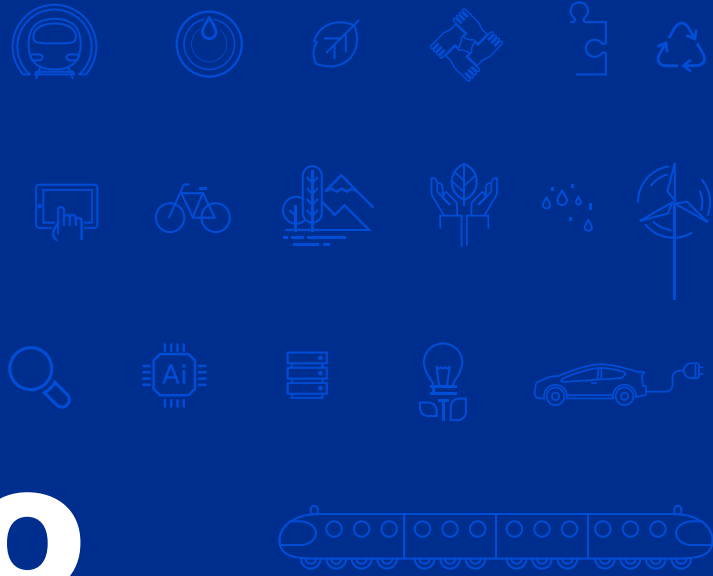


# EUROPEAN MOBILITY STARTUP MANIFESTO



Raising the voice of Europe's sustainable mobility startups

Powered by



In collaboration with



Co-Founded by

Under the patronage of

**KARIMA DELLI**  
Chairwoman of the European  
Parliament's Transport Committee

**BCG** BOSTON  
CONSULTING  
GROUP

**via iD**



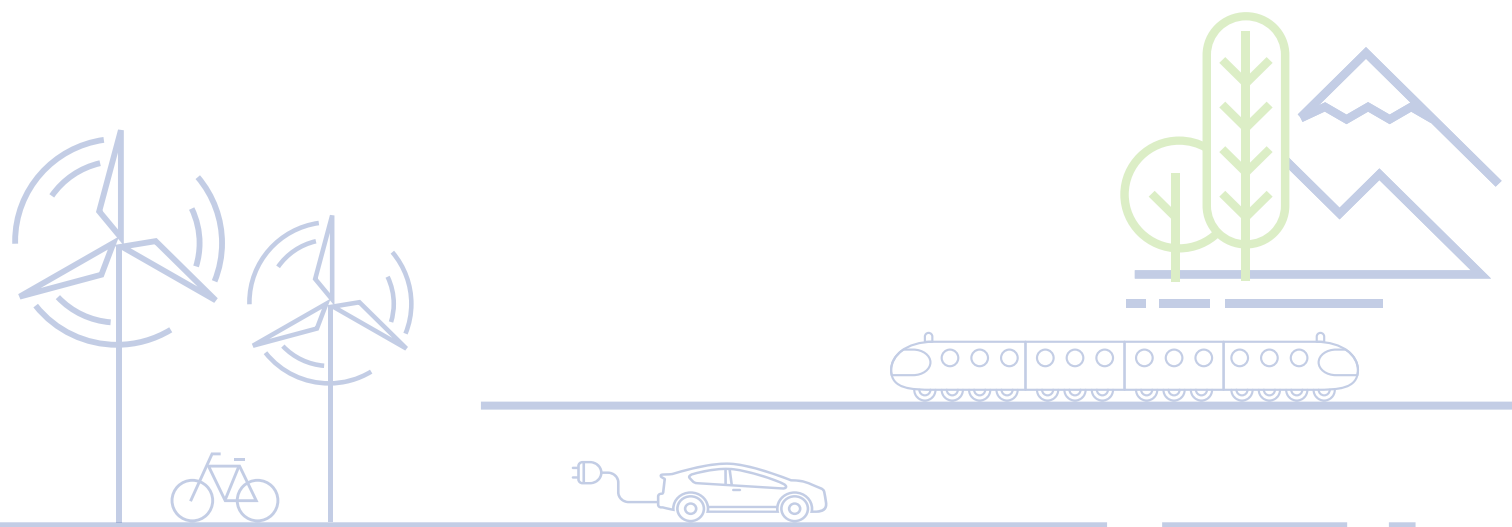
## SUMMARY

### The Manifesto in a nutshell

- For the very first time, a **European Mobility Startup Manifesto** is created with the clear objective to raise the voice of mobility entrepreneurs and be a bridge between sustainable mobility startups and EU decision makers.
- **Over 400 mobility startups** across Europe contributed to build this Manifesto, bringing their entrepreneurial spirit to co-create solutions and push green innovation forward. The high rate of participation was essential to build recommendations that are both inclusive and representative of the current mobility startup ecosystem in Europe.
- The document presents **22 actionable strategies and recommendations** divided in 9 categories. These points aim at shaping and influencing the EU Sustainable and Smart Mobility Strategy, which is part of the EU Green Deal<sup>1</sup>.
- This Manifesto is the result of the constant work of the **European Startup Prize for mobility**, in collaboration with **The Morph Company** and **Yellow design Foundation**. Together, they designed the program and engaged with mobility startups and key stakeholders across Europe to co-create solutions that reflect the most pressing needs of mobility entrepreneurs.
- 2020 highlighted the fragility of our current global system in the face of a global pandemic, and remarked the need for a more resilient transportation system. The solutions presented in this Manifesto work in unison towards shaping the **EU as a welcoming place for a flourishing climate for green innovation**.

### Key Challenges highlighted in the Manifesto

- Over three quarters of mobility startups claimed that funding is still their biggest challenge and that there is an urgent need for more tailored funding schemes and public tenders for startups.
- There is a strong consensus on adding access to a more agile regulatory system as a means to enable experimentation, speed up the growth of startups and foster green innovation.
- Lack of startups representation at European level often translates into a missed opportunity to foster direct communication and collaboration, thus to design better programs for startups.
- Fragmentation of the European market makes it extremely challenging and resource intensive for startups to expand and scale across this market.



<sup>1</sup> The Sustainable and Smart Mobility Strategy is meant to set out the ambitions of the EU Green Deal. For more information, please refer to the European Commission online page: "Sustainable and Smart Mobility Strategy".

# EUROPEAN MOBILITY STARTUP MANIFESTO



## FUNDINGS ALLOCATION

- **[Allocate specific pre-seed and seed funding]** Alleviate the funding gap that affects early-stage mobility startups by creating more tailored pre-seed and seed European funding opportunities.
