



European Institute of Innovation and Technology

## EIT Urban Mobility

Mobility for more liveable urban spaces

Thessaloniki, 30th of October

## The European innovation paradox



Excellent European  
research base,  
dynamic  
companies and  
creative talent



Good ideas are too  
rarely turned into  
new products or  
services!

# EIT: The European Institute of Innovation and Technology



The European Institute of Innovation and Technology (EIT) is an EU body created by the European Union in 2008 to strengthen Europe's ability to innovate. The EIT is an integral part of Horizon 2020, the EU's Framework Programme for Research and Innovation.

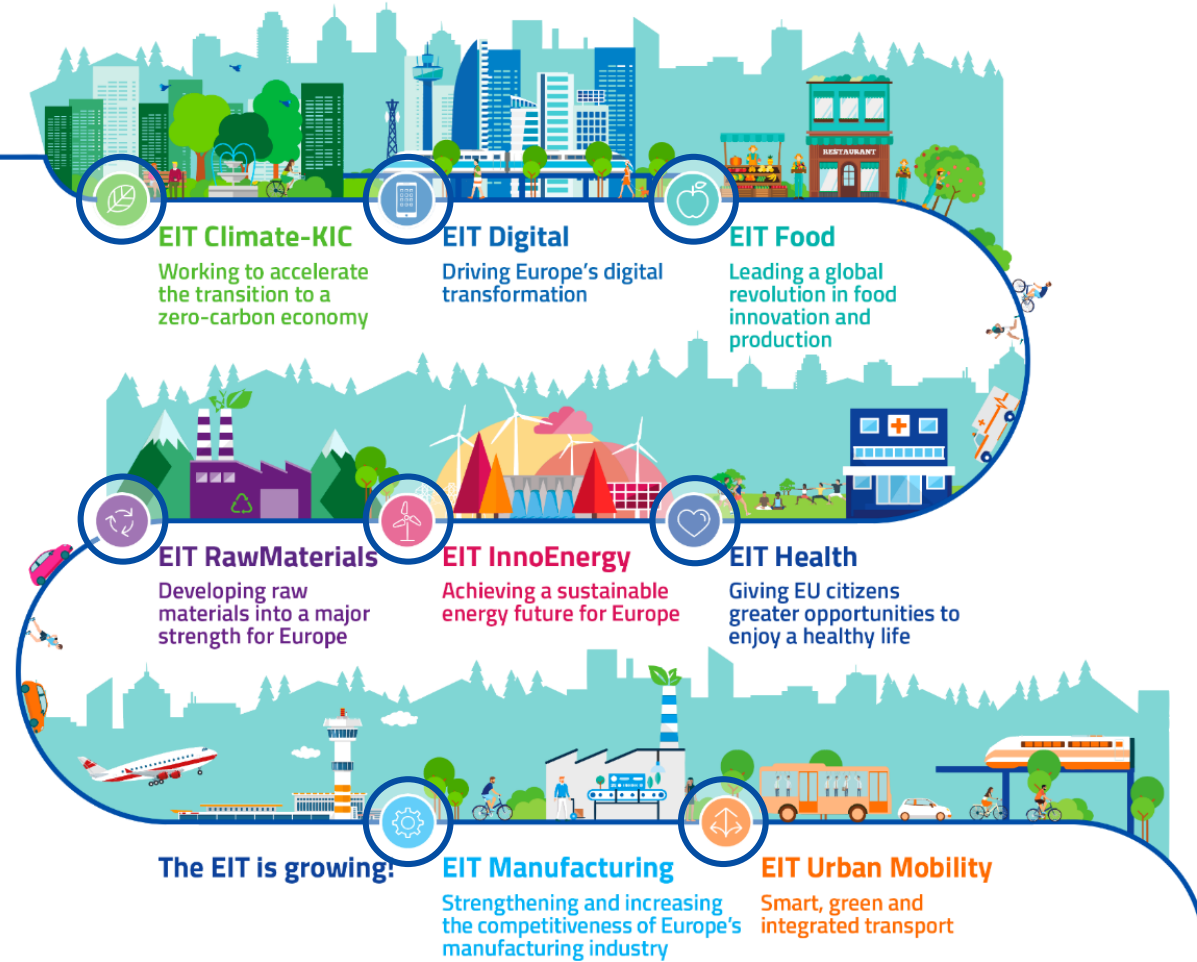
It's the 1<sup>st</sup> EU initiative bringing together the three sides of the 'knowledge triangle': business (companies and SMEs), education and research centres.

Aims to increase the cooperation and integration between higher education, business and research to facilitate the transition from:





## EIT: The European Institute of Innovation and Technology



Solving the mobility challenges  
facing our cities  
**together**





# 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 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



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 21<sup>st</sup> century cities

We aim to become the largest European initiative for transformation of Urban Mobility, with EIT co-funding of up to **400 million EUR (2020-2026)** to make this happen!





