

AI SMART TRACK LOGISTICS

ACCELERATE TOWARDS SMART LOGISTICS.

Experiment and take concrete steps toward the future.



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1. FOREWORD

Artificial Intelligence (AI) is no longer a thing of the future - it's a technology that is already transforming the logistics sector today. For companies in this industry, there are enormous opportunities to organize processes more intelligently, strengthen collaboration, and increase customer satisfaction. Think of applications such as route planning, inventory management, predictive analytics, order processing, and administrative tasks. By supporting these activities with AI, organizations can use their people and resources more effectively. This is crucial in a labor market that is becoming increasingly tight, and in a sector that is under constant pressure to work faster, more sustainably, and more cost-efficiently.

AI offers concrete solutions to these challenges. It enables companies to make data-driven decisions, manage risks more effectively, and become more agile in an increasingly complex environment. AI does not replace people - it enhances their work. It makes organizations more resilient and prepares them for the future.

*'AI makes logistics
smarter, more efficient,
and future-proof.'*

To get your company ready for a future with AI, Logistics Community Brabant, Midpoint Brabant, and Breda University of Applied Sciences have developed a unique program:

AI Smart Track Logistics.

Together with companies and knowledge institutions, we make AI accessible and practically applicable. The program offers opportunities to learn, experiment, and take concrete steps forward.

In this way, we are building a logistics ecosystem that is ready for the challenges of tomorrow.



2. Why AI in logistics?

The logistics sector is facing challenging times. Companies are struggling with labor shortages, rising costs, pressure to operate more sustainably, and disruptions in global supply chains. This calls for new ways of working and smart solutions that make organizations stronger in a constantly changing environment.

Artificial intelligence can play a key role in this. By turning data into insights and actions, AI makes processes smarter, faster, and more reliable. It not only helps companies respond better to problems but also enables them to anticipate and prevent disruptions.

Some concrete areas of application:

- **Route planning** – AI calculates more efficient routes by considering traffic density, weather conditions, and available resources. This saves time, reduces costs, and contributes to lower CO₂ emissions.
- **Inventory management** – AI analyzes trends and forecasts, ensuring that companies always have the right products available. This minimizes shortages and surpluses.
- **Predictive analytics** – By recognizing patterns in large volumes of data, AI helps companies respond more quickly and effectively to customer demands and market fluctuations.
- **Automation** – Routine tasks such as order processing and administrative work can largely be automated through AI. This frees up employees to focus on more valuable and creative activities.

In short, AI supports companies in making data-driven decisions and strengthens their resilience in an increasingly complex world.

