



NEXTLOGIC

Initial Plan for dissemination and exploitation

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1. Executive summary

This deliverable (D6.1) presents the Initial Dissemination, Communication and Exploitation Plan for the NEXTLOGIC project. It establishes the strategic framework to ensure that the project's activities, tools and results are effectively communicated, widely disseminated and progressively prepared for future uptake and exploitation.

The document introduces the initial roadmap for impact acceleration from Task 6.1, integrating dissemination, communication, stakeholder engagement and exploitation activities into a coordinated strategy that supports the project's ambition to accelerate the transition towards climate-neutral urban freight and mobility systems. Rather than treating these dimensions as separate processes, the roadmap promotes a coherent approach in which visibility, knowledge exchange and innovation uptake reinforce each other throughout the project lifecycle.

The plan outlines the main objectives of dissemination and communication and explains how they contribute to the broader goals of NEXTLOGIC. It identifies the project's core messages, target audiences and engagement strategies, as well as the communication channels and tools that will be deployed. These include the project visual identity, the NEXTLOGIC website (www.nextlogic-project.eu) and digital communication channels, press and media engagement, scientific dissemination, participation in conferences and events, and clustering activities with related European initiatives.

The roadmap also describes the mechanisms through which stakeholders will be involved in the project. These include structured engagement activities such as workshops, consultations with cities and logistics stakeholders, collaboration with EU initiatives and networks, and the establishment of the NEXTLOGIC Outreach Group, which will provide strategic feedback and support the dissemination and uptake of project results.

In addition, the deliverable introduces the initial exploitation strategy, outlining how the project's emerging results, tools and solutions will be positioned for further development, replication and long-term use. The strategy identifies preliminary exploitable outcomes and defines the pathways through which project partners will contribute to their future uptake, building the basis for the more detailed exploitation planning that will follow in subsequent deliverables.

Finally, the document presents the monitoring and evaluation framework for dissemination, communication and exploitation activities. This includes key performance indicators (KPIs), monitoring tools and reporting mechanisms that will allow the consortium to track progress, assess outreach and adapt activities when necessary.

By establishing a structured and integrated roadmap for communication, dissemination and exploitation, this deliverable provides the foundation for maximising the visibility, uptake and long-term impact of NEXTLOGIC results during the project and beyond. The roadmap is designed to maximise not only the visibility of NEXTLOGIC, but also the transferability, replication and long-term sustainability of its results across European cities and logistics ecosystems.

Keywords: Dissemination, Communication, Exploitation, Impact acceleration, Stakeholder engagement, Urban logistics innovation, Climate-neutral mobility, Sustainable urban freight, Knowledge transfer, Replication potential, EU collaboration

2. Introduction

2.1 Purpose and scope of the document

The purpose of Deliverable 6.1 is to provide the **initial strategic framework to maximise the impact of the NEXTLOGIC project**. It establishes the baseline roadmap for dissemination, communication, stakeholder engagement and exploitation, ensuring that project results are effectively communicated, disseminated and positioned for future uptake. Developed within Work Package 6 (Task 6.1) and closely connected to Tasks 6.2, 6.3 and 6.4, the plan aligns these activities with the project's objectives and with broader EU priorities related to climate-neutral cities, sustainable urban mobility and zero-emission urban logistics.

2.2 Link with Work Package 6 tasks and objectives

Work Package 6 (Exploitation, Communication and Dissemination) provides the strategic framework to ensure that NEXTLOGIC achieves meaningful impact during the project and beyond. Its scope covers the design and implementation of communication and dissemination activities, the development of exploitation and innovation management strategies, stakeholder engagement and capacity building, as well as the formulation of policy and governance recommendations for sustainable urban logistics.

The objectives of WP6 are to maximise the visibility of the project and its results, facilitate knowledge exchange with the scientific, industry and policy communities, support the exploitation of project outcomes through appropriate intellectual property and innovation management approaches, and engage relevant stakeholders to foster the uptake and replication of NEXTLOGIC solutions in European cities.

This deliverable reflects and integrates activities from the following tasks:

- **Task 6.1 – Impact accelerator, roadmap and growth plan**, which defines the strategic framework for dissemination, exploitation and long-term impact.
- **Task 6.2 – Communication, awareness raising and training**, which ensures the visibility of the project and the effective dissemination of its results to targeted audiences.
- **Task 6.3 – NEXTLOGIC Outreach Group, collaboration with the Cities Mission Platform, and capacity building**, which promotes stakeholder engagement, knowledge exchange and collaboration with relevant initiatives such as the EU Cities Mission Platform.
- **Task 6.4 – Innovation management, IP management and exploitation plans**, which supports the development of exploitation pathways and intellectual property management.

Together, these tasks ensure that communication, dissemination, stakeholder engagement and exploitation activities are implemented in an integrated manner, contributing to the long-term uptake, replication and scalability of NEXTLOGIC solutions beyond the project's lifetime.

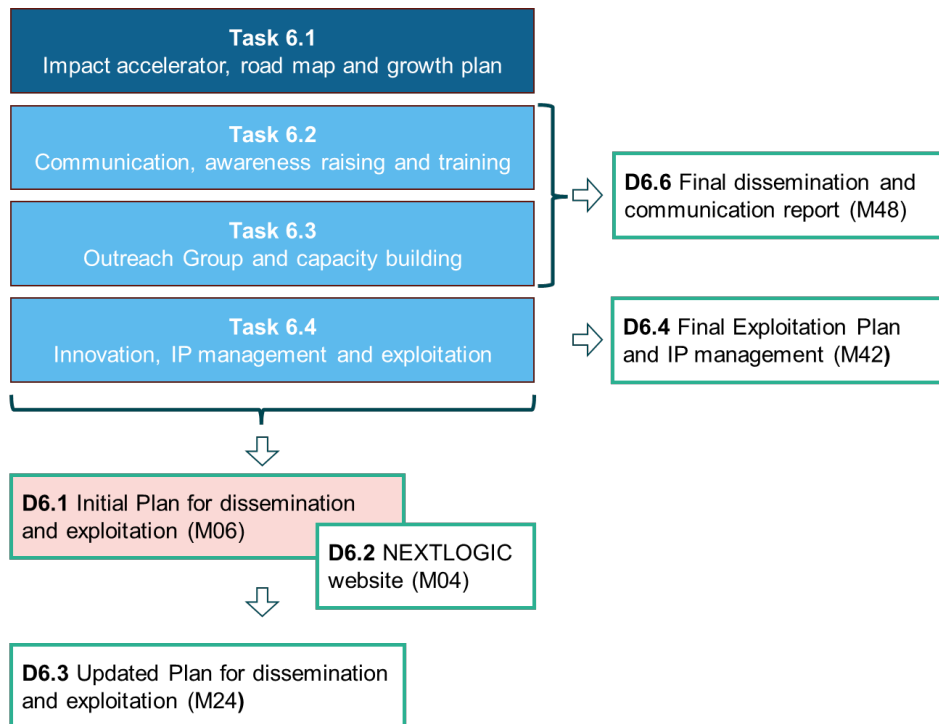


Figure 1. Overview of D6.1 associated tasks and deliverables

2.3 Structure of the deliverable

The remainder of this report is organised into the following sections:

- **Section 3 – Strategic impact framework and approach:** introduces the NEXTLOGIC Impact Accelerator and the overall strategic framework guiding dissemination, communication and exploitation activities, including objectives, target groups and open science principles.
- **Section 4 – Channels, tools and activities:** describes the communication and dissemination channels, tools and activities deployed within the project, including branding, website, social media, events and scientific dissemination.
- **Section 5 – Stakeholder engagement and outreach:** presents the stakeholder engagement strategy, outreach mechanisms, capacity-building activities and collaboration with EU initiatives and standardisation bodies.
- **Section 6 – Exploitation and growth pathways:** outlines the initial exploitation strategy, exploitable results, innovation management approach and pathways supporting future uptake and scalability of project outcomes.
- **Section 7 – Monitoring, KPIs and risk management:** defines the monitoring framework, key performance indicators and risk mitigation measures supporting the implementation of dissemination, communication and exploitation activities.
- **Section 8 – Roadmap and timeline:** presents the implementation roadmap and timeline for dissemination, communication and exploitation activities throughout the project lifecycle.
- **Section 9 – Conclusion and next steps:** summarises the main elements of the strategy and outlines the next phases for strengthening the NEXTLOGIC Impact Accelerator and maximising long-term impact.
- **Sections 10 and 11 – Abbreviations and references:** provide supporting information, including the list of abbreviations and bibliographic references used throughout the document.

3. Strategic impact framework and approach

This chapter presents the overarching objectives and methodological approach guiding NEXTLOGIC's communication, dissemination and exploitation activities. It outlines how the project will structure and coordinate its efforts **to maximise impact throughout the project lifetime and beyond, ensuring coherence between strategic objectives, stakeholder engagement, communication actions, and exploitation pathways.**

Building on the concept of the NEXTLOGIC Impact Accelerator, the chapter describes the **integrated approach** adopted to support knowledge exchange, foster collaboration among project partners and external stakeholders, and promote the uptake, visibility and long-term sustainability of the project's results across European cities and relevant communities.

3.1 The NEXTLOGIC Impact Accelerator

The **NEXTLOGIC Impact Accelerator** represents the central mechanism designed **to maximise the project's impact**. The Impact Accelerator is not conceived as a standalone digital platform or software tool. Instead, it functions as a structured coordination, monitoring and decision-support framework that guides how communication, dissemination, stakeholder engagement and exploitation activities are planned, implemented and evaluated throughout the project lifecycle, integrated into a coherent and impact-oriented pathway. Within this framework, activities are not implemented in isolation but strategically coordinated and prioritised according to their potential to generate value, ensuring that resources are directed towards actions that most effectively support the uptake and replication of project results.

The framework provides a common methodology for identifying priority stakeholder groups, monitoring outreach and engagement activities, assessing the effectiveness of dissemination and exploitation actions, and continuously aligning these activities with the project's strategic objectives and expected impacts. Through regular monitoring, stakeholder feedback collection and periodic reviews, the Impact Accelerator supports evidence-based decision-making and enables the consortium to adapt its actions whenever necessary to maximise impact and long-term uptake of project results.

Rather than treating dissemination, communication, stakeholder engagement and exploitation as separate streams, the Impact Accelerator ensures that these activities converge towards a common objective: **transforming NEXTLOGIC's outputs into scalable and transferable solutions that support the transition towards climate-neutral and efficient urban logistics systems across European cities.** In practical terms, the Impact Accelerator will be operationalised through a combination of strategic planning activities, stakeholder engagement mechanisms, exploitation planning, clustering initiatives and periodic impact reviews, ensuring continuous alignment between project activities, expected outcomes and long-term societal, environmental and market impacts.

This deliverable (D6.1 – Initial Plan for Dissemination and Exploitation) represents the first step in the implementation of the NEXTLOGIC Impact Accelerator. It establishes the baseline strategy guiding the early phases of communication, dissemination and stakeholder engagement, while also outlining the initial framework for exploitation and innovation management. The document is intended to serve as a reference point that will be progressively refined as the project advances and new results emerge.

Subsequent deliverables within Work Package 6 will further develop and consolidate this framework:

- **D6.3 (M24)** will provide an updated Plan for Dissemination and Exploitation, incorporating lessons learned from early project activities, stakeholder engagement and pilot developments.
- **D6.4 (M42)** will present the Final Exploitation Plan and IP management framework, consolidating exploitation pathways and innovation management strategies.
- **D6.6 (M48)** will deliver the Final Dissemination and Communication Report, summarising the implementation and impact of the project's communication and dissemination activities throughout its duration.

Together, these deliverables progressively strengthen the NEXTLOGIC Impact Accelerator, ensuring that project results are effectively communicated, widely disseminated and strategically exploited, while supporting the long-term uptake and replication of NEXTLOGIC solutions beyond the project's lifetime.

3.1.1 Concept and objectives of the Impact Accelerator

The NEXTLOGIC Impact Accelerator is founded on the understanding that generating impact requires more than the dissemination of project results. Achieving meaningful change involves creating a structured pathway that connects research outputs with real-world implementation, supported by appropriate governance mechanisms, stakeholder engagement processes, and innovation and investment frameworks.

Within NEXTLOGIC, the Impact Accelerator provides the strategic structure that facilitates the transition from project developments to practical application. It supports the uptake of the project's digital tools, data-driven methodologies and co-design approaches for urban freight and mobility planning, ensuring that solutions developed within the project can be effectively adopted and replicated by cities and relevant stakeholders.

The Impact Accelerator pursues three main objectives:

1. **Trust building** – increasing the visibility, credibility and accessibility of NEXTLOGIC results through coordinated dissemination and transparent communication activities.
2. **Exploitation pathways** – enabling the effective uptake of project outputs by cities, logistics operators, technology providers, policymakers and other relevant actors, ensuring that innovations respond to real operational and policy needs.
3. **Scaling and sustainability** – creating the conditions for replication, investment and long-term deployment of NEXTLOGIC solutions across European urban contexts.

The overall purpose of the Impact Accelerator is to ensure that all project activities, both at consortium level and within individual partners' contributions, remain aligned with a common objective: generating measurable impact and supporting the long-term adoption of NEXTLOGIC innovations beyond the duration of the project.

3.1.2 Funding, investment and growth mechanisms

A key feature of the NEXTLOGIC Impact Accelerator is its orientation towards long-term uptake and scalability. This involves identifying exploitable project results at an early stage, assessing their potential value for cities, logistics operators, technology providers and public authorities, and exploring appropriate governance and innovation pathways for their implementation.

The Impact Accelerator will support the positioning of NEXTLOGIC results within the broader European urban mobility and logistics ecosystem. Specifically, it will facilitate connections with relevant EU initiatives, city networks and policy platforms, helping to align project outcomes with ongoing efforts towards climate-neutral and efficient urban logistics systems.

By embedding a growth- and adoption-oriented perspective across the activities of Work Package 6, the Impact Accelerator ensures that project outputs are not only validated within the project's pilot cities but are also prepared for wider replication and long-term uptake in other European urban contexts.

3.1.3 Integration with dissemination, communication and exploitation

Within NEXTLOGIC, dissemination, communication and exploitation are implemented as mutually reinforcing components of the Impact Accelerator, ensuring that project results are not only generated but also effectively shared, understood and adopted by relevant stakeholders.

