

Sustainable & Inclusive E-Mobility Catalyser Award Mobility Catalyser

Call Guidelines

1. About

Electric mobility is a key lever for advancing climate-friendly and inclusive economic development in East Africa. Electric 2-wheelers (2W) and 3-wheelers (3W) are at the forefront and offer significant socio-economic and environmental benefits. These vehicles move people, and goods every day. They are the backbone of productive mobility. Yet affordability and accessibility slow down the transition and are threats to an inclusive transition. Limited battery lifecycle or end-of-life solutions are future threats and current cost drivers.

The **Sustainable & Inclusive E-Mobility Catalyser Award** celebrates the achievements of enterprises that have already demonstrated significant progress in addressing key challenges within the e-mobility value chain. This award recognises the success these companies have achieved to date and aims to support them in advancing their ideas and establishing their business further.

6-10 outstanding enterprises will be honoured with a prize of 5,000 EUR each, alongside access to a growth programme designed to enhance their financial and operational strengths. Objective of the Call

Across Kenya and Uganda, promising e-mobility companies have validated their products, generated initial revenues, and proven that demand exists. What many of them lack is structured financial planning, operational clarity, and catalytic capital to accelerate responsibly. The Award aims to identify and support high-potential enterprises that:

- Improve **affordability** and **accessibility** of electric 2W and 3W mobility
- Make e-mobility **more sustainable** by working on second-life applications and end-of-life solutions
- Enable productive use for Base-of-the-Pyramid (BoP) customers
- Demonstrate early market validation and growth potential

2. The Challenges We Are Looking to Solve

This call focuses on three specific challenges within the electric mobility sector. Applicants should select the one that best aligns with their core solution and ensure their application clearly demonstrates how they address it.

1. Accessibility of Electric Mobility for Transport Entrepreneurs

Challenge

Access to electric mobility remains uneven and concentrated in specific geographies and use cases. In peri-urban and rural areas, and across sectors such as logistics and

agriculture, adoption is still limited. As a result, the potential of electric mobility to support diverse livelihoods and broader economic use cases remains underdeveloped.

Opportunities

Commercially viable solutions that enable riders, drivers, and transport entrepreneurs to access and use electric 2- and 3-wheelers in a way that supports reliable operations and stronger income generation.

Examples

Solutions may include models that improve access to vehicles through financing or fleet structures, enable reliable and scalable energy access (swapping, charging), or expand the use of electric mobility into areas such as agriculture, logistics, cold-chain transport, and rural services. Approaches may also explore pathways for underserved users, including low-income and rural entrepreneurs, to participate in the e-mobility economy.

2. Building Value from the Circular E-Mobility Economy

Challenge

As the adoption of electric mobility grows, larger amounts of waste, such as used batteries and ICE vehicles, pose environmental risks, and valuable materials from these products are lost due to the linear economic model and lack of structured and commercially viable systems for collection, reuse, and recycling.

Opportunity

Commercially viable and scalable models that enable the collection, extension, and value recovery of batteries across their lifecycle, reducing total lifecycle costs and unlocking new revenue streams.

Examples

Solutions may explore second-life applications, refurbishment systems, recycling models, or material recovery approaches that extend the useful life of batteries or recover value at end-of-life. Solutions may also address how batteries are tracked, collected, aggregated, and redeployed across different use cases, improving lifecycle visibility, consistency, and economic viability.

3. Strengthening Local Production of Components for Electric 2- and 3-Wheelers

Challenge

A significant share of economic value is created outside the local market, slowing job creation, increasing dependencies from importation, and long-term sector sustainability. This reliance on imports increases costs, exposes companies to price volatility and supply disruptions, and creates vulnerability to tariffs and foreign exchange fluctuations.

Opportunity

Commercially viable approaches that make local production, assembly, and supply

systems cost-competitive, improving availability, and ultimately lowering the total cost of owning and operating e-mobility solutions.

Examples

Solutions may explore approaches such as local assembly, component manufacturing, refurbishment systems, or modular design adapted to local production capabilities. Solutions may also address cost and scale constraints, for example by improving access to components, reducing lead times, or enabling production and procurement models that lower unit costs and reduce upfront capital requirements.

3. Geographic Scope

Kenya and Uganda.

4. Eligibility Criteria

Applicants must:

- Be legally registered in Kenya or Uganda
- Have been operational for 1–4 years (recyclers and 2nd life experts: >1 year)
- Have a market-tested product or service
- Generate revenue
- Demonstrate initial proof of concept
- Operate a commercial business model
- Show clear growth ambition

The Call targets companies between incubation and acceleration stage:

- Product validated in real market conditions
- Paying customers exist
- Initial operational structure in place

The following are not eligible:

- Idea-stage startups
- Pure research projects
- NGOs without a commercial revenue model
- Companies older than four years (except recyclers and 2nd life experts)

5. What the Award Offers

Selected winners (6–10 enterprises) will receive unrestricted prize money of EUR 5,000. Winners will be further invited to join a cohort-based catalysing program with individual consultancy as core support. The program focuses on building skills in financial modelling, unit economics, pricing, operational modelling, and growth planning to strengthen companies' financial and operational maturity.

6. Application Process

Applications must be submitted online via the [application form](#). Applicants are required to fill out the requested information and upload a **pitch deck**, **basic financial overview** (if available), a **proof of registration**, and any certificates from previous training programs (not mandatory).

7. Selection Criteria

Applications will be assessed based on:

- Relevance and alignment with one of the three identified challenge areas, including clear articulation of how the solution addresses the stated problem
- Potential to enable productive use for Base-of-the-Pyramid (BoP) customers
- Market validation and traction
- Growth potential
- Team capacity

8. Selection Criteria

The selection process includes:

- Eligibility screening
- Technical evaluation
- Shortlisting
- Jury review
- Final selection

Shortlisted applicants may be invited to present their solution during a pitch session.

9. Timeline

- Call Launch: 27th March 2026
- Application Deadline: 30th April 2026
- Interviews : 5th – 8th May 2026
- Final Selection Announcement: 16th May 2026

10. Data Protection & Confidentiality

All information submitted will be treated confidentially and used solely for the purpose of evaluating applications within the framework of this Award.

11. Contact

For questions regarding this Call, please contact sebastian.gruss@siemens-stiftung.org and winnie.njogo.ext@siemens-stiftung.org.

Frequently Asked Questions (FAQ) are available on the official Call webpage.