding reaches €430,000 (cost borne by EIT); records kept five years after final payment (three if the grant is up to €60,000); personnel time records signed monthly (FSA Annex 2).
Consortium agreement	Recommended; binds only the partners, not EIT UM (Handbook §3.2, §7.3).

6.6 Grant reduction for underperformance

Indicator (Handbook Table 5)	Maximum weight	Rule
KPIs	Up to 40%	EIT KPIs 35% (none achieved = full 35%); EIT UM-specific KPIs 5%
Financial sustainability mechanism / Commercial Agreement	Up to 30%	Agreement not signed = 30%; applied to the commercial partner(s) first
Deliverables and outputs	Up to 20%	Achievement, submission and quality
Branding	Up to 10%	EIT/EU co-branding rules (obligation until August 2029)

7 Calendar

Dates marked ≈ or "up to" are indicative: EUnita calculated them from the Call Manual's "approximately / up to" wording for Cut-off 4; they are not official dates. The 7 January 2027 date is three weeks before the deadline (EIT UM tip).

Date	Event	Source / note
19 June 2025	Call opened	Call page; Call Manual v1.0
18 June 2026	Cut-off 3 (closed)	Call Manual §2.4
19 October 2026	Refresher webinar 10:00–11:30 Brussels time (Call Manual "CET"; event page "CEST"): call overview, key updates, funded-project examples, Q&A	Call Manual §4.1.2; innovators.eiturbanmobility.eu/networks/events/223197

Date	Event	Source / note
October – December 2026	Obtain PICs; register every partner in NetSuite (up to two working days); form consortium; confirm pilot hosts and commercial partner	Call Manual §4.2
7 January 2027 (recommended)	Latest sensible start of the online form (EIT UM tip: at least three weeks before the deadline)	Guidance to applicants slides
28 January 2027, 17:00 CET	**Cut-off 4 closes** (18:00 Bucharest)	Call Manual §2.4
≈ 11 February 2027	Admissibility and eligibility check (about two weeks); rectification of registration errors within five calendar days	§2.4, §5.1.1
up to ≈ 25 March 2027	Stage 1 evaluation and invitations to panel hearings (up to eight weeks after cut-off)	§2.4
≈ 8 April 2027	Online panel hearings (about two weeks after invitations): 15-minute pitch + 15-minute Q&A	§2.4, §5.3
≈ 22 April 2027	Communication of results, pre-selection conditions; appeal within 14 calendar days	§2.4, §5.4–5.5
May–June 2027	Conditions clearance; PIC validation; Declaration of Honour; FSA; membership terms; negotiation of the financial-sustainability agreement; contract not earlier than 30 days after pre-selection	§5.6; Handbook §3
3 June 2027	Cut-off 5 closes (final cut-off)	Call Manual §2.4
July 2027	Tentative project start (Cut-off 4); kick-off within one month; EU co-branding of websites within three months	Call Manual §2.4; Handbook §1–2
Months 2 / 4 / 6	Technical sheet; product or business plan; impact methodology, IP strategy with FTO report, preliminary procurement strategy	Call Manual §3.6
Every six months	Interim reviews: performance report by the Project Leader and cost reports by every partner, each due one month after the period	Handbook §6
31 December 2028	Latest end of any project (including extensions); final performance report within 1.5 months, cost reports within 1 month	Call Manual §3.3; Handbook §7
August 2029; up to five years	Co-branding obligation to August 2029; annual post-impact reporting for up to five years; ex-post impact assessment	Handbook §2, §7.4; Call Manual §3.8

8 Application process, content limits and required documents

8.1 Steps

1. **Every partner** obtains a nine-digit PIC in the EU Funding & Tenders portal (if none exists).
2. **Every partner** registers in the EIT Urban Mobility Programmes Portal (NetSuite) through the Partner Information Form; allow up to two working days.
3. The **Project Leader** creates the application under Grant Management → Open Calls and fills in the six sections: main information, partner information, project scope, work plan, supporting documents, budget. A separate application must be created for each cut-off.

4. Prepare the narrative offline and paste it in; URLs are not allowed in the form; save as draft often; only one editor at a time; **only the creator can submit**.
5. Upload the mandatory documents and submit. Submission cannot be reverted or updated, and no confirmation e-mail is sent – check “My applications” for the status “submitted”.
6. If you believe a platform fault blocked submission, send pmo@eiturbanmobility.eu proof (proposal ID, screenshots) within **three calendar days** after the deadline.

