



D6.5 - Dissemination and Communications Activities

Date: 28/02/2026

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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101069782



Project & Document Information

Grant Agreement No	101069782	Acronym	URBANE
Project Full Title	UPSCALING INNOVATIVE GREEN URBAN LOGISTICS SOLUTIONS THROUGH MULTI-ACTOR COLLABORATION AND PI-INSPIRED LAST MILE DELIVERIES		
Call	HORIZON-CL5-2021-D6-01		
Topic	HORIZON-CL5-2021-D6-01-08	Type of action	IA
Coordinator	INLECOM INNOVATION		
Start Date	01/09/2022	Duration	42 months
Deliverable	D6.5	Work Package	W6
Document Type	DEC/OTHER	Dissemination Level	PU
Lead beneficiary	POLIS		
Responsible author	Raffaele Vergnani		
Contractual due date	28/02/2026	Actual submission date	28/02/2026

Disclaimer and Acknowledgements



**Funded by
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101069782

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Version History				
Version	Date	%	Changes	Author
0.1	01/03/2023	5%	Initial ToC	VLTN
0.2	01/09/2024	30%	Chapters 1.1, 2.1, 2.2 and 3	POLIS
0.3-0.6	01/12/2025	60%	Updates of Chapters 1, 2 and 3	POLIS
0.7	25/01/2026	80%	Chapter 1 and 4	POLIS
0.8	10/02/2026	90%	Peer review	INLE
0.9	19/02/2026	95%	Refinements based on peer review feedback	POLIS
1.0	27/02/2026	100%	Final proof reading, additions and submission	INLE

Executive summary

URBANE (Upscaling Innovative Green Urban Logistics Solutions Through Multi-Actor Collaboration and PI-Inspired Last Mile Deliveries) is a Horizon Europe project that aimed to accelerate the transition towards more sustainable, safe, resilient and effective last-mile urban logistics. Through its four Lighthouse Living Labs, two Twinning Living Labs and six Follower Cities, the project developed, tested and promoted innovative delivery solutions combining physical, digital, business and social innovation. Dissemination and communication activities played a central role in ensuring that these solutions, lessons and tools were visible to relevant stakeholders and positioned for uptake beyond the project lifetime.

This deliverable presents the final results of Task 6.1 – Stakeholder Engagement, Dissemination and Communications and provides an overview of the activities implemented from September 2022 to February 2026. It documents the project's dissemination strategy, visual identity, online communication channels, media outreach, newsletters, publications, participation in local and international events, cooperation with external initiatives, and the development of the URBANE City Platform. It also reflects on the challenges encountered, lessons learned, legacy elements created for long-term use, and the attainment of the dissemination and communication KPIs set out in the Grant Agreement.

A key achievement of URBANE was the establishment of a coherent and recognisable project identity, supported by common messages, visual materials, a project website, social media channels, newsletters and videos. These communication assets allowed the consortium to present the project consistently across a wide range of audiences, from city representatives and policymakers to researchers, logistics operators and the wider urban mobility community. The project website was structured as a long-term resource, including public deliverables, newsletters, news items and a dedicated section on the Innovation Transferability Platform, and will remain active for two years after the end of the project. LinkedIn emerged as the most effective social media channel, while YouTube provided a valuable visual repository of Living Lab demonstrations and project recordings.

Dissemination relied strongly on direct participation in events and engagement with external stakeholders. URBANE was represented in a broad range of local, European and international conferences, workshops and networking events, including open days in the demonstration cities, major transport and logistics conferences, and events organised together with other EU-funded projects and European initiatives. These activities increased the visibility of the project, enabled dialogue with target audiences, and supported the positioning of URBANE within the wider ecosystem of sustainable urban logistics innovation. In parallel, the project capitalised on the networks of POLIS, ALICE and other partners to broaden the reach of its communications and to connect project results with ongoing European policy and innovation discussions.

A further important component of this work was the URBANE City Platform, created to involve a wider base of external cities and regions and to provide capacity building, exchange and guidance around the project's activities and findings. Through workshops, tailored sessions and peer exchange, the platform supported learning and dialogue around urban logistics measures, while also providing input to the policy and adoption work of the project. This confirmed the value of dissemination not only as one-way communication, but also as a structured mechanism for engagement, knowledge transfer and future replication.

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Abbreviations

Abbreviation	Full Form
AB	Advisory Board
CINEA	European Climate, Infrastructure and Environment Executive Agency
CIVITAS	City-Vitality-Sustainability
D&C	Dissemination and Communications
DG MOVE	Directorate-General for Mobility and Transport (European Commission)
DT	Digital Twin
EGUM	European Commission's Expert Group on Urban Mobility
IPIC	International Physical Internet Conference
KoM	Kick Off Meeting
LL	Living Lab
LSP	Logistics Service Provider
PI	Physical Internet
RTR	Road Transport Research
SULP	Sustainable Urban Logistics Plan
TRA	Transport Research Arena
UVAR	Urban Vehicle Access Regulation

1. Introduction

URBANE (Upscaling Innovative Green Urban Logistics Solutions Through Multi-Actor Collaboration and PI-Inspired Last Mile Deliveries) is a Horizon Europe project running from September 2022 to February 2026, with the objective of accelerating the transition towards more effective, resilient, safe and sustainable last-mile urban logistics. The project combined real-life demonstrations in four Lighthouse Living Labs and two Twinning Living Labs with replication support for six Follower Cities, while also developing digital tools, transferability instruments, business models and policy recommendations to support uptake beyond the original pilot contexts.

Within this broader framework, Task 6.1 – Stakeholder Engagement, Dissemination and Communications has been responsible for ensuring that project activities, outputs and results are communicated effectively to relevant stakeholder groups and translated into wider visibility, engagement and impact. However, in URBANE this dissemination function has not operated in isolation. As reflected in Task 6.2 – Liaison with Other Initiatives and Advisory Board, dissemination and communication have been closely linked to the development of a wider ecosystem of stakeholders around the project, including sister projects, European initiatives, external city networks, policy clusters and the Advisory Board. This means that D6.5 should be read not only as a record of communication outputs, but also as complementary to D6.2, showing how external collaboration and structured liaison have amplified the reach and relevance of URBANE’s dissemination work. This link is particularly important because many of the dissemination activities reported in D6.5 were enabled, strengthened or given added value through the collaboration mechanisms documented in D6.2. In parallel, the Advisory Board established under Task 6.2 provided an important strategic interface between the project and external expertise from academia, industry and public authorities. The dissemination and liaison dimensions of WP6 were therefore mutually reinforcing - while D6.2 created the strategic relationships, D6.5 translated project progress and outputs into accessible and visible communication products and engagement activities.

The purpose of this deliverable is to document the Dissemination and Communication (D&C) actions carried out throughout the lifetime of the project and to assess their contribution to visibility, stakeholder engagement and long-term legacy. It also reflects the broader ecosystem-building logic, capitalising on the networks of POLIS, ALICE and EIT Urban Mobility and others.

The deliverable reports on the main components of the dissemination and communication work carried out under Task 6.1, including the project identity, communication materials, website, social media, newsletters, videos, local and international events, and the City Platform.

1.1 URBANE Outputs Mapping to GA Commitments

This section maps URBANE’s Grant Agreement commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

TABLE 1 - ADHERENCE TO URBANE'S GA DELIVERABLE & TASKS DESCRIPTIONS

URBANE GA	GA Description	Del. Chapters	Justification
DELIVERABLE			
D6.5	Dissemination and Communications Activities	<i>Chapters</i> 1-5	Final report including the summary of all related activities and reflecting on the attainment of related KPIs.
TASK			
T6.1 Stakeholder Engagement, Dissemination and Communications			
ST6.1.1	Dissemination and Communication Activities. A project logo, branding guidance and an overall corporate identity is developed to give the project a common and recognisable identity. This identity will be used on all project and local dissemination materials. Communications will rely on electronic tools such as the website, social media (Twitter, Youtube, LinkedIn etc.), and direct mailings. However, these will be accompanied by innovative communication methods, such as for example online streaming series, Open Innovation Days in each local LL site, etc. Besides from creating its own ecosystem of stakeholders from the mentioned URBANE urban logistics value chain target groups, the dissemination and communication activities will capitalise on the POLIS, EITUMF and ALICE networks' channels and large audience on social media by creating ad-hoc campaigns centred on key communications milestones (e.g. project outputs, factsheets, publications, conferences, articles). Moreover, they will further capitalise on the POLIS and EITUMF Working Group activities, as	<i>Chapters</i> 2 & 3	Chapter 2 presents the project identity, communication tools and online presence, while Chapter 3 documents events and dissemination synergies implementing the strategy in practice.

URBANE GA	GA Description	Del. Chapters	Justification
	opportunities for showcasing the innovations to the networks' respective members.		
ST6.1.2	A City platform will be established to involve a wider base of external cities and regions for gathering input and providing information and guidance about project activities and findings. A call will be launched for public authorities to apply to join the group. This group will be open to a wider group of stakeholders on an own-cost basis. The City Platform provides input mainly to T6.4 Policy Package and Adoption Roadmap. The group benefits from tailored capacity building and training activities. Activities with the members of this platform will consist of a) interviews and surveys for the identification and analysis of the requirements and needs of local authorities and their expectations towards the URBANE solutions, b) capacity building activities, including online webinars and training sessions as well as bilateral meetings with the partners responsible for the URBANE tools, and c) customised feedback for uptake of innovative business/operational models, demos, and solutions. In the framework of relevant POLIS and EITUM working groups of cities and regions, dedicated sessions will be organised to further illustrate and discuss the URBANE, and how the approach can be tailored to the city local environments	Chapter 3.3	Chapter 3.3 describes the URBANE City Platform, including its objectives, workshops, side events and contribution to exchange with external cities and regions.