### 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**.

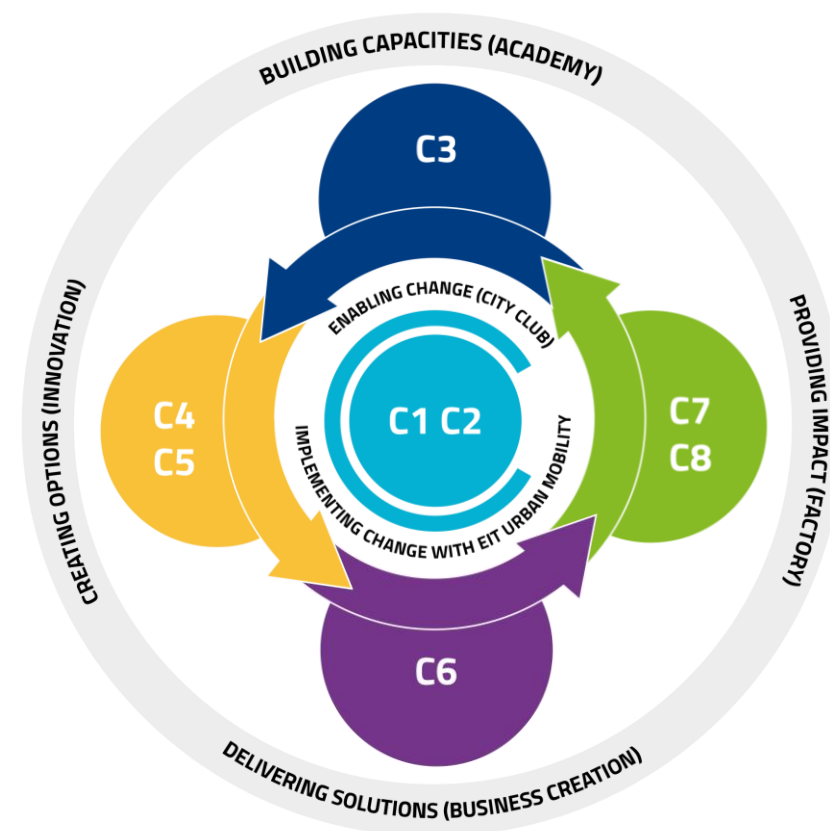


### We educate:

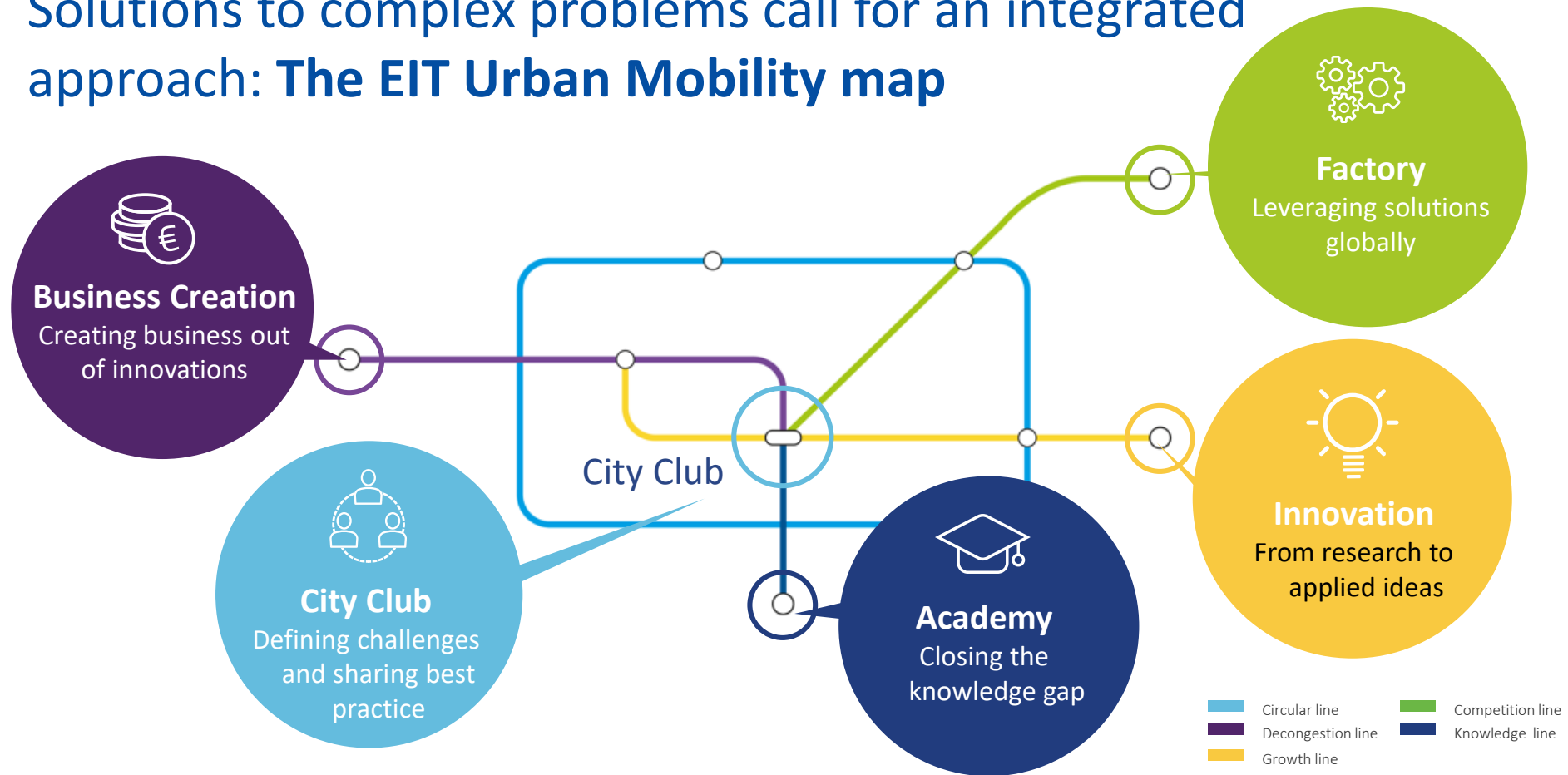
We work on **closing the knowledge gap** on urban mobility through **challenge-based training** aimed at **students and professionals** using the latest education **methodologies** across disciplines and sectors.

# The EIT Urban Mobility challenges

- Challenge 1 (C1)** Achieving sustainable urban growth
- Challenge 2 (C2)** Decongesting our transport networks
- Challenge 3 (C3)** Growing interdisciplinary talent
- Challenge 4 (C4)** Eco-efficient and safe transport for people and goods, including waste
- Challenge 5 (C5)** Data exploitation
- Challenge 6 (C6)** Boosting the competitiveness of the mobility industry
- Challenge 7 (C7)** Shaping the framework for regulatory and behavioural change
- Challenge 8 (C8)** Urban governance