8.2 Documents

Document	Status	Notes
Online application form (six sections)	Mandatory	English only. Executive summary max. 1,000 characters; 3–5 keywords; primary and optional secondary topic; percentages of women in the team and in decision-making roles; risk plan; financial-sustainability preference per commercial partner; ethics and security flags. Field limits for the project scope: Not confirmed in the available official sources.
Pitch deck (PDF or PPT)	Mandatory	Official template, maximum 15 slides: challenge, solution, novelty and maturity (with the Innovation Maturity Radar scored 1–5 on technology, IP, commercial and regulatory readiness), market and business model with a **5-year revenue forecast**, work plan and demonstrations, budget and contribution to EIT UM financial sustainability, team, closing statement.
Financial documents of every commercial partner	Mandatory	Latest deposited annual report, latest profit and loss statement and balance sheet; for recently incorporated partners an explanatory note and proof of registration may be enough; English summary if not in English; FAQ asks for IFRS-based accounts where possible.
Revenue forecast (Excel)	Contradictory	Listed as mandatory in FAQ Q4.2; not in the Call Manual’s list; template not published. Stricter reading: prepare one per product or service and ask EIT UM.
Letters of commitment or support	Optional	Official template; they complement but do not replace active partners such as pilot hosts and core technology providers.
Freedom-to-Operate study	Recommended	Strengthens the Excellence score; a justified plan to reach FTO is also accepted.
One-minute video link on current maturity	Recommended	Link only; not part of the form text.

Documents uploaded under “Other supporting documents” that are not listed as optional are not considered in the evaluation; blank or wrong mandatory documents lead to automatic rejection (§4.2). The Call Manual refers to “Guidelines for applicants” and the FAQ to a Word “Application Form Sample”; neither appears as a link on the call page. Not confirmed in the available official sources.

9 Evaluation and selection

9.1 Admissibility and eligibility check (yes/no)

Completeness (on time, via the portal, all mandatory fields and documents, English); submission limit (no more than three submissions of a substantially similar proposal); applicant eligibility (EU/associated country); applicant registration (PIF and PIC); consortium composition (two independent entities, two countries, lead commercial partner); minimum 35% co-funding. Only registration-related clerical errors can be rectified, within five calendar days.

9.2 Stage 1 – expert evaluation (75 points)

Three independent external evaluators and one internal EIT Urban Mobility evaluator score each sub-criterion from 0 to 5 (0 fail, 1 poor, 2 fair, 3 good, 4 very good, 5 excellent). The portfolio-fit and financial-sustainability sub-criterion is scored only by the internal evaluator.

Criterion (max / minimum)	Sub-criteria, 5 points each
Strategic fit and EU dimension (15 / 9)	Relevance to the EIT UM mission and EU dimension, knowledge-triangle collaboration and city engagement; ambition against the call scope (§3.1–3.2); added value to the existing EIT UM portfolio without duplication, with a coherent Financial Sustainability Mechanism
Excellence (20 / 12)	Problem and market opportunity with market analysis; innovation and competitive advantage; maturity, market readiness, IP strategy and freedom to operate, certification and standardisation; gender and diversity in design and implementation
Impact (20 / 12)	Market and user uptake with evidence of early-adopter commitment; business model (value proposition, revenue logic, go-to-market); scalability and replication; broad impacts (society, climate, SDGs, EU policy, jobs) with metrics and targets
Quality and efficiency of implementation (20 / 12)	Consortium with the right competences, end-users as active partners and a gender-balanced team; budget and duration aligned with ambition (value for money); coherent work plan with demonstrations and KPIs; risk analysis and mitigation

A proposal must reach the minimum in **each** of the four criteria to qualify for the hearing; a high total cannot compensate for a missed threshold (for example 8 of 15 on strategic fit fails even with 45 points in total – EIT UM example).

9.3 Stage 2 – hearing and selection (up to +25 points)

- Top-ranked proposals above all thresholds, representing up to **200% of the cut-off budget**, are invited to an online hearing with the Selection Committee (Innovation Director and two Executive Management Team members): 15-minute pitch and 15-minute Q&A.
- Hearing score: quality and credibility of the project (5 × 3 = 15 points) and the opportunity of financial returns to EIT Urban Mobility (5 × 2 = 10 points). Maximum combined score: 75 + 25 = 100 (EUnita sum).
- Ties at the threshold: strategic fit, then impact, excellence, implementation. Later ties: higher co-funding or additional core KPIs, in particular EITHE04.4. If proposals substantially duplicate partners, activities or solutions, only the highest-scoring may be selected.
- Outcome: selected, reserve list (valid for one year) or rejected. Pre-selected proposals may receive conditions, including accepting the general terms of the commercial agreement within a defined and non-negotiable period and IP screening with possible additional IP deliverables.
- Appeals: only by the Project Leader, within 14 calendar days, using the Appeal Form, on process or factual errors; no new information (Appeal procedure v7.0).

