Local Communities – Towards Wellbeing, Resilience, Reputation

Annual report of the **Community Development** practices and impacts from Planet Smart City

2023 Planet Smart City



Local Annual report of the **Community Development Practices and Impacts from Planet Smart City** Communities – Towards Wellbeing, Resilience, Reputation 2023 Planet **Smart City**

General statements

This document contains information about Planet's Community Development Impact related to Local Communities. It contributes to defining how Planet Smart City manages the topic of Local Communities. The report will describe the local community development programs based on local communities' needs, how they work and how they are impacted. Through our Community Development programs the Planet Community Experience – Planet Smart City 2. Actions to manage actual and potential positive strongly engages with local communities.

The company's material topic to which Community Development contributes is *Connected and* empowered communities.

"The Company gives people access to shared services so that residents can build sustainable communities. • By introducing assets that enable residents to collaborate for the common good, the company allows people to build their own community-wide resources, events and tools."

The report describes actions taken to manage the material topic and related impacts, including:

1. Actions to prevent or mitigate potential negative impacts; actions to address actual negative impacts, including actions to provide for or cooperate in their remediation;

impacts.

The following information gives track of the effectiveness of the actions taken:

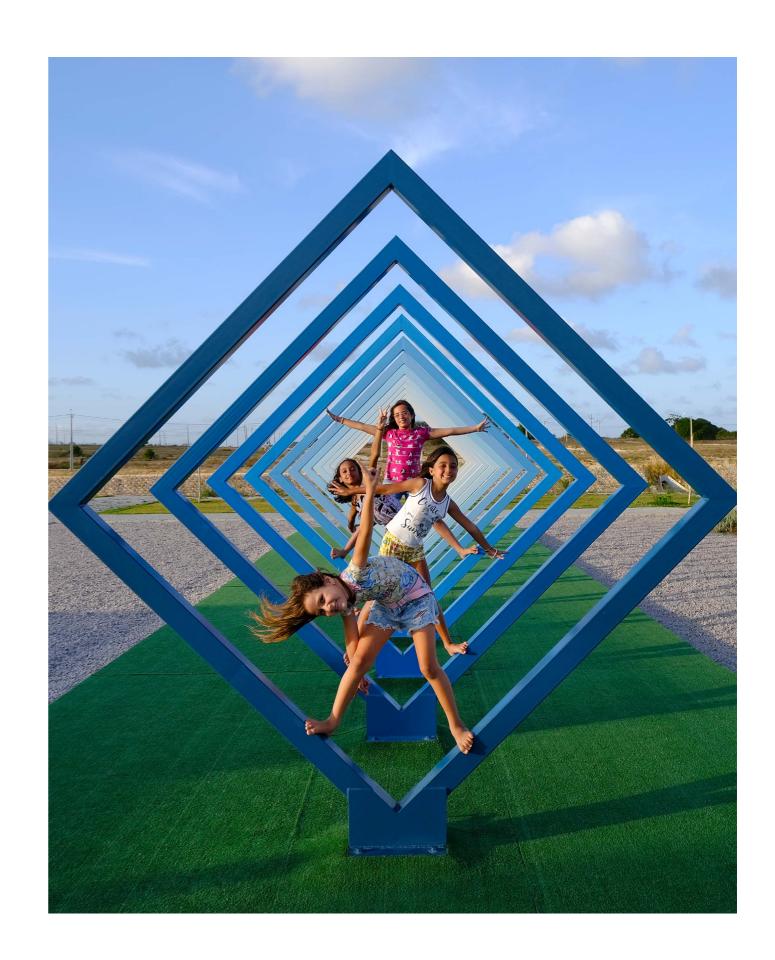
- Processes used to track the effectiveness of the
- Goals, targets, and indicators used to evaluate progress;
- The effectiveness of the actions, including progress toward the goals and targets; lessons learned and how these have been incorporated into the organization's operational policies and procedures;
- Describe how engagement with stakeholders has informed the actions taken and how it has informed whether the actions have been effective.