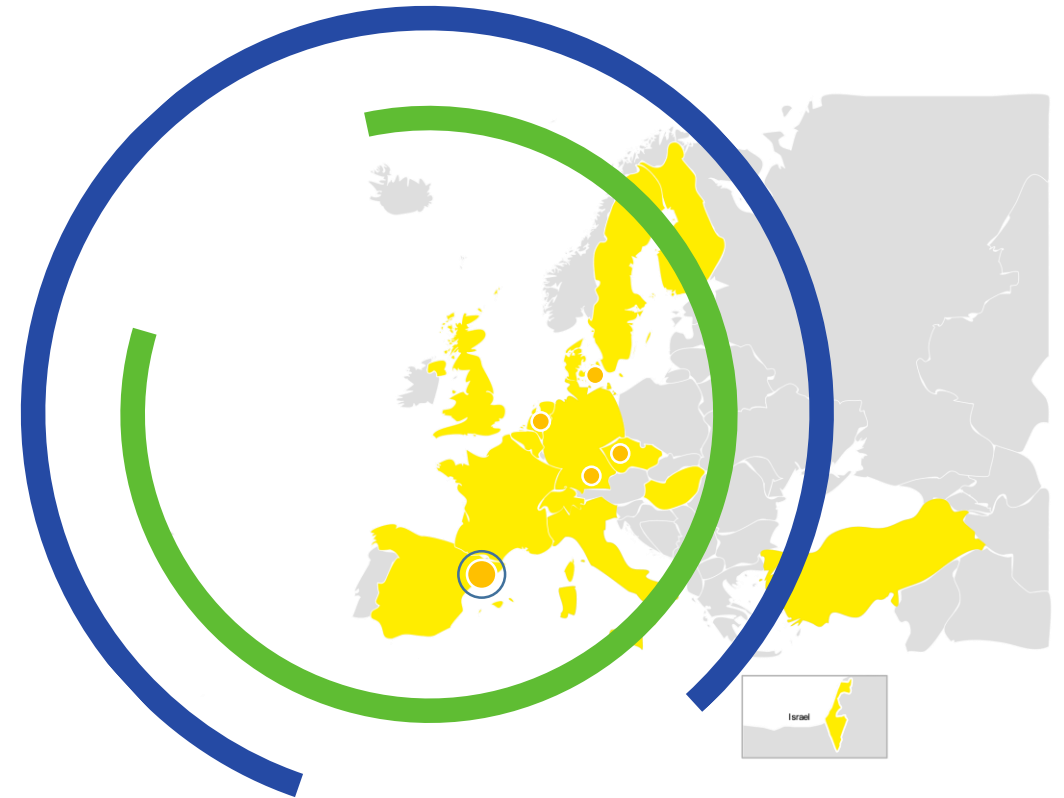


# Solutions to complex problems call for an integrated approach: **The EIT Urban Mobility map**





Over 85 partners,  
in 15 countries  
across 5 Innovation Hubs



# 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**

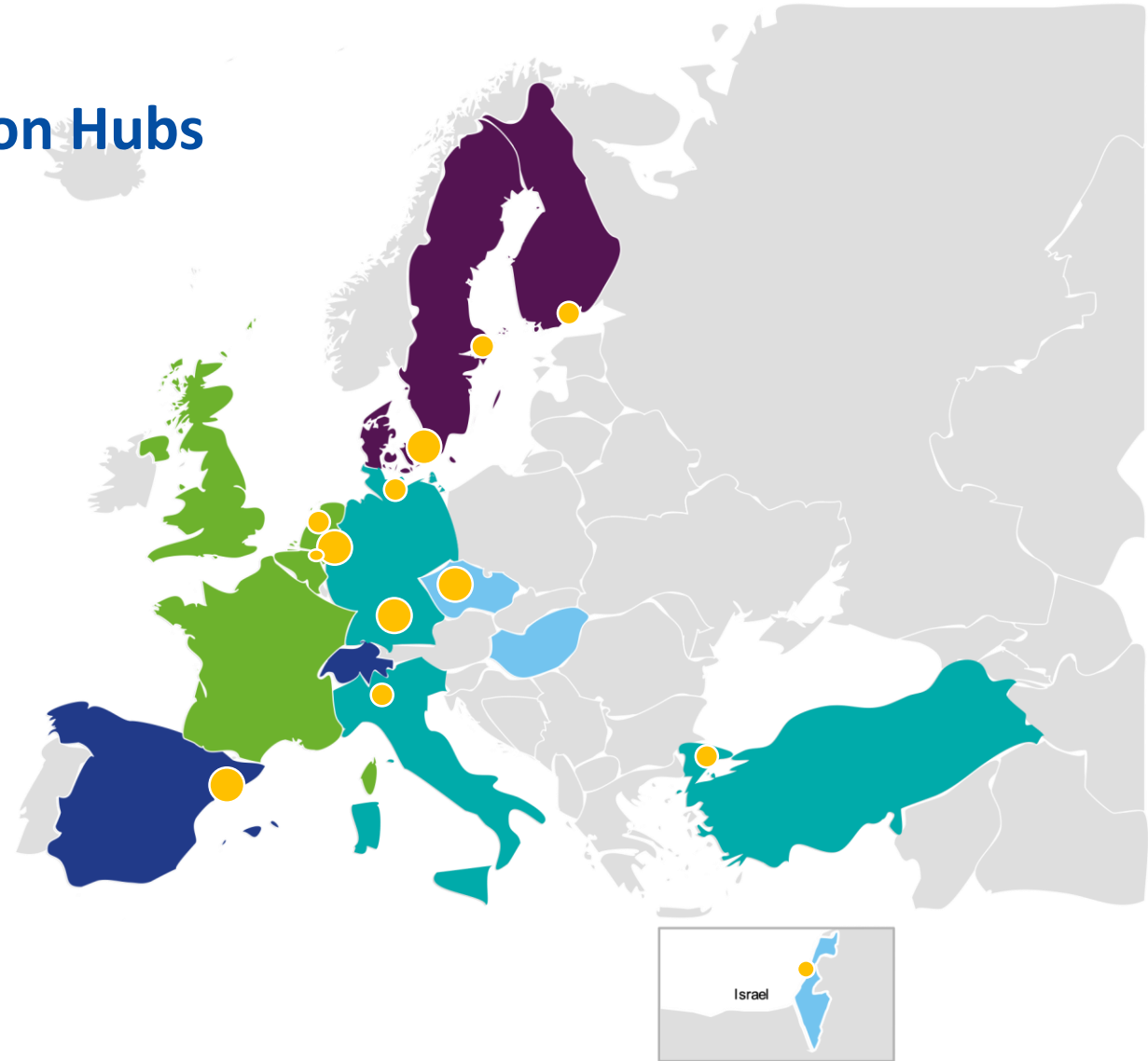
(Belgium, France, The Netherlands, United Kingdom)