- **[Create late stage funding opportunities]** Support the scale-up to European market and the emergence of European mobility unicorns by addressing the funding gap for late-stage mobility startups, e.g. allocating specific European funding opportunities for this stage in cooperations with VCs.
- **[Tailored funding opportunities for industry-oriented startups]** Create tailored funding opportunities for hardware and industry-oriented startups that help them face their longer development cycles, the predominant dependence on corporate VCs and the resulting challenges concerning fundraising.
- **[Introduce environmental performances of startups for funding]** Add sustainability KPIs as criteria to existing European funding schemes. Design funding schemes for green mobility startups based on sustainable criteria such as the potential to reduce CO2 emission by 7% per annum, their carbon footprint, sustainable supply chain.<sup>2</sup>
- **[Simplify access to funding]** Design a more iterative and non-bureaucratic application process while increasing the likelihood of success of startups. Allow one unique application to be screened for eligibility to all the possible EU funding programs (e.g. Horizon Europe).

## PROTOTYPING, TESTING & PILOT

- **[Improve industrial mobility prototyping and testing capabilities]** Foster the development of mobility hubs with industrial prototyping capabilities and closed test-beds in different parts of Europe in cooperation with private actors.<sup>3</sup>
- **[Endorse the right to experiment]** Allow “experimentation projects” between startups and cities without compulsory tenders up to 100.000 EUR. Launch a call for “experimentation projects” in order to support innovative solutions that need legislative and regulatory exemptions.<sup>4</sup>

## REGULATION

- **[Allow agile governance<sup>5</sup> for pilots]** Enable an agile regulation framework that allows safe environment for mobility startups to pilot their products, e.g. with municipalities or regional authorities, especially in the fields of electro-mobility, autonomous vehicles, and sustainable alternatives to fossil fuels. Allow startups to communicate their needs at an EU level in a bottom-up approach, in order to identify regulatory barriers.
- **[Reducing fragmentation in regulation across the EU]** Homogenize EU regulations and standards in the mobility sector across Europe as an essential strategy to avoid market fragmentation and repeated approval efforts for mobility startups in each EU country, e.g. regulations for retrofitting benzine and diesel to electrical power in Europe in order to allow scalability of retrofitting solutions and implement circular economy solutions.
- **[Green Commuting]** Encourage green commuting of workers by enacting EU regulations that give companies the option to provide subsidies to those employees who commute by sustainable transportation, such as bikes or carpooling<sup>6</sup>. Encourage the use of technology to prove how the commuting to workplaces has been done.<sup>7</sup>

<sup>2</sup> The French initiative [Impact Score](#) can serve as a benchmark.