Dissemination activities focus on sharing project knowledge, methodologies and results with the scientific community, urban mobility experts, policy makers, industry stakeholders, and general public. Through conferences, publications, workshops and collaboration with European initiatives and research networks, these activities support knowledge exchange and contribute to advancing the state of the art in sustainable urban freight and mobility planning.

Communication activities aim to increase the visibility of the project and convey the broader societal relevance of NEXTLOGIC solutions. By using accessible communication channels and targeted messaging, the project engages citizens, city authorities and the wider public, helping to build awareness around the challenges of urban logistics and the role of innovative digital tools in supporting climate-neutral cities.

Exploitation activities focus on enabling the practical uptake of project results. This includes identifying exploitable outcomes, supporting innovation management and intellectual property considerations, and exploring governance and implementation pathways that facilitate the adoption and replication of NEXTLOGIC solutions by cities and other stakeholders.

The Impact Accelerator provides the framework that connects these three dimensions. By aligning dissemination, communication and exploitation activities, it ensures that increased visibility of project results is accompanied by meaningful stakeholder engagement and concrete opportunities for uptake, supporting the long-term replication and scalability of NEXTLOGIC solutions beyond the project's duration.

3.1.4 Relation to pilots, demonstrations and innovation uptake

Within the framework of the Impact Accelerator, **pilot demonstrations** play a central role in validating the project's solutions in operational urban contexts. In particular, the pilots will assess how the integration of mobility and logistics data, combined with digital tools such as **Digital Twins and immersive visualisation technologies and data analytics solutions**, can support cities in analysing urban logistics scenarios, evaluating potential interventions and improving decision-making processes.

A key element of these demonstrations is the **co-design approach adopted by the project**, which involves city authorities, logistics operators, businesses and other relevant stakeholders in the development and assessment of solutions. This collaborative process helps ensure that the proposed

interventions respond to real operational needs and can be realistically implemented within existing urban mobility and logistics systems. Evidence generated through the pilot activities will provide practical insights into the effectiveness, feasibility and benefits of the proposed solutions. Such evidence is essential to engage urban authorities, logistics stakeholders and policy makers, supporting informed decision-making and strengthening confidence in the potential of NEXTLOGIC innovations.

Insights from the pilot implementations will be continuously integrated into the Impact Accelerator. This feedback loop will support the identification of best practices, the refinement of implementation pathways and the development of strategies for wider adoption. In this way, the demonstrations will not only validate the project's tools and methodologies but will also contribute to preparing them for **replication and uptake in other European cities**.

3.2 Objectives of Communication, Dissemination, and Exploitation

The objectives of communication, dissemination and exploitation (**C&D&E**) are fully embedded within the NEXTLOGIC Impact Accelerator, which provides the strategic framework ensuring alignment across all activities. Within this framework, communication, dissemination, stakeholder engagement and exploitation are implemented in a coordinated manner, rather than as separate or isolated streams. This integrated approach enables the consortium to focus efforts on activities with the greatest potential to generate impact.

By aligning these actions with the project's overall strategy, the consortium can prioritise high-value initiatives, engage stakeholders at key moments in the project lifecycle, and ensure that communication and outreach activities effectively support the adoption of project results. **All C&D&E activities contribute directly to the overarching objectives of NEXTLOGIC, which aim to support cities in developing more efficient, sustainable and climate-neutral urban freight and logistics systems.**

3.2.1 Specific objectives of C&D&E in NEXTLOGIC

The dissemination, communication and exploitation strategy of NEXTLOGIC pursues the following specific objectives:

- **Engage key stakeholders** across the urban mobility and logistics ecosystem, including city authorities, urban planners and mobility agencies, policy makers, logistics operators, technology providers, researchers, industry representatives and civil society, fostering collaboration and dialogue around sustainable urban freight solutions.
- **Ensure effective dissemination** of scientific, technical and operational results, facilitating knowledge exchange with the research community and supporting further innovation in the fields of urban mobility, logistics and digital planning tools.
- **Increase awareness** of innovative approaches to urban freight planning, including data-driven decision-making, digital twin technologies and collaborative planning methods, helping cities and stakeholders better understand the potential benefits of these solutions.
- **Support the uptake** and practical implementation of project results, by identifying exploitation pathways and implementation mechanisms that enable cities and stakeholders to adopt and replicate NEXTLOGIC solutions beyond the project duration.

- **Position NEXTLOGIC** within the broader European research and innovation landscape, fostering synergies with related EU initiatives, city networks and Horizon Europe projects working on sustainable mobility, climate-neutral cities and urban logistics.

3.2.2 Success criteria and KPIs

Success will be assessed through a combination of quantitative and qualitative indicators designed to capture the reach, effectiveness and impact of the communication, dissemination and exploitation (C&D&E) activities carried out within the project. These indicators include, for example, the number and diversity of stakeholders engaged through communication channels and events, participation in workshops, conferences and training activities, scientific publications and contributions to policy discussions, as well as evidence of interest in or uptake of project results within the pilot cities and the wider urban mobility community.

To ensure a systematic assessment of progress, a monitoring framework will be implemented to track performance against a set of defined **Key Performance Indicators (KPIs)**. This framework will allow the consortium to regularly evaluate the effectiveness of C&D&E actions, identify opportunities for improvement and ensure that these activities effectively support the objectives of the NEXTLOGIC Impact Accelerator.

The detailed KPI framework that will guide this monitoring process is presented in **Section 7.1**.

3.3 Key messages and target groups

Effective dissemination and communication require **clear, consistent and audience-oriented messaging**. In NEXTLOGIC, key messages are designed to highlight the project's contribution to more efficient, sustainable and climate-neutral urban freight systems, while explaining the role of innovative digital tools and collaborative planning approaches in supporting better urban logistics management.

To ensure that communication activities generate meaningful impact, the **project's messages are tailored to different stakeholder groups** involved in the urban mobility and logistics ecosystem. While maintaining a consistent narrative across all communication channels, the tone, format and level of technical detail will be adapted according to the needs of each audience.

The following sections outline the core project messages and explain how they will be framed for different stakeholder groups.

3.3.1 Core messages of NEXTLOGIC

The dissemination and communication activities of NEXTLOGIC are guided by several overarching messages that reflect the project's vision and objectives:

- **Innovation for urban logistics planning**
NEXTLOGIC develops innovative digital tools and methodologies, including urban Digital Twins, data integration approaches and immersive visualisation technologies, enabling cities to better analyse, simulate and plan urban freight systems.
- **Supporting climate-neutral and efficient cities**
The project contributes to the transition towards more sustainable urban mobility systems by helping cities reduce emissions, optimise the use of urban space and improve the efficiency of freight operations.

- **Collaborative and data-driven decision-making**

NEXTLOGIC promotes co-design and participatory planning approaches, bringing together city authorities, logistics operators, businesses and citizens to jointly explore and evaluate innovative urban logistics solutions.

- **From innovation to real-world adoption**

Through pilot demonstrations and stakeholder engagement, NEXTLOGIC validates its tools and methodologies in real urban environments, supporting replication and wider uptake across European cities.

- **Contribution to European policy goals**

The project supports European priorities related to climate neutrality, sustainable urban mobility, digitalisation and data-driven governance, providing knowledge and practical insights for policy makers and urban planners.

3.3.2 Target audiences

The identification of target audiences provides NEXTLOGIC with a structured framework for guiding dissemination, communication, exploitation and stakeholder engagement activities throughout the project. Within this framework, dissemination and engagement actions will evolve during the project lifecycle, reflecting the development of project results and the needs of different stakeholder communities.

To operationalise this approach, the following mapping matrix links each key target audience to specific messages, goals and communication channels. This matrix supports partners in designing targeted and coordinated actions, ensuring that engagement activities are consistent, complementary and aligned with the overall strategy of the NEXTLOGIC Impact Accelerator.

Table 1. NEXTLOGIC stakeholders and key messages

Target audience	Key messages	Goals	Main channels
Municipalities, national authorities and urban planners	Cities and public authorities are supported by NEXTLOGIC in strengthening urban freight planning, combining data-driven decision-making and Digital Twins with physical infrastructure approaches for curbside and logistics management.	Support public authorities in designing more efficient and sustainable urban freight policies; encourage adoption of project tools and methodologies; enable replication of solutions across European cities.	Pilot demonstrations, specialised events (e.g. Smart City Congress, CIVITAS Forum), training activities during pilots, workshops, project website and policy briefs, as well as press releases and project's newsletters
Logistic service providers, logistics operators, fleet	By testing and refining new operational models, NEXTLOGIC looks at solutions such as Smart Loading Zones,	Demonstrate operational benefits of sustainable logistics solutions; encourage collaboration	Industry conferences (e.g. TRA, TRB, Tomorrow Mobility), webinars, sectorial

Target audience	Key messages	Goals	Main channels
managers and industry	Microhubs and more efficient curbside use, all enabled by integrated data and digital tools.	between cities and logistics stakeholders; support early uptake of project results.	publications, stakeholder workshops and outreach group activities, press releases, newsletters, social media.
Policy makers and standardisation platforms	Through its activities, the project provides evidence and practical insights to inform European policies on climate-neutral cities, sustainable mobility and digitalisation, while contributing to governance frameworks and emerging standards.	Inform policy development and regulatory discussions; contribute to standardisation and policy initiatives; align project results with EU mobility strategies and initiatives such as the Cities Mission and CIVITAS.	Policy workshops, clustering activities with EU projects, dissemination through European platforms and associations (e.g. ALICE, ERTICO, EIT Urban Mobility, CIVITAS), policy briefs, press releases, and conferences.
Society (citizens and the wider public)	NEXTLOGIC explores solutions for cleaner, more efficient and better integrated urban freight systems, helping reduce emissions, congestion and pressure on urban space while improving quality of life in cities.	Raise awareness of urban logistics challenges and solutions; promote acceptance of sustainable mobility measures; communicate the societal benefits of the project.	Social media, videos, press releases, media articles and public communication activities.
Researchers and academia	Building on advanced research, NEXTLOGIC contributes to innovation in urban freight by developing new approaches to digital modelling, data integration and participatory planning.	Disseminate scientific knowledge; foster collaboration with other research initiatives; support further research and innovation activities in urban mobility and logistics.	Peer-reviewed publications, scientific conferences (e.g. TRA, RTR, hEART), open-access deliverables, academic workshops and training activities.
Businesses and retailers	More efficient urban logistics can translate into tangible benefits, including improved delivery reliability and reduced operational costs for stakeholders.	Support commercial activity in urban areas through improved logistics efficiency	Workshops, pilot demonstrations, stakeholder engagement activities, local merchant associations

Target audience	Key messages	Goals	Main channels
			workshops, B2C project leaflets

3.4 Knowledge management and open science

Effective knowledge management and adherence to open science principles are central to ensuring that NEXTLOGIC's results are accessible, reusable and capable of generating impact beyond the project's duration. In line with Horizon Europe requirements, the project follows a structured and transparent approach to the management, sharing and preservation of knowledge outputs.

Knowledge management in NEXTLOGIC is implemented through a combination of project procedures, tools and obligations defined in the Grant Agreement, including the Data Management Plan (DMP), internal tracking systems for dissemination and exploitation activities, and coordination across work packages.

Key elements of NEXTLOGIC's approach include:

- **Data management and FAIR principles**

All research data will be managed in accordance with the FAIR principles (Findable, Accessible, Interoperable, Reusable). A Data Management Plan (DMP), prepared and maintained by the project coordinator in line with Horizon Europe requirements, will define procedures for data collection, storage, curation, sharing and long-term preservation, ensuring compliance with GDPR [1] and ethical standards. Where appropriate, datasets supporting scientific publications will be made available through recognised repositories.

- **Open access to scientific publications**

In line with Horizon Europe open science requirements, all peer-reviewed scientific publications resulting from the project will be made immediately available in open-access, without embargo. Publications will be provided under a CC-BY licence and deposited in a trusted repository (e.g. institutional repositories or recognised platforms such as Zenodo) to ensure long-term accessibility and compliance with the Grant Agreement. Where feasible, publications will be accompanied by underlying data, code or methodological documentation to enhance reproducibility and reuse.

- **Management of research outputs and KERs**

Project results, including scientific outputs and Key Exploitable Results (KERs), will be systematically documented through internal registers and tracking tools established under Work Package 6. These tools support the monitoring of outputs, their level of maturity, and their alignment with dissemination and exploitation activities, including the Impact Accelerator.

- **Internal knowledge sharing and coordination**

Knowledge exchange within the consortium will be ensured through regular technical meetings, workshops, and coordination activities across work packages, including the NEXTLOGIC Outreach Group. These mechanisms support alignment between technical

developments, pilot activities and impact-related actions, and facilitate the integration of lessons learned into both scientific outputs and practical applications.

- **Synergies with external initiatives and projects**

Knowledge management activities will support collaboration with sister projects, European initiatives and relevant networks, enabling the exchange of methodologies, approaches and lessons learned. This contributes to strengthening the overall impact of EU-funded research and avoiding duplication of efforts.

- **Long-term preservation and accessibility**

To ensure sustainability beyond the project lifetime, key knowledge assets (e.g. publications, public deliverables and selected datasets, where applicable) will be preserved through trusted repositories and the project website, which will remain accessible for at least three years after project completion, in line with the Grant Agreement.

Overall, this approach ensures that knowledge generated within NEXTLOGIC is properly managed, shared and preserved, while balancing openness with the protection of intellectual property and supporting the project's dissemination and exploitation objectives.

4. Channels, tools and activities

The dissemination, communication and exploitation strategy of NEXTLOGIC relies on a diversified set of channels, tools and activities designed to effectively reach different stakeholder groups and maximise the visibility, uptake and long-term impact of project results. These activities are aligned with the objectives of Work Package 6 and with the broader ambition of the project to support the EU Mission on Climate-Neutral and Smart Cities by enabling more sustainable and efficient urban freight and mobility systems.

