

Planet
makes it
smarter





Index

Who we are	4
Solutions for the city	6
Smart Building	8
Smart Square	10
Smart district	12
Smart City	14
Social Smart City Matrix	17
Planet App	18
Smart City Alliance	21

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 districts.

Integrating innovative systems and ecosystem resources (best products and services on the market) into the built environment to improve the life quality of society



**Ecosystem
resources**



**Built
environment**



Systems



Society

Solutions for the city

Planet's competence center has two units: one devoted to Real Estate and the other for Public Administrations, to answer different needs with solutions ranging from products to best practices.

S

- Smart Home
- Retail

M

- Smart Villa
- Factory 4.0
- Smart Square
- Smart Mall
- Shopping Mall

L

- Smart District in Greenfield
- Smart District in Brownfield
- Real Estate
- Industrial district
- Outlet
- Campus

XL

- Smart City
- Smart Land
- Digital Infrastructure



Smart Building

Home can become a responsive environment where objects and devices talk to users and help them through the management system to improve the comfort.

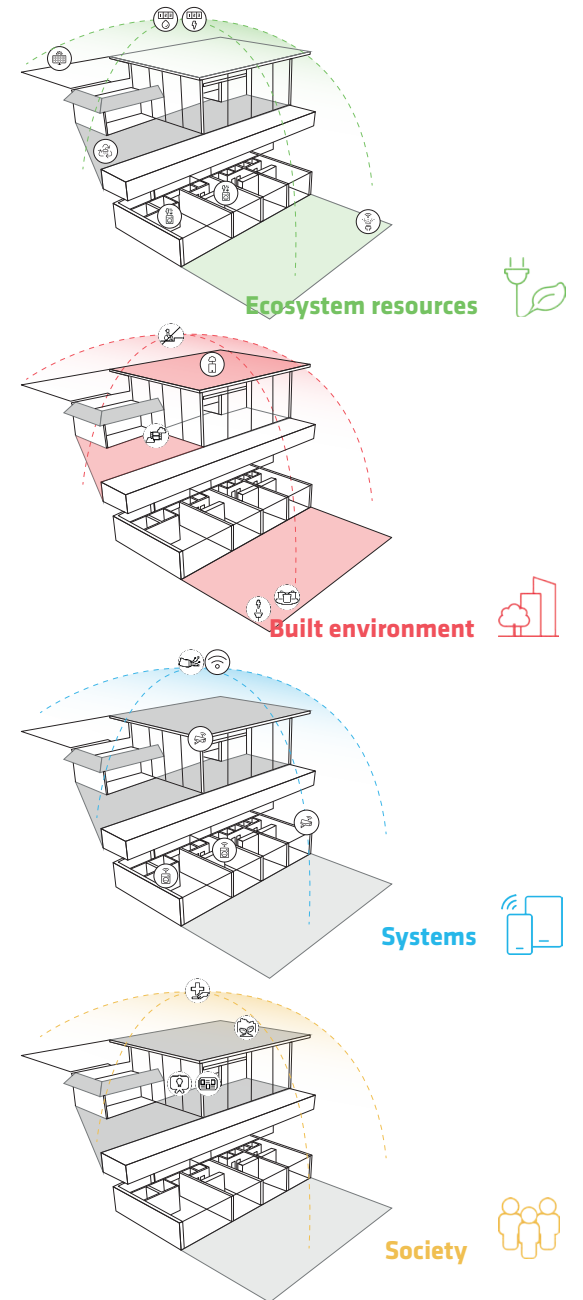
Planet is developing an app able to integrate the different functions and services in your home.

The remote control of your house through Planet app allows you to turn on and off devices, monitor your consumptions and check if everything is secure and safe.

Think more about yourself and the things you love to do.



