



NEXTLOGIC

D6.2 - NEXTLOGIC website

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1. Executive summary

This deliverable presents the NEXTLOGIC project website, publicly available at: **www.nextlogic-project.eu**.

The website has been developed as a central communication and dissemination tool within Work Package 6 (WP6), supporting the project's objectives to maximise visibility, stakeholder engagement, and uptake of results.

The website provides a clear and accessible overview of the project's vision, approach, tools, solutions, and pilot activities across eight European cities. It translates complex technical concepts (such as Digital Twins, eXtended Reality, and data-driven urban logistics) into user-friendly content tailored to a broad audience, including cities, industry stakeholders, researchers, and citizens.

The development of the website followed a structured approach, including:

- definition of content and structure aligned with the Description of the Action (DoA).
- preparation of concise and accessible content.
- implementation through a WordPress platform.
- integration with communication channels (e.g. LinkedIn, newsletter).

The website contributes to the dissemination and communication strategy by:

- ensuring continuous visibility of project activities and results.
- supporting stakeholder engagement and outreach.
- facilitating access to public deliverables and project outputs.

As a key result, the NEXTLOGIC website establishes **a dynamic and scalable platform that will be continuously updated throughout the project duration**, ensuring long-term impact and accessibility of results.

Keywords: Project website, communication, dissemination, urban logistics, Digital Twin, climate-neutral cities

2. Objectives

The main objective of this deliverable is to develop and launch the official NEXTLOGIC website (www.nextlogic-project.eu) as a core tool for communication, dissemination, and stakeholder engagement.

More specifically, the website aims to:

- Provide a **clear and accessible presentation** of the project, its objectives, and expected impacts.
- Showcase the **NEXTLOGIC approach**, including digital tools and innovative urban logistics solutions.
- Present the **pilot cities and use cases**, demonstrating real-world implementation.
- Support **stakeholder engagement**, including cities, logistics operators, policymakers, and citizens.
- Ensure **visibility and accessibility** of project results and activities.
- Contribute to the **WP6 dissemination and communication strategy**.

These objectives are fully aligned with the project's ambition to support cities in their transition to climate neutrality through data-driven and co-created solutions.

All objectives of this deliverable have been successfully achieved through the publication and operation of the website.

3. The NEXTLOGIC website

This section describes the development and implementation of the NEXTLOGIC website, including its design approach, structure, and key functionalities. It outlines how the website has been conceived as a central tool supporting communication, dissemination, and stakeholder engagement activities within WP6.

3.1 Website development approach

The development of the NEXTLOGIC website followed a structured and collaborative process, involving WP6 partners and inputs from across the consortium.

The main steps included:

- Definition of the **website structure and content** based on project objectives and communication needs.
- Preparation of **clear, concise and user-oriented content**, ensuring consistency with the DoA and other dissemination materials.
- Design and implementation of the website using a **WordPress Content Management System (CMS)**.
- Integration of **visual elements and navigation structure** to enhance usability and accessibility.
- Deployment of the website under the domain: **www.nextlogic-project.eu**.

The website has been designed to be **flexible and scalable**, allowing **continuous updates throughout the project lifecycle**.

3.2 Website structure and content

The NEXTLOGIC website has been designed with a clear and intuitive structure, allowing users to easily access key information about the project, its approach, and its results. The content is organised into **main pages**, accessible through the primary navigation menu, and **secondary pages**, providing supporting information related to legal, administrative, and technical aspects of the website.

The structure reflects the project's core components (including its objectives, technological approach, pilot activities, and stakeholder ecosystem) ensuring alignment with the DoA and the communication and dissemination objectives of WP6.

In addition, the website is connected to complementary communication channels, providing direct access to the project's social media presence, including **LinkedIn**¹ and **YouTube**². These channels

¹ <https://www.linkedin.com/company/nextlogic-project/>

² https://www.youtube.com/@NEXTLOGIC_project

support the dissemination of news, multimedia content, and project updates, reinforcing the website's role as a central hub within a broader communication ecosystem.

The following table provides an overview of all website pages and their respective content.