4.1 Visual identity and branding

To ensure coherence and recognisability across all communication outputs, NEXTLOGIC has developed a comprehensive visual identity and branding package, defined in the official **NEXTLOGIC Brand Guidelines**. These guidelines establish the graphical standards to be applied across all dissemination and communication materials, ensuring a consistent visual representation of the project across digital and printed formats. The branding framework supports the visibility of the project and reinforces the identity of NEXTLOGIC as a Horizon Europe initiative contributing to the transition towards climate-neutral urban freight and mobility systems.

All materials are shared with partners through the project's internal collaboration platform and should be used in any external communication related to the project, as set in the NEXTLOGIC Project management handbook (D7.1) [2].

Table 2. Communication materials and brand kit

Material type	Description	Responsible partner(s)	Status
Project logo	High-resolution logo files and graphic guidelines	WP6 leader with coordinator	Available
Brand kit guidelines	Guidelines on visual identity utilisation	WP6 leader	Available
Templates	Deliverable template, PowerPoint templates, internal documentation	WP6 leader with coordinator	Available
General project presentation	Standard presentation introducing the project	WP6 leader with coordinator	Available
Factsheet / leaflet	Overview of project objectives, tools and expected impacts	WP6 leader	Available
Roll-up / poster	Event materials for conferences and workshops	WP6 leader	Available

4.1.1 Project's logo and graphic illustration

The NEXTLOGIC logo combines a logotype and pictogram representing the project's vision of sustainable and optimised urban mobility enabled by digital technologies. The graphic elements symbolise concepts such as urban logistics systems, sustainability, digital platforms and interconnected urban spaces.



Figure 2. Project's logo



Figure 3. Project's logo blue



Figure 4. Project's logo green



Figure 6. Project's logo square



Figure 5. Project's logo square blue



Figure 8. Project's logo square green



Figure 7. Project's logo square dark blue

An extended version of the visual identity combines the logo with a detailed illustration representing the NEXTLOGIC ecosystem. This version is intended for use in large communication material formats such as report covers, PowerPoint presentations, posters and roll-ups, event materials. Because of its level of detail, this extended version should not be used at small sizes or in contexts where readability could be compromised.



Figure 9. NEXTLOGIC graphic illustration

4.1.2 Colour palette

The NEXTLOGIC visual identity is based on a defined colour palette reflecting the **project's themes of sustainability, digital innovation and urban transformation**. The primary colours include blue tones representing digital systems and mobility infrastructures, combined with green tones reflecting sustainability and environmental transition. The colour palette must be consistently applied across all communication outputs.

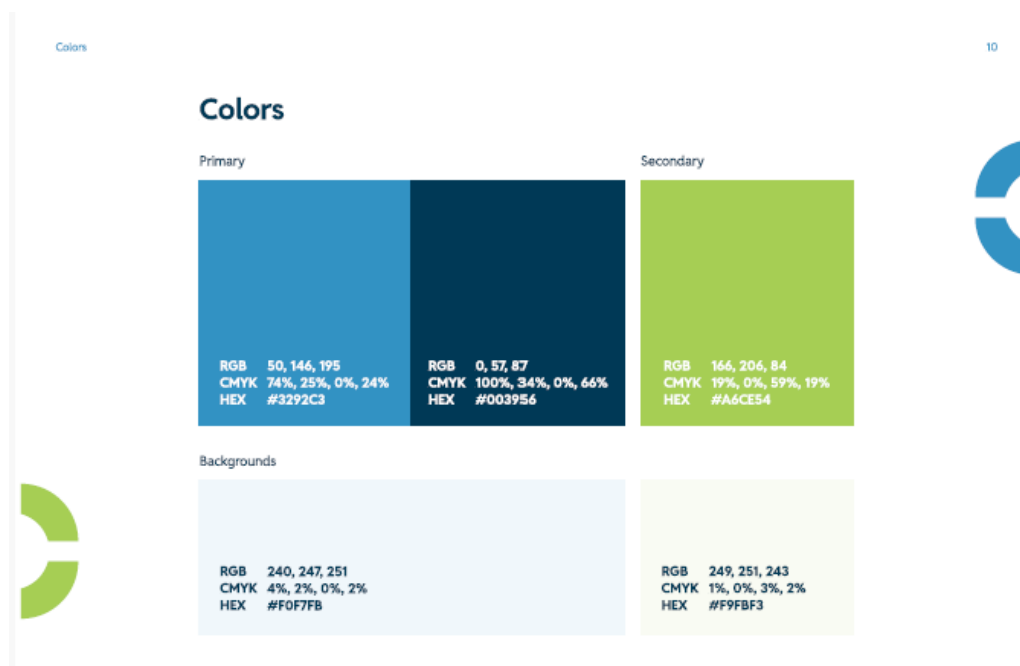


Figure 10. NEXTLOGIC colour palette

4.1.3 Typography

The official typeface used for project communication materials is Reddit Sans, a humanist sans-serif font available through Google Fonts. This typeface ensures readability and visual consistency across different formats and media.

4.1.4 Templates and materials

To support partners in producing coherent communication materials, the project provides a set of standardised templates and visual assets, including:

- Presentation template.
- Deliverable template.
- Deliverable review template.
- Minutes template.
- Social media cards.

These materials ensure that all partners communicate the project using a consistent visual identity.



Figure 11. Power Point template



Figure 12. Deliverable template



Deliverable Review

Deliverable No. and Title	Dx.y "Deliverable Title"
Reviewer	Name and Organisation Short Name
Date	YYYY-MM-DD

Figure 13. Deliverable review template



Minutes of Meeting – NEXTLOGIC xxx

Project:	NEXTLOGIC	Issue Date:	
Meeting Type:		Release Date:	
Meeting Coordinator:		Version:	

Participants	
Name	Organization

Meeting Agenda

Figure 14. Minutes of meeting template

4.2 Project website

The **NEXTLOGIC website** (www.nextlogic-project.eu) acts as the central digital hub for dissemination and communication activities. It provides stakeholders and the general public with up-to-date information about the project, its objectives and results. The website fulfils several key functions:

- **Information platform.** It presents the project vision, objectives, consortium and work structure, allowing visitors to understand the scope and ambition of NEXTLOGIC.
- **News and updates.** Regular updates provide information on project milestones, events, publications and pilot activities.
- **Knowledge repository.** The website hosts open access resources including public deliverables, scientific publications, communication materials and policy-relevant outputs.
- **Stakeholder engagement gateway.** Visitors can subscribe to the project newsletter, access contact information and connect with the project's social media channels.

Dedicated sections of the website will present the pilot activities and demonstration cases, illustrating how NEXTLOGIC solutions, such as Digital Twins for urban logistics, Smart Loading Zones, Microhub concepts and XR-based planning tools, are tested and applied in real urban environments. The website also supports search engine visibility and accessibility standards, ensuring that project results can be easily discovered by stakeholders and the wider public.

The website is GDPR-compliant [1], hosted on EU servers and designed according to accessibility and usability standards. Full details about the website content and structure are provided in **D6.2 - NEXTLOGIC website**.

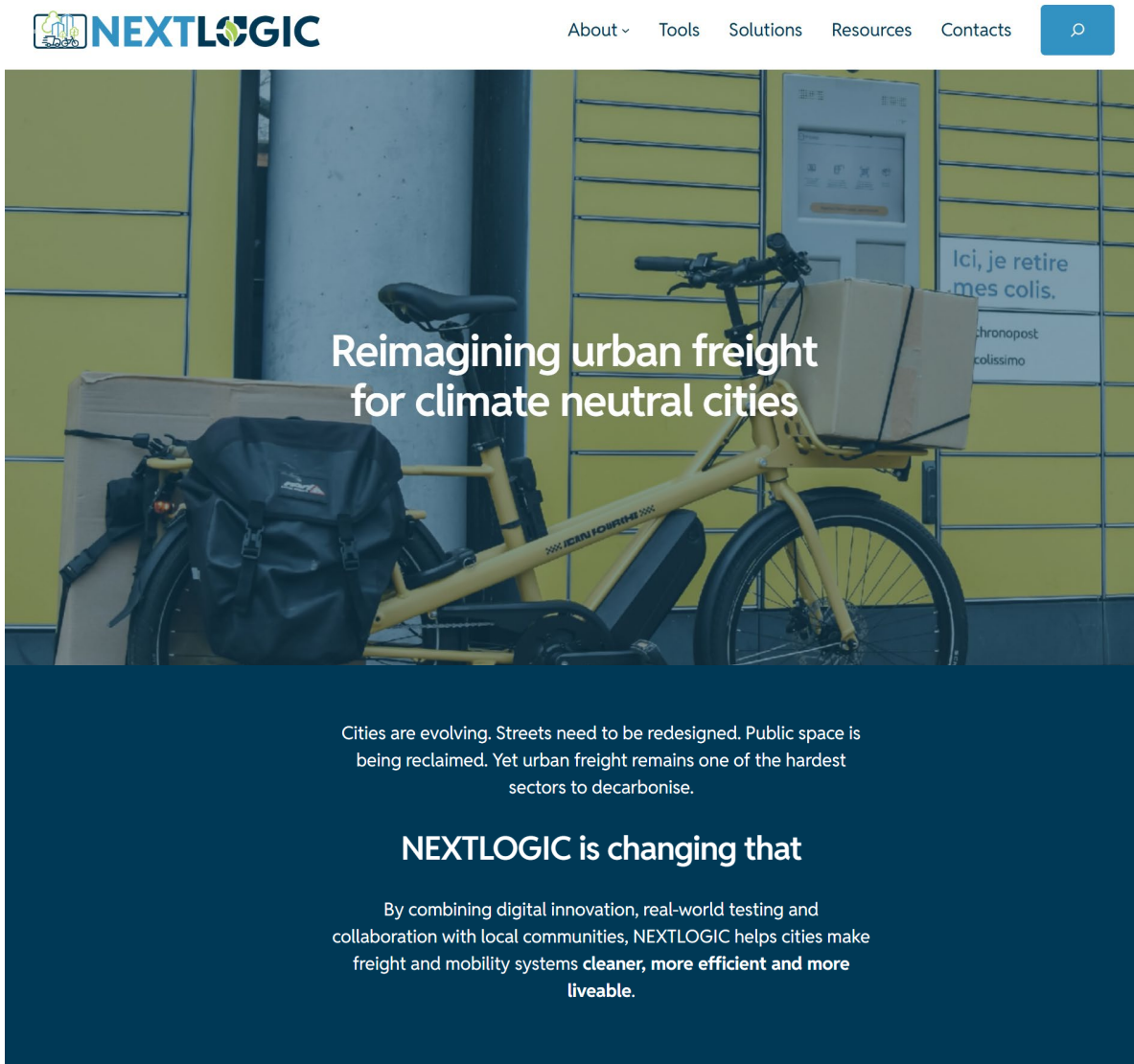


Figure 15. NEXTLOGIC website: homepage

4.3 Social media presence and online engagement

NEXTLOGIC maintains an active presence on LinkedIn **and** YouTube, which are considered the most suitable platforms to reach both professional stakeholders and wider audiences interested in sustainable mobility and urban logistics.

LinkedIn (www.linkedin.com/company/nextlogic-project) serves as the project's primary professional communication channel. It is used to share project news, highlight milestones, promote publications and communicate participation in conferences and policy events. Content published on LinkedIn includes:

- Project announcements and milestones.
- Updates from work packages and pilot activities.
- Highlights from conferences and workshops.
- Scientific publications and policy-relevant outputs.

- Collaboration with related European initiatives and sister projects.

Partners are encouraged to amplify project visibility by sharing and reposting content through their institutional channels.



Figure 16. NEXTLOGIC LinkedIn channel

YouTube (www.youtube.com/@NEXTLOGIC_project) is used to host audiovisual material explaining project concepts and showcasing results. This includes:

- Short explanatory videos about NEXTLOGIC solutions.
- Recordings of webinars or public presentations.
- Video interviews or video illustrating pilot demonstrations.
- The final project video summarising results and impact.

These materials help make complex concepts, such as Digital Twins for urban logistics or XR-based scenario simulations, more accessible to wider audiences, including citizens and non-expert stakeholders.

Both channels are connected to the project website, ensuring an integrated online communication ecosystem. The effectiveness of social media activities will be monitored through indicators such as number of followers, impressions, engagement rates and content shares.

Table 3. Indicative social media timeline

Period	LinkedIn content	YouTube content
M1–M8	Project launch, introduction of partners, first communication materials and initial project visibility	–
M9–M16	Work package updates, early stakeholder engagement activities	Conceptual video explaining the NEXTLOGIC approach, tools, and its role in enabling net-zero urban logistics
M17–M20	Interim project results, participation in EU events and clustering activities	Webinar recordings and short explanatory clips from project activities

Period	LinkedIn content	YouTube content
M21–M36	Pilot updates, stakeholder engagement activities and project milestones	Demonstrator videos showcasing pilot activities and solutions tested in real urban environments
M37–M40	Exploitation opportunities, clustering activities with related EU initiatives	Demonstration highlights and updates from pilot implementations
M41–M48	Final results, policy recommendations and end-of-project communication campaign	Final project video summarising NEXTLOGIC results, impacts and future replication potential

4.4 Press releases, newsletters, promotional materials, videos

NEXTLOGIC will produce a range of communication materials tailored to the needs of different audiences. These materials aim to present project activities and results in formats that are accessible, concise and adapted to different stakeholders. Key outputs include:

- **Press releases**

Press releases will be issued at major project milestones, such as project launch, pilot demonstrations and final results. These will be distributed through partner networks and specialised media outlets in the fields of mobility, logistics and urban planning.

- **Newsletters**

The project will publish annual newsletters to inform subscribers about project developments, upcoming opportunities and new publications.

- **Promotional materials** (factsheets, policy briefs, flyers)

Concise materials will summarise key project results and insights, providing policy makers and stakeholders with clear and actionable information. These materials will present the project's objectives, approach, tools and expected impact, and will be regularly updated to reflect progress and key results. After the project's completion, additional commercial-oriented flyers will be produced to support the uptake and exploitation of project outcomes, targeting relevant stakeholders and potential users.

- **Videos and visual content**

Short videos and visual materials will explain project concepts and demonstrate the benefits of NEXTLOGIC solutions. These will include conceptual videos explaining project tools, demonstration videos from pilot activities, a final video summarising project outcomes.