3. Building the future

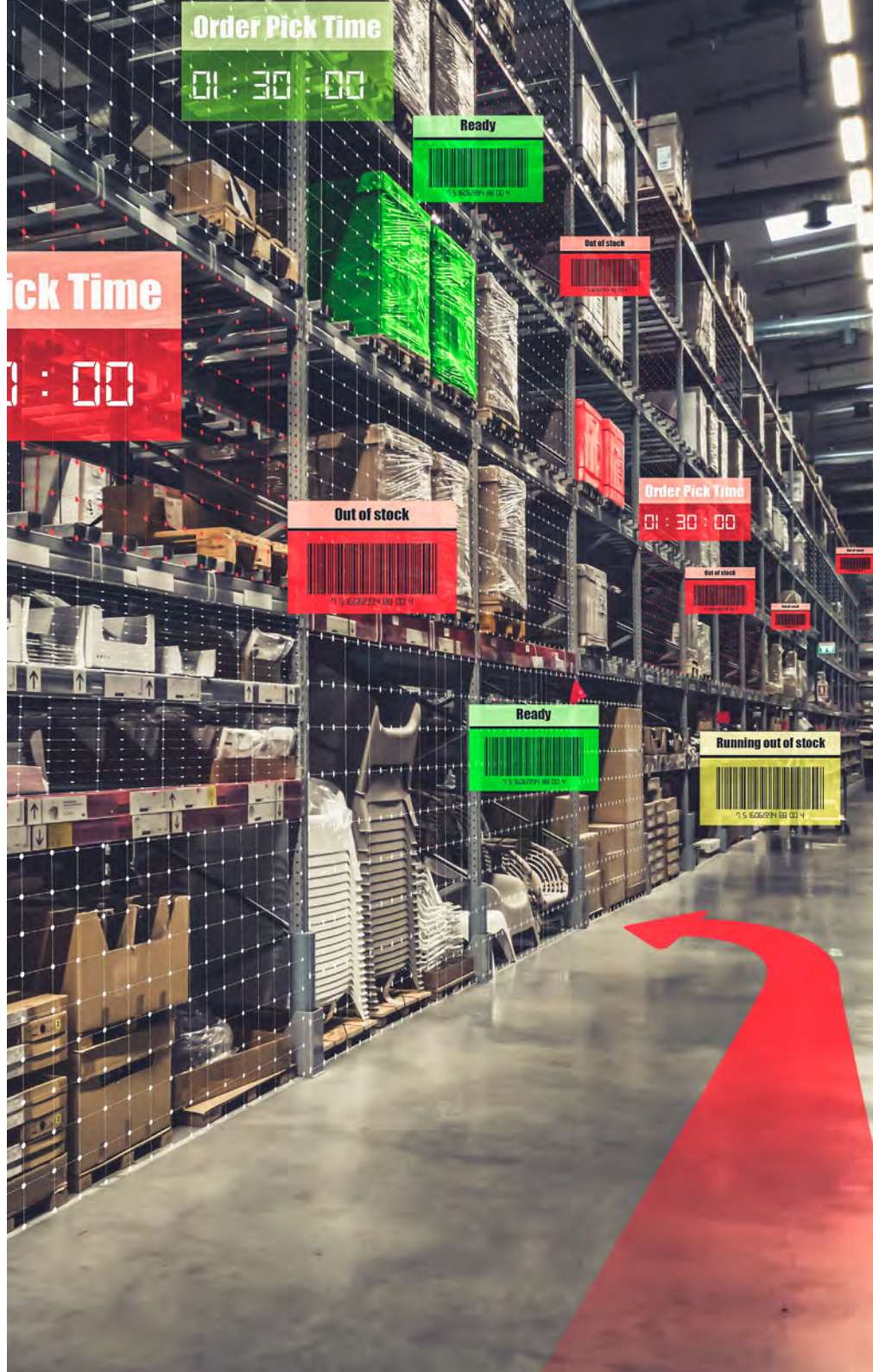
Although the benefits are clear, investing in AI is not always an easy step for many companies. Budgets are often limited, knowledge of the technology is scarce, and day-to-day operations tend to take priority. In addition, working capital is under pressure in many organizations, leaving little room for innovation.

However, now is exactly the right time to invest in AI. It is a technology that can accelerate and improve processes without replacing people. AI is not a threat but an addition - a tool that helps companies collaborate more flexibly, intelligently, and efficiently in a rapidly changing world.

For logistics organizations, this presents a unique opportunity to stand out. Companies that start working with AI today not only strengthen their competitive edge but also enhance the skills of their employees. They develop knowledge that will soon become indispensable.

With this in mind, Logistics Community Brabant, Midpoint Brabant, and Breda University of Applied Sciences have joined forces. Together, they have developed the AI Smart Track Logistics program - an initiative that makes AI knowledge, talent, and technology practically accessible to companies.





4. AI Smart Track Logistics

The AI Smart Track Logistics program is based on the concept of a Living Innovation Lab (LIL) - a community where companies, knowledge institutions, and students work together on practical solutions. The core principle is that innovation is most effective when different parties combine their knowledge, experience, and perspectives.

