Who we are

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

Mission
We design and build smart cities and neighborhoods.

Planet Idea integrates innovative systems and ecosystem resources (best products and services on the market) into the built environment to improve the quality of life of its citizens. This process is based on four macro-areas: ecosystem resources, built environment, systems, and society.
Solutions for the city

Planet’s Competence Center has two units: one devoted to real estate and the other to public administration. They respond to the different needs of our clients with solutions ranging from products to best practices.

- Smart Home
- Retail
- Smart Building
- Smart Villa
- Factory 4.0
- Smart Square
- Smart Mall
- Shopping Mall
- Smart Greenfield Neighborhood
- Smart Brownfield Neighborhood
- Real Estate
- Industrial district
- Outlet
- Campus
- Smart City
- Smart Land
- Digital Infrastructure
Your home can become a responsive environment where users can communicate with appliances and devices. Users are able to customize their environment and maximize their comfort.

Planet is developing an app able to integrate the different functions and services in your home. Planet App allows you to remotely; turn on and off devices, monitor your utility consumption, and ensure your home is secure and safe.
Smart solutions can be scaled down to the building level. Condominiums are offered additional services which streamline the management and maintenance of the building and surrounding property. Living in a smart condominium will be more efficient, sustainable, and is gaining importance globally.
Smart Square

Smart square is an inclusive public space implementing the best products, services, and practices available on today’s market. A smart square designed by Planet can be customized to the needs of the neighborhood based on the four macro-areas. Smart solutions are then incorporated into features such as: a playground, relax area, open gym, urban gardens, events area, or info-points. We enable people to undertake more active citizenship roles. Our approach fosters social innovation creating a stronger sense of community and sharing economy.
Smart Neighborhoods

Planet Idea integrates innovative products and services into brownfield and greenfield neighborhood developments. Our objective is to enhance the environmental sustainability, social inclusion, and market appeal of our neighborhoods. Our approach consequently increases the real estate’s value. For example, to improve energy efficiency performances possible solutions include: smart metering and monitoring of collective and individual utility consumption, smart lighting (LED with dimmer and motion detectors), and smart irrigation (hygrometric sensors with weather algorithm).
Planet is developing the world’s first smart city incorporating social housing. The Social Smart City is a format which makes smart solutions affordable to those in medium-low income brackets. The smarter solutions are selected and integrated for each of the four macro-areas, with economic sustainability playing a central role. Through technology and innovation Planet Idea adds value to the client’s project. Our smart city costs less, pollutes less, and consumes less.
Planet Idea has developed an evaluation tool called Social Smart City Matrix (SSCM) in collaboration with Arup Italia and Recs Architects. The SSCM quantifies the degree of “smartness” of a project before and after Planet intervention. This enables a dialogue between Planet and the client, helping to balance options, evaluate solutions, and compare cases.

**Social Smart City Matrix**

Step 1: project evaluation starts with the selection of the appropriate operations. It is possible to choose among planning, monitoring, managing, improving, and activating a project.

Step 2: selection of solutions to be incorporated into the project.

Step 3: evaluation of the level of satisfaction and balance of quality and components. Planet issues a certificate of compliance, ranking the project.
Smart solutions
Planet App

Planet Idea proposes to the client the development of a local App to measure the potential of the solutions. Planet Idea’s vision is that technologies are integrated and interact in order to offer citizens a safe urban context, social and rich in services, where sharing and collaborative economies play a strategic role. The different technologies implemented in the Social Smart City form a holistic and interdependent system, where solutions amplify each other. For this reason a platform is necessary to monitor the different technologies and collect useful information for citizens. The Planet App is a free mobile application serving as an “informative hub” which allows users to interact with the smart city services.
Smart City Alliance is a working table and is always open to new members interested in enhancing smartness in small and medium sized neighborhoods. The alliance can discuss topics and start pilot projects. It operates with private and public sectors as well as real estate developers to start smart city projects worldwide.