Table 3-1: Website structure and content

Page	URL	Main content description
Main pages		
Home	https://www.nextlogic-project.eu/	Provides an engaging introduction to the project, including its vision, key messages, and overall approach. Includes dynamic elements such as a LinkedIn feed, calls to action (e.g. learn more, follow the project, subscribe to the newsletter), and links to key sections of the website.
What is NEXTLOGIC	https://www.nextlogic-project.eu/what/	Presents a comprehensive overview of the project, including its objectives, challenges addressed, and overall approach. Describes key innovations such as Digital Twins, eXtended Reality, and data analytics, as well as expected impacts.
Where NEXTLOGIC is in action	https://www.nextlogic-project.eu/where/	Describes the implementation of the project across eight European cities, presenting pilot contexts, objectives, and expected results. Highlights the role of pilots as real-world environments for testing and validating solutions.
Who we are	https://www.nextlogic-project.eu/who/	Introduces the NEXTLOGIC consortium and stakeholder ecosystem, including project partners, collaboration networks (NetZeroCities, CIVITAS, sister projects), and the Outreach Group supporting dissemination and engagement activities.
Tools	https://www.nextlogic-project.eu/tools/	Presents the suite of digital tools developed in the project, including Digital Twins, eXtended Reality, and advanced data analytics. Explains how these tools support simulation, decision-making, and stakeholder engagement.
Solutions	https://www.nextlogic-project.eu/solutions/	Describes the innovative urban logistics and mobility solutions co-developed in the project, including microhubs, smart loading zones, multimodal hubs, incentive mechanisms, and electrification strategies.
Resources	https://www.nextlogic-project.eu/resources/	Provides access to public project outputs and communication materials, including deliverables, publications, and other dissemination content produced during the project.

Page	URL	Main content description
Contacts	https://www.nextlogic-project.eu/contacts/	Offers contact information and a contact form to facilitate interaction with stakeholders, enabling requests for information, collaboration, and engagement with the project.
Secondary pages		
Credits	https://www.nextlogic-project.eu/credits/	Acknowledges contributors to the development of the website, including design and technical implementation.
Privacy policy	https://www.nextlogic-project.eu/privacy-policy/	Provides information on how personal data is collected, processed, and protected, in compliance with applicable data protection regulations.
Cookies policy	https://www.nextlogic-project.eu/cookies-policy/	Explains the use of cookies on the website, including types of cookies, purposes, and user consent management.

Overall, the website structure ensures a clear, user-friendly, and comprehensive navigation, combining high-level project presentation with access to more detailed content and resources. It supports different target audiences (from policymakers and cities to researchers, industry stakeholders, and citizens), while ensuring consistency with the project's communication and dissemination strategy and contributing to the long-term visibility and accessibility of NEXTLOGIC results.

The website also fully complies with Horizon Europe communication requirements by clearly displaying the **EU funding acknowledgement and disclaimer**. In particular, it includes references to the European Union funding under the Horizon Europe programme and states that the views and opinions expressed are those of the authors and do not necessarily reflect those of the European Union or the granting authority.

3.3 Functionalities

In addition to static content, the website includes several dynamic features to support communication and engagement:

- Integration with the NEXTLOGIC **LinkedIn** page³ for automatic display of latest updates.
- Access to **newsletter subscription**⁴.

³ <https://www.linkedin.com/company/nextlogic-project/>

⁴ <https://mailchi.mp/a4663c9c1d46/nextlogic-newsletter>

- Responsive design ensuring accessibility across devices.

These functionalities enhance the website's role as an **interactive communication hub**.

3.4 Contribution to dissemination and communication

The website plays a central role in WP6 activities by:

- Acting as the **main entry point** for external audiences.
- Supporting **dissemination of project results**.
- Facilitating **stakeholder engagement and outreach**.
- Ensuring **alignment with EU communication requirements**.

It directly contributes to the project's impact pathway by increasing awareness, fostering collaboration, and supporting replication of solutions across European cities.

4. Conclusion

This deliverable presented the NEXTLOGIC website, successfully developed and launched as a key communication and dissemination tool.

The website:

- Provides a **comprehensive and accessible overview** of the project.
- Supports **visibility, engagement, and knowledge sharing**.
- Aligns with the **objectives of WP6 and the DoA**.
- Establishes a **foundation for ongoing dissemination activities**.