Date: 12/15/2023

GRI 413- Local Communitie

GRI disclosure:

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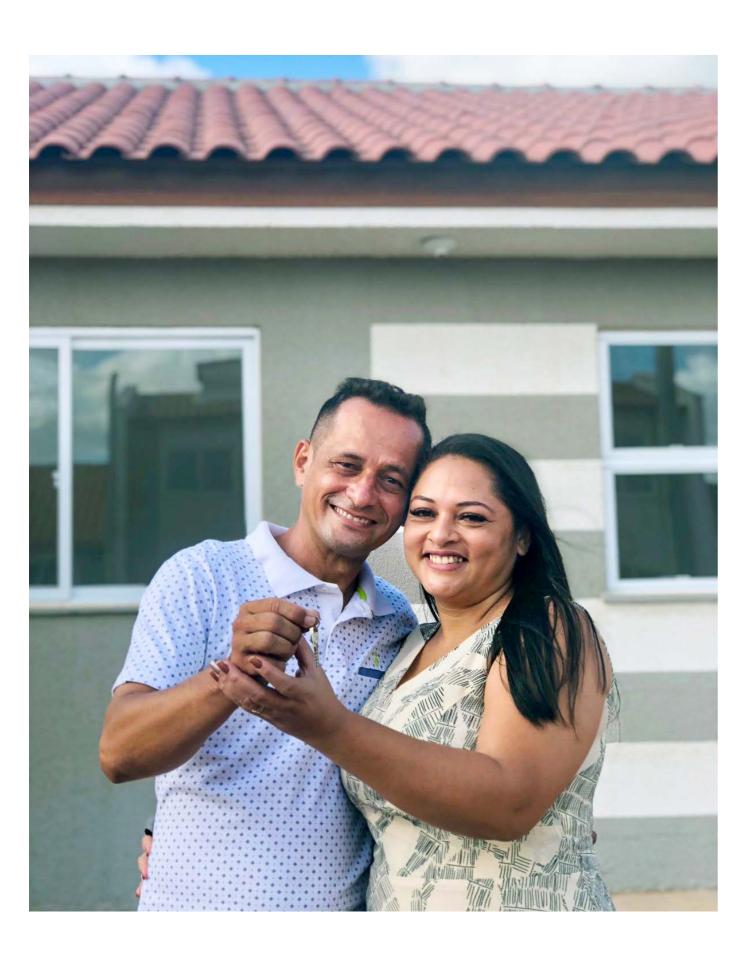
After a testing phase focused on defining the data collection process, we started our impact journey in December 2021 by defining our impact framework, model, and strategic goals, while setting up our data collection infrastructure.

The purpose of this 2023 report is to provide an overview of the results of our community development processes in affordable housing contexts: the Planet Community Experience. This report summarizes the impact of our work on the communities we serve and examines the effectiveness of our interventions in achieving their intended goals.

Our community development processes focus on improving the quality of life by involving residents in the identification and solution of local problems. In the context of affordable housing, this process can help to reduce expenses, promote

health, foster neighbourliness, and stimulate the local economy. The report will describe the approach used, activities carried out, and outcomes achieved in relation to these goals. It will also discuss the challenges encountered and the lessons learned during the project for the implementation of future action.

By working together, we can make a positive difference in the lives of community members and help to create a brighter future for all. Through this report, we hope to provide a valuable resource for stakeholders, including community members, funders, and policymakers, and to demonstrate the value and impact of our work.



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The Planet Community Experience

We support social inclusion, from project implementation to management over time

Planet Smart City is an innovative prop-tech company that designs and builds large-scale smart, affordable housing projects around the world to tackle the global housing deficit. The mission is simple: to create communities that respect local cultures, and support inclusivity and sustainability. Planet's unique, scalable, and replicable proposition combines industry-leading expertise in urban planning, architecture, and construction, with innovative digital capabilities and high-value-added services to improve the lives of our residents around the world.

To support the objective of social sustainability in urban transformation interventions, Planet has tested and consolidated a Community Development model consistent with The United Nations definition of Community Development as "a process in which community members come together to take collective action and generate solutions to common problems". Therefore, Planet's Community Development application uses a systemic approach, considering people, organizations and macrosystems

and supporting social networking and the exchange of resources to promote circularity. The model integrates physical and technological assets with social ones and uses the Theory of Change to drive a cultural transition in the acquisition of new technologies, in the implementation of responsible behaviours and in the active participation in community life through engagement and empowerment.