URBANE GA	GA Description	Del. Chapters	Justification
ST6.1.3	Capacity Building including: • The creation of a trusted community of knowledge exchange to encourage the interactive sharing of knowledge and best practices between participants. • The organisation of Open Innovations Days (one per LL) that will take place in the LL cities of the project, to showcase their solutions and LLs configuration, and promote the project among local and European interested stakeholders. The organisation of a conference that will be organised to present the final outcomes and findings of the project and to prepare the ground for further developments and exploitation. This event will include hands-on training workshops and labs on the features and use of the URBANE Innovation Transferability Platform and Data-driven Impact Assessment Radar. This will provide the URBANE stakeholders the opportunity for hands-on	Chapters 3.1 and 3.2	Chapter 3.1 describes the Open Innovation Days. Chapter 3.2 describes major events and the final project event, showing how URBANE delivered capacity building, hands-on exchange and training opportunities.

1.2 Deliverable Overview and Report Structure

The purpose of the deliverable is to keep track and report on most relevant actions implemented within the project lifetime to disseminate knowledge and learnings from the project at EU level, including efforts to engage and cooperate with third parties and organisations. The deliverable highlights also a living repository for policymakers, city planners and any other stakeholders to read and get inspired by URBANE work after the end of the project, and potentially replicate any measures in a near future.

This document provides dissemination efforts undertaken between September 2022 and February 2026, and it is structured as follows.

Section 2 provides a quick overview of the main messages used to introduce URBANE to external stakeholders. It also provides details on URBANE media channels used to spread information and updated during the project's lifetime, such as the project website, LinkedIn, X, and project newsletters. Section 3 focuses on most relevant local and external events, conferences and gatherings attended and organized by URBANE and its partners. A short description, images, URBANE partners involved and main aspects discussed or presented are reported for the most relevant ones. A focus on the URBANE City Platform is also provided. It also presents a summary of synergies between URBANE and other EU-funded projects and EU-wide organisations, and the reason for cooperation. Section 4 sheds light on the challenges and lessons learnt from the dissemination actions, and provides more details about the legacy of the project, such as key deliverables, policy papers, additional documents, brochures and repositories available to policymakers and city representatives. Section 5 makes a comparison between KPI's reported in the GA and those achieved at the end of the project. Section 6 provides conclusions and some final remarks.

2. Project identity and legacy

2.1 A Cohesive Visual Identity

2.1.1 Key Messages

To facilitate the dissemination and communication of URBANE activities and results, the following messages were created to be used by all partners to present the project concisely, from a sentence to two paragraphs. They should be adapted to past tense when used for dissemination purposes after the project's duration.

TABLE 2 - STANDARD MESSAGES USED TO INTRODUCE URBANE TO EXTERNAL STAKEHOLDERS

One-liner	URBANE is a Horizon Europe (2022-2026) project on novel, sustainable, safe, resilient and effective last-mile delivery solutions, combining green automated vehicles and shared space utilisation models.
Two-liner/One paragraph	URBANE is a 3.5-year Horizon Europe (2022-2026) project on novel, sustainable, safe, resilient and effective last-mile delivery solutions, combining green automated vehicles and shared space utilisation models. The project will test innovative solutions in four Lighthouse Living Labs (Helsinki, Bologna, Valladolid and Thessaloniki) as well as two Twinning Living Labs (Barcelona and Karlsruhe) and six early adopter follower cities.
Two paragraphs	URBANE is a 3.5-year Horizon Europe (2022-2026) project on novel, sustainable, safe, resilient and effective last-mile delivery solutions, combining green automated vehicles and shared space utilisation models. The project will test innovative TRL7/8 efficient, replicable and socially acceptable innovative last-mile delivery solutions (Wave 1 solutions) solutions in four Lighthouse Living Labs (Helsinki, Bologna, Valladolid and Thessaloniki). The project is dedicated to upscaling, adapting and replicating its solutions through its two Twinning Living Labs (Barcelona and Karlsruhe) which will implement the Wave 1 solutions, and its six early adopter follower cities. The project's consortium comprises 40 partners and an external partner from 12 different EU Member states, led by INLECOM, a leading digital innovation provider, responsible for the twinning infrastructure and open models' library of the project.

2.1.2 Tools: Leaflets and Banner

The project elaborated a total of two different leaflets during its lifetime. The first one created at the beginning of the project, focused on briefly describing the project and its objectives, and was disseminated at a multitude of events.

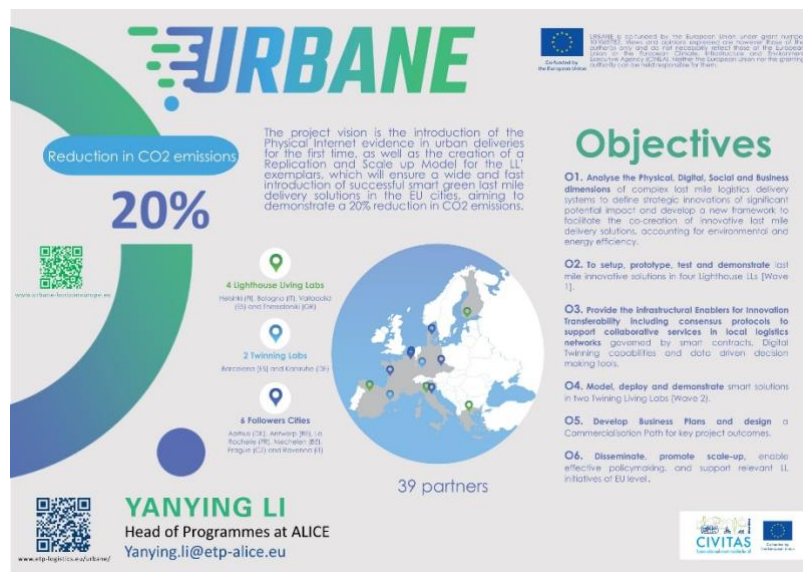


FIGURE 1 - URBANE'S FIRST LEAFLET

This first leaflet was then updated and used as inspiration for the second leaflet, disseminated at URBANE's Final Event. It focused on introducing and highlighting the project's demonstration cities.

2.1.3 Promotional materials

The URBANE flyer outlines the project's objectives, methodologies, and key innovations.



FIGURE 2 - URBANE'S SECOND LEAFLET FRONT



FIGURE 3 - ROLL UP BANNER

The URBANE roll-up banner was particularly relevant for both external and internal events, introducing the project in a visual and impactful way, serving as impactful picture prop.

2.2 Online Presence

URBANE's success also relied on effective communication and dissemination to share innovations, lessons, experiences, and best practices beyond the consortium. URBANE's focus on strategic communication has increased its impact on sustainable urban logistics beyond pilot locations, allowing for scalable innovations and a lasting legacy.

By prioritising strategic communication, URBANE has strengthened its ability to influence the future of sustainable urban mobility beyond its pilot cities, making its innovations scalable and its legacy enduring. The URBANE project has been using different media channels to disseminate information and engage with stakeholders during the whole project implementation: a dedicated project website, LinkedIn, X (formerly Twitter), and bi-yearly newsletters.

2.2.1 Website

The dedicated URBANE website is accessible through this [link](#). Launched in February 2023), it served as the main source of information on the project. It has been created by an external web agency, but designed and maintained by POLIS, who regularly created new content to keep the website active and up to date with the support of project partners for content when needed.



FIGURE 4 - LANDING PAGE OF THE URBANE WEBSITE

The website will remain active for two years beyond the project duration. It is structured as follows:

- **Homepage:** Brief overview of the project, focusing on what the project is about and the demonstration cities as highlights, all in an engaging and visually appealing way.
- **About:** Comprehensive overview of the main aspects of the project. It includes four subpages, namely: What is URBANE?, Challenge and the EU context, Methodology, and The Cluster.

- **Partners:** Overview of the project partners with their logos displayed with link to their websites embedded, opening up in another window. Partners appear organised in different categories, namely: Project coordinator, Last-mile logistics value chain operators, Physical innovation providers, Sector associations and impact strengthening partners, Business innovation consultancies, Research organisations, Innovative ICT solution providers, and City stakeholders and urban planners.
- **Demonstration cities:** Overview of the different demonstration cities of the project, with three subpages for each of the categories: Lighthouse Living Labs, Twinning Living Labs, and Follower Cities.
- **Resources:** Repository containing all public and approved deliverables and reports, the Newsletter library, and the project's intro press release.
- **Transferability Platform:** Overview of the innovation transferability platform, organised at three different levels: Strategic, tactical, and operational.
- **News & Events:** List of news and events related to the project.
- **Contact:** Contact form and main contacts for dissemination and project coordination.

At the bottom of each page and subpage, there is an invitation to subscribe to the project's newsletter.

2.2.2 LinkedIn

LinkedIn has served as the key channel ([link](#)) for professional and institutional communication. It has been used as a networking tool, attracting stakeholders from the urban transportation, policy, research, and innovation sectors. Its primary usage has been to highlight the most important project milestones, promote participation to key events, and provide insights that emphasise URBANE's contribution in influencing sustainable logistics. The content aims to establish credibility with policy makers, industry leaders, and academic partners. Posts frequently include photographs or links to more detailed content (such as reports, event recordings, or articles). The project's LinkedIn page with around 1000 followers, emerged as the most effective social media channel during the project's duration, generating higher engagement and proving to be a vital tool for reaching professional networks and facilitating interactions with stakeholders in the logistics and sustainable transport sectors.