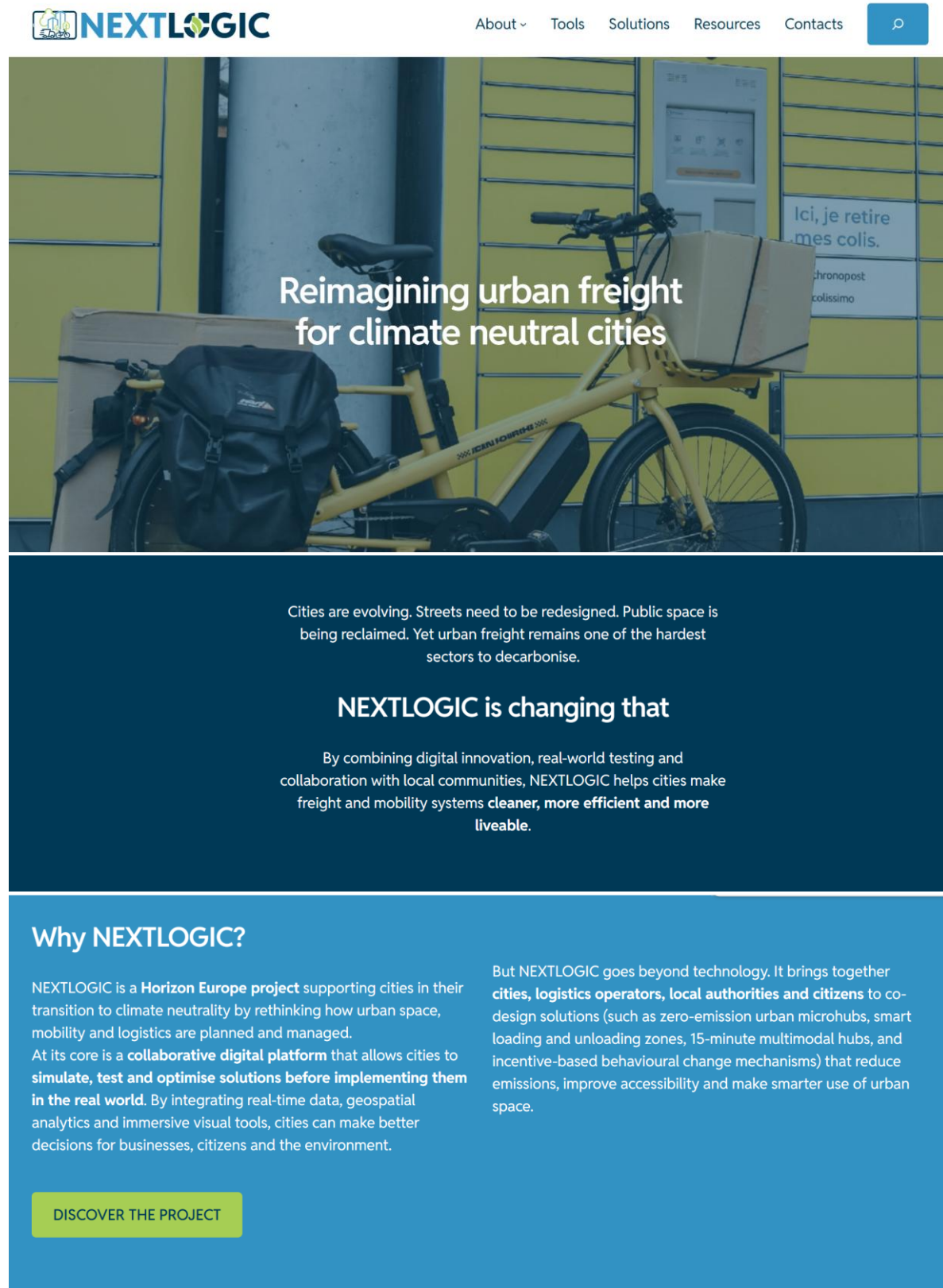
The website will be continuously updated throughout the project to reflect progress, results, and achievements.

No major risks have been identified. The main ongoing requirement is to ensure **regular content updates and alignment with project developments**, which will be addressed within WP6 activities.

5. Abbreviations

Term	Definition
CMS	Content Management System
DEC	Dissemination, Exploitation and Communication
DoA	Description of the Action
EU	European Union
URL	Uniform Resource Locator
WP6	Work Package 6 – Exploitation, communication and dissemination

