

European Mobility
Startup **Manifesto** on:

Twinning the green and digital transformations

27 recommendations on smarter
and cleaner transport in Europe

In support of the EU Strategic Foresight Report 2022

NOVEMBER 2022



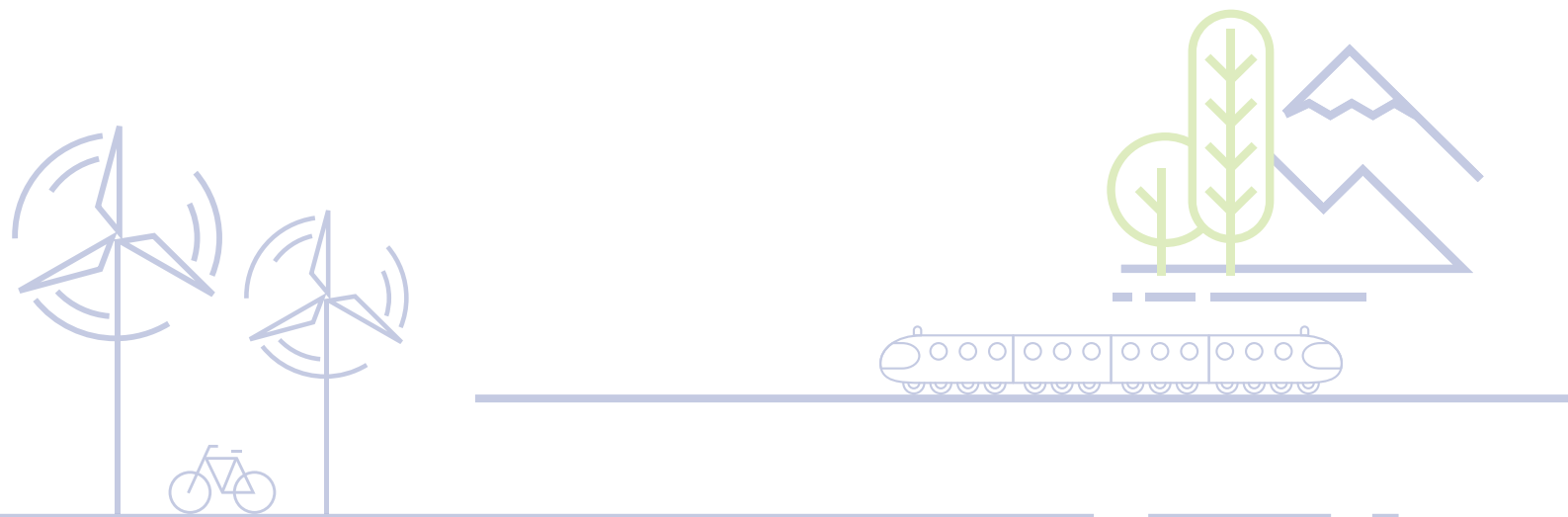


Introduction

YOUNG ENTREPRENEURS COMMITTED TO A GREENER FUTURE

This Manifesto has been co-created by European startups who are building technologies for a greener planet. Through an active community exercise in the autumn of 2022, these young entrepreneurs have come together to develop concrete ideas on how to advance the green and digital transformations of the mobility sector in Europe and around the world. In the context of the European Year of Youth 2022, these entrepreneurs were invited for a policy dialogue with the Vice President of the European Commission, Maroš Šefčovič, in December 2022 in Brussels.

The ideas presented in this document are those that the entrepreneurs chose to present and discuss with the Vice President: these are their strategic recommendations on how to twin, implement and accelerate the green and digital transformations in Europe, a call which was made by the [2022 Strategic Foresight Report](#) of the European Commission, led by Vice President Šefčovič. In other words, these are concrete suggestions on how to turn the Commission's vision for the transport field into reality!





HOW IS THE MOBILITY INNOVATION COMMUNITY REPRESENTED?

The participating startups represent a wide range of fields in the mobility sector - from autonomous, shared, electric and connected mobility to data platforms, aviation software, battery repair, and rail. They come from various countries across the continent. The participants were invited to join the exercise, having won the Europe Startup Prize for Mobility (EUSP).

Each year, the EUSP selects the 10 most promising startups - out of approximately 600- in the field of clean mobility, based on a rigorous methodology which consists of questionnaires and in-depth interviews by independent experts from across the industry.