10 Implementation and material legal / compliance obligations

Area	Obligation	Source
Contracting	PIC validation (EIT Community Onboarding Service), Declaration of Honour, Financial Support Agreement, membership terms; financial capacity assessment possible (mandatory for Project Leaders above €500,000 EIT funding; additional audit report above €750,000); mitigation may include extra pre-financing instalments, guarantees, joint liability, or replacement of the partner.	Handbook §3; Call Manual §3.4.4, §5.6
Liability	Individual financial responsibility for own costs and co-funding; joint and several responsibility for technical implementation – remaining partners complete a failing partner's tasks without extra funding.	FSA Art. 9
Reporting	Interim reviews every six months (performance report plus mandatory cost reports from every partner); colour rating (green, white, orange, red); red withholds payments; final performance report 1.5 months and cost reports one month after the end.	Handbook §6–7
Mandatory deliverables	Technical sheet (≤ 2 months); product plan or business plan (≤ 4 months); impact methodology and baseline (≤ 6 months); IP strategy with independent FTO report (≤ 6 months); demonstration report (one month after demonstrations); impact report; final dissemination report with video. If public pilot hosts: preliminary procurement strategy (≤ 6 months) and final strategy. If strong citizen engagement: engagement plan and report.	Call Manual §3.6
KPIs	Core KPI target ≥ 1 (EITHE02.4 or EITHE04.4) with prescribed evidence (purchase orders and paid invoices ≥ €10,000 from non-affiliated customers; or startup registration plus sales or €200,000 private investment). Reduction or removal of KPIs is unlikely to be approved.	Call Manual §3.5; KPI list; Handbook §5.2
Project changes	Minor: contact person, deliverable delay up to 2 months, budget shifts between categories (not subcontracting). Major (formal request): consortium changes, subcontracting, scope, duration. Extension request at least 2 months before the end, never beyond 31 December 2028.	Handbook §5
IP	Results belong to the partner that generates them; joint ownership agreement if inseparable; best efforts to exploit within four years after the end; Horizon Results Platform if not exploited within one year; EU/EIT access rights for policy purposes; EIT UM IP Policy applies; background and foreground IP declaration and results table required at contracting and reporting.	FSA Art. 10, Annex 2 s.1; FAQ Q6.1–6.2
Audit and records	Checks, audits and investigations by EIT UM, EIT, Commission, OLAF, EPPO and ECA; records for five years after final payment (three if grant ≤ €60,000); certificate on financial statements at €430,000 cumulative EIT funding; ineligible costs rejected or recovered, with set-off against other payments.	FSA Art. 12–13, Annex 2 s.3–4; Handbook §9
Communication	EIT UM / EU co-branding on websites within three months and in all external communications until August 2029; public deliverables published by EIT UM.	Handbook §2
Ethics, data, civil use	Exclusive focus on civil applications; research integrity; GDPR roles documented in the data management plan or consortium agreement; hold-harmless clauses.	FSA Art. 15, 18.9, Annex 2 s.5
Cities observers group	Not mandatory but strongly recommended; site visits, results presentation, one-page summary for observer cities.	Call Manual §3.7

Area	Obligation	Source
Fast-track	Successful projects may qualify for additional funding for upscaling; the Guidance on the fast-track mechanism is not linked on the call page. Not confirmed in the available official sources.	Call Manual §3.4.5
Continuity of the KIC	The FSA recital dates the EIT–KIC Partnership Agreement 1 Jan 2021 to 31 Dec 2026 (extendable); the Handbook says 2021–2027. The FSA allows EIT UM to terminate early if the Partnership Agreement is not extended. Not confirmed in the available official sources.	FSA recital, Art. 3.2.4; Handbook §3