Through these materials, the project will ensure that complex technical concepts, such as data-driven urban logistics planning, Digital Twins and XR-supported decision-making, are communicated clearly to different audiences.

Table 4. Planned communication materials

Material	Audience	Frequency	Responsible partner
Press releases / Media relations	Media, general public, policy makers, urban mobility and logistics stakeholders	At key milestones (project launch, pilot demonstrations, final results)	LuxM with support from all partners
Newsletters	Subscribers, stakeholders, policy makers, research and industry community	1 per year (4 issues during the project)	LuxM with contributions from all partners
Promotional materials (factsheets and policy briefs)	Policy makers, city authorities, industry stakeholders, research community	Developed early and updated regularly throughout the project	LuxM with input from all partners
Commercial-oriented flyers (post-project)	Potential adopters, industry stakeholders, investors, public authorities	After project completion	LuxM with key technical partners
Videos and visual content (conceptual, demonstrators, societal, final video)	General public, stakeholders, policy makers, wider community	At key project phases (concept explanation, pilots, final stage)	LuxM with contributions from pilot partners

4.5 Events, workshops, webinars and training

Events play a central role in NEXTLOGIC's communication, dissemination and stakeholder engagement strategy. They provide a key opportunity to present project activities and results, increase visibility, and engage directly with target audiences identified in Section 3.3. Beyond dissemination, events enable dialogue, feedback and co-creation processes, which are essential for validating solutions, supporting cities in decision-making, and preparing the ground for uptake and replication. NEXTLOGIC partners will actively participate in a wide range of events at European, national and local levels. In parallel, the project will organise dedicated workshops, webinars and training activities to engage stakeholders and support knowledge exchange.

NEXTLOGIC will also explore opportunities to present project results through ALICE and EIT Urban Mobility events, webinars, Innovation Hub activities and city-facing engagement formats. These channels are particularly relevant for reaching municipalities, urban logistics, public transport and mobility stakeholders, start-ups, SMEs and solution providers interested in sustainable urban logistics, Digital Twins, Smart Loading Zones and replication opportunities.

Event participation and organisation will be **monitored through a shared tracking system** (see WP6 monitoring system described in Section 7), where partners will record planned and attended events, as well as their outcomes. This will ensure that dissemination and engagement activities are

consistently documented, assessed and reported, while also supporting coordination across the consortium and avoiding duplication of efforts.

NEXTLOGIC's approach combines:

- **Participation in high-visibility European events and Mission-related events** (e.g. CIVITAS Forum, TRA, POLIS Conference, Tomorrow.Mobility, Cities Mission), to position the project within key policy and innovation discussions.
- **Project-organised workshops and clustering activities** with sister projects, EU initiatives (e.g. CIVITAS, NetZeroCities) and relevant networks, to foster collaboration and alignment.
- **Local co-creation and engagement activities** in the leading and replicating cities, involving public authorities, logistics operators, businesses and citizens.
- **Capacity-building and training activities** to support cities and stakeholders in applying data-driven approaches to urban freight planning and operation.
- **Online webinars and hybrid events** to reach a broader international audience and ensure wider accessibility of project results.

Together, these activities will ensure that NEXTLOGIC results are not only widely disseminated, but also understood, validated and taken up by cities and stakeholders, supporting the transition towards climate-neutral urban freight systems.

Table 5 Planned events and engagement activities

Event type	Audience	Purpose	Timing / Frequency	Responsible partner(s)	KPIs
European & Mission-related events (e.g. Cities Mission, CIVITAS, Smart City Expo, clustering initiatives)	EU institutions, municipalities, national authorities, urban planners, research, industry	Dissemination, visibility, contribution to EU initiatives, synergies	Throughout the project (M1–M48)	All partners; WP6 coordination	Presence in >10 major events
Project-organised workshops & clustering activities (incl. joint dissemination with EU projects)	EU projects, cities, stakeholders, platforms (ALICE, ERTICO, EIT UM, CIVITAS)	Knowledge exchange, co-creation, clustering, alignment	Periodic (throughout project)	LuxM (WP6 lead) + partners	≥ 4 joint activities with sister projects (events, publications, etc.); ≥ 3 webinars/workshops across project phases

Event type	Audience	Purpose	Timing / Frequency	Responsible partner(s)	KPIs
NEXTLOGIC Outreach Group & capacity-building sessions	Cities, authorities, practitioners, industry	Capacity building, validation, feedback, replication support	From M7 onwards (Task 6.3)	LuxM + LIST, EIT UM, ALICE, city partners	Participation in Outreach Group and final event; ≥ 4 training activities/sessions
Local co-creation workshops & one-to-one engagement	Citizens, operators, municipalities, logistics providers	Co-design, local validation, targeted stakeholder engagement	Linked to pilot phases	City partners + WP4	>15 one-to-one meetings (partners' countries); >10 workshops for feedback during project development
Final project event	All target groups	Presentation of results, uptake, replication	End of the project	WP6 + all partners	Organisation of final event; participation of Outreach Group and stakeholders

An indicative (non-exhaustive) list of relevant events for large-scale dissemination is provided in the table below. These events reflect the types of European and international conferences and initiatives in which NEXTLOGIC may participate throughout the project, including opportunities for scientific contributions where appropriate.

Notes: This list is intended as a reference and will be continuously updated through the project's shared event tracker. Priorities will be agreed at consortium level, taking into account the project's progress and strategic objectives. As results mature, engagement in high-visibility events is expected to increase, particularly in the later stages of the project when outcomes are ready for wider dissemination and uptake.

Table 6. Relevant events considered for large dissemination in NEXTLOGIC (indicative, non-exhaustive)

Event	Link	Audience	Location (rotates)	Timing / Frequency
Transport Research Arena (TRA)	https://traconference.eu/	Research community, industry, policy makers	EU host city	Biennial
Cities Mission Conference	https://netzerocities.eu/	Mission cities, EU institutions, policy makers	EU host city	Annual
Urban Mobility Days	https://transport.ec.europa.eu/news-events/main-	Cities, policy makers, EU mobility stakeholders	EU host city	Annual (alternates with

Event	Link	Audience	Location (rotates)	Timing / Frequency
	events/urban-mobility-days-2025_en			CIVITAS Forum)
CIVITAS Forum Conference	https://civitas.eu/events	Cities, policy makers, EU projects	EU host city	Annual
World Conference on Transport Research (WCTR)	https://www.wctrs-society.com/world-conference-on-transport-research	Academic and research community	Global rotation	Triennial
RTR Conference	https://rtrconference.eu/	EU projects, EC, research community	Brussels, Belgium	Annual
POLIS Conference	https://www.polisnetwork.eu/event/annual-polis-conference-2026/	Cities, transport authorities, policy makers	EU host city	Annual
Smart City Expo World Congress / Tomorrow.Mobility	https://www.tomorrowwmobility.com/	Cities, industry, innovators, tech providers	Barcelona, Spain	Annual
ITS European Congress	https://itseuropeancongress.com/	ITS industry, cities, public authorities, researchers	Rotating (Europe)	Biennial
ITS World Congress	https://itsworldcongress.com/	Industry, researchers, public authorities	Rotating (Global)	Annual
European Transport Conference (ETC)	https://www.etc proceedings.org/	Researchers, transport practitioners, policy makers	Rotating (Europe)	Annual
Transport logistic Munich	https://transportlogistic.de/en/	Logistics stakeholders, industry, freight operators	Munich, Germany	Biennial
ALICE Summit / ALICE events	https://www.etp-logistics.eu/	Logistics stakeholders, industry, policy makers	Rotating (mostly Europe)	Annual
Intertraffic Amsterdam	https://www.intertraffic.com/amsterdam	Industry, public authorities, ITS stakeholders	Amsterdam, Netherlands	Biennial

Event	Link	Audience	Location (rotates)	Timing / Frequency
International Conference on City Logistics	https://citylogistics.jp/n.org/	Researchers, logistics experts, cities	Rotating	Biennial
World Congress on Intelligent Transport Systems (ITS WC)	https://itsworldcongress.com/	ITS ecosystem	Rotating (Global)	Annual
Digital Twin Technology Summit	https://digitaltwintech-summit.com/	Digital twin community, researchers, tech industry	Rotating	Annual
IEEE Intelligent Transportation Systems Conference (ITSC)	https://ieee-itsc.org/	Researchers, ITS technology community	Rotating (Global)	Annual
hEART Conference (Symposium of the European Association for Research in Transportation)	https://heart2026.fr/	Academic researchers, transport modelling and mobility research community	Rotating (Europe)	Annual
MOVE	https://www.terrapinn.com/exhibition/move/index.stm	Mobility innovators, transport authorities, tech industry, start-ups	London, UK	Annual
SITL Europe	https://www.sitl.eu/en-gb.html	Logistics, freight, supply chain, transport operators	Paris, France	Annual
European Week of Regions and Cities	https://eu-regions-week.europa.eu/	Regions, cities, EU institutions, policy makers	Brussels, Belgium	Annual
SETAC Conference	https://www.setac.org/discover-events/global-meetings.html	Researchers & academia, environmental experts, industry, policy makers	Rotating	Annual

4.6 Scientific publication and conferences

Scientific dissemination is a key component of NEXTLOGIC's strategy to ensure the credibility, visibility and long-term impact of its results. Beyond communication and stakeholder engagement, it provides a solid evidence base to support the validation, replication and uptake of the project's solutions within the research, policy and urban logistics communities. To achieve this, NEXTLOGIC partners will:

- Publish results in **peer-reviewed journals and open-access repositories**, targeting high-quality outlets in the fields of urban mobility, logistics, digital technologies and sustainable urban planning.
- Present findings at **major international conferences and research-oriented events**, combining scientific dissemination with engagement of policy makers, cities and industry stakeholders.
- Ensure **full compliance with Horizon Europe open science requirements**, including immediate open access to peer-reviewed publications and, where possible, the sharing of data and research outputs through recognised platforms and the project website.

Scientific dissemination activities will build on the results generated across the project, including pilot demonstrations, impact assessment, and the development of digital tools such as Digital Twins and data-driven decision-support systems. Scientific dissemination will be primarily led by research and academic partners, with strong contributions from industry and city partners providing data, pilot results and validation insights. This ensures that outputs combine scientific rigour with practical relevance. To support coordination and monitoring, partners will register publications and related activities through the project's internal tracking system, in alignment with the overall dissemination and communication framework under Work Package 6.

Table 7. Planned scientific publications and conferences

Output type	Target audience	KPIs	Timing	Responsible partners
Open-access journal articles (methods, digital tools incl. Digital Twins, governance & business models, pilot results and impact assessment)	Research & academia (urban mobility, logistics, planning, data science)	≥ 5 open-access papers in peer-reviewed journals / repositories	First wave M12–M18 (methods, tools, framework); second wave M24–M36 (pilot results); final wave M36–M48 (impact assessment, synthesis)	Research partners; WP leaders coordinate; WP6 ensures OA compliance and visibility
Conference papers & scientific presentations (urban logistics, mobility systems, data-driven planning)	Research community, industry, policy stakeholders	≥ 8 research-related events (e.g. TRA, RTR, hEART)	Continuous participation aligned with conference cycles; increasing from mid-project (M18+) and peaking in final phase	All partners (topic-based); research partners lead content; WP6 coordinates dissemination
Training activities & academic integration (courses, lectures, knowledge transfer activities)	Academia, students, practitioners	≥ 4 training activities (integration into academic courses)	Throughout project, linked to development of tools and pilot results (M12–M48)	Research partners + WP6; support from city and industry partners

5. Stakeholder engagement and outreach

Stakeholder engagement is a central component of NEXTLOGIC's strategy **to ensure that project results are not only visible, but also understood, trusted and effectively taken up by the urban mobility and logistics ecosystem**. While communication and dissemination activities raise awareness, active engagement ensures that key actors are directly involved in co-designing, testing and refining the project's solutions.

NEXTLOGIC adopts a **multi-level stakeholder engagement approach**, bringing together local, national and European actors through co-creation workshops, pilot demonstrations, clustering activities and policy-oriented exchanges. This approach supports continuous feedback, strengthens collaboration across stakeholders, and facilitates the validation and replication of project outcomes in diverse urban contexts.

5.1 Stakeholder mapping and analysis

A stakeholder mapping exercise, carried out within Work Package 6, identifies the main categories of stakeholders relevant to NEXTLOGIC. These groups reflect the diversity of actors involved in urban mobility and logistics systems, including public authorities and policy makers, city planners, logistics and mobility operators, businesses and retailers, technology providers, research organisations, industry associations, and citizens.

Table 8. Key stakeholder categories for NEXTLOGIC

Stakeholder group	Examples	Role in NEXTLOGIC	Expected benefits
Cities, policy makers & public authorities	Cities and local governments; urban planners; EU institutions	Use of NEXTLOGIC solutions and tools; participation in co-creation and pilots; uptake of policy recommendations and planning approaches	Improved urban logistics planning; better curbside and space management; evidence-based decision-making
Logistics and mobility operators	Delivery companies; fleet managers; logistics service providers	Participation in pilots; testing and validation of solutions (e.g. Microhubs, Smart Loading Zones)	Optimised last-mile logistics; cost savings; improved operational efficiency
Businesses and retailers	Urban businesses; retailers; commercial actors	Indirect participation through pilots and stakeholder engagement activities	Improved delivery reliability; increased efficiency and reduced logistics costs
Technology providers & industry	ICT providers; mobility tech companies; solution providers	Development, integration and validation of digital tools and solutions (e.g. Digital Twins, data platforms)	Innovation opportunities; development of scalable solutions and services
Research & academia	Universities; research centres; RTOs	Scientific dissemination; development of methodologies and tools;	Access to data, case studies and research outputs; contribution to scientific knowledge

Stakeholder group	Examples	Role in NEXTLOGIC	Expected benefits
		analysis and validation of results	
Citizens and civil society	Residents; civil society organisations	Participation in co-creation activities; feedback during pilot implementation; behavioural engagement	Cleaner air; reduced congestion; improved mobility options and quality of life; improved delivery efficiency

5.2 Engagement mechanisms

NEXTLOGIC relies on a range of stakeholder engagement mechanisms implemented throughout the project lifecycle. These go beyond one-way communication and are designed to support active co-creation, continuous feedback and validation of project results. The main mechanisms include:

- **NEXTLOGIC Outreach Group:** a multi-stakeholder forum established under Task 6.3, bringing together early adopters, cities, industry representatives and other relevant actors. Through workshops, webinars and dedicated engagement activities, it supports feedback collection, validation of solutions and capacity building for replication and uptake.
- **Local co-creation workshops and pilot-related activities:** organised in the project cities and closely linked to WP4, engaging public authorities, logistics operators, businesses and citizens to ensure context-specific validation of solutions and approaches.
- **Pilot demonstrations and living lab activities:** deployed in WP4, enabling the testing and validation of NEXTLOGIC solutions in real urban environments, while actively involving local stakeholders throughout the implementation phase.
- **Clustering and collaboration activities with EU projects and initiatives:** including cooperation with CIVITAS, the Cities Mission and related projects, supporting knowledge exchange, joint dissemination and alignment with broader European initiatives.
- **Training and capacity-building activities:** targeting public authorities, practitioners and stakeholders, with the objective of facilitating the uptake of project tools and methodologies, including data-driven planning approaches and Digital Twin applications.
- **Bilateral stakeholder engagement (e.g. one-to-one meetings):** ensuring targeted interaction with key stakeholders to support awareness raising, feedback collection and the uptake of project results.
- **Policy dialogue and standardisation-related activities:** contributing to policy development, regulatory alignment and the integration of project results into relevant European frameworks and initiatives.

