



Press Release

30 September 2021

Shift2Rail partners with the 4th edition of the European Startup Prize for Mobility

Carlo Borghini, the Executive Director of the Shift2Rail Joint Undertaking participated to the official kick-off event of the 4th edition of the European Startup Prize for Mobility (EUSPM) on 30 September. The event gathered representatives from the European institutions and major organisations from across the continent and beyond, inviting promising start-ups to apply for the latest edition of the EUSPM, focused on sustainable and inclusive mobility innovation.

Maroš Šefčovič, Vice-President of the European Commission for Interinstitutional Relations and Foresight, Helena Dalli, Commissioner for Equality, Carlo Borghini and other high-level representatives from the European institutions kicked-off the event with a *VIP Reverse Pitch*. The session was an opportunity to speak to the start-ups and explain why they should apply and win the respective *Special Prizes*.

The 4th edition of the EUSPM will grant awards in specific categories under the lead of each partner organisation, presenting the winner of a particular category which is close to their core activity during the **Final Ceremony on 28 March 2022**. The *Special Prize* presented by the Shift2Rail Joint Undertaking is entitled **Rail Mobility**, highlighting the rail sector's most innovative technologies in order to boost a modal shift to rail.

Commenting on the 4th edition of the EUSPM, Carlo Borghini said: *"We decided to partner with the EUSPM once again as we want to engage with start-ups more and more. Shift2Rail is about bringing people with different backgrounds, interests, experience, and perspectives to work together and co-create new operational and technological solutions that will change how rail is running. Increasing our engagement with start-ups in the future by adopting an agile approach to input their creativity and disruption in the rail system will be an important challenge to address in our successor programme Europe's Rail."*

Karima Delli, Chairwoman of the European Parliament Transport Committee and the President of the European Startup Prize said: *"It is the first time since its creation that the European Startup Prize for Mobility has faced such an urgent challenge of both enabling green innovation to fight climate change and supporting its European innovators in a post-crisis world. That is why its acceleration and investment programme is constantly adapting to provide a one-stop-shop to the European Union and European key players in the field of sustainable mobility."*

In that regard, partnering with Shift2Rail and its Executive Director Carlo Borghini is a tremendous asset for rail startups to boost their business and for Europe to build up the largest ecosystem for green innovation."

All interested start-ups, registered in any of the 27 EU Member States, as well as countries associated with the Horizon 2020 international cooperation programme in research and innovation and the United Kingdom are invited to submit their applications by **30 November 2021**.

About the Shift2Rail Joint Undertaking

Shift2Rail is the first European rail public private partnership tasked with developing strategically focused research and innovation (R&I) and market-driven solutions, integrating these to create the railway systems of the future. With a total value of €920 million for the period 2014-2021, funded through the Horizon 2020 programme of the European Union, Shift2Rail is promoting the competitiveness of the European rail industry, ensuring the attractiveness of rail as a safe and sustainable low carbon transport mode. This way, Shift2Rail aims to meet the changing transport/mobility needs of EU citizens and the economy.



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