- Amsterdam • Eindhoven • Helmond

## **Innovation Hub South – Barcelona**

(Spain, Switzerland)

- Barcelona

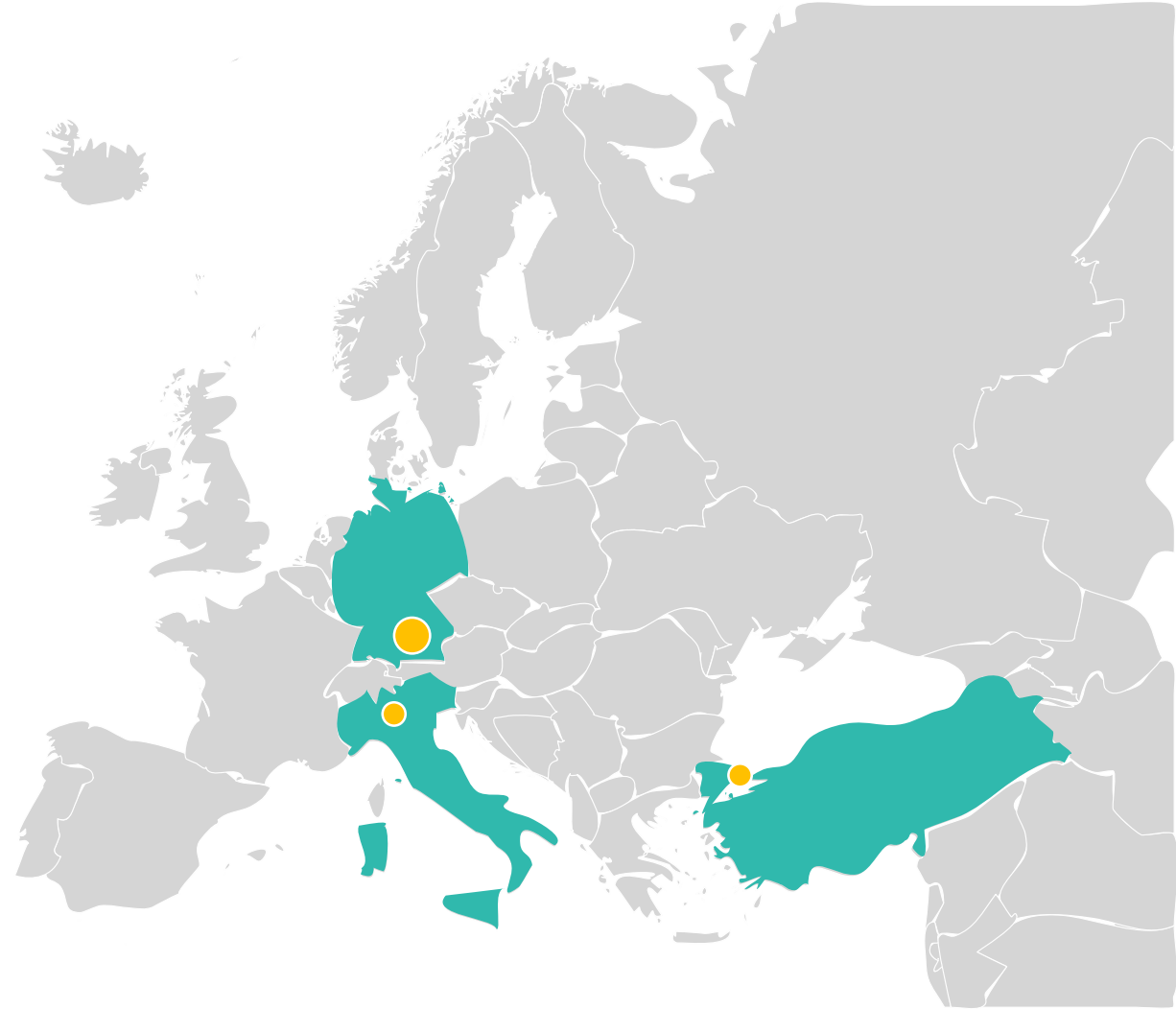


## Innovation Hub Central – Munich

(Germany, Italy, Turkey)

• Istanbul • Milan • Munich

*Existing ecosystem and living labs for innovative mobility solutions. Focus on problems of large and congested cities*