11 Strong-fit and poor-fit applicant profiles

Strong fit	Poor fit
• A scale-up, SME or corporate with a mobility product already tested in real conditions and a plan to sell it within 18 months • A consortium that already includes the city, public transport operator or logistics operator that will host the pilots, with a defined budget and role • A commercial partner with filed accounts that is open to discussing equity or a revenue-share arrangement with EIT Urban Mobility • Partners able to fund at least 35% in cash costs and carry about 60% of project costs before the final payment • Cross-border teams, including Romanian and other RIS-country entities, with a clear capacity-building or uptake role • A team that can produce an IP strategy and an independent freedom-to-operate report early in the project	• Single organisations or partnerships confined to one country • Early-stage R&D, prototype-only or technology-push concepts • Projects that mainly improve the applicant's own operations • Solutions already funded by EIT Urban Mobility without clear new innovation • Consortia where the pilot host is only a letter-writer • Organisations that cannot document €10,000 of sales or a startup milestone inside 18 months • Applicants that cannot accept equity or revenue-share terms or the 30% reduction risk

12 Possible strategic directions

These are generic constructions suggested by the call design; they are not a proposal for any specific applicant.

Direction	Logic	Main watch-point
City-hosted solution package	A lead commercial partner plus two or three technology suppliers test complementary solutions for one shared challenge (for example kerbside logistics, accessible stops, charging for fleets) in two or more cities in different countries.	Each supplier needs its own revenue path; only the lead commercial partner may sign the financial-sustainability agreement unless the consortium agrees otherwise.
Value-chain consortium	A logistics, transport or energy operator, a technology provider, a certification or regulatory partner and a city cover the whole chain from component to adoption.	Documenting €10,000 of sales and the certification path inside the 18-month window.
Single solution with regulatory approval	One high-impact solution that needs longer validation and homologation, with end-users acting as test sites.	Hard stop on 31 December 2028; an extension cannot cure a late start.

Direction	Logic	Main watch-point
RIS-anchored consortium	A Western-European technology holder with RIS-country pilots, local integrators and municipalities, designed to meet the RIS-earmark criteria in FAQ Q2.2.	RIS earmark rules are not fully published; confirm criteria with EIT UM first.
Two-step route	Prepare a strong Cut-off 4 submission; use the Summary Evaluation Report to improve and resubmit for Cut-off 5 only if the project still fits 12 months.	Three-strike rule for substantially similar proposals; Cut-off 5 means a project start in January 2028.

13 Key risks and mitigations

Risk	Why it matters	Mitigation
Financial-return terms unknown	Equity or fixed fee plus revenue share is negotiated after pre-selection; unsigned agreement = up to 30% reduction; hearing awards 10 points on this theme	Ask fsm@eiturbanmobility.eu for ranges; agree internal red lines among partners before submission; test the commercial partner's cap table and fundraising plans
Sales KPI inside 18 months	EITHE02.4 needs documented sales ≥ €10,000 from non-affiliated customers; EITHE04.4 needs a startup with traction	Plan first customers or pilot-to-purchase contracts from month 1; consider both KPIs; document evidence formats early
No extension margin	Projects must end by 31 December 2028; a July 2027 start with 18 months leaves none	Propose a shorter, defensible duration; avoid dependence on late approvals
Co-funding and liquidity	35% own funding plus about 60% of costs pre-financed at peak; in-kind not accepted under the stricter reading	Model cash flow per partner; secure bank lines or investor funds; allocate co-funding to partners with capacity (cities may carry less)
Threshold failure	One criterion below 9/12/12/12 eliminates the proposal regardless of total	Score internally against the grid; give each criterion a named owner; pre-review by an outsider
Missing or wrong documents	Automatic rejection; contradictory guidance on the revenue forecast and accounts format	Prepare both pitch-deck forecast and Excel forecast; confirm accounting format in writing; checklist before submission
Late registration or technical fault	PIC and NetSuite registration up to two working days; no submission e-mail; complaint window only three days	Register all partners by mid-January; submit at least 48 hours early; screenshot proof
Weak pilot-host involvement	Absence of active end-users is a stated weakness; letters of support are not enough	Make cities and operators partners with budget and tasks; align with procurement strategy deliverable
Duplication of EIT UM-funded work	Out of scope without substantial new innovation; Selection Committee may drop duplicate proposals	Check the EIT UM project portfolio; document the new innovation; keep proposals with shared partners distinct
Regulatory or programme continuity	Contradictory dates for the KIC partnership agreement; payments depend on EIT funds	Ask EIT UM for written confirmation; stage the consortium agreement to cope with delays
Resubmission limit	Three unsuccessful submissions of a substantially similar proposal bar it for 2026–2028	Treat Cut-off 4 as the main attempt; change the core concept, not only the wording, if resubmitting

14 Explained EUnita opportunity score

This score is EUnita's own assessment of the opportunity for an eligible applicant. It is not an official evaluation score and not a probability of winning. Gates are applied first (assessed on 8 October 2026); a high score cannot override an unresolved fundamental issue.

