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 **MILEPORT**

MILEPORT

SHAPING SMARTER LAST-MILE ACCESS TO ADRIATIC PORTS

NEWSLETTER #4

JANUARY 2026

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From Strategy to Action: MILEPORT in the Second Half of 2025



The second half of 2025 marked a decisive phase for **MILEPORT**, as the project moved from planning and design into concrete implementation, testing, and dissemination of innovative ICT solutions for improving last-mile accessibility in Adriatic ports.

Between **July and December 2025**, project partners intensified communication, digital outreach, and stakeholder engagement activities, with a clear objective: **to raise awareness and increase knowledge of the pilot actions implemented in Adriatic ports**, demonstrating how digital tools can make port access more efficient, sustainable, and better integrated with surrounding cities and hinterlands.



TESTING INNOVATION >>>

During this period, partners tested ICT-based solutions addressing two key challenges affecting port operations and urban mobility:

- ➔ **Transport flow management and vehicle booking systems**
- ➔ **Gate operations and entry/exit tools and procedures**

The pilots implemented across Adriatic ports aim to reduce congestion, improve logistics efficiency, and limit the environmental impact of freight transport—particularly in the critical “last mile” connecting ports to road networks and urban areas.

From July onwards, the focus expanded beyond technical testing to include **communication, dissemination, and stakeholder involvement**, ensuring that results, lessons learned, and best practices are shared widely and effectively.



MILEPORT

>>> DIGITAL COMMUNICATION

BUILDING VISIBILITY AND KNOWLEDGE

The official **MILEPORT website** remained a central hub for information, offering both technical content and accessible project updates.

Regularly updated news and events allowed stakeholders and the general public to follow the evolution of pilot actions, meetings, and project milestones in real time.



Social Media: growing a Cross-Border Community

MILEPORT continued to strengthen its presence on LinkedIn and X, using social media as a tool not only for dissemination, but also for dialogue and community-building.

Posts published focused on:

- ➔ **Pilot actions in partner ports**
- ➔ **Participation in high-profile events**
- ➔ **Project videos, publications, and digital materials**
- ➔ **Cross-fertilisation with other EU-funded initiatives**

Through social platforms, MILEPORT reached a broad audience of policymakers, logistics operators, port authorities, and interested citizens across the Adriatic-Ionian area and beyond.



INFOGRAPHICS, BROCHURE AND VIDEO: MAKING COMPLEXITY ACCESSIBLE

To translate technical content into easily understandable messages, MILEPORT produced:

→ [ONE DIGITAL INFOGRAPHIC](#)

→ [ONE DIGITAL BROCHURE](#)



→ [DOWNLOAD](#)

→ [A PROJECT VIDEO](#)

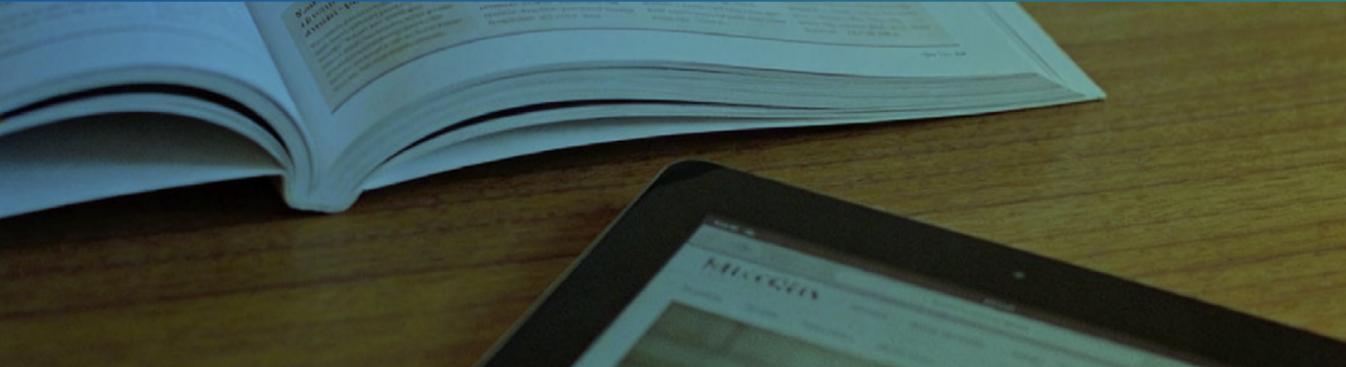
→ [WATCH THE VIDEO](#)

These tools visually explain the strategies, action plans, and shared approach adopted by the partnership.

The video, in particular, offers a concise overview of how MILEPORT partners are working together to turn policy objectives into concrete, coordinated actions at local and cross-border level.

All materials were widely shared online and used during events, significantly increasing outreach and comprehension.

**TELLING THE
MILEPORT STORY:
PUBLICATIONS
&&& AND VISUAL TOOLS**



MILEPORT

A HIGH-IMPACT DIGITAL CAMPAIGN >>>

A major highlight of late 2025 was the **structured digital and print communication campaign launched in November.**

MILEPORT was featured in a **full-page public-redactional article** in Platinum – Aziende & Protagonisti, distributed in combination with *Il Sole 24 Ore*, one of Italy's leading national newspapers.

[→ VIEW THE MAGAZINE](#)

The campaign ensured:

- **National visibility through print and online distribution**
- **Radio coverage on Radio 24**
- **Online publication of the magazine in Italian and English**
- **Dedicated web banners linking directly to the MILEPORT website**

This initiative significantly amplified the project's reach, reinforcing the visibility of EU-funded cooperation and highlighting MILEPORT's contribution to smarter and greener port logistics.



EVENTS AND STAKEHOLDER ENGAGEMENT >>>

Between July and November 2025, MILEPORT actively participated in **key conferences and fairs**, strengthening its dialogue with stakeholders from the transport, logistics, and sustainability sectors. Notable moments included:

→ ZADAR TRANSPONEXT CONFERENCE

JULY 2025

MILEPORT contributed to discussions on digital and green transition in Adriatic ports

→ [GO TO WEB SITE LINK](#)

→ RIMINI ECOMONDO

NOVEMBER 2025

Europe's leading event on green technologies and circular economy, offering a strategic platform to present MILEPORT's vision for sustainable port logistics

→ [GO TO WEB SITE LINK](#)

These events enabled **direct engagement** with:

**LOCAL, REGIONAL, AND NATIONAL PUBLIC AUTHORITIES – PORT OPERATORS AND LOGISTICS COMPANIES
– SMES AND LARGE ENTERPRISE – SECTORAL AGENCIES AND PROJECT SYNERGIES.**



MILEPORT

REACHING THE RIGHT AUDIENCES >>>

Thanks to digital outreach, publications, campaigns, and event participation, communication activities successfully reached a **diverse and strategic set of target groups**, including public authorities, infrastructure providers, enterprises, SMEs, and the general public.

This broad engagement ensures that MILEPORT's results do not remain confined to pilot ports, but can instead **inspire replication, policy uptake, and long-term impact** across the Adriatic-Ionian region.



Looking Ahead

As MILEPORT progresses toward the final phase of the project, the work carried out between July and December 2025 has laid a solid foundation:

tested solutions, informed stakeholders, and a growing community aware of how digital innovation can transform port-city integration.

The journey continues—building on cooperation, knowledge sharing, and a shared commitment to smarter, more sustainable Adriatic ports.

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