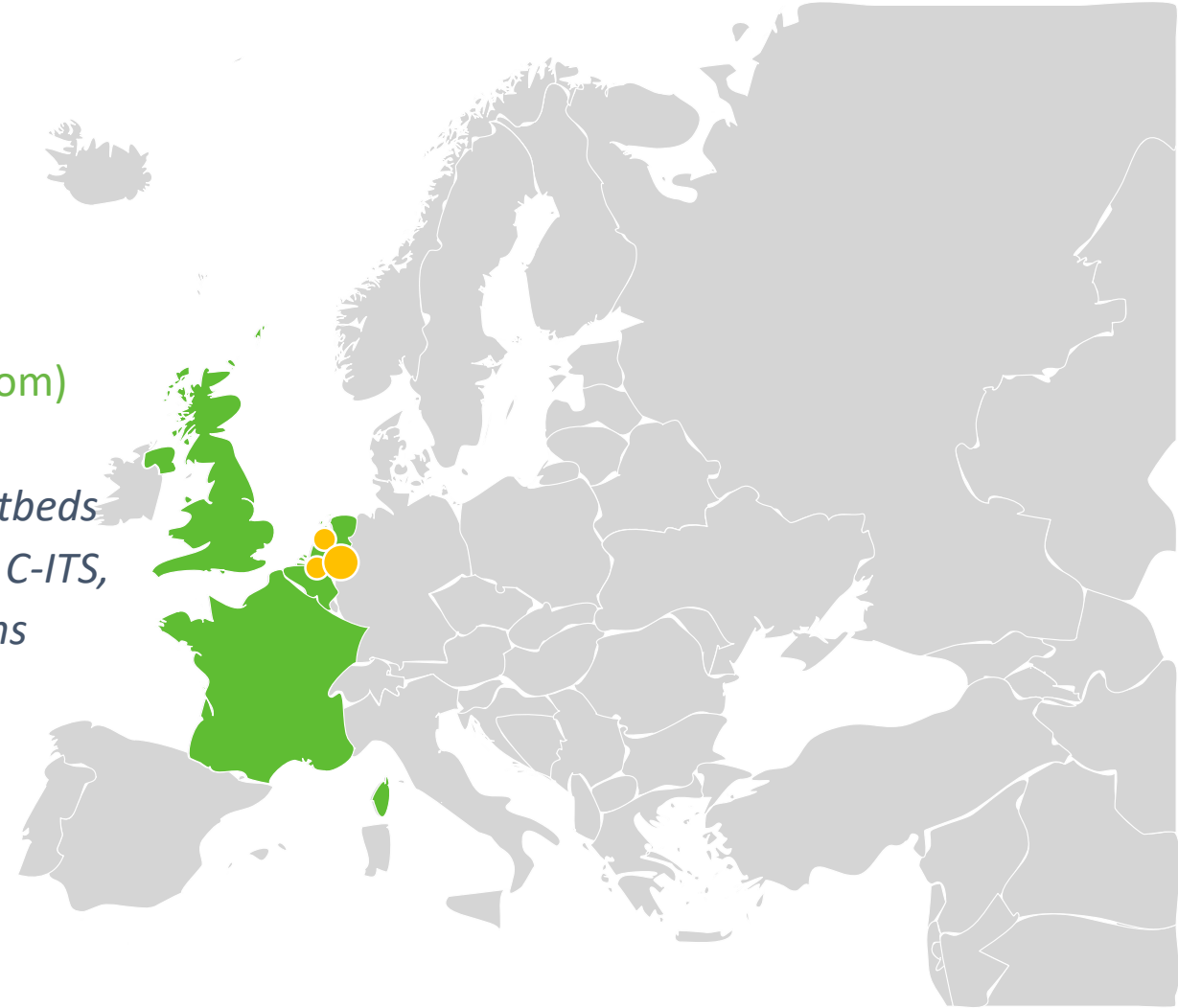
## Innovation Hub West – Helmond

(Belgium, France, The Netherlands, United Kingdom)

• Amsterdam • Eindhoven • Helmond

*An environment with fully operational hybrid testbeds and living labs for Dynamic Traffic Management, C-ITS, MaaS, automated driving and smart city solutions*

*Solutions for public transport, cycling, walking and creating liveable urban places*

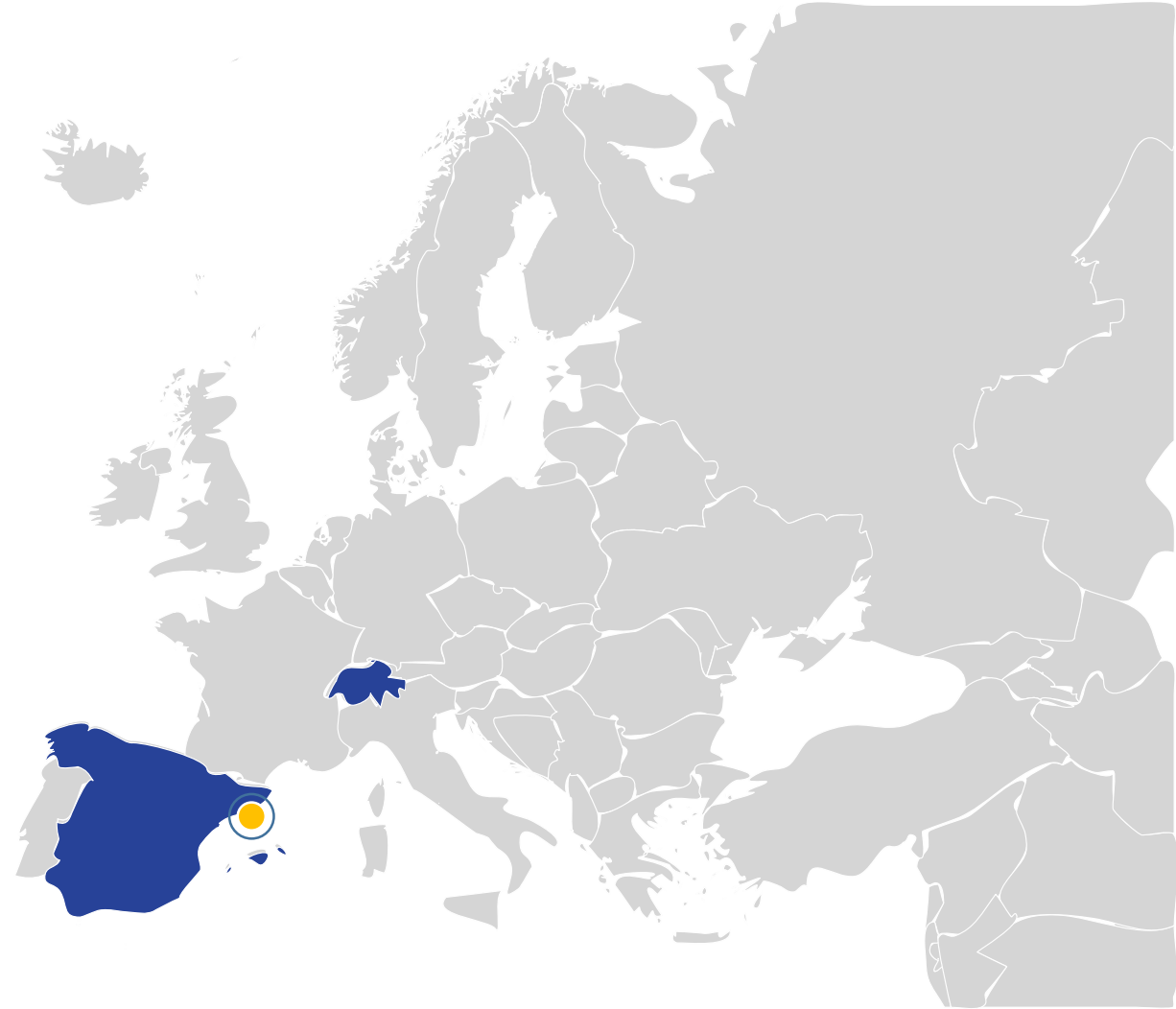


## Innovation Hub South – Barcelona

(Spain, Switzerland)

