

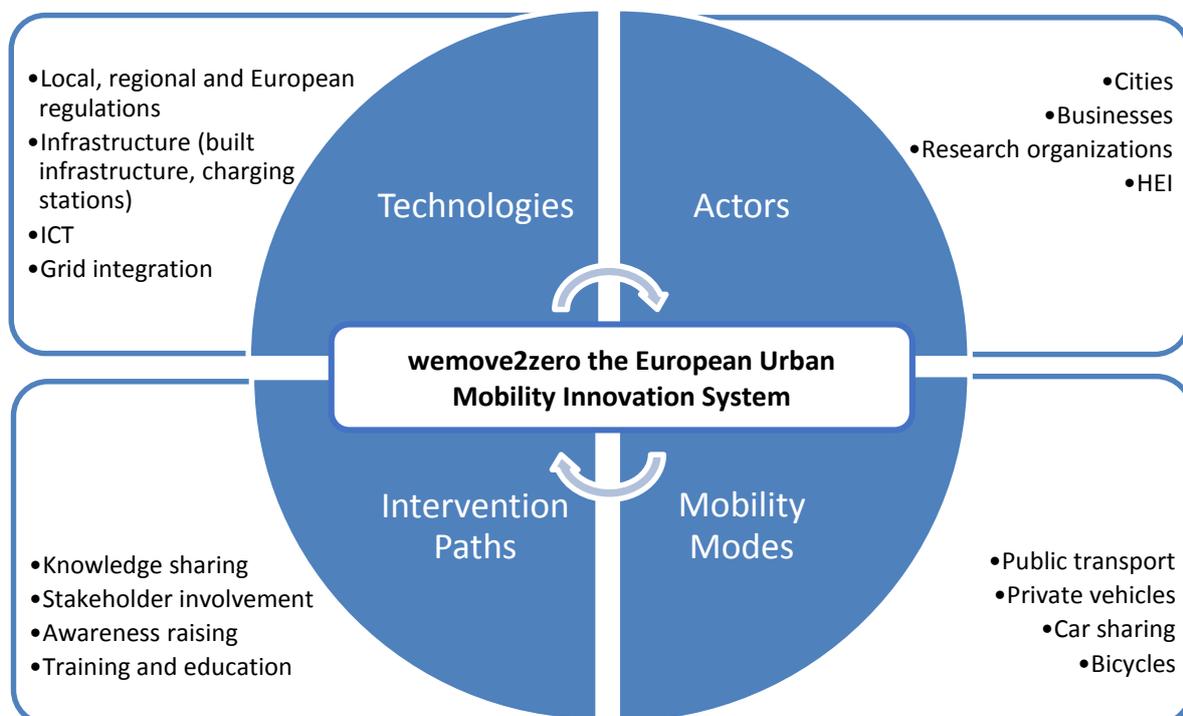
wemove2zero Knowledge and Innovation Community on Urban Mobility (KIC-UM) in the Framework of EIT

Over 60% of European citizens live in urban areas, sharing the same finite space and mobility infrastructure. As a result, European cities continue to come under increasing pressure to address questions of transport and traffic.

In this context, the main challenge faced by all major European cities is enhanced mobility whilst simultaneously reducing congestion, accidents and pollution. Statistics indicate that the most common mode of daily transport for Europeans is the motor vehicle, which at 50% is significantly higher than those who cycle (12%) or use public transport (16%) combined. The main reasons for the extensive use of cars is the perception by more than half of all Europeans that public transport systems should be significantly improved (56%) and their price reduced (59%). Despite their preference for the motor vehicle, Europeans share similar concerns regarding air pollution (81%), road congestion (76%), travelling costs (74%), accidents (73%) and noise pollution (72%) for their regions.

Faced with daily realities, less than a quarter of Europeans believe that the urban traffic situation will improve in the future (24%) and most believe remain unchanged (35%) or deteriorate (37%). To address this, eseia invited city consortia, businesses, research centres, higher education institutions, and citizen associations to express their interest in the Knowledge and Innovation Community on Urban Mobility (KIC-UM) initiative in the framework of the European Institute for Innovation and Technology (EIT <https://eit.europa.eu/>).

eseia Vision of Knowledge and Innovation Community on Urban Mobility (KIC-UM)



The goal of wemove2zero is to create zero emission cities in Europe by developing smart mobility solutions for metropolitan regions. Furthermore, to improve the overall urban environment through intelligent and innovative mobility solutions that are resource-efficient, environmentally-friendly, safe and seamless for the benefit of the citizens, the economy and the society and which will sustain direct dialog with citizens. In this endeavour, the consortium brings together world-class partners in new configurations, integrating the knowledge triangle with systemic change, as well as strengthening entrepreneurial thinking, integrating emerging technologies and supporting the translation of academic research into products and services.