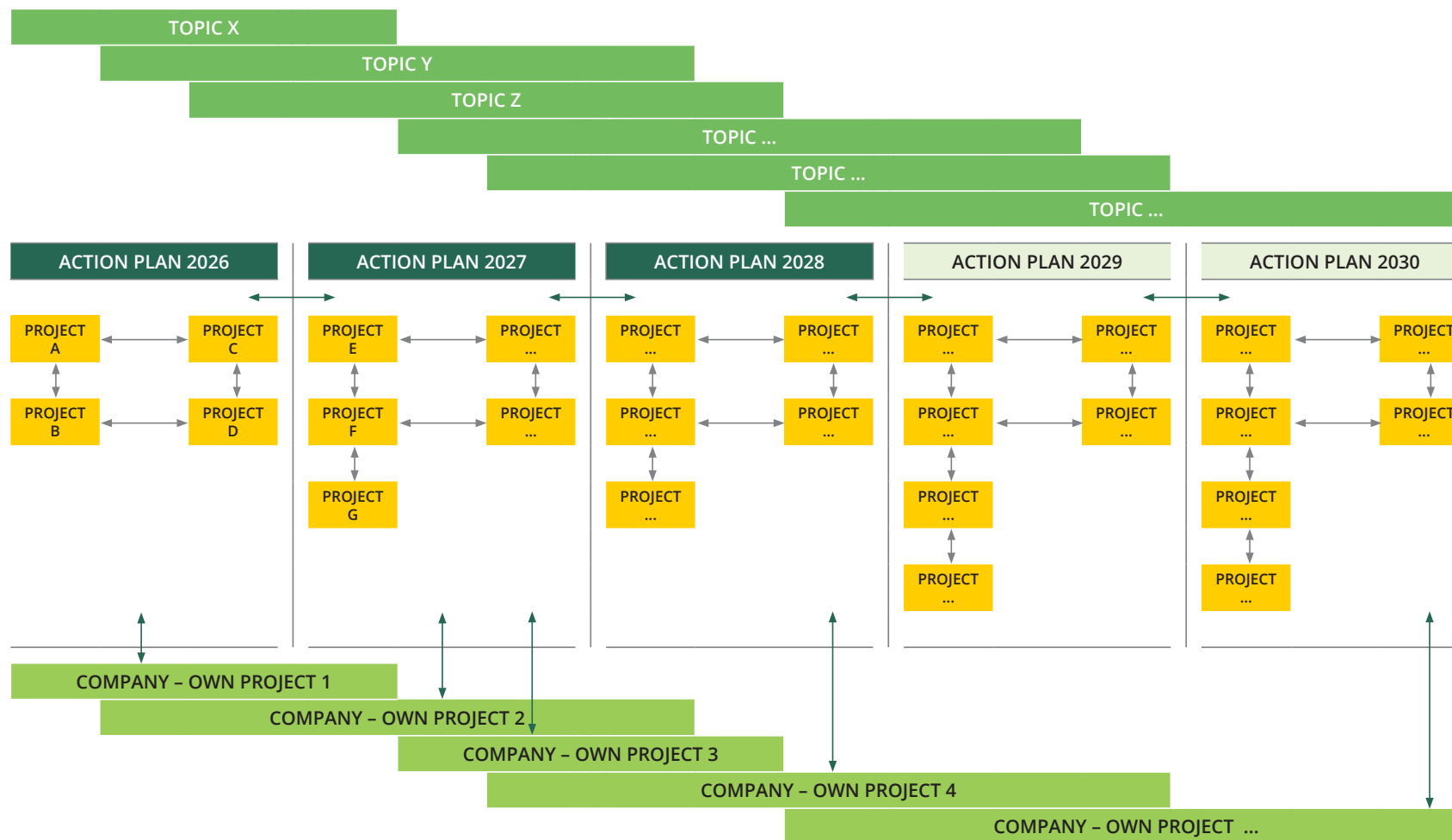
Within this community, employees from participating companies collaborate closely with students, lecturers, professors, and subject-matter experts. Customers, suppliers, and other stakeholders can also be involved, creating a broad network in which ideas are shared and developed.

The LIL approach revolves around an open innovation agenda with a duration of three to five years. This agenda is evaluated and adjusted annually to ensure it remains aligned with the current challenges of participating companies. Each year, concrete action plans are also developed for joint community projects and/or individual company projects.