- Barcelona

*Highly innovative and unique partner composition, committed to a holistic approach encompassing research, education and business*



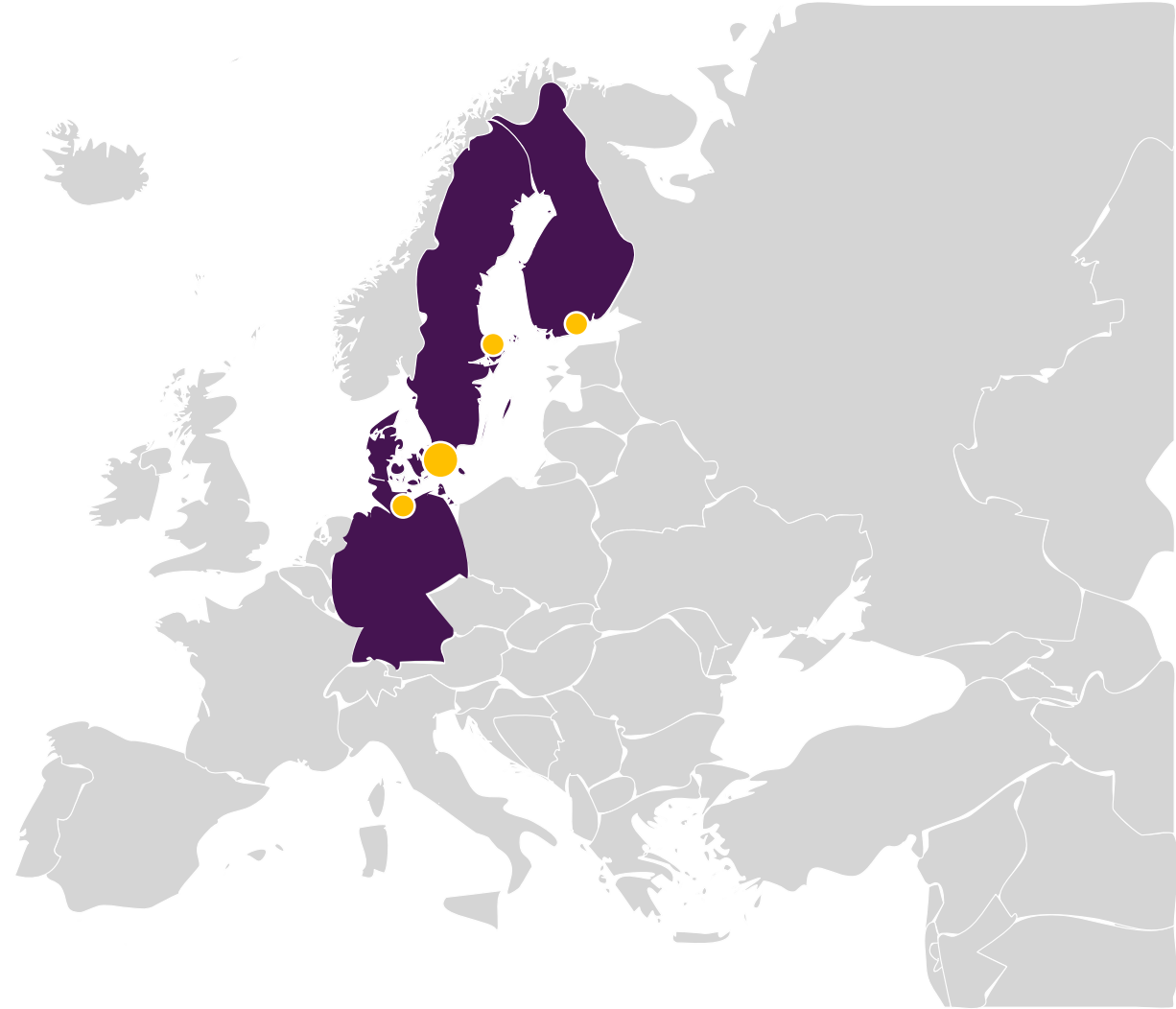


## **Innovation Hub North – Copenhagen**

(Denmark, Finland, Germany, Sweden)