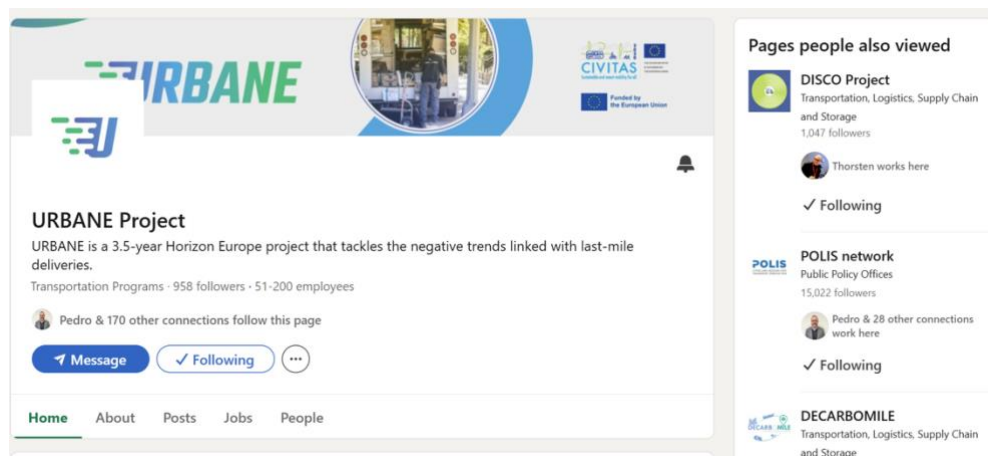


FIGURE 5 - LINKEDIN PROFILE PAGE

2.2.3 X / Twitter

URBANE established an X presence to support its communication objectives and raise awareness about project activities, events, and outcomes, following a short updated and more relaxed tone approach. The account, (@URBANE_Horizon), accessible at this link, was designed to reflect the project's visual identity, strategically utilised influential hashtags (such as #SustainableLogistics, #SmartFreight, #InnovativeSolutions, and more) in the sector. Managed by POLIS, the account showcased the latest project news, updates from meetings, workshops, and demonstration cities, and amplified visibility through retweets of related initiatives, partners, and events.

It is worth noting that the platform lost great relevance and engagement two years ago due to the ever-changing social media landscape and the political context associated with it. To adapt and follow the recommendations given during review meetings, the project decreased its presence on X and focalised on LinkedIn, a currently more relevant platform for project engagement.

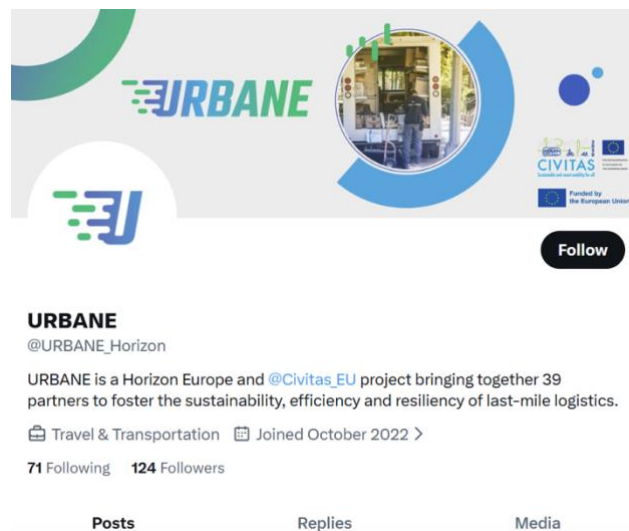


FIGURE 6 - X PROFILE PAGE

2.2.4 YouTube

A dedicated YouTube page was created for the project to share informative videos and recorded events in a visual and engaging way, giving particular spotlight to the demonstration cities actions, who composed the majority of the videos available. The platform included recordings from compelling events and demonstrations from the Living Labs, as well as informative and introductory videos related to the project's objective, mission, and methodology, which were used as dissemination tools during external events (see links below). This platform is of particular relevance when it comes to expanding the impact of the project beyond its duration, to the visual character of the platform.

- Introducing URBANE ([link](#))
- URBANE Overview ([link](#))
- URBANE Blockchain Platform ([link](#))
- URBANE Bologna Living Lab ([link](#))

- URBANE Locker orchestrator by GEL Proximity in Bologna ([link](#))
- URBANE Delivery robot meets tram in Karlsruhe ([link](#))
- URBANE Valladolid Living Lab - Open Innovation Day ([link](#))

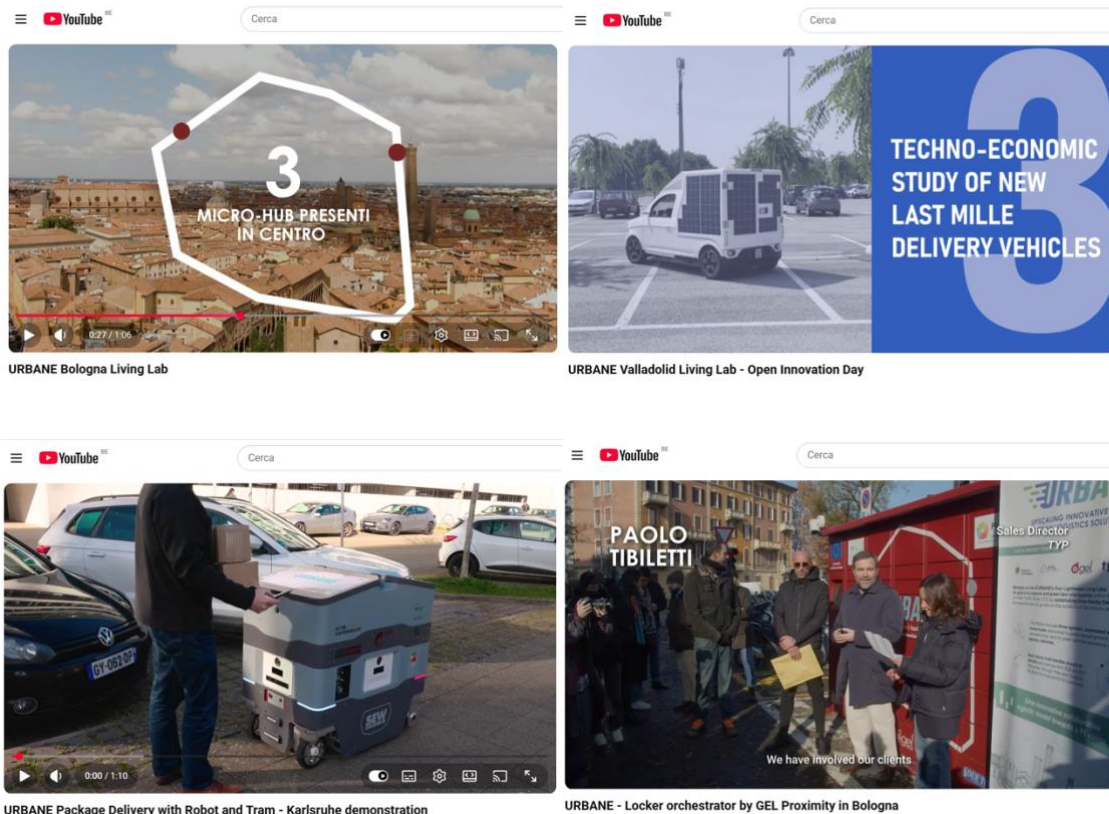


FIGURE 7 - URBANE VIDEO CAPTURES

2.2.5 Project newsletters

POLIS was responsible for creating, managing, sending, and promoting the URBANE electronic newsletters, with the support of project partners for content input. A total of seven newsletters were sent during the project's duration to ensure a regular flow of news to interested stakeholders who signed up using the form available on the website, in April 2023, October 2023, March 2024, April 2024, November 2024, June 2025, and March 2026.

The newsletter provided an overview of the progress of the project and its demonstration cities, significant outputs and opportunities, and relevant milestones and events. The newsletters were sent to subscribers in line with data protection and GDPR (subscribers' data was collected only for the newsletter and during the duration of the project) requirements, as well as in line with the project identity and brand. Project partners were also asked to forward it to their mailing list/contacts and promote it through their channels to increase dissemination and subscriptions.

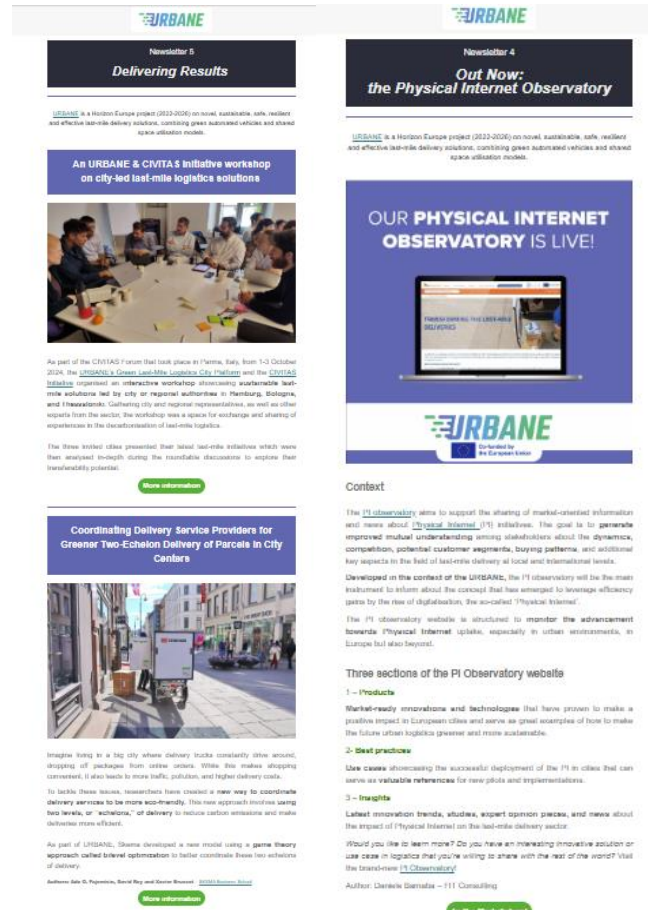


FIGURE 8 - SCREENSHOTS OF NEWSLETTERS

2.2.6 Magazines and interviews

The project also made its appearance in the following magazines:

- **"Cities in Motion"** is the online magazine published twice per year by the POLIS network. It provides insights, analysis, and inspiration about how cities and regions are planning, implementing, and evolving their transport and mobility systems. As a highlight, the article in POLIS' official magazine, Cities in motion, was an interview to Mechelen and Karlsruhe, focusing on how creativity and collaboration can transform everyday delivery challenges into cleaner, smarter, and more connected solutions, and spark a new era in sustainable logistics.
- **Hipec magazine** (October 2023). HiPEAC (High Performance, Edge And Cloud computing) is Europe's premier network dedicated to advancing computing technology and fostering collaboration. Its magazine is a quarterly publication providing the latest news on the activities within the European HiPEAC network, as well as activities on high-performance embedded architectures and compilers at large.



