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IKIGAI is an EU-funded project advancing the Physical Internet vision by promoting shared resources, harmonised digital processes and data-driven emissions reduction.

The project scales up five Logistics Innovations to demonstrate how interoperable, collaborative and zero-emission logistics can be achieved in real operational settings.

The Physical Internet in practice

The Physical Internet aims to create an open, interconnected logistics network where goods move through shared infrastructures and standardised digital protocols. Similar to data flows on the internet, logistics services will become more reliable, efficient and sustainable.

IKIGAI focuses on three core dimensions

Digital and standardised

Common processes, interoperable platforms and PI Norm-ready operations

Collaborative and scalable

Shared assets, harmonised procedures and solutions

Low-emission and efficient

Improved resource use, reduced empty kilometres and integrated emissions tracking

A framework enabling scale-up across Europe

Twin Transition Genome defining the future of logistics.

A long-term roadmap outlining how digitalisation, decarbonisation and resilience shape the evolution of the sector.

PI Norm enabling compliance and interoperability.

A common set of operational and technical procedures guiding organisations towards PI-compatible and zero-emission logistics practices.

PI Coalition supporting governance and adoption.

A multi-stakeholder structure aligning industry, research, policy and civil society to accelerate the deployment of Physical Internet solutions.



Driving the Twin Transition to green and digital logistics

Logistics Innovations

Join the Physical Internet community

Become a PI Ambassador

Support the transition to digital, standardised and zero-emission logistics by contributing expertise and sharing best practices.



Join PI Coalition

Participate in the governance structure driving PI adoption across Europe.

Interested?

Send an email to:
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ALICE Express: priority corridor

A trustee-led system coordinating volume pooling and shared intermodal capacity



Piraeus collaborative platform: eFTI for SMEs

A digital platform enabling SMEs to consolidate loads, exchange eFTI-compliant data and calculate CO₂



Smart Urban Hubs: Paris and Barcelona

Shared hubs using barges, micro-hubs, electric vehicles and cargo bikes for zero-emission last-mile delivery



Book & claim chain of custody

Blockchain-based tracking of sustainable fuels and verifiable emissions reporting



GS1 SMART-Box: reusable modular packaging

A standardised pooling system of reusable boxes to reduce waste and improve fill rates

Key facts and figures



IKIGAI project partners



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