

EIT Urban Mobility

MEDIA KIT

eiturbanmobility.eu



Co-funded by the
European Union

About us

EIT Urban Mobility, a European initiative to accelerate innovation and sustainable urban mobility.

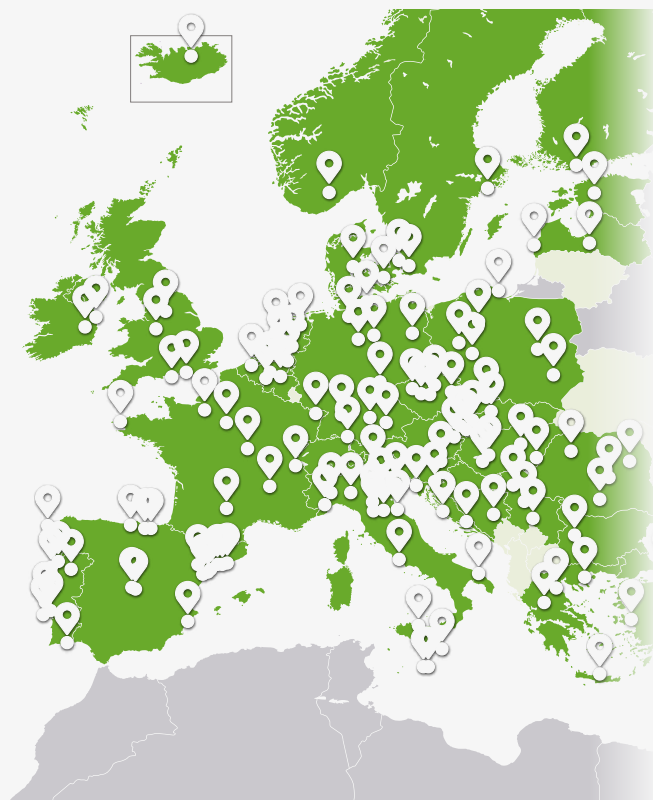
Created in 2019, EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Urban Mobility is Europe's largest network for transport innovation in cities.

Our mission is to **accelerate change towards a sustainable model of urban mobility and liveable urban spaces**. We connect public and private actors and provide them with access to markets, talent, finance and knowledge. Using cities as living labs, our industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.

Every year EIT Urban Mobility co-organises **Tomorrow.Mobility World Congress (TMWC)**, with Fira de Barcelona. The event is held alongside Smart City Expo World Congress, the leading tradeshow and congress on cities and smart urban solutions.

**TOMORROW.
MOBILITY**
WORLD CONGRESS

25,700+
participants attended
the 2024 edition



Since 2020, EIT Urban Mobility has conducted more than **315 pilots** in over **145 cities**.

55% of greenhouse gas emissions must be cut by 2030 and net zero emissions achieved by 2050

Congestion in and around urban areas within the EU is estimated to **cost**
€270 billion
per year

Over **75% of EU citizens** live in cities, which generate 23% of all transport greenhouse gas emissions*

*(EU, 2021)

In numbers

Founded in

2019

Collaborates with

1,110+

organisations

RAPTOR

Programme

Startups/SMEs create and test solutions that address niche urban mobility challenges

235+

innovations projects

14+

Pan-European projects on data space in mobility, hydrogen, rechargeable batteries & more

10+

Studies conducted on: Mobility Data Space, Demand-responsive Transport, 15-min city & more

Our activity

MATCH AND CONNECT

480+ mobility solutions presented for cities of all sizes. Match and connect players from industry research, academia, and the public sector at local, national and European levels



INNOVATIONS TO MARKET

235+ innovation projects ongoing, leading to more than **200+** new solutions already in market to develop, deploy and commercialise mobility products and services in real-life city environments



TALENT TO BUSINESS

32,000+ learners enrolled in the different programmes to attract, foster and retain talent for Europe's green mobility transition



STARTUPS TO SCALE

Since 2020, **€250M+** funds have been raised and **€18.4M+** has been invested, with **455+** startups supported. In early 2025 we were recognised as the most active investor in European urban mobility startups since 2019.