FIGURE 9 - SCREENSHOTS OF THE ARTICLES IN THE TWO MAGAZINES

The URBANE project coordinator Ioanna Fergadiotou (INLECOM) has been interviewed at the Urban Mobility Days in Seville in October 2023. The recording is publicly accessible in the CIVITAS Spotlight of CIVITAS 2024 and published on the YouTube channel of the CIVITAS Initiative.

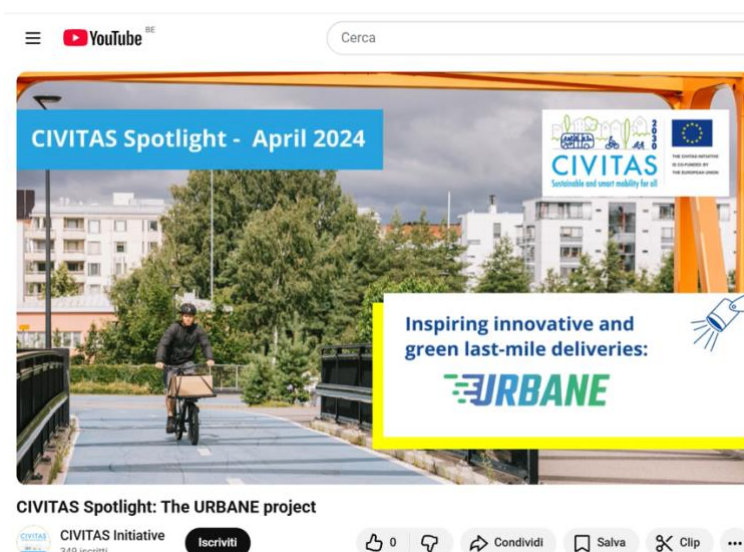


FIGURE 10 - CAPTURE OF THE VIDEO INTERVIEW

Project partners, especially the ones involved in WP6, helped spread the word about URBANE's key results and updates, redirecting followers to the URBANE website, via their well-established online channels, including Via original posts, resharing posts from the project, and engaging with URBANE's original posts.

2.2.7 Showcasing URBANE in the local and national media

The project was featured in several relevant local and national media, with 17 features tracked during the project's duration, showcased in the following channels and with a particular prevalence of Italian media:

- Il Sole 24 Ore
- Polihub.it
- Uomini e Trasporti
- Giornale della Logistica
- Logisticamente.it
- Greenretail.news
- Helsingin Sanomat
- Bologna Today
- Vadoetornoweb
- ETV Rete 7
- Iperbole
- Corriere di Bologna
- Il resto del Carlino
- Ferrutensil.com
- Città Metropolitana Newsletter
- COBO website

2.2.8 Academic articles and journals

The WP6 team meticulously tracked all publications to ensure that they appropriately acknowledged the project and the funding authority and were made openly accessible when possible. The project was showcased in diverse local media, academic articles, and magazines, ensuring a robust international presence in relevant media.

The project was showcased in 15 scientific articles in academic journals, conference proceedings, poster, namely:

TABLE 3 - LIST OF ACADEMIC ARTICLES PUBLISHED

Date	Type of periodical / series	Type of publication	Title of article	Authors
15/06/2023	IPIC 2023	Conference proceedings	Digital Twinning platforms as an enabler for the ex-ante evaluation of PI-inspired interventions to last-mile logistics networks	Dimitrios Rizopoulos, Harris Niavis, Maria Kampa, Aristeia M. Zafeiropoulou, Rod Franklin, Antonis Mygiakis, Anastasios Kakouris, Andreas Alexopoulos and Ioanna Fergadiotou
15/06/2023	IPIC 2023	Conference proceedings	The Urban Cloud: Linking city services, cloud computing, and the Physical Internet to achieve smart city objectives	Rod Franklin, Ioanna Fergadiotou, Maria Kampa, Dimitris Rizopoulos, Lorant Tavasszy
15/06/2023	IPIC 2023	Conference proceedings	Physical Internet-driven last mile delivery: Performance requirements across people, process, and technology	Yasanur Kayikci, Kostas Zavitsas, Rod Franklin and Merve Cebeci
5/12/2023	18th Social Simulation Conference (SSC 2023)	Conference proceedings	A Guide to Re-Implementing Agent-based Models: Experiences from the HUMAT Model	Önder Gürcan, Timo Szczepanska and Patrycja Antosz
23/8/2024	European Transport Research Review	Peer-reviewed scientific journal article	Towards Greener City Logistics: An Application of Agile Routing Algorithms to Optimize the Distribution of Micro-hubs in Barcelona	Cristian Castillo, Javier Panadero, Eduard J. Alvarez-Palau, and Angel A. Juan
4-6/9/2024	CSUM2024	Conference proceedings	The URBANE Innovation Transferability Platform: Learnings for decarbonising Last-Mile Delivery networks	Rod Franklin, Ioanna Fergadiotou, Maria Kampa, Harris Niavis, Thanos Karydis, Patrycja Antosz, Önder Gürcan, Xavier Brusset, Ade Fajemisin, Aristeia Zafeiropoulou ⁵ , George Misiakoulis, Georgia Ayfantopoulou, Zisis Maleas, Dimos Touloumidis, Merve Seher Cebeci, Timo Szczepanska, Michiel de Bok, Rodrigo Tapia and Lóri Tavasszy
	The 3rd International	Conference proceedings	LLM-Augmented Agent-Based Modelling for Social	Önder Gürcan

Date	Type of periodical / series	Type of publication	Title of article	Authors
	Conference on Hybrid Human-Artificial Intelligence (HHAi 2024)		Simulations: Challenges and Opportunities	
9/7/2024	Unpublished in a scientific journal	Working Paper	Coordinating Delivery Service Providers for Greener Two-Echelon Vehicle Routing via Bilevel Optimization: Exact and Data-driven Methods	Ade O. Fajemisin, David Rey, Xavier Brusset
17/4/2024	Transport Research Arena (TRA) 2024	Conference proceedings	Decarbonising last mile logistics	Manon Levrey, Amalia Ntemou, Akrivi Kiouisi, Ioanna Fergadiotou, Maria Kampa
5/11/2024	2024 Smart Systems Integration Conference and Exhibition (SSI)	Conference proceedings	Vehicle detection, classification and tracking in urban environments using computer vision	Jorge Velasco; Marta Ingelmo; Javier Romo
5/1/2025	TRB 2025	Poster presentation	MASS-GT:an empirical model for the simulation of freight policies	Michiel de Bok, Sebastiaan Thoen, Larissa Eggers, Ioanna Kourouniotti, Lóránt Tavasszy
17/2/2025	INUF Conference 2025	Conference proceedings	Shared facilities for consolidation of loads and deliveries for last mile urban logistics	Marisa Meta (FIT), Paola Cossu (FIT), Alice Benini (ITL) and Maleas Zisis (CERTH)
18-21/05/2025	TRA 2026	Conference proceedings	Demand-Driven Models for Urban Freight: Comparing Single-Operator and Multi-Stakeholder Logistics Planning	Marisa Meta, Fabio Cartolano, Georgia Ayfantopoulou, Zisis Maleas, Lorenzo Cello and Francesco Paolo Nanni Costa
1/3/2024	Research in Transportation Business & Management	Peer-reviewed scientific journal article	Tackling Urban Freight Distribution: A Public–Private Perspective	Cristian Castillo, Marta Viu-Roig, Marc Nicolàs, and Eduard J. Alvarez-Palau

3. Dissemination at local and European events

3.1 Local events showcasing URBANE's demonstrations

Local events showcasing URBANE's EU-funded project demonstrations were designed to bring innovation closer to the community by turning research and pilot activities into tangible, real-world experiences. These events typically provide an opportunity for citizens, local authorities, industry partners, and other stakeholders to see firsthand how URBANE's solutions are being implemented, tested, and refined within urban environments.

Through live demonstrations, guided site visits, and interactive presentations, attendees can explore how URBANE-lead initiatives contribute to sustainable urban development, smart city transitions, and improved quality of life. Open days fostered direct dialogue between project teams and the public, creating space for questions, feedback, and knowledge exchange. By making technical advancements accessible and transparent, these events strengthened local engagement, encourage replication of successful approaches in other regions, and highlight the broader European value of collaborative innovation.

The project team provided wide visibility through project media channels to such initiatives, briefly summarised below.

3.1.1 Bologna Open Day

On 12 December 2024, the Open Innovation Day of the Bologna Living Lab took place, showcasing the sustainable and collaborative logistics solution developed within the URBANE project. During the first part of the event, the project and its contribution to European decarbonisation policies were presented. This was followed by testimonials from each participant in the pilot project, who explained their roles and shared their experiences. In the second part, logistics operators demonstrated the functioning of the lockers and the package deposit and retrieval process at the hub. Finally, participants were invited to contribute their perspectives on the trailed solution.



FIGURE 11 - PARTICIPANTS AT THE OPEN DAY IN BOLOGNA

3.1.2 Helsinki Open Day

On 28 May 2024, Forum Virium Helsinki organised an open day to launch their third piloting sprint they are undertaking as part of URBANE and in collaboration with EU-funded sister project DISCO. During the Open Day, FVH opened the doors of the micro-hub to the residents and other stakeholders in the city of Helsinki. As a neutral facilitator, FVH invited URBANE and DISCO partners – LMAD, DB Schenker and A2B – as well as external stakeholders involved in the project including DHL Express – to briefly present their upcoming operations for the pilot.



FIGURE 12 - THE VEHICLES TESTED IN THE HELSINKI LL

3.1.3 Karlsruhe Open Day

A key milestone was reached on 6 March 2025 with a successful demonstration at the Philipp-Reis-Straße tram stop. The demonstration served as a real-world testing environment where new delivery concepts, such as the integration of autonomous delivery robots and public transport infrastructure, can be trialled under everyday conditions. The test explored how parcels could be transported using a standard tram combined with an autonomous delivery robot, offering a flexible and eco-friendly alternative for last-mile logistics. To complement the technical trials, the Karlsruhe team also conducted a comprehensive public survey to capture citizen and stakeholder opinions on autonomous parcel delivery.



