

## English version

Press release

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### **France, a strategic hub for European mobility: EIT Urban Mobility and the Moove Lab unveil the impact of their collaboration and announce the renewal of their partnership for 2025**

- **EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, and the Moove Lab are proud to announce the renewal of their partnership for 2025, continuing their joint mission to stimulate innovation in urban mobility in Europe.**
- **Since its launch in 2022, this strategic collaboration has established itself as a model of synergy serving the challenges of climate change and European competitiveness.**
- **The [partnership analysis](#) produced by EY Fabernovel confirms the promising results of this alliance.**

#### **The Moove Lab: a key player in the transformation of mobility in France**

The Moove Lab, founded in 2017 by MOBILIANS, the leading movement of business leaders in the automotive trade and repair and mobility services, and Via ID, the investment fund and startup accelerator of the Mobivia group (Norauto, Midas, Carter-Cash), is the only startup ecosystem entirely dedicated to mobility in France. Located within Station F, the world's largest incubator, it has supported more than 120 startups since its creation. The Moove Lab mainly supports startups in their early stages (up to series A) and adopts a systemic approach, connecting businesses, startups and public organisations.

The main tasks performed by the Moove Lab as part of its collaboration with EIT Urban Mobility :

- Increasing the visibility of EIT Urban Mobility in France
- Amplifying EIT Urban Mobility investments in French mobility startups
- Supporting the European scaling of French mobility startups
- Helping European startups deploy their activities in France

**A common goal: to strengthen the competitiveness of European urban mobility**

Mobility startups, often vulnerable because of their dependence on a complex ecosystem of public and private players, benefit greatly from strategic partnerships such as the one between the Moove Lab and EIT Urban Mobility. EIT Urban Mobility plays a crucial role in structuring this ecosystem, joining forces with other players to accelerate innovation and the dissemination of solutions across Europe.

*“EIT Urban Mobility is ideally positioned to create a robust funding ecosystem with other VCs and CVCs to drive innovation and accelerate the development of groundbreaking mobility solutions across Europe”,* says **Cyril Vart, Partner and Executive Vice President of EY Fabernovel**, an innovation consulting firm, which was commissioned to analyze this partnership as part of a report.

As part of its ambition to develop the European mobility ecosystem, the Moove Lab, in collaboration with EIT Urban Mobility, is deploying strategic initiatives to support startups as they expand beyond national borders.

The “Get Ready to Scale in Europe” programme, managed by the Moove Lab, offers dedicated workshops to EIT Urban Mobility startups to prepare them for European expansion. This initiative has already borne fruit: 9 startups have taken part in the programme.

Other notable results: since the launch of the partnership in 2022, EIT Urban Mobility has invested €13 million in 13 French mobility startups, including two from the Moove Lab cohorts. Additionally, 20 French startups have been supported through an EIT Urban Mobility program, highlighting the sector's dynamism and the growing appeal of French innovation.

*“Prior to launching the partnership in 2022, we had received only one French application to our investment call, despite the dynamism of the French ecosystem. Now, we receive 35 applications / year, with many of them making it to our investment committee. So far, in 2022, 2023, and 2024, France was our #1 country in most of the investment calls we did. The Moove Lab also sends us pre-investment business intelligence and investment recommendations based on their ecosystem knowledge and local insights access”,* says **Keren Beit-Cohen, Head of Strategic Alliances at EIT Urban Mobility**.

### **A win-win partnership**

France, the European Union's second most populous country and second largest economy, is a strategic market for mobility startups. However, there are still obstacles to development. The Moove Lab, backed by its expertise and its base at Station F, is helping European startups to establish themselves in France. This support has enabled companies such as Elonroad (Sweden), Hyke (Norway) and Bout (Finland) to soft-land in France and gain access to the business community and to concrete business development opportunities.

*“The win-win model of this partnership is one of its great strengths. It offers a strategic opportunity for European startups to penetrate the French market, while at the same time benefiting French startups so that they can develop on the European market. The Moove Lab, through its location at Station F and its connections with public players, plays a key role in facilitating this entry”,* emphasises **Clément Guillemot, Program Manager of the Moove Lab**.

## **A new chapter begins in 2025**

The Moove Lab and EIT Urban Mobility are pleased to renew their partnership for 2025, reinforcing their shared commitment to supporting European mobility startups and fostering their international growth, this time with additional challenge - to support the creation of pan-European network by EIT Urban Mobility, aiming at taking those activities to the next phase, the continental one.

Together, the Moove Lab and EIT Urban Mobility will continue to stimulate innovation, consolidate the European mobility ecosystem and promote the emergence of European leaders in sustainable mobility.

### **About 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. As the #1 mobility investor in Europe, EIT Urban Mobility, since 2020 has invested in 135 startups, from 28 European and Horizon 2020 countries, out of which 42% are women-led.

For more information visit [www.eiturbanmobility.eu](http://www.eiturbanmobility.eu)

### **About the Moove Lab :**

Born from the alliance between Mobilians and Via ID, the Moove Lab aims to accelerate the development of innovative mobility startups. For 6 months, it offers tailor-made support from a team of experts and opportunities to collaborate with its leading mobility partners. All at Station F, the largest startup campus in the world located in Paris. Since 2017, more than 120 mobility and autotech startups have been accelerated by the program. The Moove Lab is supported by leading partners: BMW Group France, EDF, Bridgestone, Cofidis, Roole, Bessé Motors, EIT Urban Mobility, bee2link, BCA Expertise, Opteven, CETRI, ANFA, OPCO Mobilités and NextMove.

For more information visit [www.moove-lab.com](http://www.moove-lab.com)

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