Context

The European Institute of Innovation and Technology (EIT) was created by the European Union (EU) in 2008, to strengthen Europe's ability to innovate.

The EIT is an integral part of Horizon Europe, the EU's Framework Programme for Research and Innovation. The **EIT Community** is the largest European innovation network; bringing together organisations from business, education and research to find **innovative solutions** to pressing global challenges.

EIT Urban Mobility has been part of the broader **EIT Community** since 2019.

Transport and mobility services are an important part of the EU economy, accounting for at least 5% of economic activity and employing approximately 10.5 million people.

More than 75% of the EU's population lives in cities, and their surrounding areas, and this proportion continues to grow. So, as transportation transitions to climate neutrality, the sector will continue to be integral to Europe's economy.

Our five Innovation Hubs in Barcelona, Copenhagen, Amsterdam, Prague and Munich are the main points of contact for, and between, cities, innovators and educators across Europe



IN ACTION

Addressing niche mobility challenges

The Rapid Applications for Transport (RAPTOR) programme matches mobility startups with cities to solve real urban challenges.

First, European cities define one of their mobility challenges, such as increasing bus ridership or making pedestrian journeys safer. European startups or SMEs are then encouraged to answer the open call with their proposed solution.

Next, winners of the competition receive up to €35,000 in funding, mentoring from EIT Urban Mobility and the opportunity to develop and test their innovative solution in the city over five months.

Since its start in 2022, the Rapid Applications for Transport (RAPTOR) programme has implemented 43 pilots in 36 cities from 21 countries. In 2025, 14 cities will participate in the programme.

Testing market ready specific solutions

COVID-19 rapidly accelerated the growth of e-commerce, increasing 25% in 2020 alone.

The startup Smart Point has been working with EIT Urban Mobility to test and implement a more sustainable last-mile delivery solution in Madrid. Smart Point's efforts reduced delivery emissions for the city by 36% and helped them to secure follow-up funding and a valuation of €40 million.

Smart Point achieved this emissions reduction through the implementation of lockers, placed strategically throughout the city. These lockers are never further than a few minutes away, and offer customers secure pickup points for any kind of delivery, eliminating vague and inaccurate delivery times.

For couriers, Smart Point's offering of a 100% electric fleet and single drop-off point allows drivers to consolidate multiple deliveries into one drop-off, lowering emissions and pollution, reducing costs and saving time.





Knowledge sharing to drive urban mobility

The EIT Urban Mobility Master School offers programmes designed with innovation and entrepreneurship at their core.

The programmes focus on tackling urban mobility's main challenges: sustainability, and the use of technology and data science in urban mobility.

The double degree master's programmes give students a high-quality education while offering the chance to study at two leading European universities and explore different learning paths.

These master-level programmes are provided by Politecnico di Milano, KTH Royal Institute of Technology, Polytechnic University of Catalonia (UPC), Eindhoven University of Technology, Aalto University, Ghent University, and the University of Tartu.

Towards the biggest infrastructure project in data space

According to the EU, this cross-border use of data in the mobility sector is expected to create an additional €270 billion in GDP for EU Member States by 2028. Real-time notifications of delayed trains can save up to 27 million labour hours, equivalent to €740 million.

The pan-European consortium of PrepDSpace4Mobility, consisting of 17 partners, including EIT Urban Mobility, achieved its first objective of creating an inventory of European data ecosystems.

An inventory of almost 400 data sharing initiatives was created by mapping existing data ecosystems in the mobility and logistics sector. On top of that, EIT Urban Mobility has launched an expert group to contribute to further shape the future of mobility data space in Europe.

Facing the electricity “Range Anxiety”

The fear that an electric vehicle will not have enough battery charge to reach its destination (“range anxiety”) is often used as the main objection to electric cars.

The Italian company Alke' with its project H2GO hopes to get rid of this issue. The project is funded by EIT Urban Mobility and brings together a consortium of industry, local government and research partners.