FIGURE 13 - THE VEHICLE TESTED IN THE KARLSRUHE LL

3.1.4 Valladolid Open Day

On 18 September 2025, CIDAUT and the Valladolid City Council hosted a stimulating open innovation event aimed at presenting the progress and outcomes of URBANE, which positions Valladolid as a Lighthouse Living Laboratory. The initiative was organised within the framework of European Mobility Week. Throughout the event, participants had the opportunity to experience and test innovative electric logistics vehicles powered in part by photovoltaic energy. The prototypes showcased – designed by IFEVS – were the same units deployed during the project, which demonstrated an enhanced driving range of up to 10 kilometres thanks to the integration of solar panels.



FIGURE 14 - PARTICIPANTS AT THE OPEN DAY IN BOLOGNA

3.1.5 Thessaloniki Open Day

Thessaloniki's Living Lab held an Open Day on 2/7/2025, together with the City Minds Summer School, hosted by Centre for Research & Technology Hellas (CERTH) and Hellenic Institute of Transport. During this event, the local team engaged with citizens, international students, logistics experts, and key stakeholders from Thessaloniki's local ecosystem, the project team introduced to the participants major highlights from the local demonstrations, such as the implementation of a hub & spoke delivery business

model integrated with last-mile delivery as a service-enabling tool, realized together with ACS Courier as last-mile & Infrastructure operator.



FIGURE 15 - PARTICIPANTS AT THE OPEN DAY IN THESSALONIKI

3.2 Meetings, events and conferences

3.2.1 European and international conferences and events

During the four years of the project, URBANE and its partners have participated as speakers, moderators or organisers at 57 international and local events (both in-person and online) and EU-focused public conferences and fairs, reaching a large audience across Europe and beyond. This has ensured a high visibility of the project and its partners, and a wide dissemination of its overall approach, results and learnings.

The following table summarises all in-person and online events where URBANE and at least one of its partners had an active role (presenting, moderating, organising). A short introduction on most relevant events and conferences with a large EU reach is also provided, listed in chronological order – from the oldest to the most recent ones.

TABLE 4 - LIST OF EVENTS, MEETINGS AND INTERNATIONAL CONFERENCES ATTENDED

Month	Event	Location	Project contribution	Partners
M3	Helsinki's City Logistics Forum	Helsinki	Speaker	Forum Virium
M5	GREEN-LOG Kick-off meeting	Online	Speaker	INLECOM
M7	International Women's day:	Online	Speaker	ALICE
M8	Salon del Automovil Hybrid y Electrico (hybrid and Electric Car Exhibition, SAHE)	Valladolid	Speaker	CIDAUT
M9	Transport Logistics exhibition	Munich	Stand	ALICE

Month	Event	Location	Project contribution	Partners
M10	IPIC 2023	Athens	Speaker, stand	INLECOM, CERTH, SKEMA, ALICE, VLTN, ACS, POLIS
M13	Urban Logistics Innovation Day – LEAD final event	Brussels	Speaker	INLECOM, ALICE, POLIS
M13	Lleida Tech	Barcelona	Speaker	UOC
M14	Urban Mobility Days 2023	Sevilla	Stand	INLECOM, POLIS
M15	Tomorrow Mobility World Congress	Barcelona	Speaker	INLECOM, EIT UM
M15	ULaaDS final event	Barcelona	Speaker	INLECOM
M15	SPOTLOG 2nd exchange of experience event	Rimini	Speaker	ITL
M16	POLIS – ALICE Urban Logistics Webinar Series 2023 #3: Logistics for Urban Construction Sites	Online	Speaker	POLIS, ALICE
M16	ALICE General Assembly	Brussels	Speaker, Stand	INLECOM, ALICE, FIT
M16	BOOSTLOG project final event	Brussels	Speaker	INLECOM, ALICE, FIT
M19	POLIS – ALICE Greening Urban Freight Webinar Series 2024 #1: Physical Internet Led Urban Logistics	Online	Speaker	POLIS, ALICE, ITL
M20	Smart Systems Integration Conference 2024	Warsaw	Speaker	CIDAUT
M20	Transport Research Arena (TRA)	Dublin	Speaker	INLECOM, UOC, POLIS, ALICE
M22	International Sustainability Transitions Conference	Oslo	Speaker	NORCE
	Autonomy World Mobility Expo	Paris	Speaker	POLIS, ALICE, La Rochelle, Forum Virium
M22	Meetech Spain 2024	Madrid	Speaker	CIDAUT
M25	Conference on Sustainable Mobility (CSuM)	Karditsa	Speaker	CERTH, POLIS

Month	Event	Location	Project contribution	Partners
M25	“Logistica ultimo miglio” conference	Bologna	Speaker	COBO, ITL
M26	CIVITAS Forum	Parma	Speaker, exhibitor	ALICE, POLIS, ITL, INLECOM, CIDAUT, EIT UM
M26	First Institutional Dialogue of the Green Living Areas Mission	Brussels	Speaker	COBO
M27	Urbanism Next Europe	Amsterdam	Speaker	POLIS, INLECOM
M27	Smart Mobility Expo / Tomorrow Mobility	Barcelona	Speaker	COBO
M28	ALICE Logistics Innovation Summit	Brussels	Exhibitor	ALICE, POLIS
M29	POLIS Conference 2024	Karlsruhe	Organiser, speaker	POLIS, COBO, Karlsruhe
M30	"MEDCITIES working group on sustainable urban mobility (2024): Driving Sustainable Mobility: Planning for Greener Urban Freight Logistics and last-Mile Delivery solutions"	Online	Speaker	COBO
M31	3rd Workshop of GRETA Permanent WG: Sustainable and innovative transport solution for last-mile deliveries in urban centers	Online	Speaker	ITL, CIDAUT
M31	Rebel Lunch & Learn seminar	Online	Speaker	FIT
M31	Civitas Champion City, study visit in Bruges	Bruges	Speaker	COBO
M32	X Jornadas de Investigadoras de Castilla y Leon (10th regional Conference of Women's Researchers)	Valladolid	Speaker	CIDAUT
M32	Salon del Automovil Hybrid y Electrico (hybrid and Electric Car Exhibition, SAHE)	Valladolid	Speaker	CIDAUT
M32	10th I-NUF conference	Los Angeles	Speaker	FIT
M33	POLIS-ALICE webinar series: “Integration of Passenger and Freight Transport”	Online	Speaker, Organiser	POLIS, ALICE, Karlsruhe

Month	Event	Location	Project contribution	Partners
M33	ITS Europe	Seville	Speaker	
M33	Terrassa Tech	Terrassa (Spain)	Speaker	UOC
M34	Transport Logistics	Munich	Exhibitor	ALICE
M34	Navigating the Last Mile: Innovation in Zero Emissions Urban Freight” workshop	Brussels		POLIS, ALICE,
M34	Workshop on urban freight distribution, Sustainable Mobility Division in the Barcelona Metropolitan Area	Barcelona	Speaker, Organiser	AMB, POLIS
M34	"Ausgeschlachtet" Open House Day: Alter Schlachthof - Presentation of Robot + survey	Karlsruhe	Speaker, Organiser	AENET, Karlsruhe, EUDRIVE
M35	Sustainable Last Mile Deliveries in Urban Environments: Challenges and Opportunities	Riga	Speaker	FVH
M35	Hausmesse Stadt Karlsruhe	Karlsruhe	Speaker	AENET, Karlsruhe
M36	NUFAM Nutzfahrzeugmesse Karlsruhe	Karlsruhe	Exhibitor	AENEC
M37	Urban Mobility Days 2025	Vilnius	Exhibitor	POLIS, FIT, INLECOM, EIT UM
M37	European Mobility Week – local event	Bologna	Exhibitor	COBO
M38	International workshop “Towards Standards for the Physical Internet: Building the Foundations for Global Interoperability”	Brussels	Speaker, Organiser	ALICE, POLIS, FIT, KLU, ITL, INLE
M38	ALICE Logistics Innovation Summit	Brussels	Exhibitor	POLIS, ALICE
M38	Workshop: BiciHub el Clot	Barcelona	Speaker	UOC, AMB
M39	Smart City Expo / Tomorrow Mobility	Barcelona	Speaker	ALICE
M39	Low Emission Zone in Valladolid: Current state and future of urban mobility	Valladolid	Speaker	CIDAUT, Valladolid

Month	Event	Location	Project contribution	Partners
M39	POLIS Annual Conference	Utrecht	Speaker	POLIS, ALICE, ITL, FIT
M42	RTR Conference 2025	Brussels	Speaker	INLECOM
M42	ALICE Brokerage event	Brussels	Exhibitor	POLIS, ALICE, ITL, FIT
M42	Meeting of the POLIS Working Group on Urban Freight (restricted) – focus on Valladolid LL	Online	Speaker, Organiser	CIDAUT, POLIS

3.2.2 Focus on key events and major highlights

URBANE was presented by the project coordinator Ioanna Fergadiotou (INLECOM) at the Urbanism Next Europe conference in Amsterdam during the session “*The Last Mile Challenge: Innovating Urban Freight Deliveries*”. Other speakers included Paola Astegiano (FIT Consulting, representing DISCO project), Joris Beckers (University of Antwerp, representing GREEN-LOG project) and Sergio Fernandez Balaguer (EMT Madrid, representing UNCHAIN project). The session was facilitated by Raffaele Vergnani, POLIS network.