These mechanisms are summarised in the following table, which links each engagement format to its target audiences, purpose, timing and responsible partners.

Table 9. Stakeholder engagement mechanisms and purpose

Mechanism	Target audience	Purpose	Timing	Responsible partner(s)	KPIs
NEXTLOGIC Outreach Group	Cities, public authorities, industry, researchers, stakeholders	Strategic feedback, validation of solutions, support to replication and uptake, capacity building	From M9 onwards; continuous throughout project	WP6 (LuxM) + LIST, EIT UM, ALICE + city partners	Up to 20 members. Participation of stakeholders in Outreach Group and final event
Local co-creation workshops & pilot-related activities	Public authorities, logistics operators, businesses, citizens	Co-design, stakeholder engagement, validation of solutions in real contexts	Linked to pilot phases (WP4)	City partners + WP4	≥ 10 co-creation workshops and stakeholder engagement activities
Pilot demonstrations & living lab activities	Cities, operators, stakeholders, citizens	Testing and validation of solutions in real urban environments; demonstration of impacts	Throughout pilot implementation (WP4)	City partners + WP4	Validation of solutions in pilot cities (qualitative – no numerical KPI specified)
Clustering & collaboration with EU initiatives (e.g. CIVITAS, Cities Mission, EU projects)	EU projects, platforms, policy stakeholders	Knowledge exchange, joint dissemination, alignment with EU initiatives and policy frameworks	Continuous (M1–M48)	Coordinator + WP6 + partners	≥ 4 clustering activities (events, publications, joint actions)
Training and capacity-building activities	Public authorities, practitioners, stakeholders	Build capacity for uptake of tools and methodologies (e.g. Digital Twins, data-driven planning)	Throughout project (linked to WP6 and pilot progress)	WP6 + partners	≥ 4 training activities / sessions

Mechanism	Target audience	Purpose	Timing	Responsible partner(s)	KPIs
Bilateral stakeholder engagement (one-to-one meetings)	Key stakeholders (cities, industry, policy actors)	Targeted engagement, awareness raising, feedback collection, support uptake	Throughout project	All partners	> 15 one-to-one meetings between project partners and stakeholders
Policy dialogue & standardisation-related activities	Policy makers, EU institutions, standardisation bodies	Support policy development, regulatory alignment and integration into standards	Mainly mid-to-final phase (M24–M48)	ALICE + WP leaders + WP6	> 3 dissemination actions via platforms/associations; contribution to standards

5.3 NEXTLOGIC Outreach Group

The **NEXTLOGIC Outreach Group (NOG)** represents a key instrument within the project's Impact Accelerator framework under WP6. It provides a structured mechanism for engaging external stakeholders across the full ecosystem relevant to urban freight logistics and urban space management, including municipalities and public authorities, logistics operators, industry stakeholders, technology providers, researchers, policy makers and civil society representatives. The main objective of the NOG is twofold:

1. **To validate and refine NEXTLOGIC solutions, tools and approaches**, including Digital Twins, Smart Loading Zones and Microhub concepts, in terms of technical feasibility, policy relevance and societal acceptance.
2. **To support the definition of exploitation and replication pathways**, ensuring that project results are not only technically sound but also scalable, transferable and aligned with market and policy needs.

The NOG will be established during the first phase of the project under Task 6.3 (by M9), building on partners' networks, clustering activities and cooperation with relevant European initiatives such as the Cities Mission Platform and the CIVITAS Initiative. The group will ensure a continuous exchange with external stakeholders and will contribute to strengthening synergies with sister projects and EU-level platforms.

A series of structured engagement moments will be organised throughout the project lifecycle, including workshops aligned with key project phases:

- **Early phase (around M9–M18):** collection of stakeholder needs, expectations and requirements, feeding into solution design, governance approaches and initial exploitation pathways.
- **Mid-term phase (around M19–M36):** validation of pilot implementation, preliminary results and refinement of exploitation strategies.

- **Final phase (around M37–M48):** consolidation of project results, with a focus on exploitation, replication, standardisation and long-term sustainability.

These activities will be complemented by bilateral exchanges, targeted consultations and participation in external events to ensure continuity of engagement and iterative feedback loops. Participation in the NOG will be encouraged through visibility opportunities (e.g. acknowledgement in project outputs and events) and active involvement in shaping project outcomes.

The NOG will directly contribute to:

- **Validation and refinement of Key Exploitable Results (KERs)** and their relevance for cities, industry and policy makers.
- **Co-creation of governance, operational and business models** for urban logistics solutions.
- **Feedback to policy-making processes** and alignment with EU initiatives related to sustainable urban mobility and climate-neutral cities.
- **Strengthening of clustering activities and knowledge exchange** with projects funded under the same topic.

5.4 Capacity building

In line with WP6 activities, and in coordination with the technical and pilot-related work packages, capacity building will support public authorities, logistics operators, urban planners and other stakeholders in applying NEXTLOGIC approaches in real-world contexts. Under Task 6.3, capacity-building activities will be closely linked to stakeholder engagement, clustering and collaboration with European initiatives such as the Cities Mission Platform and the CIVITAS Initiative, ensuring alignment with broader EU efforts towards climate-neutral cities.

Capacity building in NEXTLOGIC will include:

- **Training modules and learning materials** covering key project concepts, including data-driven urban logistics planning, Digital Twin applications, governance approaches and business models.
- **Hands-on training activities linked to pilot cities**, enabling stakeholders to explore and understand the practical implementation of solutions such as Smart Loading Zones, Microhubs and integrated data platforms.
- **Webinars and online sessions** targeting a wider European audience, including cities and stakeholders not directly involved in the project pilots.
- **Guidelines, recommendations and toolkits**, building on project results to support replication and transferability of NEXTLOGIC solutions across different urban contexts.
- **Integration into academic and professional training programmes**, contributing to knowledge transfer and the development of skills among future urban mobility and logistics professionals.

Capacity-building activities will evolve in line with the project lifecycle:

- **Early phase (approx. M9–M18):** development of initial training materials, focusing on core concepts and methodologies.

- **Mid-term phase (approx. M19–M36):** delivery of training activities linked to pilot implementation, including practical demonstrations and stakeholder engagement in the cities.
- **Final phase (approx. M37–M48):** consolidation of knowledge into final guidelines, toolkits and training resources, supporting replication, uptake and long-term sustainability of project results.

WP6 will coordinate the planning, delivery and monitoring of capacity-building activities, ensuring their integration within the overall communication, dissemination and exploitation strategy. This approach ensures that **capacity building is not treated as a standalone activity**, but as a key enabler for the uptake, scalability and long-term impact of NEXTLOGIC solutions.

5.5 Liaison with standardisation bodies, associations and EU initiatives

NEXTLOGIC will actively engage with standardisation bodies, industry associations and European initiatives to ensure that its results are aligned with existing frameworks and positioned for uptake across Europe. This approach is essential to maximise the project's impact, facilitate replication and support the integration of its solutions into policy and operational practices.

On the **standardisation** side, the project will monitor relevant developments in the fields of urban mobility, logistics, data governance and digital technologies, and will contribute where appropriate through partners' participation in standardisation activities. Particular attention will be given to areas where NEXTLOGIC solutions can provide added value in shaping future standards and guidelines.

Engagement with **industry associations and European networks** will play a key role in dissemination and exploitation. The consortium will leverage existing connections with organisations such as ALICE (Alliance for Logistics Innovation through Collaboration in Europe), POLIS Network, ERTICO – ITS Europe, and other relevant platforms to reach both public authorities and private stakeholders. These channels will support knowledge exchange, visibility and dialogue with key actors in urban logistics and mobility ecosystems.

At the European level, NEXTLOGIC will ensure strong alignment with major initiatives, focusing on the **Cities Mission Platform** and the **CIVITAS Initiative**. Collaboration with sister projects funded under the same Horizon Europe call (CORESpaces, URBAN FLOW) will further strengthen clustering activities, enabling joint dissemination actions, exchange of best practices and coordinated contributions to policy discussions.

Table 10. Mapping of standardisation bodies, associations and EU initiatives

Organisation / Initiative	Relevance for NEXTLOGIC	Expected contribution from NEXTLOGIC	Anticipated benefits for exploitation and impact
CIVITAS Initiative	European flagship initiative for sustainable urban mobility and innovation	Share project results, participate in events and working groups, contribute to knowledge exchange on urban logistics	Increased visibility at EU level, uptake by cities, alignment with urban mobility policies

Organisation / Initiative	Relevance for NEXTLOGIC	Expected contribution from NEXTLOGIC	Anticipated benefits for exploitation and impact
Cities Mission Platform (NetZeroCities)	EU platform supporting cities in achieving climate neutrality	Align project activities with Mission objectives, share results from pilot cities, contribute to replication and scaling strategies	Stronger policy relevance, direct uptake by Mission Cities, enhanced impact on climate-neutral urban planning
Projects funded under the same Horizon Europe topic (CORESpaces, URBAN FLOW)	Sister projects addressing similar challenges in urban space and logistics	Joint dissemination actions, exchange of best practices, co-creation of common messages and recommendations	Increased visibility, stronger policy influence, enhanced replicability and impact
ALICE (Alliance for Logistics Innovation through Collaboration in Europe)	European technology platform for logistics and supply chain innovation and NEXTLOGIC project partner	Disseminate results related to urban freight, logistics operations and data-driven solutions; participate in events and working groups	Uptake by logistics stakeholders, increased industry engagement, support for exploitation pathways
POLIS Network	Network of cities and regions working on urban mobility and innovation	Share pilot results, governance approaches and policy-relevant insights with cities and regions	Uptake by municipalities, improved transferability and replication across Europe
European urban mobility and logistics stakeholder ecosystem (associations, platforms, events)	Broad ecosystem of public and private stakeholders relevant to urban logistics	Dissemination through events, workshops and stakeholder engagement activities; contribution to discussions on urban logistics and space management	Increased outreach, stakeholder engagement and exploitation opportunities

5.5.1 Collaboration with CIVITAS and NetZeroCities

NEXTLOGIC will cooperate with the Cities Mission Platform (led by NetZeroCities project) and the CIVITAS Initiative, through the coordination of research and innovation, monitoring, communication and dissemination activities of mutual interest. This collaboration is formalised through a Memorandum of Understanding.

Accordingly, NEXTLOGIC has initiated formal cooperation processes with both initiatives:

- **CIVITAS Initiative:** The cooperation focuses on branding and communication alignment, participation in CIVITAS working groups and thematic areas, notably Urban Logistics, clustering opportunities, joint activities, events and access to CIVITAS knowledge-sharing platforms. A CIVITAS Memorandum of Understanding is being signed to formalise the relationship between NEXTLOGIC and the CIVITAS Initiative and support integration into CIVITAS workspaces, meetings, events and dissemination channels.
- **Cities Mission Platform:** NEXTLOGIC has also initiated collaboration with NetZeroCities, in line with its status as a Cities Mission project and the fact that all eight NEXTLOGIC pilot cities are Mission Cities. The cooperation process includes the signing of a MoU and Collaboration Agreement, the former already signed, a dedicated exchange with the NetZeroCities contact point, and the exploration of collaboration areas such as connection with City Advisors, access to the Community of Practice and Knowledge Repository, exchange on transport, urban freight and logistics activities in the Mission Cities, and coordination of dissemination and replication activities.

5.5.2 Collaboration with sister projects

In parallel, NEXTLOGIC has launched cooperation with its sister projects funded under the same Horizon Europe call/topic, notably **CORESpaces** and **URBAN FLOW**. This collaboration aims to ensure complementarity across projects addressing the rethinking of urban spaces towards climate neutrality. Initial exchanges have focused on identifying common priorities and complementarities, preparing joint communication and dissemination actions, exploring joint participation in conferences and EU events.

The collaboration with sister projects is intended to support the exchange of knowledge and results on living labs, pilot activities and demonstration sites.

6. Exploitation and growth pathways

Exploitation in NEXTLOGIC ensures that project results progress beyond pilot demonstrations and research outputs towards real-world uptake, replication and long-term impact. While communication and dissemination activities enhance visibility, engagement and stakeholder awareness, **exploitation focuses on transforming project results into practical, scalable solutions that can be adopted by cities, logistics operators, industry actors and public authorities.**

In line with the project's objectives, exploitation is closely connected to the development and validation of innovative approaches for climate-neutral urban freight, supporting their integration into planning practices, business models and policy frameworks across European urban contexts.

6.1 Exploitation strategy

The exploitation approach in NEXTLOGIC is built on a coordinated and forward-looking strategy aimed at translating project results into concrete uptake, replication and long-term impact across European urban logistics systems.

The strategy follows a structured and partner-driven model:

1. Identification and structuring of Key Exploitable Results (KERs)

Each KER is systematically defined in terms of its nature, value proposition, target users, maturity level, ownership and intellectual property considerations, as well as its most suitable exploitation pathway (e.g. commercialisation, policy uptake, integration into planning tools or further research).