- Copenhagen • Hamburg • Helsinki
- Stockholm

*Connected and green transport*

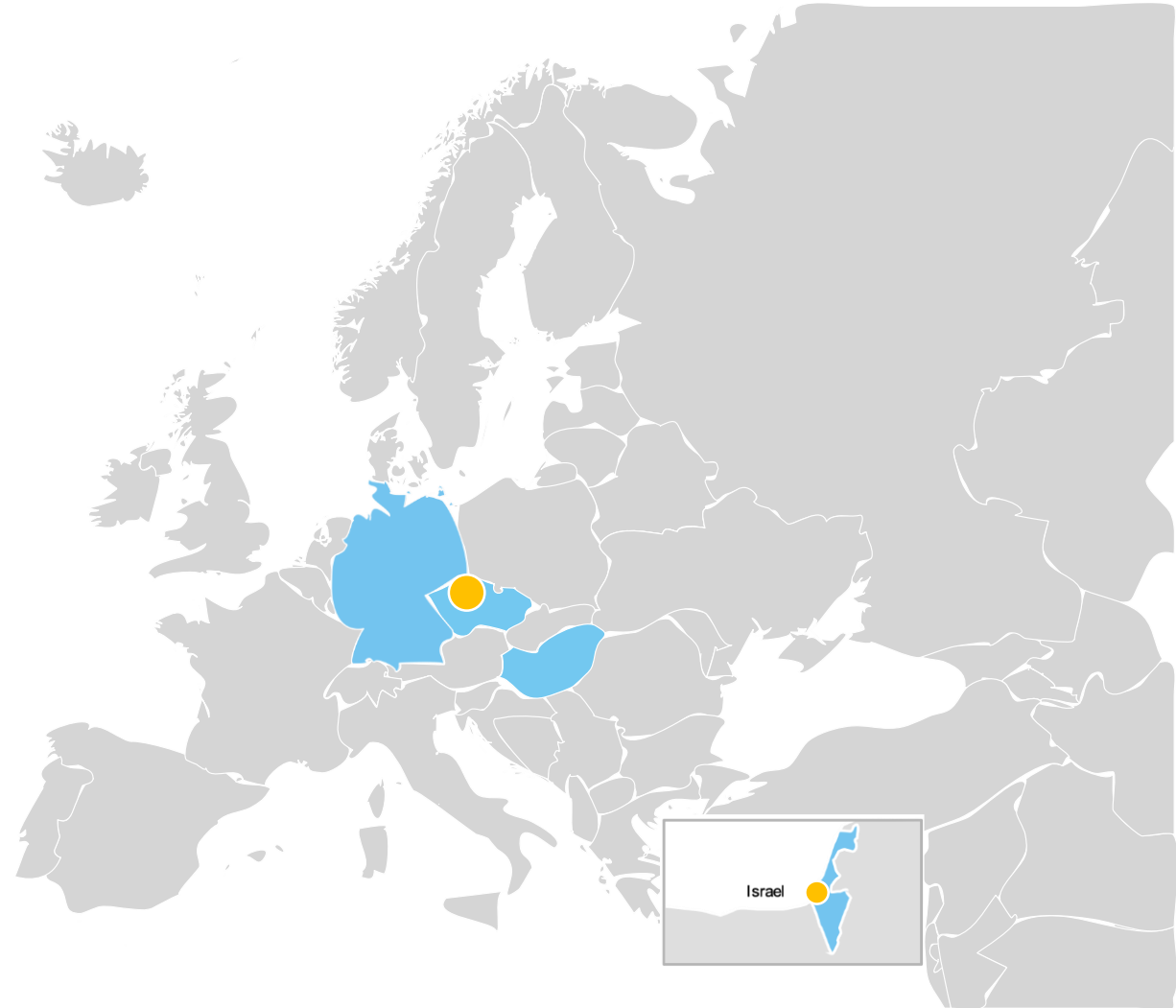


## Innovation Hub East – Prague

(Czech Republic, Germany, Hungary, Israel)

• Prague • Tel Aviv

*Reshaping individual mobility and improving  
quality of life*



## Industry

### Automotive & Transport



### Insurance



### Retail & Logistics



### Energy



### Engineering & Consulting



### Software Integration Solutions



### Soft & Hardware Technologies



### Start-up / Scale-up / Accelerator



## Knowledge institutes / RTOs



## Universities / Education



## EIT Urban Mobility cities



# EIT Urban Mobility aims to build strong Innovation Communities in RIS\* countries

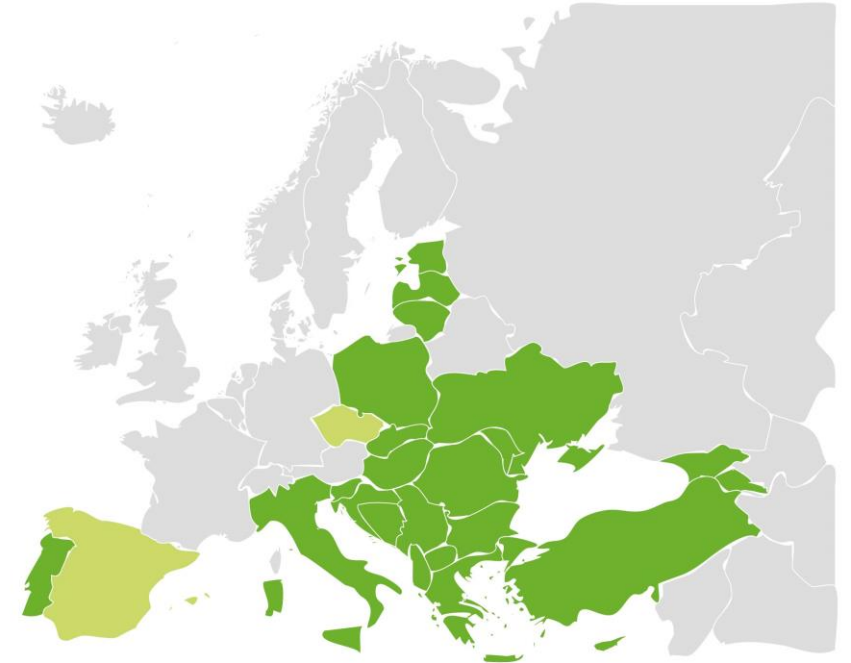
## Objective

Help boost the ability of certain countries and regions in Europe to innovate in urban mobility. These are those classified as **modest or moderate innovators**.

## Activities

EIT Urban Mobility RIS activities will focus on:

- Developing local innovation ecosystems by engaging with RIS key players through **dissemination activities and sharing best practice**;
- Involving RIS key players in education, innovation and business creation activities as well as **introducing innovations and scaling up new products and services** in the RIS region.