FIGURE 16 - SPEAKERS AT THE URBANISM NEXT EUROPE

URBANE was presented by Luca Bellinato (Municipality of Bologna) at the workshop organised by the Metropolitan Authority of Barcelona (AMB) on



FIGURE 17 - SPEAKERS AT THE WORKSHOP ORGANISED BY AMB IN BARCELONA

URBANE was presented during the session titled “*What’s good for goods: managing the last mile*”, at Autonomy Mobility World Expo in Paris. More specifically, Satu Reijonen (Forul Virium Helsinki) and David Robin (La Rochelle) shared more about some of the most promising solutions towards greener city logistics and the preconditions for successful partnerships between cities and logistics operators. Claire Baritaud (La Poste) and Hans Schurmans (Prroxiimus) joined the debate, facilitated by Raffaele Vergnani (POLIS). Some of the key takeaways highlighted the need to integrate freight transport and logistics concepts into plans in different domains, and to focus on economically viable business models able to bring added value and go beyond testing phase.



FIGURE 18 - SPEAKERS OF THE SESSION AT AUTONOMY MOBILITY WORLD EXPO

URBANE was featured in dedicated booths – alone or with other cluster EU-funded projects – at several European conferences, fairs or events, such as the IPIC, Urban mobility Days, the CIVITAS Forum, the Transport Research Arena (TRA), the ALICE Brokerage event and Innovation Summit.



FIGURE 19 - URBANE PARTNERS AT THE IPIC CONFERENCE 2023

At the Smart City Expo 2025, Yanying Li from ALICE contributed to the session “*Smarter logistics: micro hubs& data-driven delivery*”, highlighting how real-time data, micro-hubs and the emerging Physical Internet can improve last-mile efficiency, reduce emissions and enable multimodal operations. The discussion underlined the need for stronger data collection, stakeholder collaboration and standardisation. Other speakers on stage were Enrique Sánchez Hernández (Standtrack), Sergio Fernández Balaguer (EMT Madrid), Raitis S. from the Latvian Postal Services, Martine Vazquez (Métropole du Grand Paris). The session was facilitated by Wiebke Mueller (EIT Urban Mobility).



FIGURE 20 - SPEAKERS ON STAGE AT THE SMART CITY EXPO SESSION

Together with DECARBOMILE and GREEN-LOG — URBANE co-organised the Special Interest Session (SIS) 22 titled “*Collaborative Solutions for Sustainable Last-Mile Logistics*” on 20 May at the ITS Europe Conference in Sevilla. This interactive session explored key challenges faced by cities, courier companies, and other logistics stakeholders — and showcased how innovative last-mile delivery solutions are helping to address them. URBANE was represented by Satu Reijonen (Forum Virium Helsinki). Carmen Estevez (Redbici, representing Decarbomile) and Babis Magoutas (Frontier Innovation, representing GREEN-LOG) joined the session.



FIGURE 21 - SPEAKERS ON STAGE AT THE ITS EUROPE SESSION

URBANE was presented at the RTR Conference 2026 (10 February) in Brussels by the project coordinator Ioanna Fergadiotou (INLECOM). She was joined on stage for the session titled “*New delivery methods and business/operating models to green the last mile*” by Pauline Buosi (Interface Transport, representing DECARBOMILE) and Amalia Ntemou (INTRASOFT, representing GREEN-LOG). The session was moderated by Isabelle Vandoorne (DG MOVE) and Yanying Li (ALICE).

URBANE was featured in dedicated booths – alone or with other cluster EU-funded projects – at several European conferences, fairs or events, such as the IPIC, Urban mobility Days, the CIVITAS Forum, the Transport Research Arena (TRA), the ALICE Brokerage event and Innovation Summit.



FIGURE 22 - URBANE PARTNERS AT THE IPIC CONFERENCE 2023



FIGURE 23 - URBANE PARTNERS AT THE URBAN MOBILITY DAYS 2025 IN VILNIUS



FIGURE 24 - SPEAKERS AND MODERATORS AT THE RTR 2026 CONFERENCE SESSION

Final event / Urban Logistics Innovation Day

The third edition of the Urban Logistics Innovation Day addressed these challenges and explore solutions shaping the future of urban freight. This year's event took place in Barcelona on Thursday 6 November 2025, hosted by Area Metropolitana de Barcelona (AMB) and co-organised by POLIS, ETP-ALICE, INLECOM and EIT Urban Mobility. The event takes place back-to-back with the Smart City Expo / Tomorrow Mobility (4–6 November), also in Barcelona.

The Final Event of URBANE, held alongside the Urban Logistics Innovation Day in Barcelona, brought together more than 70 city authorities, logistics providers, researchers, and technology innovators to explore how Europe can accelerate the transition towards cleaner, smarter, and more collaborative last-mile delivery. The event offered a rich programme of breakout sessions, keynote speeches, and panel discussions, providing valuable opportunities for knowledge exchange and collaboration.

A central theme running throughout the day was the shift from siloed operations to integrated, data-driven ecosystems. URBANE presented compelling results from its Living Labs, demonstrating how a blend of physical interventions (from parcel lockers to autonomous delivery robots) and advanced digital tools can cut emissions, reduce distances travelled, and increase public acceptance. Particularly highlighted were URBANE's digital tools, capable of simulating locker placement, routing strategies, and operational scenarios without the need for costly, real-world pilots.

The event also showcased the rise of Logistics-as-a-Service (LaaS), with the GREEN-LOG project demonstrating how smart marketplaces and dynamic pricing can nudge citizens towards more sustainable delivery options. Evidence from Mechelen and Ghent shows that people are willing to wait longer if the environmental and cost benefits are clear, a notable challenge to the culture of instant delivery.

Panels and breakout sessions underscored the importance of trust, governance, and shared data. Cities such as La Rochelle, Braga, and Mechelen emphasised the need for open standards, particularly for parcel lockers, and for governance models that align public goals with private-sector efficiency. The Data Space

and tools presented by Urban Radar illustrated how cities can finally gain the granular data they need to manage curb space, plan micro-hubs, and anticipate logistics demand.

Cycle logistics also took centre stage, with pilots from Barcelona and Logroño showing that cargo bikes, supported by RFID technologies and well-placed lockers, can make last-mile operations cleaner and faster, especially in dense historic centres.

The final policy panel brought the message home: scaling innovation requires political will, regulatory clarity, and business models that work for both large carriers and smaller operators. From smart contracts to national standards for locker networks, the next phase of Europe's urban logistics transformation will hinge on wide-scale adoption of the solutions showcased in Barcelona.

A communication campaign has been carried out during the weeks prior to the meeting on the project social media channels, highlighting invited speakers and more details of each session on dedicated and regular posts. Ad-hoc visual elements have been elaborated, such as the examples below:



FIGURE 25 - CANVA TEMPLATES ELABORATED FOR EACH SESSION



FIGURE 26 - SOME MOMENTS DURING THE TWO-DAYS FINAL EVENT



3.2.3 Dissemination synergies with other EU-funded projects

The Sustainable Last-Mile Logistics Cluster

The Sustainable Last-Mile Logistics Cluster has been an initiative between three co-funded Horizon Europe projects, GREEN-LOG, DECARBOMILE and URBANE, focusing on the take-up and upscale of innovative, safe and sustainable last-mile delivery solutions. The cluster also aims to facilitate lessons learning and sharing at the European level, notable through the CIVITAS Initiative. With the goal of improving urban space use, air quality, noise and safety and the overall liveability of cities, our three projects are exploring innovative solutions, tools and instruments such as:

- clean vehicles and modes,
- dynamic e-routing,
- load policies,
- lockers and micro-consolidation centres,
- optimised delivery technologies and processes including improved tracking, logistics-as-a-service, delivery robots, multimodal deliveries and AI and CCAM solutions.

Regular online meetings have been held between the dissemination leaders of the three respective projects. They helped to materialise common synergies and joint dissemination activities, such as:

- Rebel Lunch & Learn seminar, organised by Halmstad University on 21 January 2025. The seminar explored how to assess social impact—such as changes in quality of life, awareness, and acceptance—related to implementing green logistics solutions in Living Labs. It highlighted the use of qualitative methods and fosters an engaging discussion. Moderated by Prof. Vaike Fors from the Halmstad University, the seminar brought in a panel the invited speakers from the three projects, including Marisa Meta (FIT Consulting) representing URBANE.
- Joint publication of an article exploring the future of microhubs in last-mile logistics on the EIT Urban Mobility website. It highlights best practices from three Horizon Europe projects, including a focus on the three microhub lockers around the perimeter of previously established Nearby Delivery Areas in Bologna. Full article accessible [here](#).
- The organisation of the Special Interest Session (SIS) 22 titled “Collaborative Solutions for Sustainable Last-Mile Logistics” on 20 May 2025 at the ITS Europe Conference in Sevilla, previously described.

The following table lists all the EU-funded projects that have engaged or collaborated with URBANE.

TABLE 5 - LIST OF EU-FUNDED PROJECTS WITH WHICH COMMON DISSEMINATION ACTIVITIES HAVE BEEN ORGANISED

Project / initiative	Collaboration / Synergy scope
CIVITAS	CIVITAS Demonstration project, part of the CIVITAS Urban Freight Cluster
DISCO	Organised session at TRA and collaboration within joint POLIS-ALICE webinars

Project / initiative	Collaboration / Synergy scope
DECARBOMILE	Part of the Sustainable Last Mile Cluster, TRA and RTR sessions, shared booths at EU conferences
GREEN-LOG	Part of the Sustainable Last Mile Cluster TRA and RTR sessions, shared booths at EU conferences
UNCHAIN	Organised session at TRA
SENATOR	Urban Logistics Innovation Day and TRA session
IKIGAI	Workshop on Standardisation and Physical Internet
SOLUTIONS+	E-course
ULTIMO	Collaboration within joint POLIS-ALICE webinars
DELPHI	Collaboration within joint POLIS-ALICE webinars
SHIFT2ZERO	Collaboration within joint POLIS-ALICE webinars
LEAD	Organised joint invited session at TRA 2022, common session at the RTR Conference 2024, Urban Logistics Innovation Day in 2023.
ACUMEN	Collaboration within joint POLIS-ALICE webinars
GRETA	Collaboration within joint POLIS-ALICE webinars

CIVITAS Initiative

URBANE and the CIVITAS Initiative have established a dynamic partnership aimed at advance sustainable urban mobility across Europe. As a CIVITAS demonstrator project, URBANE benefitted from the initiative's extensive network and resources, facilitating the development and implementation of innovative mobility solutions. Key aspects of the URBANE and CIVITAS collaboration were:

1. **Integration into CIVITAS Framework:** URBANE has been officially recognised as a CIVITAS demonstrator project, aligning its objectives with CIVITAS's mission to promote cleaner and more efficient urban transport systems. This integration allows URBANE to contribute to and benefit from the collective knowledge and best practices within the CIVITAS community.
2. **Participation in CIVITAS Fora:** URBANE actively engaged in CIVITAS events, such as the CIVITAS Forum 2024 in Parma and online meetings, where project representatives presented their methodologies and ambitions. These fora provided platforms for knowledge exchange and collaboration with other cities and stakeholders committed to sustainable mobility.
3. **Cluster Collaboration:** URBANE participated in CIVITAS clusters, such as the Urban Freight Cluster, alongside projects like GREEN-LOG, DECARBOMILE, DISCO, UNCHAIN, and others. The clusters fostered collaboration on shared challenges and facilitate the development of cohesive strategies for urban mobility planning and implementation.