The results of these projects flow back into the community, enabling all participants to learn from and benefit from each other's experiences.

In this way, the program creates a dynamic learning and development environment in which companies can engage with AI in an accessible and results-oriented manner.

FIGURE – OPEN INNOVATION AGENDA APPROACH OF THE AI SMART TRACK LIVING INNOVATION LAB (LIL)



5. Students working on your AI project

An important part of the program is the involvement of students. Interest in AI among students is growing rapidly, offering logistics companies the opportunity to benefit from the latest insights and attract young talent.

University of applied sciences and research university students participate in assignments from the program:

Applied sciences students focus primarily on the practical implementation of AI, working on solutions that can be applied directly in the field.

Research university students emphasize research and theoretical development, contributing to new insights and long-term strategies.

Several educational institutions play an active role in this. Breda University of Applied Sciences trains around 125 students each year in its Applied Data Science & Artificial Intelligence bachelor's program. In addition, there is a specialization in Applied Data Science & AI in Logistics, where about 25 students per year focus specifically on logistics applications. Universities such as Tilburg University, Eindhoven University of Technology (TU/e), and University of Twente also contribute talent and expertise. Partners such as MindLabs and TNO help to translate advanced AI knowledge into practical applications more quickly and effectively. Together, these organizations form a network in which knowledge and innovation reinforce each other.

Students work in so-called waves - two internship and graduation periods each year where knowledge sharing is central:

- Students working on projects at the same time learn from one another through collaboration and exchange.

- Successive students build on the results of their predecessors, ensuring that knowledge and solutions are not lost but continuously improved.

In addition, students can be involved in various ways:

- **Project groups** working collaboratively on a specific assignment.
- **Research projects** that explore a specific question in depth.
- **Part-time positions**, where students contribute to projects over a longer period.



6. The 10 components of AI Smart Track Logistics

AI Smart Track Logistics consists of a solid foundation of seven core components and three optional extensions. Together, they form a complete program that enables companies to work with AI in an accessible yet structured way.

The seven core components:

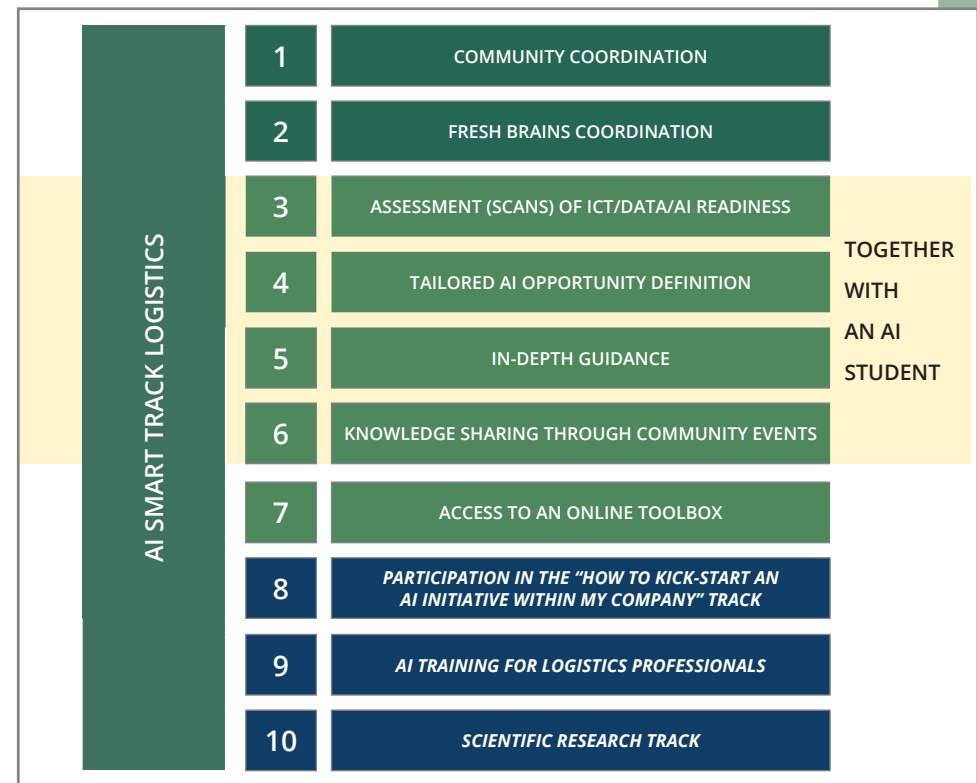
- Community coordination – The coordinator connects participants within the community, develops the innovation agenda and action plans together with the companies, supports project definition and team composition, monitors progress, and organizes key meetings.
- Fresh Brains coordination – Recruitment and matching of students to company projects, ensuring that talent and practice are perfectly aligned.
- ICT/Data/AI readiness assessment – Scans of the company's current situation to identify which steps are needed.
- Tailored AI opportunity definition – Formulating promising AI areas and projects that fit the company's strategy.
- Guidance from AI specialists – In-depth support from the community's AI in logistics professor and other experts.
- Knowledge sharing through community events – Sessions such as wave meetings, pressure cookers, hackathons, deep dives, and workshops.
- Access to an online toolbox – A digital platform containing AI tools, methods, and materials for continued development.