2. Partner-specific exploitation pathways

Each partner contributes according to its role, expertise and strategic interests. e.g.:

- **Industry partners and SMEs** focus on the market uptake of solutions, including digital tools, services and consultancy related to urban freight planning, simulation and operations.
- **Research and academic partners** exploit results through scientific publications, methodological frameworks, training activities and integration into educational programmes, as well as consultancy services.
- **Cities and public authorities** support the uptake of project outcomes by integrating tested solutions, governance approaches and planning methodologies into urban mobility policies and operational practices.

3. Coordinated exploitation framework

Individual exploitation actions are aligned within a common framework to ensure coherence, avoid fragmentation and maximise synergies across results. This contributes to building a shared value proposition around data-driven, climate-neutral urban logistics, supporting replication across different city contexts.

The exploitation strategy follows an **iterative and adaptive process**, in line with the project lifecycle:

- The present deliverable defines the initial exploitation roadmap and approach.

- Mid-term updates (D6.3, Updated Plan for Dissemination and Exploitation) will refine the strategy based on pilot implementation, validation results and stakeholder feedback.
- The Impact Accelerator will further structure the transition towards post-project deployment, including scaling, replication and investment-readiness aspects. A final Exploitation and Intellectual Property Plan (D6.4) will consolidate exploitation pathways, partner commitments and agreements.

To ensure continuous monitoring and alignment, a **shared Exploitation Register** will be maintained (e.g. via a collaborative platform), where partners regularly update information on KERs, including ownership, maturity, exploitation routes and planned actions. This register provides a dynamic overview of the project's innovation potential and feeds into WP6 monitoring activities and the overall KPI framework (see Section 7).

6.2 Exploitable results

NEXTLOGIC generates a diverse portfolio of exploitable results with significant potential for uptake, replication and scaling across European urban contexts. These results are developed and validated through pilot activities and co-creation processes with cities, logistics operators and other stakeholders, ensuring their relevance for real-world implementation.

The main Key Exploitable Results (KERs) include:

1. **User behaviour and policy integration models for urban logistics and curbside management**

Methodological frameworks and conceptual models supporting the integration of user needs and public policy objectives into urban freight planning. These approaches enable new forms of interaction among stakeholders and support decision-making in complex, multi-user urban environments.

2. **Urban freight data mapping and open-access datasets**

Integrated datasets on urban mobility and logistics, enabling improved monitoring of infrastructure usage, demand patterns and system performance. These data assets support evidence-based planning and optimisation of urban logistics operations.

3. **Mobile Microhubs concepts and operational models**

Planning frameworks and implementation roadmaps for Microhub deployment, supporting local authorities and logistics operators in designing efficient, low-emission last-mile distribution systems.

4. **Smart Loading Zones (SLZ) strategies and analytical tools**

Economic, operational and regulatory approaches for the implementation of Smart Loading Zones, complemented by big data analytics tools providing insights on parking behaviour, usage patterns and optimisation opportunities.

5. **Digital Twins for climate-neutral urban logistics**

Advanced digital platforms enabling real-time monitoring, simulation and adaptive management of urban freight systems. These Digital Twins support scenario testing, impact assessment and data-driven decision-making in cities.

6. **Extended Reality (XR) toolkit for co-design and simulation**

A flexible XR environment supporting stakeholder engagement, participatory planning and scenario visualisation, allowing users to explore and assess urban logistics solutions in an interactive way.

7. **Gamification-based reward application for behavioural change**

A mobile application designed to capture mobility and logistics behaviours and incentivise more sustainable practices among citizens and service providers through reward mechanisms.

8. **Business, financial and governance models**

Innovative models supporting the deployment and long-term sustainability of urban logistics solutions, including mechanisms for multi-stakeholder collaboration, investment and operational viability.

9. **Training curricula and capacity-building tools**

Educational resources and training programmes aimed at strengthening knowledge, skills and institutional capacity among cities, practitioners and other stakeholders, facilitating the uptake of project results.

These results are not developed in isolation but are combined into integrated solution packages, each including a clear value proposition, target users, maturity level, intellectual property considerations and exploitation pathway. Together, they form the core of the **NEXTLOGIC Impact Accelerator**, ensuring that project outcomes are translated into actionable, scalable and investment-ready solutions that can support the transition towards climate-neutral urban logistics systems across Europe.

The figure below provides a clear overview of how NEXTLOGIC structures its exploitable results across products, services and conceptual outputs, linking them to concrete use cases in pilot cities and to clearly defined target users. It highlights the integrated nature of the project's solutions, where data, digital tools (e.g. Digital Twins, XR, analytics) and operational concepts (e.g. Microhubs, Smart Loading Zones) are combined into coherent value propositions.

A key strength emerging from this framework is the balance between technological innovation and governance/business-oriented solutions, ensuring that the project does not only develop tools, but also enables their real-world adoption through viable models and strategies. The distinction between commercialisation routes (e.g. pay-per-access, consultancy) and open or knowledge-based outputs (e.g. publications, data, training) reflects the diversity of exploitation pathways and aligns with the roles of different partners.

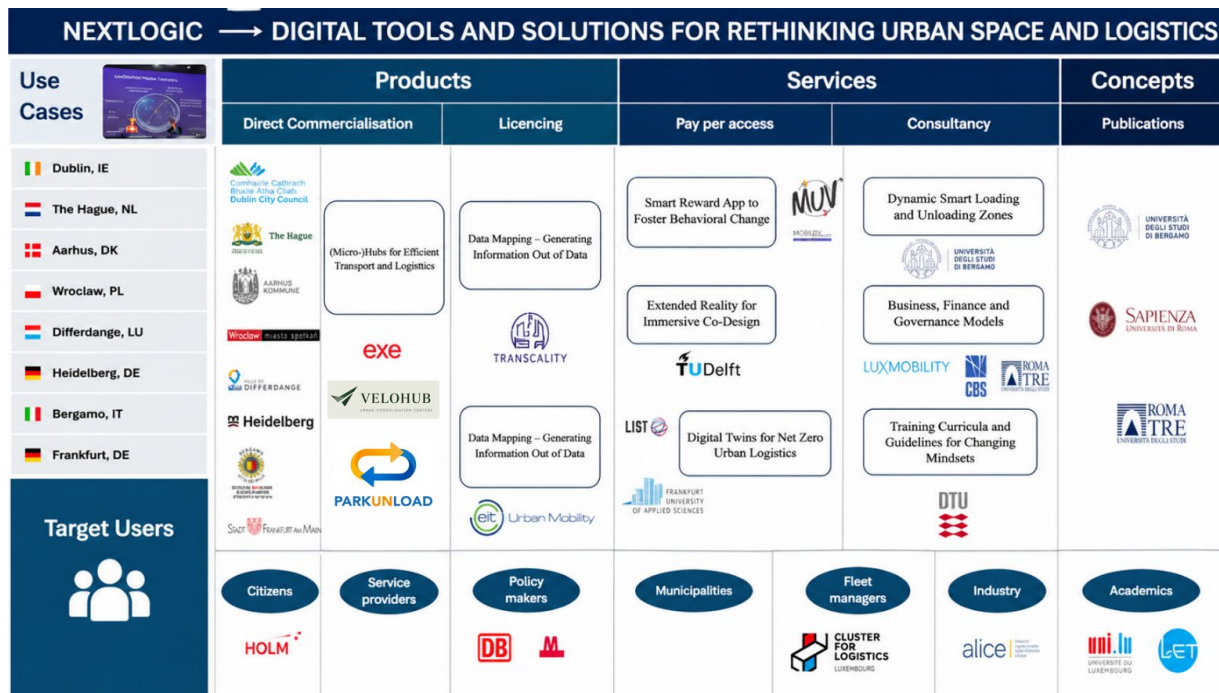


Figure 17. NEXTLOGIC Exploitation Model

6.3 Exploitation mechanisms

Exploitation in NEXTLOGIC is supported by a set of structured mechanisms ensuring that project results are systematically identified, validated and prepared for uptake and replication.

- Exploitation register:** a shared, continuously updated register (SharePoint-based) where partners document Key Exploitable Results (KERs), including ownership, IPR status, maturity, target users and intended exploitation pathways. The register is maintained under WP6 and regularly updated to support monitoring, alignment and reporting across the project.
- Innovation packages:** project results are progressively consolidated into integrated solution packages, combining technical components, operational concepts and governance/business models. These packages include value propositions, use cases and evidence from pilot activities, facilitating transferability and replication in different urban contexts.
- Validation through pilot activities and stakeholder engagement:** exploitation pathways are refined through continuous interaction with stakeholders, including cities, logistics operators and industry actors, building on pilot implementation and co-creation processes. In particular, the **NEXTLOGIC Outreach Group** supports feedback collection, alignment with user needs and validation of solutions in real-world conditions.
- Communication channels and long-term availability of results:** the project website and communication channels ensure visibility and accessibility of results during and beyond the project lifetime (minimum three years after project end, ensures post-project accessibility and continuity). They act as key entry points for stakeholders to access project outputs, supporting uptake, knowledge transfer and replication.

6.4 SWOT Analysis

At Month 6, the exploitation strategy of NEXTLOGIC is still in its structuring phase, with Key Exploitable Results (KERs) being defined and initial stakeholder engagement activities underway. The following **SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis** builds on the project's technical approach, pilot structure and stakeholder framework as described in the Grant Agreement [3], identifying key factors influencing future uptake and scalability.

Table 11. SWOT analysis

Strengths	Weaknesses
• Strong policy alignment and relevance: the project directly addresses EU priorities on climate neutrality, sustainable urban mobility and zero-emission logistics, ensuring high relevance for cities and policy stakeholders. • Pilot-based and co-creation approach: the involvement of multiple cities and stakeholders in co-design and validation ensures that solutions are grounded in real operational needs and contexts. • Integrated combination of technologies and methodologies: the project combines Digital Twins, XR, data analytics and governance frameworks, enabling a comprehensive approach to urban freight planning and management. • Diverse consortium covering the full value chain: the participation of cities, research organisations, industry partners and networks supports different exploitation routes (policy uptake, market deployment, knowledge transfer). • Structured WP6 framework (Impact Accelerator, outreach, communication): the integration of exploitation with dissemination, stakeholder engagement and capacity building strengthens the pathway towards uptake and replication.	• Low maturity level of results at early stage (M6): most KERs are still under development and not yet validated through pilot activities, limiting immediate exploitation potential. • Dependence on pilot implementation for validation: exploitation pathways rely heavily on successful testing and demonstration in pilot cities, which has not yet been completed. • Complexity of integrated solutions: the combination of multiple technological and organisational components may make solutions more difficult to implement without tailored support. • Need for further development of business and governance models: while identified in the project scope, these models still require validation and refinement to ensure real-world applicability.

Opportunities	Threats
• Increasing demand from cities for urban logistics solutions: cities are actively seeking tools and strategies to manage freight, reduce emissions and optimise urban space. • Favourable policy and funding environment: EU and national initiatives supporting climate-neutral cities and sustainable mobility create opportunities for uptake and scaling. • Replication potential across different urban contexts: the project explicitly targets transferability and adaptation of solutions beyond pilot cities. • Collaboration with EU initiatives and networks (e.g. CIVITAS, Cities Mission): the Outreach Group and clustering activities provide channels for visibility, knowledge exchange and uptake. • Advancement of digital tools in urban planning: increasing use of data and simulation tools in cities supports the adoption of Digital Twins and related solutions.	• Variability across city contexts (regulatory, organisational, technical): differences between cities may limit direct transferability and require adaptation of solutions. • Limited resources and investment capacity of public authorities: cities may face constraints in adopting new solutions, particularly those requiring infrastructure or system integration. • Barriers related to data availability and governance: access to reliable and interoperable data may vary across cities, affecting implementation of data-driven tools. • Stakeholder acceptance and behavioural change challenges: adoption of new logistics practices and tools depends on acceptance by operators, businesses and citizens. • Competition and overlap with other initiatives: similar solutions developed by other EU projects or market actors may affect positioning and uptake.

The SWOT analysis highlights the importance of focusing on:

- Validation through pilot activities.
- Development of robust business and governance models.
- Simplification and modularisation of complex tools (e.g. Digital Twins, XR).
- Strong stakeholder engagement to ensure acceptance and uptake.

These elements are therefore prioritised within the NEXTLOGIC Impact Accelerator and WP6 activities.

6.5 Integration with governance and business models

A key dimension of exploitation in NEXTLOGIC is the integration of project results with governance, business and financial models, ensuring that technical and conceptual innovations can be effectively implemented and sustained in real urban contexts (see WP5).

Experience from urban mobility and logistics initiatives shows that the uptake of innovative solutions (such as Digital Twins, Smart Loading Zones or Microhubs) depends not only on their technical

performance, but also on the existence of clear organisational frameworks, viable business cases and aligned stakeholder incentives. For this reason, NEXTLOGIC places strong emphasis on embedding exploitable results within **operational and governance structures** that support real-world deployment.

In particular, the project addresses this through:

- **Definition of stakeholder roles and interactions:** identification and structuring of roles across public authorities, logistics operators, service providers and other urban actors, clarifying responsibilities in the planning, implementation and operation of solutions.
- **Development of business and financial models:** design of sustainable models supporting the deployment and operation of urban logistics solutions, including cost structures, revenue streams and investment needs, with attention to scalability and long-term viability.
- **Governance frameworks for urban logistics systems:** development of adaptable governance approaches that enable coordination among multiple stakeholders, taking into account regulatory, institutional and operational conditions at local and European level.
- **Integration with pilot activities and stakeholder engagement:** governance and business models are developed and refined through pilot implementation and co-creation processes, ensuring their feasibility and alignment with real urban contexts and user needs.

By integrating exploitable results with governance and business models, NEXTLOGIC ensures that its solutions are not only technically robust, but also implementable, economically viable and institutionally supported. This significantly strengthens their potential for uptake, replication and scaling across European cities.

6.6 IPR management principles

The management of intellectual property rights (IPR) is a key enabler for the effective exploitation, uptake and long-term sustainability of NEXTLOGIC results. The project follows the rules and principles defined in the Horizon Europe Grant Agreement [3] and further specified in the Consortium Agreement [4], ensuring a balanced approach between protection, access, collaboration, knowledge sharing and future market uptake.