<sup>3</sup> [Motion Lab](#) in Berlin, Germany, is a flagship initiative advancing European mobility innovation through industrial prototyping.

<sup>4</sup> The French [Mobility Law](#) from Jan. 1st 2019 allows “experimentation projects” of a budget of maximum 100.000 EUR without tender.

<sup>5</sup> An overview of methods and tools for agile governance by the World Economic Forum can be found [here](#). As a national example, Denmark has implemented 5 agile Law Principles to improve regulations and make them future-proof. (The Danish Government (2018), [Strategy for Denmark's Digital Growth](#).)

<sup>6</sup> In France a law called “Forfait Mobilité Durable” gives companies the option to refund up to 400€ per year to those employees commuting by bike. The objective to increase bicycle travel from 3% to 9% by 2024 (e.g. 2.1 million cycling employees).

<sup>7</sup> Implementation example: [Covoiturage](#), a repository gathering reliable data from carpooling companies in France.

## PARTNERSHIPS

- **[Support independence of startups governance in partnership scenarios to guarantee continuity of innovation]** Support the creation of alternative models to prevent unbalanced Mergers & Acquisitions and partnerships, e.g. with large corporations and OEMs<sup>8</sup>, by supporting the creation of new Licensing Models that allow to provide a safe framework for a fair sharing of technology. These new models should preserve the independence of startups governance - which is crucial for innovation - and also guarantee the continuity of product lines for OEMs, e.g. transfer of IP in case of startup failure.
- **[Use sector innovation expertise in SUMPs]** Foster collaboration between cities and urban mobility startups so that they can bring expertise on local Sustainable Urban Mobility Plans (SUMPs).
- **[Trustful collaboration of governments and cities with mobility data-driven startups]** Showcase and share best practices of cooperation between cities and regional authorities with mobility data-driven startups and create dedicated match-making platforms to foster collaboration on data-related topics<sup>9</sup>.

## SCALE UP & GROWTH | ACCESS TO INTERNATIONAL MARKETS

- **[Make knowledge about regulations more accessible and transparent]** Facilitate mobility startups' expansion across Europe by implementing single points for comprehensive advice (one-stop-shop solutions<sup>10</sup>) to access fast and reliable information on mobility regulations in European countries.

## STARTUP VISIBILITY

- **[Better representation of startups]** Promote direct exchange between startups, local authorities (cities and regions) and EU representatives, e.g. through a designated platform that facilitates the dialogue about mobility trends, startup needs and collaboration at European level.<sup>11</sup>
- **[Foster visibility and monitoring of the European mobility ecosystem]** Support the creation of a platform that monitors, maps and enables direct communication amongst new and existing mobility startups across Europe<sup>12</sup> in order to foster cross-fertilization between them.

## PRODUCT CERTIFICATIONS & STANDARDS

- **[Collaborate to adapt existing standards to new technologies]** Support an open dialogue between technology startups and standardization offices to create new solutions for existing (old) standards that are no longer suitable or applicable for new technologies, e.g. in the field of IoT and logistics.
- **[Open standards for mobility]** Promote open standards across mobility operators in Europe, e.g. through the creation of an EU MaaS and Transport standards organisation which supports and drives open standards across the mobility industry.

## INFRASTRUCTURE

- **[Develop interoperable, clean mobility infrastructure]** Support the expansion of a shared charging infrastructure to enhance interoperability in electromobility and harmonized payment systems. Support the expansion of infrastructure for green hydrogen and sustainable alternative fuel systems.
- **[Develop micro-mobility infrastructure across Europe]** Define a European goal for the development of micro-mobility infrastructure across European cities: dedicated lanes and dedicated parking slots for all micro-mobility means of transport.
- **[Inclusive Mobility and Safety]** Foster better accessibility and road safety as well as mobility inclusion for people with disabilities in local Sustainable Urban Mobility Plans (SUMPs).

## AI and OPEN DATA

- **[Human-centered use of technology to ensure fair competition between stakeholders]** Ensure that the use of data, AI and wireless technologies for connected mobility are applied in a human-centered and ethical manner.

<sup>8</sup> OEM is defined as a company that manufactures a product that is sold to another company, which resells the product under its own brand name. Original Equipment Manufacturer, the original producer of a vehicle's components such as a company that manufactures the steering wheel or the tires on a new car, truck or SUV.