It has created hydrogen-fuelled battery electric vehicles as a safe and reliable alternative to electric vehicles. The technology combined with lithium batteries can take electric cars an extra 160 kilometres further. The H2GO vehicles have reduced battery pack sizes and allow for a quick refill process, this all while keeping emissions low.

An estimated 33 million electric car owners in Europe will need efficient charging by 2030, and Nimble Energy's electric vehicle charging service is looking to meet the demand. At the heart of the Czechia-based company is Nimbee's Urban Mobile Charging, supported by EIT Urban Mobility. This autonomous battery-operated charging robot will make its way to the customer, eliminating the need for them to seek out a charging station. The service is the first of its kind and gives drivers access to charging when they need it.

Active mobility made simple

Swedish bike rental service, Jonna, has been considered one of the most promising sustainable urban mobility startups.

The startup wants to pull down price and maintenance barriers by giving customers the chance to rent bikes with a service guarantee.

With Jonna, customers have the option of paying for a flexible rolling rate, or commit to a six month fee at a lower monthly rate. With this, if rides don't go as planned and a bike gets a puncture or breaks in any way, Jonna basically helps immediately when something is wrong, the service also has a theft deductible or a theft protection so there's basically lower risk of having a bike.

To help Jonna reach its goal, the startup benefits from support services worth more than €25,000, given by the programme's partners. The Scale-up Programme is financed by EIT Urban Mobility and led by CARNET, with the collaboration of PowerHub and several other entities.



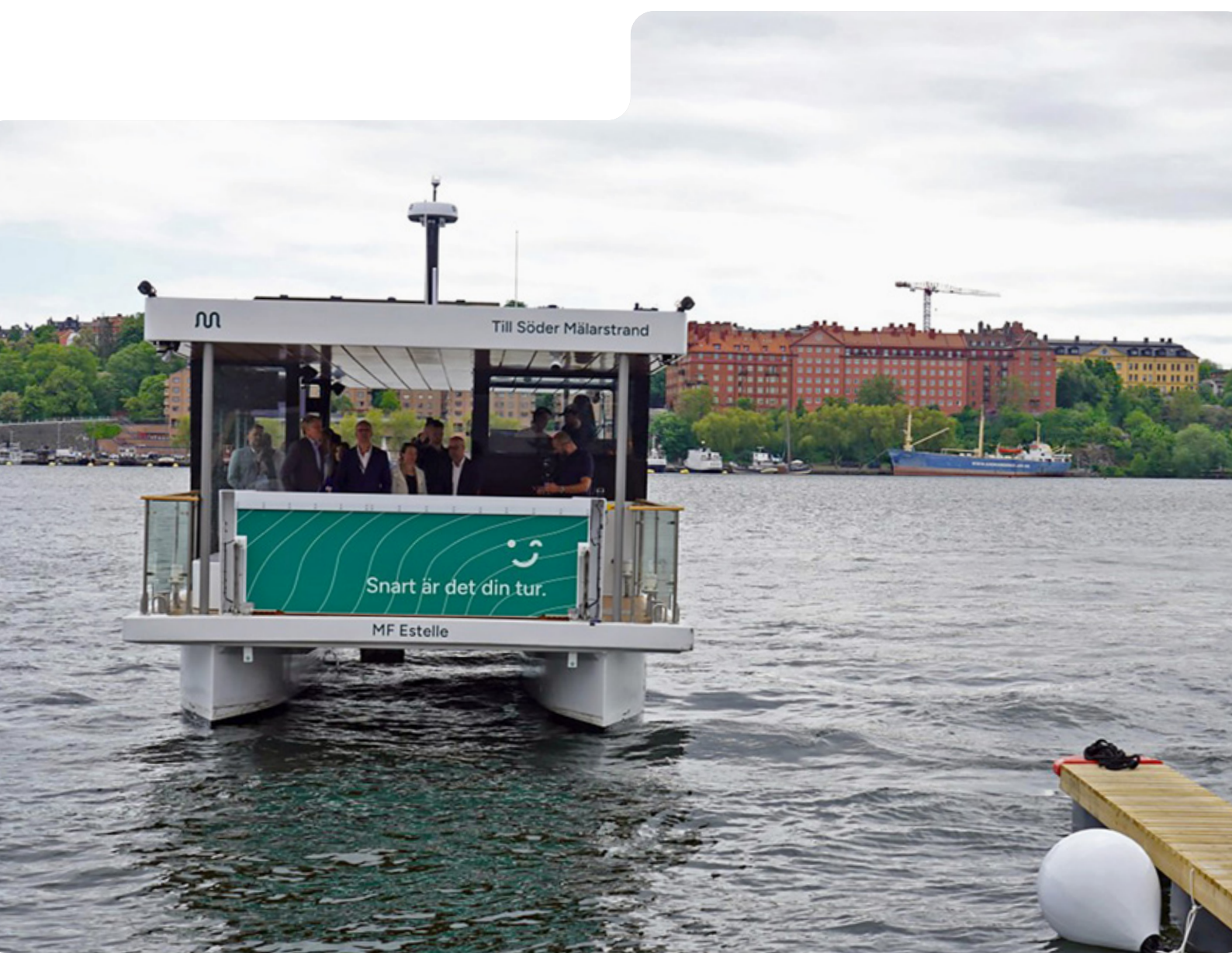
Water-based transport in the urban landscape