The main IPR management principles are as follows:

- **Ownership of results:** In line with Horizon Europe provisions, each partner owns the results it generates. In cases where results are jointly developed and the respective contributions cannot be clearly separated for the purpose of applying for, obtaining or maintaining protection, joint ownership shall apply, with specific arrangements governed by the Consortium Agreement [4].
- **Background access rights:** Access rights to background knowledge, data, tools or intellectual assets identified by the partners are granted only where necessary for the implementation of the project or for the exploitation of a partner's own results, under the conditions and limitations defined in the Consortium Agreement.
- **Access rights to results:** Partners are granted access rights to project results where necessary for project implementation and for the exploitation of their own results, under fair and reasonable conditions and in accordance with the Grant Agreement [3] and Consortium Agreement [4].

- **Protection of results:** Results with exploitation potential will be appropriately assessed and protected where relevant, taking into account their nature, commercial potential and intended exploitation pathway. Protection and exploitation mechanisms may include intellectual property rights (such as copyright), trade secrets, proprietary approaches, open-source licensing, service-based exploitation models, or other suitable mechanisms depending on the type of result.
- **Confidentiality:** Partners shall ensure the protection of confidential information exchanged within the framework of NEXTLOGIC, in accordance with the confidentiality obligations established in the Grant Agreement and Consortium Agreement, safeguarding sensitive technical, commercial and strategic knowledge.
- **Dissemination and protection balance:** In accordance with Horizon Europe rules, dissemination of project results shall be carried out while ensuring that adequate protection measures have been considered beforehand. Prior to dissemination, partners shall follow the notification and review procedures established in the Consortium Agreement, allowing other beneficiaries to raise justified objections where their legitimate interests, confidential information, background, or exploitable results may be affected.
- **Transfer of ownership:** Any transfer of ownership of project results shall be carried out in accordance with the provisions of the Grant Agreement and Consortium Agreement, ensuring that the access rights and legitimate interests of other beneficiaries are preserved.
- **Licensing and exploitation arrangements:** Exploitation of NEXTLOGIC results may take different forms depending on the nature of each Key Exploitable Result, including licensing, consultancy and service provision, digital tool deployment, training activities, governance and business model uptake, open-source distribution, or commercial implementation by project partners and external stakeholders.

A clear and transparent IPR management framework supports trust, collaboration and effective knowledge exchange within the consortium, while facilitating engagement with cities, industry stakeholders, public authorities and potential adopters. This approach ensures that NEXTLOGIC results can be appropriately protected, effectively exploited, and scaled beyond the project lifetime.

6.7 From exploitation to growth

In NEXTLOGIC, exploitation is closely linked to a structured pathway towards growth, replication and long-term impact through the Impact Accelerator framework. The Accelerator connects project results with concrete uptake and scaling opportunities, ensuring continuity beyond the project duration. This transition from exploitation to growth is supported by the following key elements:

- **Development of integrated and transferable solution packages:** Key Exploitable Results (KERs) are consolidated into coherent solution packages, combining technical tools, operational concepts, and governance/business models. These packages are designed to be understandable, adaptable and transferable to different urban contexts.
- **Alignment with policy frameworks and European initiatives:** project results are aligned with EU priorities, including the Cities Mission and sustainable urban mobility frameworks, and linked to relevant initiatives such as CIVITAS and NetZeroCities. This enhances visibility, credibility and opportunities for uptake.

- **Engagement with stakeholders and capacity building:** through the NEXTLOGIC Outreach Group and capacity-building activities, the project supports cities, operators and other stakeholders in understanding, adopting and implementing solutions, strengthening their readiness for replication.
- **Support to replication and scaling across cities:** the project promotes the transfer of validated solutions from pilot cities to other urban areas, taking into account different regulatory, technical and organisational contexts. This includes the identification of enabling conditions and barriers to uptake.
- **Long-term availability and visibility of results:** the project website (www.nextlogic-project.eu) and communication channels ensure that results remain accessible and visible beyond the project lifetime (for at least three years after project end), supporting continued uptake and knowledge transfer.

To guide this process, NEXTLOGIC establishes a structured exploitation and growth roadmap, defining key phases, milestones and responsibilities. This roadmap evolves throughout the project, from the initial strategy definition to mid-term updates based on pilot results and stakeholder feedback, and ultimately towards consolidation and post-project deployment.

To guide this process, NEXTLOGIC has developed an exploitation roadmap that gives timing to the activities.

Table 12. Exploitation roadmap

Phase	Timing	Main activities	Responsible partner(s)
Initial strategy and setup	M1–M12	Identification and structuring of Key Exploitable Results (KERs); establishment of the Exploitation Register; definition of initial exploitation pathways; alignment with IPR principles; first stakeholder engagement activities	UniLU, LuxM, all partners
Mid-term development and validation	M13–M24	Refinement of exploitation strategies based on initial results; further development of business and governance models; alignment with pilot implementation; continued stakeholder engagement and feedback; update of the exploitation roadmap	LuxM, WP leaders, pilot cities, industry and research partners
Pilot implementation and exploitation	M25–M36	Validation of KERs through pilot activities; collection of evidence on performance and impact; consolidation of solution packages; promotion through EU networks and clustering activities (e.g. CIVITAS, Cities Mission)	Pilot leaders, cities, industry partners, WP6

Phase	Timing	Main activities	Responsible partner(s)
Consolidation and final planning	M37–M48	Finalisation of exploitation pathways and partner commitments; preparation of final Exploitation and IP Plan; consolidation of business and governance models; definition of replication and scaling strategies; development of Impact Accelerator growth plan	UniLU, LuxM, all partners
Post-project uptake and scaling	Post-project	Uptake and replication of solutions in additional cities; continued dissemination and stakeholder engagement; use of project results through partners' activities and networks; long-term availability of results via project channels	All partners (individual exploitation), supported by networks and stakeholders

7. Monitoring, KPIs and risk management

The Dissemination, Communication and Exploitation strategy of NEXTLOGIC will be continuously monitored to ensure that objectives are achieved, impacts are maximised, and activities remain aligned with stakeholder needs and project progress.

Monitoring is structured around three complementary dimensions:

1. **Communication and dissemination performance**, focusing on visibility, outreach and engagement with target audiences.
2. **Stakeholder engagement and uptake**, ensuring that key actors are actively involved in co-creation, validation and replication of project results.
3. **Exploitation and long-term impact**, supporting the integration of results into policy, practice and future initiatives.

The monitoring process is coordinated under WP6, with contributions from all partners, and is supported by internal tracking tools and periodic reporting activities.

7.1 KPIs for communication, dissemination and exploitation

Success is assessed through a set of KPIs combining quantitative and qualitative measures. These indicators are derived from the Grant Agreement [3] and complemented with operational targets to support effective implementation and monitoring.

Table 13. KPIs for communication, dissemination and exploitation

Category	KPI	Target	Measurement source
Communication	Website users	≥ 2,000 users	Website analytics
	Website visits / page views	≥ 5,000 visits ≥ 10,000 page views	Website analytics
	Website content updates	≥ 3 updates/year ≥ 15 blog posts/news updates	Website records
	Social media followers (LinkedIn)	≥ 100 followers	LinkedIn analytics
	Social media posts	≥ 20 posts on partners accounts	LinkedIn analytics
	Press releases	≥ 4 (key project phases)	C&D tracking file
	Media coverage	≥ 25 articles (generalist and specialised media)	C&D tracking file
	Videos produced	≥ 4 videos	WP6 records
	Video views	≥ 500 views on YouTube	YouTube analytics
	Newsletters	4 issues	Mailchimp

Category	KPI	Target	Measurement source
Dissemination	Scientific dissemination	≥ 5 open-access peer-reviewed publications	C&D tracking file
	Scientific conference participation	≥ 8 research-related events	C&D tracking file
	Presence at leading conferences and sector events	≥ 10 contributions (papers/presentations)	C&D tracking file
	Clustering and joint dissemination	≥ 4 clustering or joint dissemination activities with sister projects and EU initiatives	C&D tracking file
	Publications in professional/specialised media	≥ 3 articles in relevant journals or sectoral outlets	C&D tracking file
	Contributions to standardisation and policy frameworks	Qualitative target (e.g. ISO, EU platforms)	Partner reporting
Stakeholder engagement	Co-creation workshops & engagement activities	≥ 10 activities	WP4/WP6 records
	Webinars and workshops	≥ 3 webinars/workshops across project phases (design, intermediate and feedback/engagement stages)	WP4/WP6 records
	One-to-one stakeholder meetings	> 15 meetings	Partner reporting
	Outreach Group engagement	Participation throughout project lifecycle	WP6 records
	Training and capacity building	≥ 4 training activities/sessions	WP6 records
Exploitation	Identification of key exploitable results	≥ 10 KERs identified (aligned with GA baseline)	Exploitation register
	KERs with defined exploitation pathways	100% of KERs with exploitation route defined	Exploitation register
	Results with defined IPR strategy	100% of KERs	Exploitation register
	KERs reaching advanced maturity (e.g. TRL6–7+)	≥ 50% of KERs	Technical monitoring (WP4/WP5)

Category	KPI	Target	Measurement source
	Uptake actions (pilots, replication, commercial steps)	≥ 5 concrete uptake actions	WP6 records
	Services/tools prepared for post-project exploitation	≥ 3 solutions ready for market or replication	Technical monitoring (WP4/WP5)
	Contribution to final exploitation outputs	Completion of D6.4 Final Exploitation Plan and IP management	D6.4

7.2 Monitoring tools and feedback loops

To ensure that C&D&E activities achieve their intended reach and impact, NEXTLOGIC applies a structured monitoring system based on practical tools and continuous feedback mechanisms. KPIs progress is regularly reviewed within WP6 and during project meetings. Monitoring results support decision-making, allowing the consortium to adjust activities, reallocate efforts and optimise impact.

Event and engagement tracker

A shared tracking tool is used by partners to record participation in conferences, workshops, clustering activities and stakeholder engagement actions. Entries include type of event, audience reached, partner contributions and expected impact. This tool supports coordination across the consortium, avoids duplication and provides a reliable basis for KPI monitoring.

In the same tool, partners document dissemination and communication outputs, including publications, media coverage, social media activities, videos, newsletters and training actions. The collected data feeds directly into KPI monitoring and periodic reporting.

Stakeholder engagement monitoring

Stakeholder interactions, including Outreach Group activities, co-creation workshops, pilot engagement and bilateral meetings, are systematically recorded. This enables the consortium to assess the level and quality of stakeholder involvement and to adapt engagement strategies where needed.

Website and social media analytics

The project website is monitored through analytics tools, tracking users, page views and content performance. Social media engagement is assessed through platform analytics, measuring reach, impressions and interactions. These insights are used to refine communication strategies.

Exploitation register

A dedicated internal exploitation register is established in the form of a structured table to document the project's key results and their potential for uptake, including information on ownership, IPR considerations, maturity level, intended exploitation pathways and planned next steps.

At this stage, the register is developed as a preliminary version, providing an initial mapping of expected Key Exploitable Results (KERs) and their potential value. It will be progressively refined and expanded as the project advances. Specifically, a more detailed and consolidated version of the register will be developed once the first exploitation-oriented activities are initiated, ideally from months 8–10 onwards, when results and use cases start to mature.

Updated on a regular basis, this register will provide an evolving overview of the project's impact potential and support alignment with the overall impact and uptake strategy developed under WP6. It will also contribute to ensuring consistency with Horizon Europe requirements on exploitation, knowledge management and IPR considerations.

The register will further support the consolidation of project outcomes and feed into key deliverables related to impact, dissemination, exploitation and long-term sustainability planning, including the updated and final exploitation plans.

Table 14. Preliminary Exploitation Register table - subject to update at a later stage

Exploitable Result	Category	Value Proposition	IPR Mechanism	Exploitation Route	Main Partner
User behaviour, public policy integrations of curbside management and urban logistics	Methodologies, know-how, conceptual model / ontology	New urban planning models (e.g. urban logistics and 15-minute city concepts), enabling new roles and interactions among stakeholders and supporting arbitration among different users	N/A	Publications	LAET
Data Mapping Open-access	Data / datasets	Integrated datasets on urban freight and mobility, enabling monitoring of infrastructure usage and optimisation of capacities	Licensing coherent with open-source approach	Licensing	SAU
Microhubs	Concept	Roadmap and operational models for local authorities and logistics operators implementing Microhubs, including infrastructure deployment and usage models	Licensing coherent with open-source approach	Consultancy services	WUEB

Exploitable Result	Category	Value Proposition	IPR Mechanism	Exploitation Route	Main Partner
Smart Loading Zones (SLZ)	Concept	Economic, managerial and operational strategies ensuring affordability and implementation of SLZs by municipalities	Open source	Publications	UniBG
Smart Loading Zones – Big Data Analytics	Software	Big data analytics platform providing anonymised and aggregated parking data, maps and usage patterns for SLZ optimisation	Licensing coherent with open-source approach	Service provision	PKUN
Extended Reality (XR) toolkit	Software	Reusable and flexible XR toolkit for scenario simulation and data collection, adaptable to different cities and contexts	Licensing coherent with open-source approach	Service provision	TUD
Smart Reward gamification App	Software	Mobile application capturing mobility and logistics patterns, using gamification to engage users (citizens and service providers)	Licensing coherent with open-source approach	Service provision	MUV
Digital Twins for Net Zero urban logistics	Software	Digital Twin platform enabling real-time mobility monitoring and adaptive urban logistics management	Licensing coherent with open-source approach	Service provision	FUAS, LIST
Business, finance and governance models	Services	Development of sustainable business, financial and governance models supporting urban logistics solutions	Third-party consultancy	Consultancy services	CBS
Training curricula and tools	Curricula	Mechanisms and tools to support knowledge transfer and capacity building	Open source	Consultancy services	UniLU

NEXTLOGIC integrates both internal and external feedback mechanisms:

- **Internal feedback:** partner inputs collected during meetings and reporting activities.
- **External feedback:** insights gathered through workshops, pilot activities and stakeholder engagement actions.
- **Outreach Group:** provides structured expert feedback on project approaches, tools and results, supporting validation, replication and uptake.