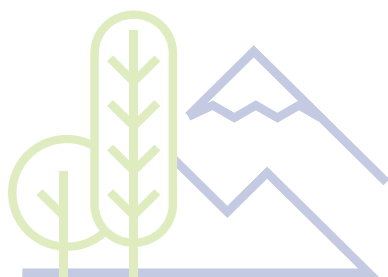
JOINT FORCES WITH ONE MISSION: CROWD-SOURCING AND VOICING THE NEEDS OF CLEAN MOBILITY STARTUPS

The European Startup Prize is committed to raising the voice of mobility entrepreneurs and to being a bridge between green mobility startups and EU decision makers. As coordinator and facilitator of a [Clean Mobility Crowd Tank](#) (and the subsequent presentations at the EU institutions), we ensure a bottom-up approach to voice the needs of the innovation sector.

This is the third Startup Manifesto which has been co-created by the EUSP startup community using carefully designed user-centric methodologies. The first Mobility Startup Manifesto in 2020 responded to the European Commission's public consultation on smart and sustainable transport, while the second one focused on rail as part of the EU Year of Rail in 2021.

Over the years, startups have kept highlighting some topics. While this may show the need for policy follow-ups and also the complexity of the topics, the Manifestos also show an evolution of the European mobility sector and its needs, as new relevant topics arise.

The EUSP is committed to pursue and expand its crowd tank work, as we believe that today, more than ever, it is crucial to give startups a say!





RECOMMENDATIONS

BATTERY CIRCULARITY

- 1 Foster the development of a circular economy for batteries**
by implementing stricter compliance controls across Europe and by ensuring integration and application of batteries recycling regulations in both micromobility and automobile sectors. Encourage manufactures to integrate and apply these regulations and ensure it through compliance controls.
- 2 Provide a simplified overview of regulations, professional obligations, and procedures for battery certification and transport** in order to facilitate and foster battery recycling.
- 3 Foster public knowledge and understanding of batteries through campaigns and regulations:**
Explain best-practices for battery handling and maintenance to extend battery lifetime; explain the advantage(s) of integrating such practices in the lifecycle from the beginning and anticipating batteries after-sales services.

CRITICAL MOBILITY INFRASTRUCTURE

- 4 Support the development of critical, specialised testing infrastructure for autonomous driving and for automobile in general:** call for different organisations to join forces and build a specialised facility for this, specifically allowing access to innovative startups.
- 5 Accelerate the upgrade of the power grid and the deployment of well-functioning 5G connection in all Europe.** Speed up the deployment and wide-coverage of charging stations and 5G coverage that allow for faster adoption of electric and autonomous driving.

KNOWLEDGE SHARING FOR EUROPEAN CITIES TO BECOME MORE MICRO-MOBILITY-FRIENDLY

- 6 Facilitate knowledge sharing between national governments and municipalities** who have already seen great adoption of micromobility and the ones striving for this transition. Host events of various formats to actively bring the relevant players together.
- 7 Host or foster a platform that gathers the knowledge and best practices of municipalities who have successfully fostered a transition towards micromobility.** Support the creation of a “playbook” with best practices and learnings, and a centralised documentation with use cases, experience, contact persons, information about how to start, common pitfalls, quick wins, so that cities can learn quickly and get in touch.
- 8 Balance the parking supply for cars and micromobility:** Reduce parking spaces to create shared mobility parking spaces (mobility hubs), e.g. by establishing a specific proportion of micromobility parking spaces in relation to cars parking in cities.
- 9 Incentivise investment in cycling and micromobility infrastructure.**



REGULATION OF MOBILITY INNOVATIONS AND HARMONISATION OF MOBILITY STANDARDS

10 Foster open data and data ownership for connected and electric vehicles through regulation:

Ensure that vehicle users have access to the data they generate on vehicles by enforcing OEMs to share all collected telematics vehicle data. This will give vehicle users (consumers and fleet owners) insights for better decision-making, e.g. on how to charge and which services to buy. Additionally, this regulation will allow drivers and fleet owners to contribute data even to a city level, so that traffic flow can be better predicted and will in general contribute to smart city use cases such as improved road safety and reduced transport CO2 emissions.

11 Accelerate the regulation of autonomous vehicles: European companies have made major progress on autonomous driving technologies. They could potentially become global leaders, but this depends on fast and favourable regulation in this domain. It is crucial to keep pace with other world regions such as US and China, who seem to be going faster in facilitating the transitions on a regulative and infrastructural level. We should not miss this opportunity due to slow regulatory processes, while keeping safety and security as the highest priority.

12 Homogenise regulations and standards in the mobility sector across Europe as an essential strategy to avoid market fragmentation and repeated efforts for mobility startups while expanding to new European countries (research, approvals, certifications). This is crucial to eliminate existing barriers for scale-up and expansion of mobility innovations across Europe.