Solutions

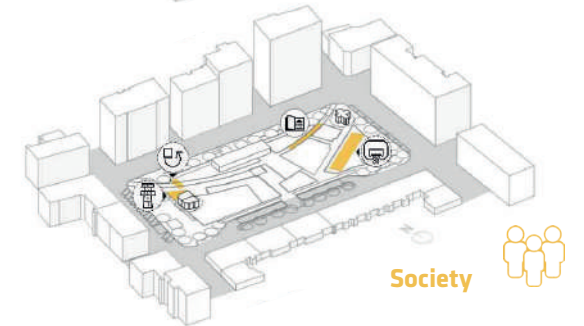
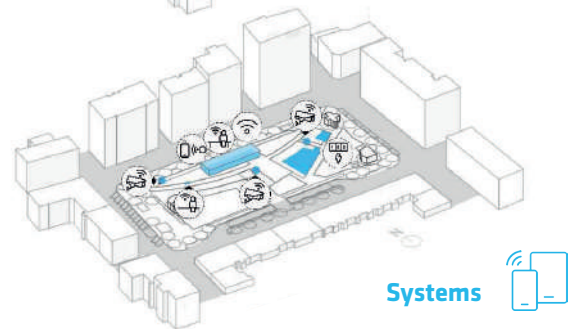
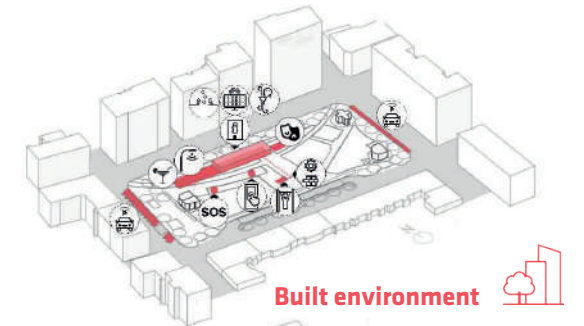
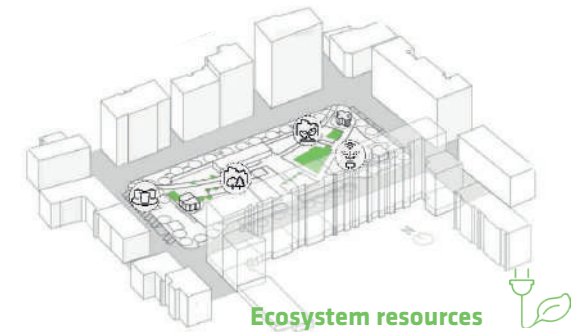


Smart Square

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. 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.



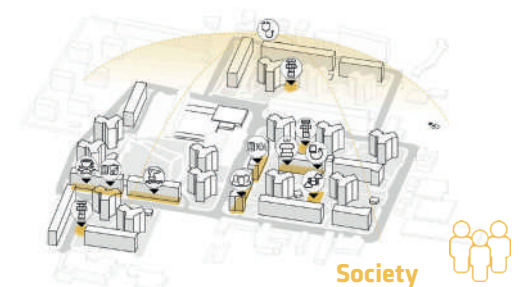
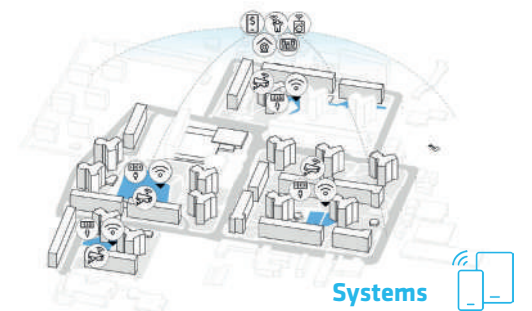
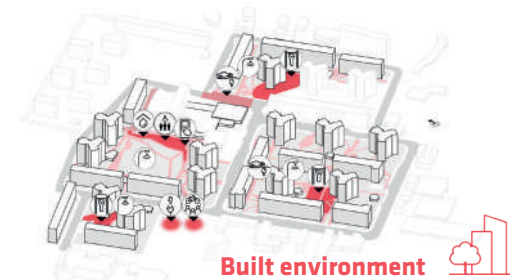
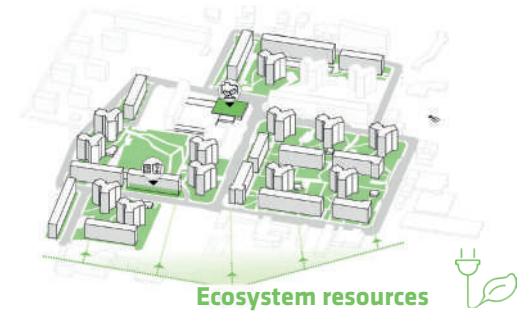
Solutions



Smart district

Planet operates on districts, both in brownfield and greenfield, integrating innovative products and services, enhancing their environmental sustainability and social inclusion and increasing their market appeal with consequent added value on the real estate asset. I.e. the solutions to enhance energy efficiency performances range from monitoring through smart metering of collective and individual consumption, smart lighting (LED with dimmer and motion detectors) and smart irrigation (hygrometric sensors with weather algorithm) capable to save up to 50% of water and electricity consumption.