3.3 The URBANE City Platform

3.3.1 Main objectives

In December 2023, the URBANE City Platform was launched. The overarching goal was to connect local authorities together to enable peer-to-peer exchanges, share best practices and solutions, and offer capacity building and learning opportunities on topics related to the decarbonisation of urban freight.

The members of the City Platform include professionals working on urban logistics in the local authorities of Arad, Akershus county, Brussels, Getafe, Graz, Emilia-Romagna region, Hamburg, Istanbul, Leuven, Madrid, Milano, Piano di Sorrento, Sarajevo, Stockholm, Vitoria-Gasteiz, that joined on a voluntary base, invited by POLIS.

The discussion topics encompass various digital solutions such as digital twins, PI-inspired last-mile logistics, challenges linked to data collection and governance. In addition, governance and planning processes has been explored, including partnerships for micro-hub management, implementation strategies for Sustainable Urban Logistic Plans (SULP), best practices for low emission vehicles, and managing freight deliveries within Urban Vehicle Access Regulations (UVARs).

The kick-off meeting was held on 11 December 2023 online, allowing recruited to members to get to know each other and for the project team to highlight the scope of the City Platform.

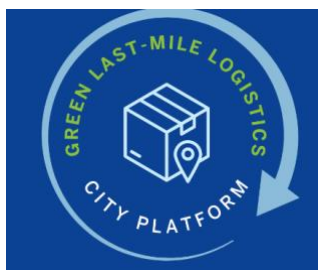


FIGURE 27 - LOGO OF THE URBANE CITY PLATFORM

3.3.2 Online workshop, focus on Madrid

A webinar has been held on 22 April 2024 featuring what the City of Madrid has been doing in the last years to make urban logistics greener and more efficient. More specifically, the representative from the Madrid City Council presented its Madrid 360 Strategy and how sustainable urban goods distribution—particularly through micro-hubs in the city centre—has helped the city comply with EU Air Quality Directive standards.

The city showcased two operational use cases, Plaza Mayor and Canalejas Mobility Hub, managed by EMT Madrid, highlighting how former parking facilities are being transformed into logistics and mobility hubs through strong public-private collaboration, including the EU-funded LEAD project. Madrid also explained how these micro-hubs operate within its citywide Low Emission Zone framework—enforced through access restrictions and camera controls—while addressing challenges such as data sharing, consumer willingness to pay for sustainable deliveries, and the need to optimize urban space and last-mile efficiency.

An open discussion and debate between City Platform members took place after the presentation.

3.3.3 Side-event of the CIVITAS Forum 2024

As part of the CIVITAS Forum that took place in Parma, Italy, from 1-3 October 2024, the URBANE's Green Last-Mile Logistics City Platform and the CIVITAS Initiative organised an interactive workshop showcasing sustainable last-mile solutions led by city or regional authorities in Hamburg, Bologna, and Thessaloniki. Gathering city and regional representatives, as well as other experts from the sector,

The workshop allowed a peer-to-peer exchange between 42 public authorities and stakeholders European cities and regions that are taking the lead in decarbonising and improving last-mile logistics, and a space for exchange and sharing of experiences in the decarbonisation of last-mile logistics. Representatives from other urban freight related EU-funded projects have been invited to join the conversation, namely from DISCO, UNCHAIN, GREEN-LOG, DECARBOMILE, SENATOR.

More specifically, the session took a closer look at the sustainable and innovative last-mile logistics projects of these cities. The participants will be able to deep dive into the presented solutions and exchange on lessons learnt, look into the first results, provide their own input, and ponder the feasibility of replicating them in their cities. The workshop will connect local public authorities to share best practices, challenges, solutions, and policy recommendations, as well as be a space for learning opportunities and networking.

Discussions were centered around the role of Logistics Service Providers (LSPs) and solutions to enhance collaboration between LSPs and other stakeholders. City representatives shared their different experiences and how in most cases implementing micro-hubs and locker networks has helped improve urban logistics in their territories. The business models of Hamburg's modular logistics hubs which combine logistics services with social support, were talked about.

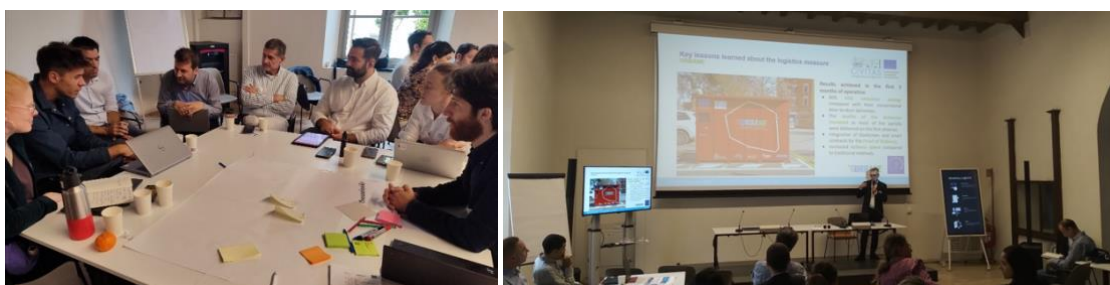


FIGURE 28 - PARTICIPANTS DISCUSSING DURING THE ROUND TABLES

3.3.4 Navigating the last-mile

Jointly organised by POLIS and the Brussels Green Deal for Low Emission Logistics—and supported by ALICE and the URBANE City Platform—the workshop brought together more than 50 representatives from city authorities, logistics providers, and research institutions to explore forward-thinking solutions for sustainable urban freight and discuss how innovation and strong collaboration between the private and public sectors are changing the game for Urban Freight.

The cities of Madrid and Hamburg, as members of the URBANE City Platform, delivered presentations on their approaches to zero-emission logistics, sharing lessons learned and real-world results from ongoing

initiatives. Their insights highlighted the importance of integrating innovation with local policy, infrastructure, and public-private collaboration.

The event served as an opportunity to showcase results and pilot activities from EU-funded projects (such as DISCO, DECARBOMILE, UNCHAIN) and to accelerate the exchange of knowledge and good practices. Through interactive sessions on the first afternoon and second morning, participants had the opportunity to engage directly with experts and peers on the practical challenges of decarbonising urban freight.

The workshop concluded with site visits across Brussels, offering a first-hand look at innovative logistics solutions implemented by members of the Brussels Green Deal.

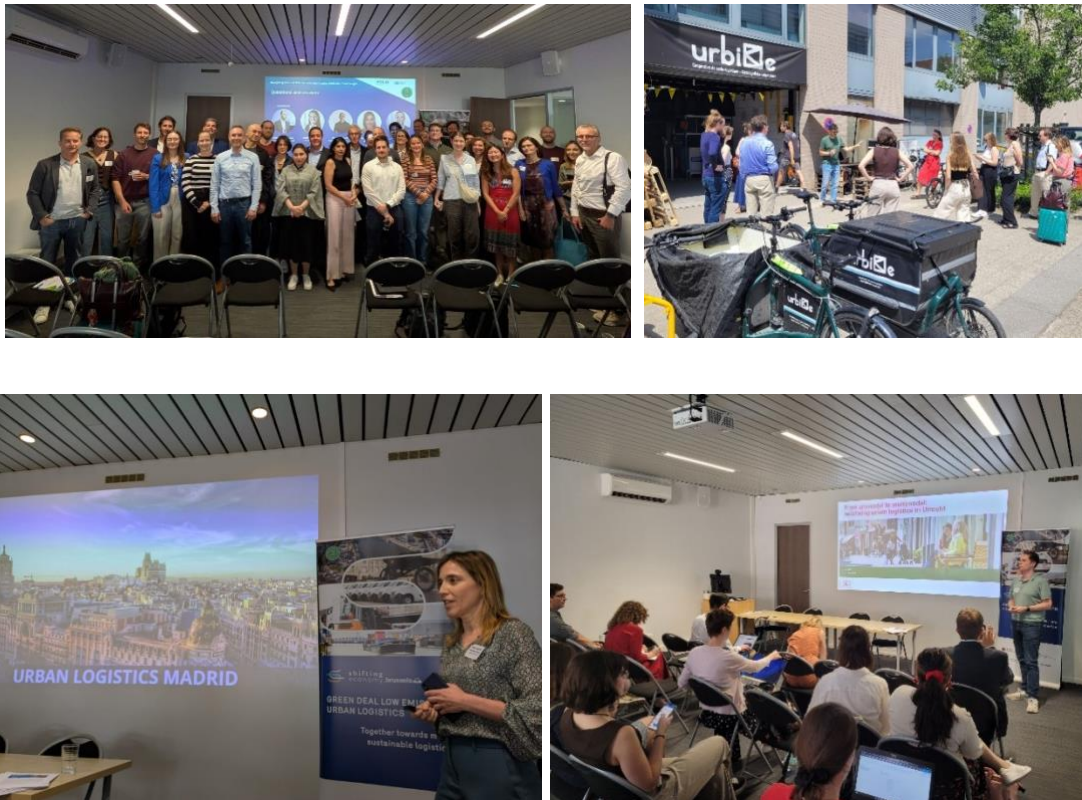


FIGURE 29 - SOME MOMENTS DURING THE PRESENTATIONS AND SITE EVENTS

3.3.5 Beyond project duration

The local authorities that have been part of the City Platform have expressed interest in continuing structured dialogue beyond the project's duration, ensuring that discussions on urban innovation, governance models, and sustainable transitions remain dynamic and solution-oriented. Some of them are taking stock of the exchanges into other ongoing projects, such as Hamburg, Madrid, Mechelen for instance.