To address the actual challenges of mobility wemove2zero aims to focus on providing cheap, fast, inclusive, sustainable and fun personalized mobility solutions for citizens. In order to achieve its goal at European level, wemove2zero will set up an enterprise composed of 5 Co-Location Centres (CLCs) coordinated by one Innovation Hub. Covering different geographical regions, the CLCs pursue the development of their region through innovative mobility solutions and strategies. The CLCs include the following regions: Western Europe (Germany, The Netherlands, Ireland, Iceland, Scotland and UK), Iberian (Spain and Portugal), Baltic (Lithuania, Estonia, Poland), Central Europe (Austria, Slovenia, Slovakia, Italy), and the Eastern (Romania, Hungary, Bulgaria, Greece). Moreover, each CLC has its own thematic focus, namely CLC Central Europe focuses on knowledge management and urban planning, CLC Western focuses on Mobility as a Service, CLC Baltic focuses on citizen's needs, participation and open innovation, and CLC Iberian and Eastern European focus on system integration and implementation of good practices. In addition to the core consortium, associated partners, namely the civil society and KICs, such as KIC Climate, KIC InnoEnergy, KIC Health and KIC ICT, will be involved in the full innovation cycle partnerships.

The Innovation Hub will be managed and coordinated by eseia, which assumes the primary role in proposal development and, if successful, the Hub function in implementation. During the proposal generation phase eseia shall perform the following activities:

- Develop the main approach;
- Contact experts in the field and inform them of the initiative;
- Initiate and coordinate conceptualization of the core concept;
- Define possible CLCs composition i.e. actors and regions;
- Coordinate generation of the project idea and definition of strategies;
- Coordinate communication; and
- Submit the proposal.

eseia will lead the Coordination and Management of Co-location Centres (CLCs), undertaking the following activities:

- Ensure the establishment of standards, procedures and conventions between the CLC and the hub, as well as between CLCs;
- Ensure that the project strategy is maintained and, in the event that there are any required deviations, ensure that issues are properly understood, communicated and agreed to within the CLCs;
- Maintain regular contact with partners to ensure effective communication and progress (mainly with CLC coordinators);
- Governance Corporate Identity;
- Create revenue streams;
- Set up European Open Innovation Platform on Urban Mobility;
- Design and agree on the practical modalities for the implementation of activities (define strategies, identify knowledge transfer opportunities);

- Ensure that the EIT KPIs are met, as well as the particular wemove2zero KPIs;
- Establish Strategic Partnerships for global impact (Africa, China, Latin America, EaP);
- Intellectual Property (IPR) Management and Business Creation;
- Establish the knowledge transfer framework through entrepreneurial Education and Training.

In line with top management and coordination, the CLC coordinator will bear primary responsibility at CLC level performing the following activities:

- Sub-coordination to the Hub;
- Ensure regional coordination and management;
- Establish Strategic Partnership for local and regional impact;
- Maintain regular contact with partners to ensure effective communication and progress; and
- Establish the knowledge transfer framework through entrepreneurial Education, Higher Education Programmes, Summer Schools at regional level and support inter-regional collaboration.

wemove2zero will become the European reference in urban mobility, and will offer to its members and partners the following benefits:

- Access to the biggest, high qualified and unique network on Urban Mobility;
- Access to the most functional network in the field by providing the best environment for collaborative work which may generate a living network;
- Priority access to innovation and to the best solutions and the new generation of innovators;
- De-risk on innovation;
- Financial efficiency;
- Forefront in Europe;
- Facilitate access to the market;
- Neutral broker;
- Provide qualified human resources and creates the appropriate eco-system;
- Support for consortium building and the management of large scale EC proposals and projects;
- First-hand information from EC, contacts to funding agencies and know-how of funding programmes.

In order to prepare the proposal and all necessary information for the submission, eseia has started to approach experts to form its network and collaborators. Several letters of Support and Interest from different actors located in various regions have been already received. Concrete commitments are expected

As indicated in tentative working plan, several meetings, coordinated by eseia, are planned for the first quarter of 2018. During the meetings the actual status of the proposal will be evaluated and next steps defined in order to prepare the final draft proposal 4 weeks prior to the submission deadline.

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