Solutions



XL Smart City

Planet is developing the first Smart City in Social Housing in the world.

The Social Smart City is a format to make affordable smart solutions to low-medium income brackets.

The smarter solutions in each area are selected and integrated.

Economic sustainability is the central concept. Technology and innovation are Planet Idea's added value.

Our smart city costs less, pollutes less and consumes less.



Solutions



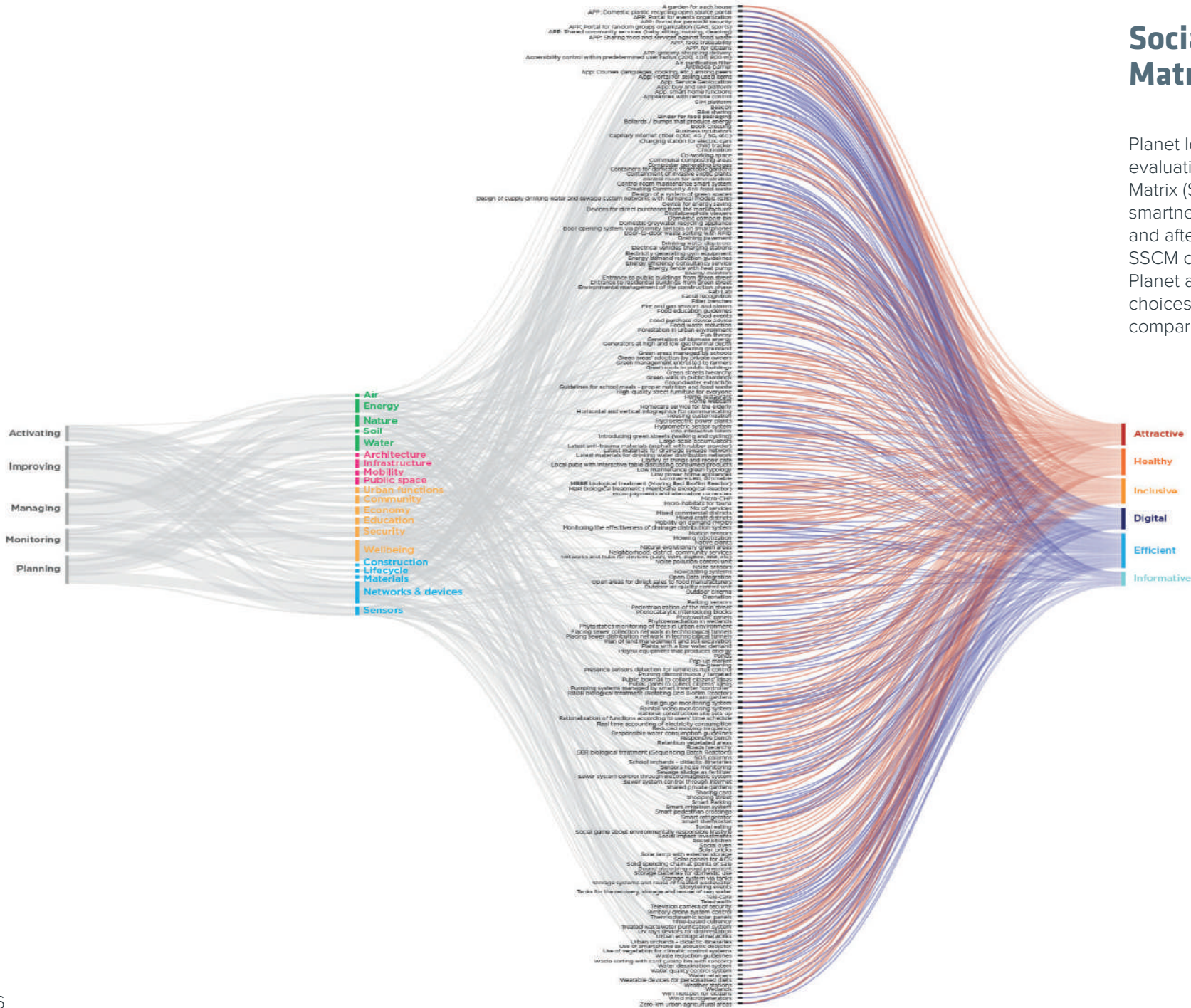
Social Smart City Matrix

Planet Idea has developed the evaluation tool Social Smart City Matrix (SSCM) in order to quantify the smartness grade of the project before and after Planet intervention. SSCM can create a dialogue between Planet and the client, balance the choices, evaluate solutions and compare cases.