Norwegian innovation continues to reshape urban mobility with groundbreaking advancements in waterborne transport. Zeabuz, a pioneering company, made waves when it announced the launch of a self-driving electric ferry, promising a zero-emission solution to urban travel.

This visionary concept, conceived through collaboration with the Norwegian University of Science and Technology, materialised as a compact ferry that seamlessly shuttles up to 12 passengers across the waterways.

Operating akin to an elevator, passengers simply press a button to summon the ferry to their location. Zeabuz's innovative contribution signals a future where waterborne travel plays a vital role in reducing urban congestion and emissions.

This progress echoes in other corners of Europe, as witnessed by the recent inauguration of Estelle, the world's first commercial autonomous electric passenger ferry in Stockholm, using Zeabuz's technology. The development of these waterborne mobility solutions has received support from EIT Urban Mobility.



MEET SOME OF OUR EXPERTS!

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If you would like to write on any topic related to urban mobility, we can guide you to the best expert to fit your needs! Our experts speak several languages and are knowledgeable on a wide range of topics in urban mobility.

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MARC ROZENDAL

CEO EIT Urban Mobility

Marc Rozendal, Chief Executive Officer at EIT Urban Mobility, is an experienced international senior business leader with expertise in the mobility and transport sectors.

Most recently, he served as the Managing Director for the United Kingdom-based ride-hailing scale-up, Ola, and as CEO of Cab Guru, a transport technology startup.

He has also held several senior positions in influential Netherlands-based public transport companies, including Transdev Nederland and Transdev's Connexxion. Always on the quest for knowledge, Rozendal holds three degrees, with his studies focused on engineering, business management, and economics and law.

Rozendal's career has centred on business transformation, technological innovation, and sustainability; and brings nearly 20 years of industry expertise to his position of CEO for EIT Urban Mobility.





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*Head of Innovation
Hub North*



Traian Urban

Head of Innovation Hub East



Bence Huba

RIS Manager of RIS Hubs

The **Regional Innovation Scheme** (RIS) programme has been designed to help boost innovation within countries and regions classified as 'emerging' or 'moderate' innovators according to the European Innovation Scoreboard.

