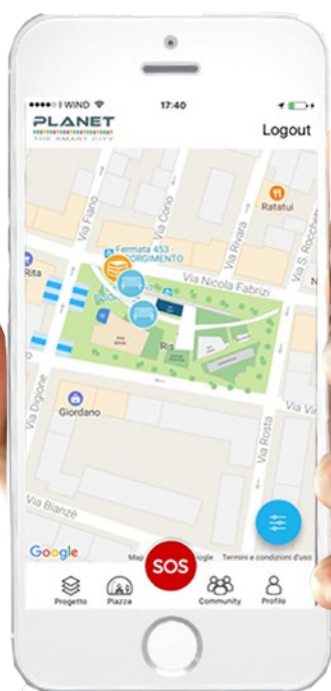


PLANET



THE SMART CITY



Smart engineering

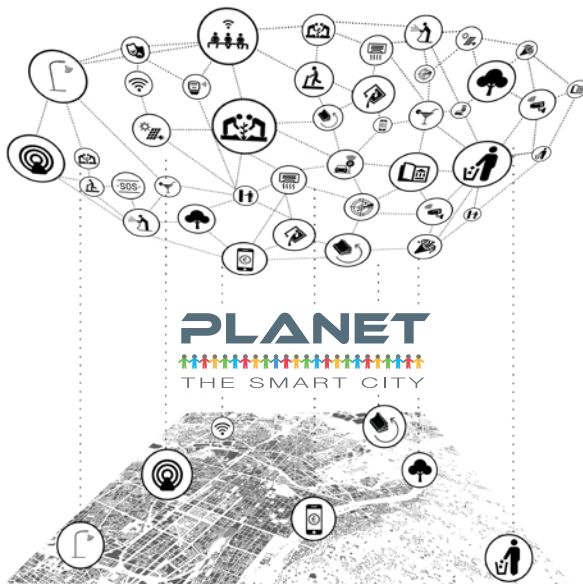
Vision

There can be only one planet: an economically, environmentally and socially sustainable one.

Integrating innovative **technologies** and **ecosystem resources** (best products and services on the market) into the **built environment** to improve the quality of **people's** lives.

Mission

We design and build neighbourhoods
and SMART cities addressed to SOCIAL
HOUSING.



Technology

People

Ecosystem Resources

Built Environment

Solutions for the City



Planet App

S

- Smart Home
- Retail

M

- Villa
- Factory 4.0
- Smart Square
- Mall
- School

L

- Smart District in Greenfield
- Smart District in Brownfield
- Cluster
- Industrial district
- Outlet
- Campus

XL

- Smart City
- Smart Land
- Digital Infrastructure

M Planet Smart Square

The first smart square in Italy

Planet Smart Square is an inclusive public space implementing the best products, services and practices available on the market. According to the context, Planet Smart Square can host different clusters destined to macro-functions: such as playground, relax area, open gym, urban gardens,

events area and info-point. Starting from its inhabitants, people are gradually becoming interested in undertaking active citizenship roles. People become part of a community triggering generative scripts on sharing economy towards virtual models of social innovation.



Key Performance Indicators



25

• Innovations



1

• App



70%

• Water and Electrical Energy Savings



27.000

• Access to the square



7.500

• Users



0

• Acts of vandalism



1

• Metropolitan Welfare Index **8,9/10**



3

• Local communities born

L Smart district

Brownfield

Planet proposes to operate on existing residential districts integrating innovative products and services, thus enhancing their environmental sustainability and social inclusion and increasing their market appeal with consequent added value on the real estate asset. The solutions to enhance energy efficiency performances

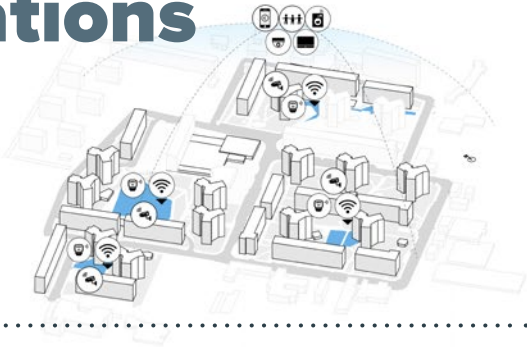
on existing buildings range from monitoring through smart metering of collective and individual consumption; smart lighting (LED with dimmer and presence sensors); smart irrigation (hygrometric sensors with weather algorithm) capable to save up to 50% of water, electricity consumption.



Implementations



Technology



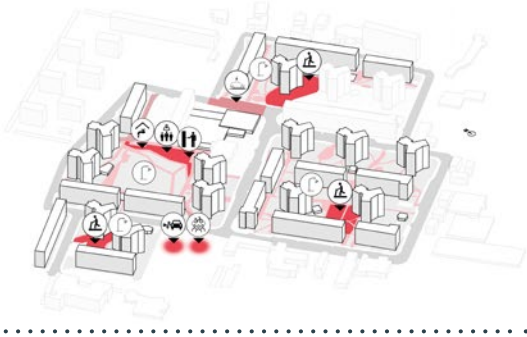
People



Ecosystem
Resources



Built
Environment



XL Smart City Laguna

Brazil, the Smart City turns social

The Social Smart City is a format to a new target: low-medium income brackets, able to convey smart city solutions into social housing projects, managing to meet strict economic parameters set by the Brazilian program “minha casa minha vida”. The smartest solutions in *Technology*, *People*, *Ecosystem Resources* and *Built Environment* are selected and integrated.

Economic sustainability is the central concept. *Technology* and innovation are Planet - The Smart City's added value, geared towards: streamlining infrastructure completion costs, exploiting the economic benefits offered by renewable energy forms and avoiding high management and maintenance costs for residents.



City site Work

Houses



Infrastructure



Streets



Main Partner



ARUP



ERICSSON



TIM



urmet

Support Partner



Italy     

Brazil  

Corso Valdocco, 2
Torino, Italy

Av. Desembargador Moreira, 760
Fortaleza, Brazil

+39 011.0130523
Email: info@planetidea.it

+55 85 3025 0909 / +55 99870 0138
Email: comercial@smarcitylaguna.com.br