

PROJECT MEDIA RELEASE

ICEBERG PLUS SRL
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Brasov, 8th October

New hub launched of EIT Urban Mobility in Romania to support innovators in the field of urban mobility

Starting October 2021, ICEBERG launches a Hub in Romania supported by EIT Urban Mobility, together with its partners, Spherik Accelerator and The Romanian Federation of Metropolitan Areas and Urban Agglomerations.

Hub in Romania supported by EIT Urban Mobility

By representing EIT Urban Mobility, which is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union in Romania, our aim is to build an innovative ecosystem that brings together key stakeholders within the knowledge triangle of education, research and businesses, and cities, with the ambition of creating impact in the field of urban mobility. With our national hub, we seek to raise awareness on urban mobility innovations and city challenges among relevant stakeholders, while connecting and involving them in the hub activities. The purpose of this hub is to ultimately provide them with knowledge, networking and access to funding, new projects, initiatives and other opportunities. Using a blend between the **Living Labs** and **Open Innovation** approach and mixed with **Education** activities on entrepreneurship and **Support for start-ups**, the EIT Urban Mobility Hub Romania gathers actors from the knowledge triangle, aiming at linking innovation at start-up level with real challenges faced by public administrations and other relevant mobility stakeholders from the region.

We identified a growing number of start-ups and innovators from CEE that showcase new products, services or business models aimed to solve mobility related challenges in their communities. Unfortunately local start-ups rarely end up working with public administrations from the region, therefore the new EIT Urban Mobility Romania Hub is looking to bridge gaps in the innovation ecosystem, by:

- 1) **Interconnecting local innovators with key stakeholders.**
- 2) Creating a **common space for local players in order to identify specific urban mobility challenges of the cities**, defining and structuring actual mobility related challenges.
- 3) **Facilitating know-how transfer** in response of the needs of the companies (startups, scale-ups, SMEs) and **support them to materialize their innovative ideas, offering access to networking communities, funding opportunities and education activities such as trainings on entrepreneurship.**
- 4) Providing them the context to **showcase their innovation** under real life-conditions.

The overall impact is on one hand related to **providing cross-border access to ecosystem landmarks, living labs, research and knowledge centers and others**, and on the other for **connecting municipalities and large corporates and their respective mobility challenges to innovators and startups throughout Europe.**

EIT Urban Mobility Romania Hub will conduct its activities through offices in Bucharest, Brasov and Cluj.

For more information, please contact:

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About EIT Urban Mobility

Co-funded by the
European Union

EIT Urban Mobility Romania Hub is a project under the support of EIT Urban Mobility.

EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, aims to accelerate solutions and the transition towards a user-centric, integrated and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility works to avoid fragmentation by facilitating collaboration between cities, industry, academia, research and innovation to solve the most pressing mobility challenges of cities. Using cities as living labs, its 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.

The Partners

Iceberg+ as an innovation and technology transfer consulting company with expertise in European and national projects, manages the CITT-I4T technology transfer center specialized in Smart City, Industry 4.0 and e-Health, founded the FIT Digital Innovation Hub. It manages the EIT Manufacturing Romanian Hub and coordinated the EIT InnoEnergy Romanian Hub (2019-2020).

Spherik, as the first romanian accelerator and Best Romanian Acceleration program, StartupEurope Ambassador in Romania in 2018 and founder of the CEE Startup Network in 2019 under Commissioner Maryia Gabriel, coordinates since 2013 one of the most representative community of entrepreneurs, companies, investors and universities supporting the regional ecosystem of innovative startups.

The Romanian Federation of Metropolitan Areas and Urban Agglomeration is a non-governmental organization supporting the polycentric development of metropolitan areas and agglomerations through territorial, social and economic cohesion. In partnership with the Association for Metropolitan Mobility (AMM), have implemented the "METROPOLITAN" project supporting the Municipalities public transport infrastructures.