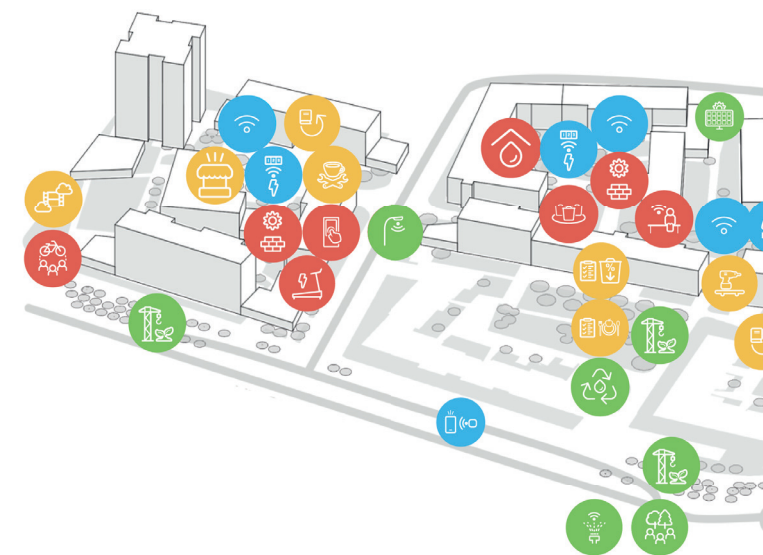




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# Planet makes it smarter





Planet Idea is the first Competence Center capable of transforming large Real Estate projects into smart ones.

The Planet group has achieved its vision through the involvement in the creation of the first Smart City for Social Housing in the world, under construction in Croatia, Brazil (launched in 2014, with an expected delivery in 2020), and through the realization of the first Smart Square in Turin, Italy (2016).

Planet Idea selects the most innovative urban products, services and best practices,

usually identified by the Smart City concept, and integrates them in the construction of brand-new districts.

The projects conceived by Planet Idea aim at making the future districts under construction real places where the quality of life can be improved through more efficient and cost-effective services, by integrating technology with a special attention to social aspects. Planet Idea's Competence Center is structured in four macro-areas: Ecosystem Resources, Built Environment, Technological Systems and



Society.

Planet Idea's staff consists of over 25 professionals from various sectors: planners, architects, agronomists, civil and energy engineers, IoT and digital platform experts, social inclusion experts, financial analysts, communications experts (press, video, web and social networks).

Through these projects, Planet Idea has consolidated a partnership network with more than 40 companies of national and international relevance (such as Tim, Enel, Samsung, a2a) that share Planet's vision and their

know-how, integrating their most innovative products and services in the Real Estate to be developed.

Planet Idea, in collaboration with Arup Italia and Recs Architects, has also developed the Social Smart City Matrix, a new evaluation framework that gives the new Real Estate project an assessment of the smartness level achieved. The goal is to make the "smartness" degree of infrastructures and services available for the future residents of the new smart districts easily measurable and intelligible.