These mechanisms ensure that monitoring is continuous, transparent and actionable.

7.3 Risks and mitigation measures

NEXTLOGIC acknowledges that achieving its communication, dissemination and exploitation objectives requires continuous monitoring of potential risks and the implementation of proactive mitigation measures. Given the project's strong reliance on multi-stakeholder engagement, pilot activities across cities and the development of exploitable results, risks are addressed through coordinated actions under WP6 and in alignment with Horizon Europe requirements on communication, dissemination, exploitation and IPR management.

The main risks and corresponding mitigation strategies are summarised in the table below.

Table 15. NEXTLOGIC WP6 risks and mitigation measures

Risk	Potential impact	Mitigation strategy
Limited visibility of project results	Reduced awareness, low outreach and engagement	Ensure regular updates on website and social media; leverage partners' networks; produce diversified content (articles, videos, visuals)
Low stakeholder participation in co-creation activities, workshops and pilots	Weak validation of solutions, reduced uptake and impact	Early stakeholder mapping and engagement; collaboration with cities and associations; activation of Outreach Group and local ecosystems
Fragmentation of communication and dissemination efforts across partners	Inconsistent messaging and reduced effectiveness	Centralised coordination by WP6; use of common templates, guidelines and editorial planning
Delays in pilot implementation or limited availability of results	Reduced dissemination opportunities and weaker exploitation potential	Align communication with project timeline; promote intermediate results and use cases; ensure close coordination with technical WPs
Insufficient identification or maturity of KERs	Missed exploitation opportunities and limited long-term impact	Early identification of KERs based on GA baseline; continuous update of exploitation register; support through Impact Accelerator
IPR conflicts or unclear ownership of results	Barriers to exploitation, delays in uptake	Clear IPR framework defined in Consortium Agreement; regular monitoring of ownership

Risk	Potential impact	Mitigation strategy
		and access rights; alignment with exploitation register
Limited uptake of solutions by cities or market actors	Reduced impact and sustainability beyond project lifetime	Strong involvement of pilot and replicating cities; demonstration of real-world benefits; targeted engagement with industry and policy makers
Low societal acceptance of urban logistics measures	Resistance to implementation and replication	Co-creation with citizens and stakeholders; transparent communication of benefits; use of visualisation tools (e.g. Digital Twin, XR)
Weak alignment with EU initiatives and sister projects	Reduced visibility at EU level and missed synergies	Active participation in clustering activities (e.g. CIVITAS, Mission Platform); joint dissemination actions with sister projects (URBAN FLOW, CORESpaces)
Ineffective exploitation planning or late preparation	Limited readiness for post-project sustainability	Progressive development of exploitation strategy; integration with WP6 activities; preparation of final exploitation plan (D6.4)

8. Roadmap and timeline

The Dissemination, Communication and Exploitation strategy in NEXTLOGIC follows a phased approach that aligns with project milestones, pilot demonstrations and the Impact Accelerator growth plan. The roadmap ensures that activities are not isolated but evolve over time, adapting to results and stakeholder needs.

8.1 Phases of C&D&E strategy

The roadmap is structured into three main phases, reflecting the progressive development of activities across communication, dissemination and exploitation, and their integration within the WP6:

- **Initial phase (M1-M12): awareness, positioning and structuring of exploitation.** This phase focuses on establishing the project's identity and visibility, including the launch of the website and communication channels. Initial stakeholder mapping and early engagement activities are carried out, alongside the setup of the Impact Accelerator framework. In parallel, Key Exploitable Results (KERs) are identified and structured, initial exploitation pathways are defined, and the Exploitation Register is established. Early alignment with IPR principles and stakeholder needs is ensured.
- **Mid-term phase (M13-M36): engagement, co-creation and validation.** This phase is characterised by intensified stakeholder engagement, including co-creation workshops, capacity-building activities and collaboration through the NEXTLOGIC Outreach Group. Pilot implementation begins and progresses, enabling the validation of project solutions in real urban environments. Dissemination focuses on intermediate results, while exploitation activities advance through the refinement of KERs, development of business and governance models, and initial consolidation of solution packages.
- **Final phase (M37-M48): uptake, replication and long-term impact.** In the final phase, project results are consolidated and translated into replicable and scalable solutions. Dissemination activities focus on final results and policy engagement, supporting alignment with European and local frameworks. Exploitation activities culminate in the finalisation of exploitation pathways, including the Final Exploitation and IP Plan and the Impact Accelerator growth plan, supporting post-project deployment. Particular emphasis is placed on replication across cities, uptake by stakeholders and long-term sustainability of results.

8.2 Alignment with milestones, pilots and demonstrations

C&D&E activities in NEXTLOGIC are closely synchronised with the project's technical progress, and in particular with the development and implementation of pilot activities across leading and replicating cities. This ensures that communication, dissemination and exploitation activities are progressively aligned with the maturity of results and their validation in real urban environments.

Key milestones include:

- **M03-M06:** Establishment of the project's visual identity and communication framework, including the launch of the website (www.nextlogic-project.eu) and social media channels, as well as the development of initial communication materials and C&D&E strategy.

- **M07-M12:** Creation of the NEXTLOGIC Outreach Group, stakeholder mapping and initial engagement with cities, logistics operators and industry actors. Early dissemination focuses on project objectives, methodological framework and expected impacts.
- **M13-M18:** Dissemination of initial methodologies and tools (e.g. data mapping approaches, early Digital Twin and XR components), participation in key events and clustering activities (e.g. CIVITAS, Cities Mission). Capacity-building activities are initiated.
- **M18-M36:** Progressive implementation of pilot activities in leading cities, including testing of key solutions such as Smart Loading Zones, Microhubs, Digital Twins and behavioural tools. Dissemination focuses on intermediate results, while exploitation activities advance through:
 - Refinement of Key Exploitable Results (KERs).
 - Development of business and governance models (CBS).
 - Initial structuring of integrated solution packages. Stakeholder engagement intensifies through workshops, co-creation activities and Outreach Group interactions.
- **M37-M48:** Consolidation and validation of solutions across pilot and replicating cities, including assessment of transferability and scalability. Dissemination activities intensify, targeting policy makers, cities and industry stakeholders, with a focus on replication and uptake.
Exploitation activities culminate in:
 - Finalisation of exploitation pathways.
 - Delivery of the Final Exploitation and IP Plan (D6.4).

Table 16. Alignment of C&D&E activities with milestones and pilots

Phase	Key C&D&E activities	Milestones / deliverables
M1-M12	Visual identity, website (www.nextlogic-project.eu), social media channels, initial communication materials; stakeholder mapping; creation of Outreach Group; initial clustering with EU initiatives; identification of KERs and setup of Exploitation Register	Project launch; MS1 Set up of initial roadmap for impact accelerating; MS2 Set up of the Outreach stakeholder group; D6.1 Initial Plan for dissemination and exploitation; D6.2 NEXTLOGIC website
M13-M36	Stakeholder engagement and co-creation; Outreach Group activities; dissemination of interim results (methods, tools, early pilot outputs); participation in EU events; capacity building; pilot implementation in leading cities; development of innovation packages and business/governance models	D6.3 Updated plan for dissemination and exploitation; pilot progress and validation

Phase	Key C&D&E activities	Milestones / deliverables
M37-M48	Dissemination of final results; policy engagement; large-scale outreach and events; validation across pilot and replicating cities; finalisation of exploitation strategies; Impact Accelerator growth plan; support to replication and uptake	D6.4 Final Exploitation Plan and IP management; D6.5 Guidebook and recommendations for urban logistics; D6.6 Final dissemination and communication report; project completion

8.3 Long-term sustainability and post-project exploitation

The Dissemination, Communication and Exploitation activities of NEXTLOGIC are designed with a long-term perspective, ensuring that project results remain visible, accessible and usable beyond the duration of the Horizon Europe funding. A key enabler of this continuity is the Impact Accelerator, roadmap and growth plan, which provides a structured framework linking project activities with post-project uptake, replication and long-term use of results.

Several key sustainability mechanisms are identified:

- **Project website and communication channels:** the project website (www.nextlogic-project.eu) and communication channels will remain active and maintained for at least three years after the end of the project. These channels will ensure continued access to project results, materials and outputs, supporting knowledge transfer and visibility.
- **Exploitation register and innovation packages:** by the end of the project, Key Exploitable Results (KERs) will be systematically documented in an exploitation register, including information on ownership, maturity, value proposition and exploitation pathways. In parallel, results will be structured into integrated solution packages, combining technical components, governance and business models, and evidence from pilot activities. These packages are designed to support uptake by cities, industry stakeholders and policy makers beyond the project duration.
- **Integration with European initiatives and network:** NEXTLOGIC ensures continuity through alignment with relevant European initiatives and networks, such as CIVITAS, NetZeroCities and related urban mobility platforms. Continued engagement of partners in these ecosystems will support the visibility, transferability and further development of project results.
- **Validation through pilot activities and replication potential:** pilot activities in leading cities are designed to generate evidence on the feasibility, effectiveness and transferability of solutions. By testing both technical tools and governance/business models in real conditions, the project creates the basis for replication in additional cities and contexts beyond the project lifetime.
- **Partner commitment and continuation of activities:** project partners (including cities, research organisations and industry actors) are expected to integrate project results into their future activities, where relevant. This includes further development, application and dissemination of tools, methodologies and models developed within NEXTLOGIC.

- **Contribution to policy and knowledge frameworks:** through dissemination activities, policy engagement and participation in relevant forums and events, NEXTLOGIC contributes to ongoing discussions on sustainable urban logistics, supporting the integration of its approaches into broader policy and planning frameworks.

Table 17. Post-project sustainability assets

Asset	Description / Purpose	Post-project role	Responsible partner(s)
Project website (www.nextlogic-project.eu)	Main communication platform hosting project results, outputs and materials	Long-term access to project results (min. 3 years after project end); support to knowledge transfer, visibility and uptake	LuxM, with UniLU oversight
Innovation packages (solution packages)	Integrated sets of KERs combining technical tools, operational concepts and governance/business models	Basis for uptake and replication by cities, logistics operators and industry stakeholders	LuxM, ALICE, CBS, WP leaders, partners contributing to KERs
Exploitation register	Structured register of KERs including ownership, maturity, value proposition and exploitation pathways	Reference for follow-up activities, further development, collaborations and potential commercialisation or policy uptake	LuxM, UniLU, all partners
Business, financial and governance models	Frameworks supporting implementation, operation and sustainability of urban logistics solutions	Enable real-world adoption by cities and stakeholders, ensuring viability and coordination among actors	CBS, validated through pilot activities
Pilot implementations and validation results	Demonstration and validation of solutions in leading cities, including technical, operational and governance aspects	Evidence base for replication and adaptation in other urban contexts	Pilot cities and technical partners involved in implementation
Scientific publications and open-access outputs	Peer-reviewed publications, public deliverables and technical reports	Knowledge base supporting further research, innovation and policy development	Academic partners, with WP6 coordination for dissemination

Asset	Description / Purpose	Post-project role	Responsible partner(s)
Training materials and capacity-building activities	Educational content, tools and activities supporting knowledge transfer and skills development	Support long-term adoption by cities, practitioners and stakeholders	LuxM, academic partners, all partners contributing
Stakeholder networks (Outreach Group and clustering activities, sister projects)	Network of cities, industry actors and initiatives engaged during the project (e.g. CIVITAS, NetZeroCities, URBAN FLOW, CORESpaces)	Continued exchange, collaboration and promotion of uptake and replication beyond the project	LuxM, UniLU, all partners

9. Conclusion and next steps

This deliverable has presented the initial Communication, Dissemination and Exploitation (C&D&E) strategy and roadmap for NEXTLOGIC. It defines the project's objectives, target audiences, key messages, channels, tools and exploitation pathways, positioning the Impact Accelerator, Roadmap and Growth Plan as the strategic backbone for delivering long-term impact. The approach ensures that NEXTLOGIC activities go beyond visibility, enabling the uptake, replication and scaling of results, and supporting the transition towards climate-neutral, efficient and better integrated urban freight systems across Europe.

The work carried out so far has established a solid foundation for all C&D&E activities:

- A coherent visual identity and online presence, in line with the NEXTLOGIC brand and Horizon Europe requirements, including the project website and social media channels.
- A structured mapping of stakeholders and target groups, supported by dedicated engagement mechanisms such as the NEXTLOGIC Outreach Group and links with key EU initiatives (e.g. CIVITAS, NetZeroCities).
- An initial set of communication tools and materials (templates, presentations, leaflet, visual assets) ensuring consistency and recognisability.
- The identification of Key Exploitable Results (KERs) and the establishment of an exploitation register and preliminary pathways to support their future uptake.
- A monitoring and evaluation framework, including KPIs and risk mitigation measures, to track progress and impact.

The next phase will focus on the implementation and consolidation of this roadmap. In the coming months, NEXTLOGIC will:

- Expand outreach and visibility through targeted workshops, clustering activities and participation in major European and international events.
- Advance the development of exploitation packages and continuously update the exploitation register as results mature.
- Engage stakeholders in co-creation and validation activities across the pilot and replicating cities, strengthening real-world relevance and transferability.
- Develop additional communication materials, including interim policy briefs and thematic outputs, to support knowledge transfer and uptake.

The roadmap will be further refined and implemented in alignment with upcoming WP6 deliverables.

Overall, this strategy establishes the conditions for NEXTLOGIC to generate lasting impact, bridging research, policy and practice, and supporting cities and stakeholders in transforming urban freight systems through data-driven, inclusive and scalable solutions.

10. Abbreviations

Term	Definition
C&D&E	Communication, Dissemination and Exploitation
CINEA	European Climate, Infrastructure and Environment Executive Agency
CIVITAS	CIVITAS Initiative
CVI	Corporate Visual Identity
DMP	Data Management Plan
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
ITS	Intelligent Transport Systems
KER	Key Exploitable Result
KPI	Key Performance Indicator
NGO	Non-Governmental Organisation
NZC	NetZeroCities
OA	Open-Access
OG	Outreach Group
RTO	Research and Technology Organisation
TRL	Technology Readiness Level
WP	Work Package
XR	eXtended Reality

11. References

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- [4] “NEXTLOGIC, Consortium Agreement, v1.0, 22.04.2026”.