# Introducing our team



**Maria Tsavachidis**  
CEO



**Juan Carlos Espada**  
COO



**Carlo van de Weijer**  
Interim Steering Board chair

## Interim Thematic Directors



**Barry Ubbels**  
City Club



**Martin Giese**  
Business Creation



**Ben Kraaijenhagen**  
Innovation



**Alexander Schmidt**  
Factory



**Martin Vendel**  
Academy

## Interim Innovation Hub Directors



**Ton van Lier**  
West



**Henrik Morgen**  
North



**Daniel Serra**  
South



**Roman Holý**  
East



**Judith O'Meara/  
Martin Margreiter**  
Central

## Interim Head of Communications



**Bernadette Bergsma**

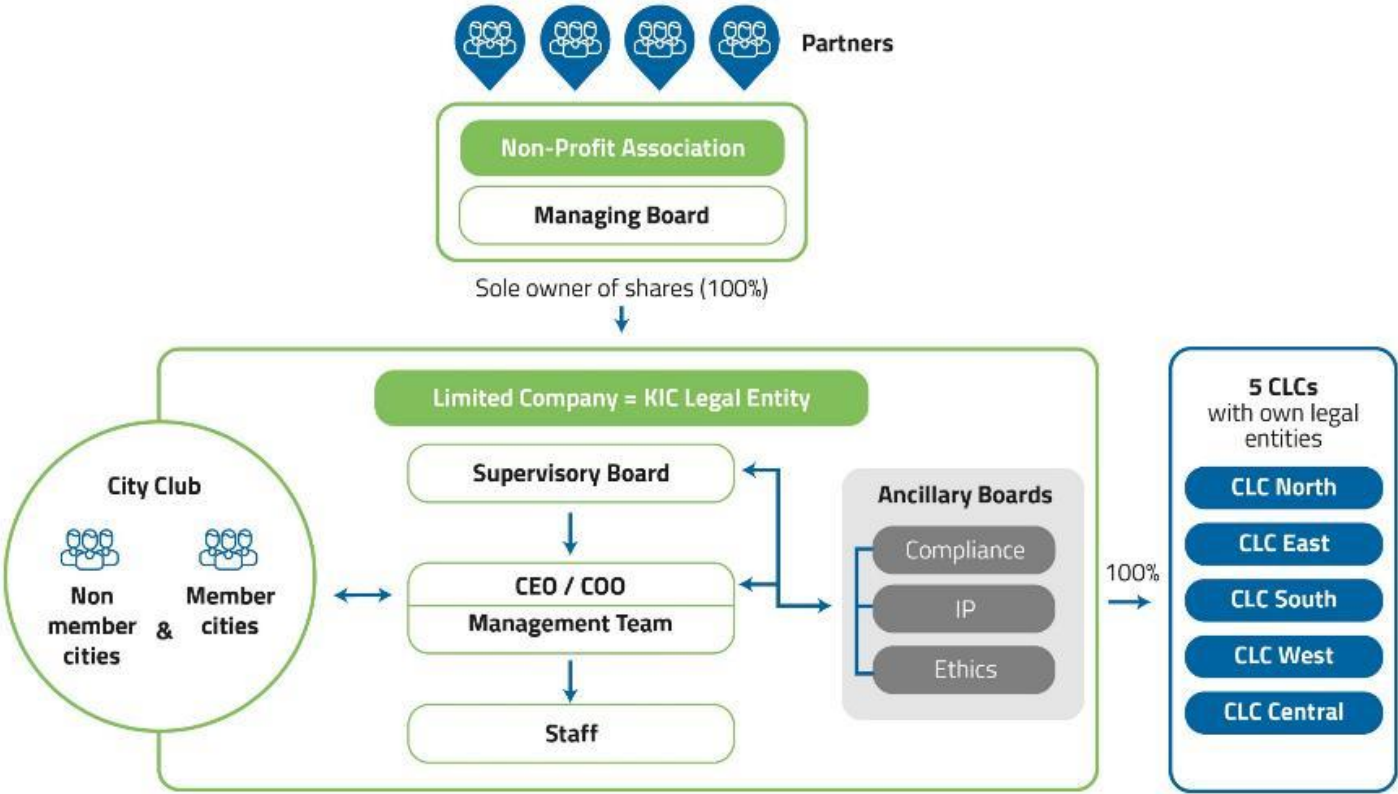
## Interim RIS Manager



**Bence Huba**



# Legal structure of EIT Urban Mobility



## Core Partners, Members of the Association

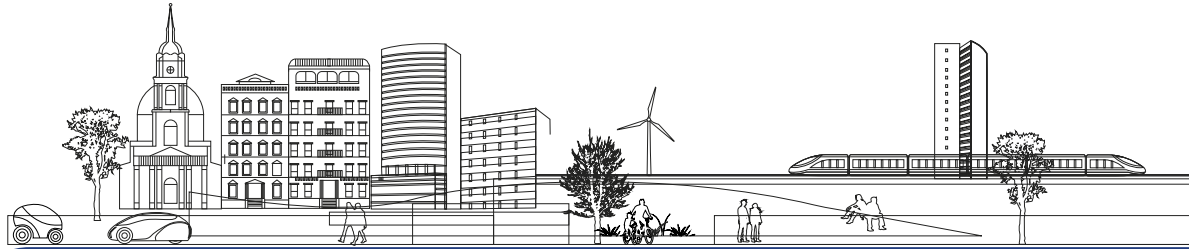
- = accede and sign FPA
- = **strongly involved in shaping EIT Urban Mobility strategy**
- = participation in all events
- = **advisory board of the Innovation Hub**
- = accession progress after General Assembly decision
- = no limitations of duration

	Core partner Tier 1	Core partner Tier 2
Funding	uncapped	max. €300K/y
Fee	€50K/y	€30K/y
Acceptance progress	min. 85% of members (iMT > GA)	max. of 15% of members (iMT > GA)

# Project Partners and Network Partners

- = no member of association
- = **participation in all events**
- = accession progress via interim Management Team

	Project Partner	Network Partner
FPA accession and signing	yes	no
Funding	max. €150K/y (can differ)	none
Fee	20% of requested EIT project funding	possible fees for event participation
Acceptance progress	via iMT	via iMT
Limitations of duration	status based on SGA (project participation)	on invitation only



# 2026

## The ecosystem

<b>60</b>	<b>100</b>	<b>180</b>	<b>1.450</b>	<b>80</b>	<b>60</b>	<b>€38 M</b>	Increased shared mobility in <b>all</b> partner cities
cities in City Club	core partners	supported start-ups	educated graduates	EIT branded events	EIT RIS outreach events	investment attracted by EIT Ventures	

## Some KPIs

<b>90%</b>	<b>50</b>	<b>167 k</b>	<b>125</b>	<b>80</b>
cities freeing up >1% road space annually	companies involved in EIT-labelled education programmes	participants in Academy	products on the market	Factory consultancy orders



# Vision

EIT **Urban Mobility** will lead the world  
in creating mobility for more liveable cities  
and will re-imagine public spaces





Cities today...



& the cities of  
tomorrow





& the cities of  
tomorrow





Innovate with us!

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

[www.eiturbanmobility.eu](http://www.eiturbanmobility.eu)

Contact us at [info@eiturbanmobility.eu](mailto:info@eiturbanmobility.eu)



EIT Urban Mobility is supported by the EIT,  
a body of the European Union



# Thank you!

For more information, please contact:  
[Daniel.serra@eiturbanmobility.eu](mailto:Daniel.serra@eiturbanmobility.eu)