



Planet Smart City partners with global leadership organisation Mandela Mile

Planet will support Mandela Mile's mission to empower 100,000 inspirational leaders worldwide

12th June 2020 – Planet Smart City, the global leader in smart affordable housing, has announced a partnership with Mandela Mile, the organisation founded in memory of Nelson Mandela and Kofi Annan, to nurture the next generation of global leaders.

As well as contributing financially, Planet will work with Mandela Mile to inspire, showcase and support leaders from within Planet's communities in Brazil, India and Italy, as part of Mandela Mile's goal to empower a community of 100,000 mindful leaders worldwide. The partnership will play an important role in connecting Planet's own community members to a global network of leaders, helping them apply Mandela Mile's values of freedom, kindness and peace at a local level.

Founded in 2018, Mandela Mile is an annual observance of global leadership that runs between 8th April and 18th July. During this period, the organisation commemorates the lives of South African leader, Nelson Mandela, and United Nations Secretary General, Kofi Annan. Its Mandela Mile walks, held each year on 18th July, take place in 13 countries around the world. They also work year-round to foster a community of leaders who are inspired to make the world a freer, kinder, and more peaceful place.

Through its Global Leadership Training Platform, Mandela Mile has already accepted 40 rising leaders from 21 countries to take part in a course developed in collaboration with the Caux Peace and Leadership Programme (CPLP). The individuals gain access to 10 global thought leaders, 14 world-class coaches, and 20 CPLP alumni to support their development.

Planet's residents and employees will be encouraged to take part in this year's social media campaign, sharing videos of what motivates them to take action in their communities. This will be an opportunity not only to spread Mandela Mile's message of mindful leadership, but also to share examples of positive local action that may inspire others to act for the good of their neighbourhoods.

Carmen Romero, Chief Impact Officer at Planet Smart City, said:

"Planet Smart City is incredibly proud to be partnering with Mandela Mile. We firmly believe in community leadership – it lies at the heart of how we design and manage our neighbourhoods. By working with Mandela Mile, we hope we can inspire a generation of local leaders in our



communities. We look forward to introducing all of our residents to Mandela Mile's great work and will continue empowering them with everything they need to make their neighbourhoods a better place."

Shanthi Annan, Founder and Director of Mandela Mile, said:

"We are excited by the possibility of working together with Planet on a long-term basis to inspire, showcase and support leaders from within its communities. To start with, we very much hope that Planet Smart City residents will choose to play an active role in this year's social media campaign by posting their videos and tagging @mandelamile. We want to hear about what motivates them to keep positive, grow together, and take action within their communities at this time!"

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About Planet Smart City

Proptech company Planet Smart City designs and builds smart, affordable neighbourhoods that provide more than just homes. With a global footprint in the affordable housing market across both emerging and developed markets, Planet enhances its residents' quality of life by applying its expertise in smart solutions integration, digital technologies, services and social innovation. Its smart, sustainable and socially inclusive neighbourhoods are supported by the unrivalled services of the Planet App, Planet Smart City's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

The business was founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni and is chaired by physicist and entrepreneur Stefano Buono.



Planet Smart City tackles the global housing crisis challenge in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities. The company is focused on generating positive social impact and has created an innovative format for smart developments that can be replicated worldwide.

Planet's unique proposition has become a reality in Brazil where it is building four smart projects – Smart City Laguna, Smart City Natal, Smart City Aquiraz, and Viva Smart. The company has also launched its first real estate project in India and has an active portfolio in Italy where it works in partnership with key developers.

Headquartered in London, Planet has raised 100 million euros since inception and is executing an ambitious growth plan which includes the launch of 30 projects by 2023 with an intermediate milestone of eight large-scale residential projects launched in 2020.

For further information please visit www.planetsmartcity.com