Mobility Management Plans and Behavioural Change

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/HORIZON-MISS-2024-CIT-01-03?isExactMatch=true&status=31094501,31094502&frameworkProgramme=43108390&missionGroup=45355175&order=DESC&pageNumber=1&pageSize=50&sortBy=startDate

Programme: Horizon Europe (HORIZON)

Call: Changing urban spaces and mindsets to accelerate the transition to climate neutrality (HORIZON-MISS-2024-CIT-01)

Type of action: HORIZON-CSA HORIZON Coordination and Support Actions

Deadline model: single-stage

Opening date: 17 September 2024

Deadline date: 11 February 2025 17:00:00 Brussels time

Expected outcome: Expected Outcome:

Projects are expected to contribute to all the following outcomes:

- Better understanding of schemes' conditions and users' motivations leading to the uptake of urban mobility management schemes, including identification of levers as well as of challenges and barriers preventing their rapid and wide replication and uptake;
- Enhanced societal acceptance (e.g. measured by actual uptake) of mobility management schemes by relevant categories of "destination" organisations and their users: e.g. schools, universities, hospitals and other health facilities, tourism and leisure sectors, shopping malls, private companies;
- Shift towards low- and zero-emission means of mobility, such as active mobility (e.g. walking and cycling), public transport, shared mobility services or micromobility and a decrease in the use of motorised vehicles, in particularly internal combustion engine driven ones (e.g. through low emission zones);
- Broader acceptance and uptake of smart and bi-directional electric vehicle recharging of electric vehicles to alleviate the need to invest in distribution grid extension due to the increase in the number of electric vehicles used in cities, and to facilitate locally powered zero-emission mobility in cities across electric mobility modes including public transport;
- Guidelines and recommendations for national, regional and local authorities, EU institutions, public and private organisations, introducing the benefits of mobility management schemes and how relevant policy levers and regulations facilitate travels' behaviour change and support sustainable mobility choices by different mobility management scheme users.

Scope

Achieving a decarbonized and energy-efficient urban mobility system requires a combination of technological innovations and behavioral changes. This call for proposals seeks projects that explore and evaluate the effectiveness of mobility management schemes in influencing travel demand and

supply, fostering sustainable mobility choices, and contributing to the decarbonization of urban transport in line with the European Green Deal.

Proposals should provide a comprehensive overview of existing mobility management schemes across public and private domains in European urban areas, identifying barriers and levers for their uptake. Projects should co-design solutions with organizations implementing these schemes to address behavior-related obstacles and tailor strategies for specific target groups, including students, employees, customers, and patients in urban, peri-urban, and rural areas.

Special attention should be given to promoting smart and bidirectional electric vehicle (EV) charging solutions, enabling EVs to participate in electricity markets and support grid balancing. Proposals should develop recommendations to incentivize renewable-based e-mobility, raise awareness of sustainable mobility, and establish campaigns to encourage new mobility behaviors.

Projects are expected to collaborate with social sciences and humanities (SSH) experts to enhance societal impact and inclusiveness. By engaging at least four cities, with half being part of the EU Mission on Climate-neutral and Smart Cities, the initiative aims to generate scalable, impactful solutions to accelerate the transition to decarbonized and sustainable urban mobility systems.

Type of activities

General conditions

1. Admissibility conditions: described in Annex A and Annex E of the Horizon Europe Work Programme General Annexes

Proposal page limits and layout: described in Part B of the Application Form available in the Submission System

2. Eligible countries: described in Annex B of the Work Programme General Annexes

A number of non-EU/non-Associated Countries that are not automatically eligible for funding have made specific provisions for making funding available for their participants in Horizon Europe projects. See the information in the Horizon Europe Programme Guide.

The following additional eligibility criteria apply:

At least four cities should be part of the consortium as beneficiaries. The cities must each be situated in different EU Member States or countries associated to Horizon Europe, ensuring geographical balance.

3. Other eligibility conditions: described in Annex B of the Work Programme General Annexes

4. Financial and operational capacity and exclusion: described in Annex C of the Work Programme General Annexes

- Award criteria, scoring and thresholds are described in Annex D of the Work Programme General Annexes
- Submission and evaluation processes are described in Annex F of the Work Programme General Annexes and the Online Manual
- Indicative timeline for evaluation and grant agreement: described in Annex F of the Work Programme General Annexes

Grants awarded under this topic will be linked to the following action(s):

HORIZON-MISS-2021-CIT-02-03

Collaboration with the Cities Mission Platform[[Conceived through the Horizon 2020 project NetZeroCities - Accelerating cities' transition to net zero emissions by 2030, Grant Agreement n. 101036519, and scaled up through the topic *HORIZON-MISS-2021-CIT-02-03: Framework Partnership Agreement (FPA) for the Climate-Neutral and Smart Cities Mission Platform*]] is essential and projects must ensure that appropriate provisions for activities and resources aimed at enforcing this collaboration are included in the work plan of the proposal. The collaboration with the Mission Platform must be formalized through a Memorandum of Understanding to be concluded as soon as possible after the project starting date.

6. Legal and financial set-up of the grants: described in Annex G of the Work Programme General Annexes

Specific conditions

7. Specific conditions: described in the specific topic of the Work Programme