13 Implement a mechanism that ensures transparency and visibility of regulations for mobility innovations across countries: provide a centralised overview of relevant regulations for the field of connected, electric, shared and autonomous mobility by country and region.

14 Enable more participation of mobility startups and an active collaboration with the corresponding EU bodies to accelerate the simplification, homogenisation and development of European standards e.g. for open data, data-sharing frameworks, API standards, and specifications for infrastructure providers and managers, among others.

- Conduct workshops with the direct participation of different stakeholders, including mobility startups, to gather ideas and feedback
- Especially integrate input and know-how from startups in new technological domains where regulation is not well advanced yet (e.g. autonomous driving, AI), as well as in those domains where existing (old) standards must be adapted to new technologies (e.g. IoT, logistics)

REPRESENTATION OF STARTUPS

15 Ensure a fair representation of innovative, independent startups in EU working groups and steering committees for different topics, such as AI and autonomous driving. A fair distribution of these groups should ensure at least 10 % of startup representation.

16 Facilitate the link between startups and working groups in the EU institutions according to their domain. Scout startups and give them a say! - The EUSP will continue engaging with its startup community for crowdsourcing EU policies and presenting them to the EU institutions. However, this can be done more frequently and with other startup platforms across different technological domains.



ACCESS TO AND DIVERSIFICATION OF EUROPEAN FUNDING PROGRAMMES

- 17** **Enable a single application process for European funds** so that one startup application can be screened for eligibility by all available EU funding programmes. This would be a *one-stop shop for funding application*¹ with internal advisors who can support with forms, application review and administration questions.
- 18** **Reduce the bureaucratic burden of the application processes**, for example, by separating the “quality and priority alignment check” from the „investor’s market check”, so that different investors can assess the same application differently to make it less costly for startups to apply
- 19** **Introduce environmental performances as success criteria for startup funding:** add more specific sustainability KPIs as success criteria to existing European funding schemes. These indicators shall be based on concrete measures towards quantitative, intermediate goals that lead to CO2 reduction (as opposed to general commitments towards CO2 reduction with declarative character only).
- 20** **Create late-stage funding opportunities:** support the scale-up to European market by addressing the funding gap for late-stage mobility startups, e.g. allocating specific European funding opportunities for this stage.
- 21** **Mobilise green funding for financing the purchase of zero-emission vehicles:** Giving financial incentives to leasing companies and banks to decrease the interest rate for the lease of zero-emissions vehicles, such as electric mobility and hydrogen. This would create an opportunity for higher adoption of zero-emissions vehicles in the context of global price increases and shortage of vehicles supply.

FUNDING PROGRAMS IN THE RAIL SECTOR

- 22** **Lower barriers for rail startups to participate in large-scale funding programs.** This can be done, for example, by including requirements to involve startups in projects and by lowering the research funding cost for participating startups.
- 23** **Create specific grant schemes** that are more suitable for early-stage rail startups.
- 24** **Set up specific programmes for rail startups** that go beyond consortia building and set a priority on market-driven projects that foster the modal shift by getting more people on the rails, beyond infrastructure and research projects.
- 25** **Create innovation challenges specifically formulated for startups** that aim at facilitating collaboration with established rail companies and large rail OEMs (like the EUSP).
- 26** **Allocate growth funding** to accelerate the uptake of emerging green rail solutions, such as the hyperloop and hydrogen technologies, in order to leverage their potential to decarbonize intercity mobility.

¹ The [Innovation Fund Denmark](#) is an excellent example of how the application process and support can be made simple and effective.



JOINT FORCES FOR A GREENER TOMORROW

27 Foster the creation of a European Green Mobility Innovation Hub that facilitates closer and continuous collaboration between startups, corporates, research, civil society and policymakers across Europe. The goal of such a hub would be to jointly solve specific, prioritised challenges pursuing the following activities:

- Allow startups to communicate their needs at an EU level in a bottom-up approach, in order to identify regulatory barriers
- Providing strategic support for the regulation of innovative technologies in mobility, such as AI and autonomous driving
- Facilitating multi-stakeholder dialogues between startups, infrastructure providers, research, civil society and policymakers



**SPECIAL THANKS
FOR THE CONTRIBUTIONS OF
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OTIV

Revolve Air
Storkjet
The Morph Company
Vianova
Voltia
Zeleros



**European
Startup
Prize** for mobility

European Mobility Startup Manifesto on:
Twinning the green and digital transformations

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