14.1 Gates

Gate	Result	Evidence
G1 Real third-party route exists now or on an announced date	PASS	Direct sub-grants to consortia; Cut-off 4 on 28 January 2027, Cut-off 5 on 3 June 2027
G2 Enough official evidence	PASS (gaps noted)	Call Manual v5, FAQ v2, Handbook v9.0, Eligibility v2.8, FSA sample and templates read; Guidelines for applicants, Application Form Sample, revenue-forecast template, FS rates and F&T entry not available
G3 No unresolved fundamental eligibility question	PASS with caution	Eligibility rules are clear; unresolved items affect cost and preparation (in-kind co-funding, accounts format, revenue forecast, FS terms), not who may apply
G4 Not closed	PASS	Open since 19 June 2025; two cut-offs remain
G5 Enough time for preparation	PASS	Cut-off 4 closes 28 January 2027 (Cut-off 5: 3 June 2027); no flag for fewer than four weeks, but tight for newly formed consortia

14.2 Score

Dimension	Score	Max	Reason
Funding value relative to applicant effort	12	20	Up to €2M is large, but only 65% is reimbursed, 35% must be co-funded, and the work package (six-section form, pitch deck, hearing, mandatory deliverables including an independent FTO report) is heavy
Eligible applicant pool and accessibility	14	20	Broad mix of company, city, university and RTO partners; Romania eligible and RIS-covered; but a cross-border consortium with a commercial partner and financial statements is mandatory
Scope clarity and credible applicant fit	11	15	Five sectors, three frameworks and published criteria; deductions for unpublished Guidelines, Application Form Sample and no TRL bar
Time available for preparation	10	15	The time to 28 January 2027 works for existing consortia, tight for new cross-border teams with pilot hosts; Cut-off 5 is a fallback with a 12-month limit
Funding mechanics and implementation feasibility	7	15	Reimbursement with limited pre-financing, hard stop on 31 December 2028, documented-sales KPI, equity/revenue-share deal with unpublished terms, reductions up to 100%
Total	**54**	**85**	

14.3 Applicant assessment

- **Applicant attractiveness – moderate to high.** Highly valuable for market-ready consortia that can carry 35% co-funding and accept a financial-return deal; low for single SMEs, early-stage R&D and entities without a cross-border partner or pilot host.

Difficult conditions flagged: mandatory consortium; 35% co-funding with reimbursement and limited pre-financing; equity or revenue-share arrangement with unpublished terms; documented-sales KPI inside 18 months; hard end date; independent FTO report; membership fees; audit thresholds; grant reduction up to 100%; three-strike resubmission rule.

15 Official sources

Accessed and checked on 8 October 2026. Where sources disagree, the Call Manual v5 prevails and the stricter reading is used.