Building on the strong foundations created through the URBANE City Platform, the relationships and peer-learning dynamics established among participating cities and stakeholders will continue to generate value beyond the project timeframe. The network organisations within the project, such as POLIS, ALICE, EIT

Urban Mobility, are well positioned to keeping this community engaged by involving peers in future thematic discussions, knowledge-sharing activities, and collaborative exchanges linked to urban innovation and sustainable development.

Through participation in parallel projects, complementary European initiatives, and similar cooperation frameworks, the peers will continue to be invited to contribute their expertise, exchange practices, and explore joint opportunities. This sustained engagement ensures that the momentum, trust, and collaborative spirit developed through URBANE will remain active within a broader and evolving ecosystem of urban stakeholders.

The URBANE community can continue to exchange practices, co-develop pilots, and align strategic priorities.



4. Challenges and Lessons Learned

4.1 Outreach to external stakeholders

One of the primary challenges was addressing the diversity of stakeholder expectations. City authorities were primarily concerned with regulatory compliance, public value, and long-term integration into urban mobility strategies, while private mobility operators and technology providers were more focused on interoperability, scalability, and business viability. Balancing these perspectives required careful framing of the project's objectives and continuous dialogue to ensure that proposed solutions addressed both policy and market realities.

Another significant challenge was stakeholder engagement fatigue, particularly in cities where multiple EU projects were running in parallel. External actors often had limited time and resources to participate in workshops, pilots, and co-creation sessions. In response, the URBANE team refined its engagement approach by consolidating meetings, clearly communicating tangible benefits, and ensuring that stakeholder input visibly influenced platform design and pilot implementation. Demonstrating quick wins through pilot use cases proved especially effective in maintaining interest and credibility. When stakeholders could see how URBANE's data integration and orchestration mechanisms improved operational efficiency or user experience, their commitment deepened.

The involvement of end users and civil society organizations highlighted another lesson: technical innovation alone is insufficient without social acceptance. Outreach activities that incorporated user feedback into service design not only enhanced usability but also reinforced the legitimacy of the project in the eyes of municipal stakeholders. Co-creation workshops and living lab activities became important vehicles for bridging the gap between technological development and real-world needs.

The project succeeded in bringing together municipalities, mobility service providers, digital solution companies, and research bodies into a shared experimentation environment. The experience underscored that structured engagement, transparency in governance, and demonstrable value creation are central to effective outreach in complex EU-funded innovation projects.

Overall, the lessons learned from URBANE confirm that stakeholder engagement is not a marginal communication activity but a core component of innovation deployment. Continuous dialogue, adaptive engagement strategies, and trust-building mechanisms were decisive in transforming initial interest into sustained collaboration and measurable impact.

4.2 Legacy and living repository of the project

The URBANE project has produced a wide range of valuable resources tailored for city planners, policymakers, and urban mobility stakeholders aiming to implement sustainable transport solutions.

The most relevant ones are the **public project deliverables**, which include open-access reports, technical guidelines, pilot demonstration results, among others. In line with EU transparency requirements,

deliverables are made publicly available to support knowledge transfer, scalability, and uptake across European cities and regions. The full list of public deliverables can be found at this link: <https://urbane-horizoneurope.eu/resources/>

Another relevant document is the policy recommendations (part of deliverable D6.4 Policy Package and Adoption Roadmap). All public deliverables will be available on the project website and project's channel in March 2026 upon final approval by the EC.

Under the “Transferability platform” section of the project website, more tools will be openly available:

➔ **Impact Assessment Radar (IAR)**

The Impact Assessment Radar is a tool designed to evaluate a city's readiness for implementing innovative urban logistics solutions, such as micro-consolidation centers with automated lockers. It helps cities understand their capacity in areas like regulations, infrastructure, logistics networks, and stakeholder involvement.

➔ **CitiQore**

CitiQore is an application that builds on the URBANE Digital Twin Platform (DT) and simulates various delivery scenarios, allowing users to test strategies like adding micro hubs or changing delivery vehicles to evaluate their impact on efficiency, costs, and environmental outcomes before real-world implementation. The application integrates models developed during the project to explore operational performance in Living Labs.

➔ **Smart Contracts Generator**

The blockchain system was designed to ensure non-repudiation in the shipment process involving multiple parties by tracking key transfer events. These events include order registration, delivery, warehouse arrival, retrieval from compartments, and delivery to secondary locations, among others. Another core objective of the blockchain system has been to assess the performance of services against predefined service level agreements (SLAs). Users can set rules to monitor missed, delayed, or damaged shipments.

➔ **Physical Internet Observatory**

Developed in the context of the URBANE, supports the advancement of the Physical Internet (PI): an interconnected, efficient physical network of transportation and logistics infrastructure, enabling greater flexibility, scalability, and sustainability for transporting goods. The platform provides expert insights on market trends, regulatory dynamics, and innovative solutions. Here are some of the latest innovations and best practice use cases to land on the observatory, ready to shape the future of urban logistics.

It can be accessed here: <https://marketplace.eiturbanmobility.eu/physical-internet-observatory>

5. Attainment of D&C KPIs

5.1 Overview of Key Performance Indicators

The following key performance indicators (KPIs) were used to guide the dissemination and communication activities and to support the consortium throughout the project in tracking and assessing outreach performance. The KPIs covered areas such as the project website, social media, press coverage, publications, events, and dissemination materials, as presented in the table below. To record and monitor these activities, a dedicated tracking tool was developed and made available to all consortium partners in the URBANE Sharepoint, and regularly updated.

Overperformed, beyond project KPIs

- Number of scientific articles published
- City Platform members
- Reach and attendance of online webinar series
- Participation of URBANE partners to external events and conferences
- Organisation of Open Innovation Days

Well performed, below target

- LinkedIn followers: despite the number of targeted followers (1500) has not been achieved, the LinkedIn channel has reached 959 followers at the end of February 2026. The figures are in line with other EU-funded projects.

Underperformed

- X, due to the changed nature of the algorithm and policy.
- Final event, Budget constraints and limited capacity could not aim to go much beyond that.

N/A

- Report brochure, report policy brief, factsheets cannot be detected by the settings of the project website.

TABLE 6 - D&C KPIS MONITORING

Item	Indicator	End of project target	Status by M42	Means for measurements
Leaflet	Distributed	150	150	Printed leaflets & self-reported distribution
Website	Visits	250/month	9800 total users	Google Analytics
Newsletter	Readers	100	104	Mailchimp subscribers
Newsletter Number	Sent Newsletters	7	7*	Mailchimp campaigns
LinkedIn	Followers	1500	959	LinkedIn data
YouTube	Views	80	85 (8 videos published)	YouTube data
Twitter	Followers	150	131	Twitter data
Factsheets	Downloads	50	N/A	Website analytics
Final event	Attendees	+65	N/A	Signature list
Scientific articles	Published/ Citations	8	15	Dissemination tracker.
Online streaming series	Viewers	200	POLIS – ALICE webinars: attendees +280	Platform data (i.e. Zooms, Teams, etc.).
External events	Attended / presented	100	57 attended /	
Open Innovation Days	Nº events / Attendees	200	4/4 done +100 attendees all 4 events combined	
Roadmap brochure	Downloads	100	N/A	
Report policy brief	Downloads	100	N/A	
City Platform	Members	+15	32 total / 26 cities + stakeholders / 17 non-URBANE	Google registration Form

6. Conclusions

This deliverable provides a final overview of the dissemination and communication activities undertaken throughout the URBANE project, from its inception to its completion. The activities described were carefully selected and implemented to showcase and amplify the project's outputs. They created valuable opportunities to present the innovations developed within the project and to stimulate discussion on a broad range of relevant topics, while consistently maintaining a strong focus on the project's core themes: last-mile delivery, innovative and sustainable urban logistics, and PI-inspired solutions.

Following more than three years and a half of dedicated work and a comprehensive review of the activities carried out, it can be confidently concluded that these efforts were successful. This success can largely be attributed to the strong collaboration among the project partners, which enabled the effective delivery of day-to-day activities such as social media and website updates, as well as the organisation of engaging events.

The dissemination and communication strategy successfully contributed to the overall impact of the project and ensured its continued influence beyond its formal end date. Results have demonstrated that effective outreach is most valuable when it is embedded in a broader ecosystem of collaboration, stakeholder engagement and knowledge transfer. Over the course of the project, URBANE established a coherent project identity, maintained a diversified online presence, produced communication materials, participated in a wide range of events, and engaged cities and stakeholders through the City Platform. At the same time, these dissemination efforts were strengthened by systematic liaison with sister projects, European initiatives, innovation networks and the Advisory Board. This confirms an important lesson for future projects - dissemination gains strategic value when it is connected to cross-project synergies and used as a channel for mutual reinforcement rather than isolated project promotion. In URBANE, this ecosystem approach helped position the project within a broader European landscape of urban logistics innovation and made its results more visible and more comparable to related initiatives.

Further, dissemination in URBANE was not a unidirectional activity, but part of a wider feedback loop in which communication, validation and external learning reinforced one another. This strengthened the project's ability to communicate not only its activities, but also the added value and applicability of its results. The City Platform involved a wider base of external cities and regions, to gather input on local needs, provide capacity building, and support future uptake of project findings, and the wider liaison and clustering activities maximised knowledge transfer and long-term relevance.

Last, URBANE has created a strong basis for post-project legacy because dissemination and liaison were both oriented towards long-term visibility and use of the generated knowledge and its repository of tools available through the project website. URBANE has not only communicated its results, but has embedded them in a wider community of practice capable of carrying them forward.

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