Annex: Screenshot from the website homepage



The screenshot shows the homepage of the NEXTLOGIC website. At the top, there is a navigation bar with the NEXTLOGIC logo on the left and links for 'About', 'Tools', 'Solutions', 'Resources', and 'Contacts' on the right. Below the navigation bar is a large hero section with a background image of a yellow delivery bicycle parked in front of a building with yellow mailboxes. The text 'Reimagining urban freight for climate neutral cities' is overlaid on the image. Below the hero section is a dark blue section with white text. The text reads: 'Cities are evolving. Streets need to be redesigned. Public space is being reclaimed. Yet urban freight remains one of the hardest sectors to decarbonise.' followed by 'NEXTLOGIC is changing that'. Below this, it says 'By combining digital innovation, real-world testing and collaboration with local communities, NEXTLOGIC helps cities make freight and mobility systems **cleaner, more efficient and more liveable**.' The bottom section is light blue and titled 'Why NEXTLOGIC?'. It contains two columns of text. The left column describes NEXTLOGIC as a Horizon Europe project supporting cities in their transition to climate neutrality by rethinking urban space, mobility and logistics. It mentions a collaborative digital platform that allows cities to simulate, test and optimise solutions before implementing them in the real world. The right column explains that NEXTLOGIC goes beyond technology, bringing together cities, logistics operators, local authorities and citizens to co-design solutions like zero-emission urban microhubs, smart loading and unloading zones, 15-minute multimodal hubs, and incentive-based behavioural change mechanisms. At the bottom left of this section is a green button that says 'DISCOVER THE PROJECT'.

**Reimagining urban freight
for climate neutral cities**

Cities are evolving. Streets need to be redesigned. Public space is being reclaimed. Yet urban freight remains one of the hardest sectors to decarbonise.

NEXTLOGIC is changing that

By combining digital innovation, real-world testing and collaboration with local communities, NEXTLOGIC helps cities make freight and mobility systems **cleaner, more efficient and more liveable**.

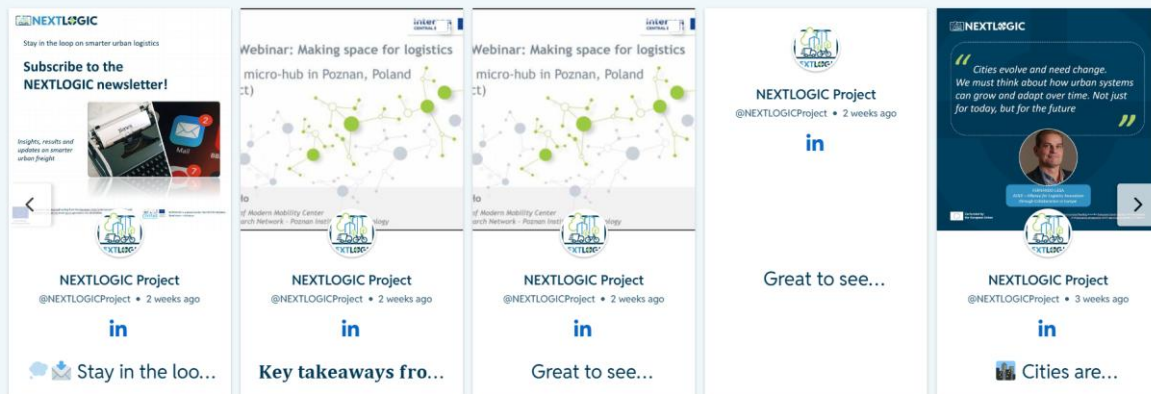
Why NEXTLOGIC?

NEXTLOGIC is a **Horizon Europe project** supporting cities in their transition to climate neutrality by rethinking how urban space, mobility and logistics are planned and managed. At its core is a **collaborative digital platform** that allows cities to **simulate, test and optimise solutions before implementing them in the real world**. By integrating real-time data, geospatial analytics and immersive visual tools, cities can make better decisions for businesses, citizens and the environment.

But NEXTLOGIC goes beyond technology. It brings together **cities, logistics operators, local authorities and citizens** to co-design solutions (such as zero-emission urban microhubs, smart loading and unloading zones, 15-minute multimodal hubs, and incentive-based behavioural change mechanisms) that reduce emissions, improve accessibility and make smarter use of urban space.

DISCOVER THE PROJECT

Latest updates



Join our journey

NEXTLOGIC is supporting cities in their transition to climate neutrality through innovative, data-driven logistics and mobility solutions. Follow our journey, explore our pilots, and discover how integrated urban planning can deliver more efficient, sustainable and liveable cities.

[LEARN MORE](#)
[FOLLOW US ON LINKEDIN](#)

Stay in the loop on smarter urban logistics

[SUBSCRIBE TO OUR NEWSLETTER](#)


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Colophon and policies

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Figure A-1: Home page (28/04/2026)