<sup>9</sup> [France Mobilités](#) is a flagship organization dedicated to connect startups, mobility players and cities to foster collaboration.

<sup>10</sup> The Danish Business Authority has pioneered this one-stop-shop solution for new business models. More information here.

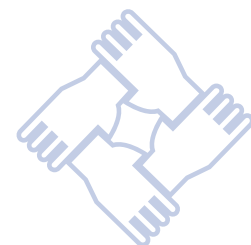
<sup>11</sup> [BVDS](#) in Germany and [France Mobilités](#) in France are national governance organizations dedicated to connect startups and local authorities (cities, regional governments) to foster collaboration. However, there is no such organization at European level.

<sup>12</sup> For example, an European label based on the example of [French Tech](#). The platform of the [Berlin Senate](#) is an example of a local initiative mapping out the mobility startup ecosystem [Startup Genome](#) is an example of a global initiative monitoring startup ecosystems.



## FIRST TOP100 ENTHUSIASTS WHO SIGNED THE EUROPEAN MOBILITY STARTUP MANIFESTO

1. Geckomatics
2. Eiver (Savecode SAS)
3. Sloth Software Solutions (3S Road Asset)
4. Linkbycar
5. LT Energy Group
6. CASKY
7. UbiGo Innovation
8. UFT
9. AddSeat by AddMovement
10. CarPlanner
11. UCEDAT Ltd.
12. Ponera Group
13. Liight.es
14. EVIO - Electrical Mobility
15. Startup Sesame
16. Pack'n Drive
17. Kombo.co
18. ESUS Mobility
19. Urban Resilience, S.L.
20. Volvero
21. Innovactory
22. Gaiyo
23. Via ID
24. HYGEM SIA
25. CITYGO
26. Smartmile
27. Cyclopolis Ltd
28. ENSO TYRES LTD
29. FleetSpark
30. TanQyou Netherlands
31. MoveYou
32. Lanechange
33. Liberty Rider App
34. Pierrick BOYER - OROK Airport Robotics
35. MinervaS s.r.l.
36. Trucksters
37. MAGMENT GmbH
38. Kombo
39. DUCKT OU
40. PERUN CONCEPT
41. F+ Ventures
42. Fark Labs
43. SMOVE.CITY
44. Innocept
45. Skipr
46. Bestmile
47. Zoov
48. Donkey Republic
49. AddBike
50. Humanising Autonomy
51. Beeyond S.A.S.
52. Parkforfun.com
53. BusForFun.com
54. amen transport uk ltd
55. La Velostazione Venezia
56. Trafi
57. Zenati Automobili
58. eBikeLabs
59. MyMove
60. Helios Aircargo Network
61. Bird Rides
62. Kutluhan Hakan - Car4Future
63. Stephan Collisi - Co-Founder and CEO poolynk GmbH
64. Bogdan Ciric - Nanobile
65. Tomas Kemtys - Contrarian Ventures
66. Madi Rifkin - Mount
67. Dr. Maria Tsavachidis - EIT Urban Mobility
68. Peter Paul van Voorst - Skoon Energy
69. Matthieu Faure - Dott
70. Sorin Frosin - Cleanergylient
71. Angel Batalla - Last Mile Team
72. Carlos Holguin - SuburVAN
73. Josef Lobotka - MotionPass.eu
74. Tudor Belei - NODE
75. Fabien Sauthier - MOTIONTAG
76. Chantal - R-PUR
77. Matthias Auf der Mauer - AiSight
78. Ahmed Salem Soumare - Linkbycar
79. Pietro Lanzarini - Traxit srl
80. Valerio Spada - Playcar - Playmoove
81. Henri - Dott
82. Serdar Urçar - CEO at Comodif
83. Aymeric LIBEAU - Transition-One
84. Paul-Adrien Cormerais - Pony SA
85. Aravinth Panch - araCreate | MotionLab Berlin
86. Pierre-Gilles DENIS
87. Patricia Monthe
88. Anne Leemans
89. Tarek Boulanouar
90. Joao Felix
91. Patrick BINARD
92. Milen Markov
93. Paule Tits
94. Adam Simkin
95. Batuhan Baybali
96. Masih Akbar
97. Jan Juriga
98. Stefan Harms
99. Mark von Walsh
100. Clara Vaisse





# **Thank you for being part of this incredible journey!**

*Together we can shape policies and create a  
flourishing ecosystem for sustainable mobility  
startups in Europe.*

*Click [here](#) to endorse the Manifesto!*