We are experts in numerous topics:

urban air mobility • hydrogen • data space • electric vehicles • urban vehicle access regulations
last kilometre delivery • micromobility • active mobility • citizen engagement • 15-min city
mobility startups • impact investment • public transportation • artificial intelligence
demand-responsive transport • multimodality • future of mobility • city logistics
urban heat island • battery reverse logistics • freight • climate neutral • smart cities

Contact

If you are a journalist interested in receiving further information on EIT Urban Mobility, or if you are interested in receiving our press releases, announcements, press events, etc. please contact:

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Multimedia Center available on EIT Urban Mobility's website:
eiturbanmobility.eu/press-corner



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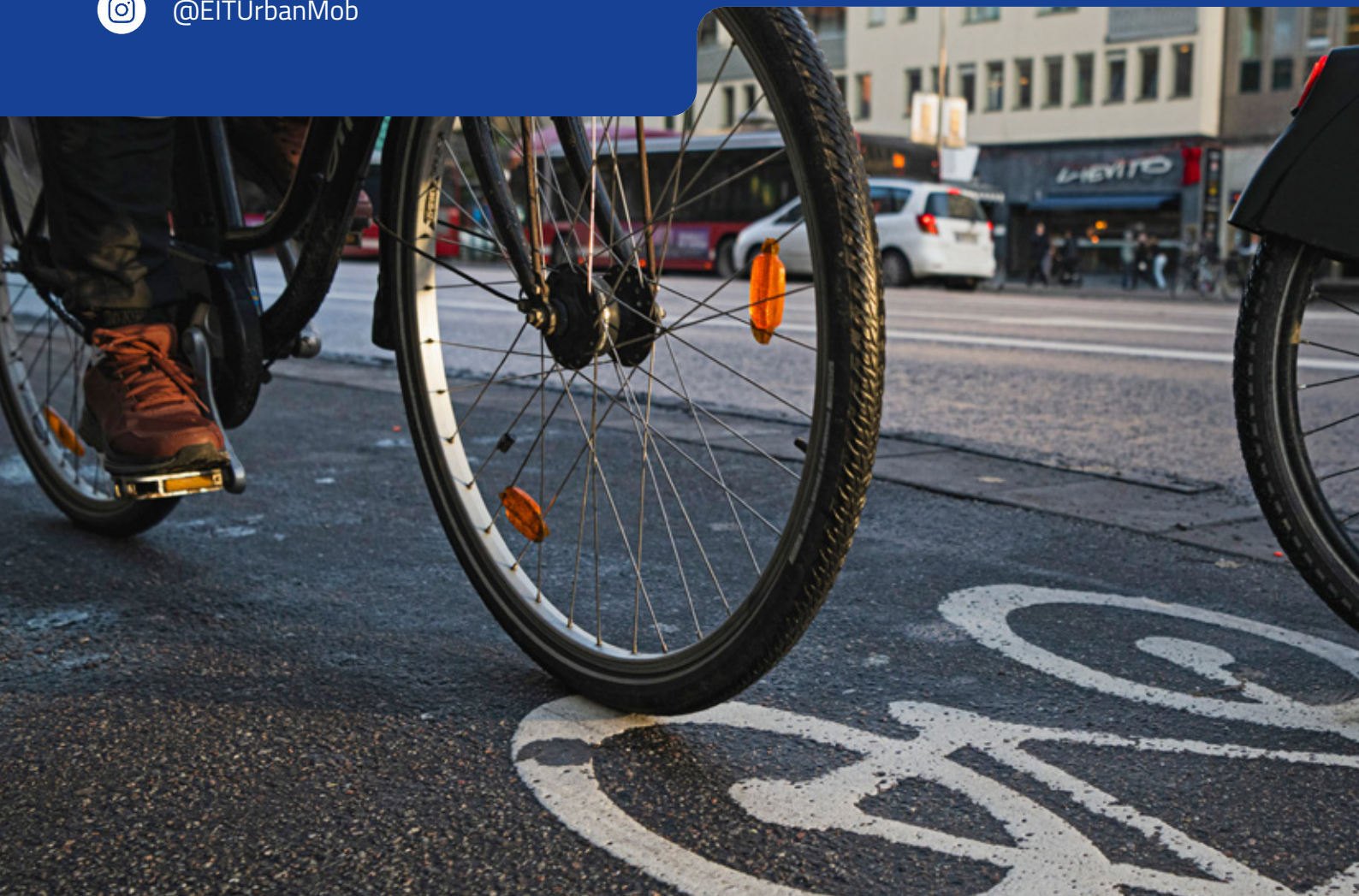
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