- Official call page: https://www.eiturbanmobility.eu/call-for-proposals/strategic-innovation-open-call/
- Call Manual v5 (22 September 2026): https://www.eiturbanmobility.eu/wp-content/uploads/2026/09/Strategic-Innovation-Call-Manual_v5_21092026_final.pdf
- FAQs v2.0 (15 September 2026): https://www.eiturbanmobility.eu/wp-content/uploads/2026/09/EITUM_Strategic-Innovation-Call-FAQs-v2_Sept2026.pdf
- Glossary: https://www.eiturbanmobility.eu/wp-content/uploads/2025/06/EITUM-_Strategic-Innovation_A1-Glossary.pdf
- List of KPIs: https://www.eiturbanmobility.eu/wp-content/uploads/2025/06/EITUM_Strategic-Innovation-Call_A5-List-of-KPIs.pdf
- IP strategy checklist: https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/EITUM_Strategic-Innovation_A6-IP-checklist.pdf
- Pitch deck template: https://www.eiturbanmobility.eu/wp-content/uploads/2026/09/EITUM_Strategic-Innovation-Call_A7-Pitch-deck-template_updatedSept26.pptx
- Letter of commitment/support template: https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/EITUM_Letter-of-commitment-or-support-Template.docx
- Maturity radar template: https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/Template-Maturity-Radar.xlsx
- Eligibility of expenditure v2.8: https://6740820.app.netsuite.com/core/media/media.nl?id=711659&c=6740820&h=CySeSwntb1ogT7ER8HIzOBrihtm1cycm-2_QWGQQBYH72tWU&_xt=.pdf
- Appeal procedure v7.0: https://6740820.app.netsuite.com/core/media/media.nl?id=1039360&c=6740820&h=gVP_IxLSTUA1p6hzJsWPcmDc7RrYIOrXF849ecHDUgFUhApD&_xt=.pdf&fcts=20260714081523&whence=
- Project Implementation Handbook v9.0: https://6740820.app.netsuite.com/core/media/media.nl?id=711661&c=6740820&h=uAjTzTQ0t4kOPPQBXJq5-EneimVU2-E1xStpY7g3J_IfYeMG&_xt=.pdf
- Financial Support Agreement template: https://6740820.app.netsuite.com/core/media/media.nl?id=1490136&c=6740820&h=2u0K1GgWS13VerZ7BRy_x10gPtW-de2gusifWqVBZvPV-NyG&_xt=.pdf&fcts=20260702002028&whence=
- Declaration of Honour template: https://6740820.app.netsuite.com/core/media/media.nl?id=1490035&c=6740820&h=ww6hJ7RZqb354EvvqC7d_DGn_A67YlsBA3ziqRaMPT3PpiLb&_xt=.pdf&fcts=20260327015236&whence=
- EIT Urban Mobility Programmes Portal (log-in): https://6740820.app.netsuite.com/core/media/media.nl?id=1444643&c=6740820&h=hwzAYvQahqAmDYEwtP7-i8u5Cm7p9Z49gPBpCstoPaa_Pd7T&_xt=.html
- Strategic Agenda 2021–2027: https://www.eiturbanmobility.eu/wp-content/uploads/2021/04/210329_SA_EIT-UM-branded_Final-published.pdf
- Webinar slides: https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/Strategic-Innovation-Open-Call-Content-and-QA.pdf ; https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/Strategic-Innovation-Open-Call-Commercialsiation-and-Financial-Sustainability.pdf ; https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/Intellectual-property-strategy.pdf ; https://www.eiturbanmobility.eu/wp-content/uploads/2025/07/Guidance-to-applicants.pdf
- Webinar recordings (links only): https://youtu.be/WQZ6KVo6Ah4 ; https://youtu.be/2EZZ7zIdLQQ ; https://youtu.be/wbluAbw9B8k ; https://youtu.be/EsUjQ8DLFXA
- Refresher webinar event page: https://innovators.eiturbanmobility.eu/networks/events/223197
- General Terms and Conditions for Partners (membership fees): https://www.eiturbanmobility.eu/wp-content/uploads/2026/03/2025_TCs_VF-1.pdf
- Annotated Model Grant Agreement: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf
- European Commission list of participating countries in Horizon Europe (V4.2, 7 October 2026): https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf
- EIT Regional Innovation Scheme (eligible countries): https://eit.europa.eu/our-activities/eit-regional-innovation-scheme

Not published: “Guidelines for applicants”, Application Form Sample, revenue-forecast template, financial sustainability guidelines, fast-track guidance and EIT UM IP Policy (referred to, not linked on the call page).

16 Final EUnita verdict

Strand	Verdict	Reason
Cut-off 4 – 28 January 2027 (up to 18 months)	**Go — for ready consortia**	Main window: about €12M, closes 28 January 2027, up to 18 months. For ready consortia with a commercial partner, pilot hosts, co-funding and openness to a financial-return deal.
Cut-off 5 – 3 June 2027 (up to 12 months)	Fallback only	Only 12 months, about €6M, no extension margin; a fallback for teams needing more preparation.
Single SMEs or single-country groups	Not recommended	Not eligible alone; consider a consortium route or other instruments.

17 How EUnita can help

- **Eligibility and fit screening** against the four gates (commercial partner, pilot host, sales KPI, co-funding).
- **Consortium building** – cities, operators, technology and RIS-country partners; roles and budgets.
- **Proposal development to the scoring grid** – form, pitch deck, work plan, KPIs, IP/FTO strategy, risk plan.
- **Budget and cash-flow modelling** – 65/35 split, interim caps, working capital per partner.
- **Financial-sustainability positioning and hearing preparation** – equity or commercial-agreement discussion; pitch rehearsal.

18 Contact

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Verified 8 October 2026 against the sources in Section 15. Any later corrigendum, FAQ or template issued by EIT Urban Mobility prevails over this analysis. EUnita does not guarantee eligibility, selection or funding.