Step 1: project evaluation starts with the selection of the actions that can be operated. It is possible to choose among planning, monitoring, improving and activating or upload of a project.

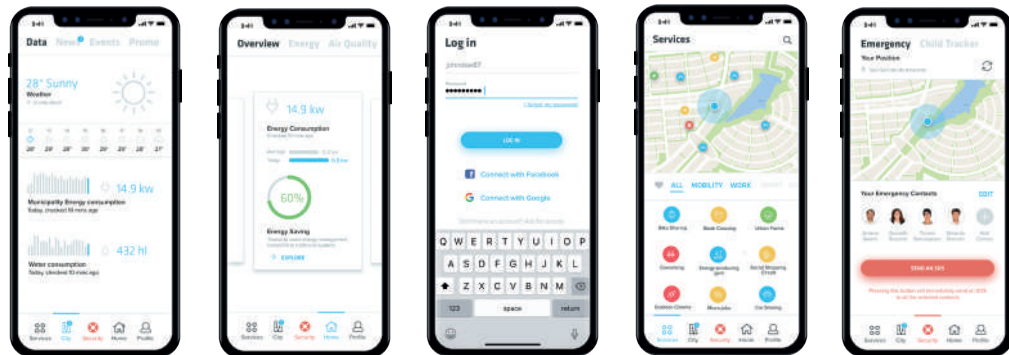
Step 2: selection of the solutions to be applied into the project.

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



Planet App

Planet Idea proposes to the client the development of a local App in order to underline the potential of the solutions. In Planet Idea's vision technologies are integrated and interact in order to offer to the citizen a safe urban context, social and rich in services for people, where sharing and collaborative economy play a strategic role. The different technologies implemented in the Smart City are not interacting on their own. The Social Smart City is an holistic system where solutions amplify each other. For this reason it is necessary a platform to monitor the different technologies, acquiring useful information for the citizen, becoming an "informative hub" and allowing the user to interact with services provided. Planet app is a free mobile application that allows citizens to use smart city solutions.





Smart City Alliance

Smart City Alliance is a working table always open to new members with one aim: enhancing smartness in little and medium size districts.

The alliance can discuss topics and starts pilot projects. Smart cities alliance can operate with Public Administration and Real Estate companies to start smart cities projects worldwide.

CREDITS

Planet Idea Competence Center

Giovanni Savio / President

Sergio De Luca / Chief Financer Officer

Giovanni Quaranta / Chief Digital Officer

Graziella Roccella / Chief Operating Officer

Daniele Ruscolillo / Program Manager

Marco Savio / Communication Manager

Bruno Schiavello / Chief Technical Officer

Ana Beatriz Azevedo, Edoardo Bronzini, Cinzia Calvi, Elena Fusar Poli, Federica Gucciardi, Damiano Gui, Giacomo Lanino, Tommaso Mainardi, Barbara Melis, Stefano Morena, Alessandro Olivero, Ilaria Pallotta, Tiziana Sampognaro, Alessandro Varalda, Giuseppe Vergnano.

Contacts: info@planetidea.it

Addresses:

Italy / Corso Valdocco, 2, Turin

Brazil / Av. Desembargador Moreira, 760, Fortaleza

Contributors:

Texts / Graziella Roccella, Alessandro Varalda, Giovanni Savio

Layout / Federica Gucciardi



**Attribution-NonCommercial-ShareAlike 4.0
International (CC BY-NC-SA 4.0)**

Italy    

Corso Valdocco, 2, Torino, Italy

+39 0110130523

Email: info@planetidea.it

Brazil  

Av. Desembargador Moreira, 760

Fortaleza, Brazil

+55 85 3025 0909 / +55 99870 0138

Email: comercial@smartcitylaguna.com.br