The three optional components:

- Kick-start track – A hands-on program where employees learn how to define and execute AI projects.
- AI training for professionals – For example, the Applied Data Science and AI in Logistics track, enabling employees to deepen their expertise.

- Scientific research track – Participation in long-term research to gain deeper insights into the impact of AI on logistics.

Together, these components create a balanced mix of knowledge, practical application, and professional guidance.



7. What participation offers – and what we ask

Participants in the AI Smart Track Logistics program gain direct access to:

- AI expertise from lecturers, specialists, and knowledge partners.
- AI talent in the form of students working on practice-oriented assignments.
- Logistics expertise.
- Tailored guidance and support.
- Knowledge sharing with other companies within the community.

In addition, companies benefit from embedding newly acquired knowledge within their own organization. By collaborating with students and specialists, employees develop new skills and apply them directly in practice. Because knowledge is also shared between companies, a learning environment emerges in which everyone grows stronger together.



What do we ask from participating companies?

- Costs and duration

Indicative cost: €27,500 a year (depending on the jointly selected program setup), with an intended duration of three years.

- Time investment

On average around 50 days per year, distributed among several employees. This time is spent on community meetings, projects, and supervision of students.

- Student involvement

Companies provide an internship allowance for students who contribute through internships or graduation projects.

- Active participation

Engagement in meetings and a willingness to share knowledge within the community.

To achieve the best results for each collaboration, Logistics Community Brabant (LCB) and Midpoint Brabant explore potential subsidy and funding opportunities to support parts of the program - for example, scientific research or professional training.

8. Case study: CEVA Logistics

A strong example of the power of the Living Innovation Lab approach is CEVA Logistics. This company collaborates with Logistics Community Brabant (LCB) on topics such as warehousing, control towers and datafication. Within this framework, innovative technologies are being tested - including augmented reality, virtual reality, serious gaming, blockchain, and artificial intelligence.

The goal of CEVA Logistics is to attract high-quality talent through its collaboration with LCB and to foster an open and natural culture of innovation within the organization. This example illustrates how the combination of research, talent, and practical projects helps companies remain future-oriented and competitive.



AI Smart Track Logistics offers companies a unique opportunity to explore AI, realize concrete projects, and build a future-proof logistics sector together with partners and students.

We are looking for companies eager to join this community - organizations that want to discover with us how AI can make processes smarter, more sustainable, and more resilient.

***Be part of the future of logistics.
Join AI Smart Track!***

QUESTIONS OR INTERESTED IN JOINING?

We'd love to get in touch!

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CIRCULAIRE STROMEN NEXT LEVEL LOGISTICS

Towards sustainable logistics



Ministerie van Binnenlandse Zaken en Koninkrijksrelaties



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