The result of the development process is the creation of an intergenerational district, capable of sustaining itself over time through the activation and collaboration of residents, users, businesses, and public and private entities. In this context, the new synergies, the opportunities for exchanging ideas and resources and the projects in place, produce social value in terms of community wellbeing, resilience, and reputation.



Img. 1 - Community managers organized an Infopoint for residents to get information about the project in the neighborhood

We partner with residents for a higher living value

The Community Experience is realised through the setting of both physical and digital assets. The physical assets consist of various flexible shared spaces and include the Innovation/ Community Hub as a reference point for communities. The digital assets consist of IoT systems, the Planet App and digital platforms to support the space-functionspeople interconnection (which, for example, allow the booking of spaces and the registration of activities by the inhabitants, the reading of responsible behaviour and the introduction of social reward systems, as well as the collection and analysis of data for the evaluation of processes and impact results).

Finally, the assets are enabled by Community Managers and social designers, who manage direct contact with stakeholders through on-site actions aimed at supporting bottom-up processes and facilitating social inclusion. The Community Manager identifies the resources in the area, builds partnerships with resident associations, foundations, and local authorities, promotes the acquisition of skills, responds to the needs of the community, presents the local services, combines the ideas and skills of the residents and supports collective thinking to re-imagine and build a better future.

2.1 The Theory of Change of the Community Development

The Community Development operations are focused on directing change towards a long- term goal of a truly autonomous community, leading its own development.

In this regard, two preconditions arise:

- To guarantee the necessary assets for the collaborative community project to be implemented and last over time.
- To engage and empower the inhabitants so they can use assets to the fullest extent.

In this scenario, the Input-Output-Outcome-Impact framework provides a way to understand how the Community Development team performs, and how to maximize its performance. The framework uses the Theory of Change model as a process-conscious model that describes the set of assumptions for explaining both the mini-steps that lead to the long-term goal of interest and the connections between program activities and outcomes which occur each step of the way¹. The impact is the long-term goal toward which complex community-based initiatives are directed to reach the desired change².

In the intervention model, therefore, the assets represent the necessary inputs to carry out activities. In the value chain, the actions of the community development team are directed to the realization of community activities and services (outputs), which bring about change (outcomes) and will contribute to the long-term impact.

¹WEISS, C.H. and CONNELL, J.P. (1995) "Nothing as Practical as Good Theory: Exploring Theory-Based Evaluation for Comprehensive Community Initiatives for Children and Families". In: "New Approaches to Evaluating Community Initiatives: Concepts, Methods, and Contexts", The Aspen Institute, 65-92.

²BECK, D., PURCELL, R. (2020), "Community Development for Social Change", Routledge, 2020

Following the Theory of Change model the desired future scenario of Planet's Community Experience is:

Residents and the company are partners in achieving better levels of community well-being, resilience, and reputation, generating autonomous and self-sustaining residential communities; to actively engage stakeholders throughout the project lifecycle.

INPUT ACTIONS OUTPUT OUTCOME **IMPACT** Creating, coordinating, Events maintaining networks and Early adopters / propartnership. Call for ideas active residents, local stakeholders are engaged Advocacy, dialogue, Micro-intitiatives resource mobilization. Residents and **ENGAGEMENT ENGAGEMENT** the company are Capacity development partners in achieving The active groups of (eg. training, co-design, better levels of Smart solutions citizens and the local technical support) community well-Community partnerships are active being, resilience, and Local assets services in co-producing local Support to reputation, generating activities and services for communication, autonomous and self-Needs & the common good. sensitization and sustaining residential opportunities ORGANIZING ORGANIZING awareness raising communities; to actively engage Support to community stakeholders Residents are able to education, dialogue and throughout the project self-manage activities, community-led initiatives lifecycle. initiatives and services to make the community Data and knowledge thrive over time generation, management, and circulation GOVERNANCE GOVERNANCE **ASSUMPTIONS**

Img. 2 – The diagram summarizes the essential elements of the Theory of Change model of the Community Development of Planet Smart City. The 3 impact lines match the phases of the development, from engagement to governance.

To be more specific we introduce the definitions as considered in the model:

INPUT

Resources, opportunities, needs of the community. Examples of inputs are time, money, knowledge, human capital, but also relations and partnerships, problems, socio-economic information. Inputs are the starting point of the change process that make the generation of the desired outcomes possible.

OUTPUT

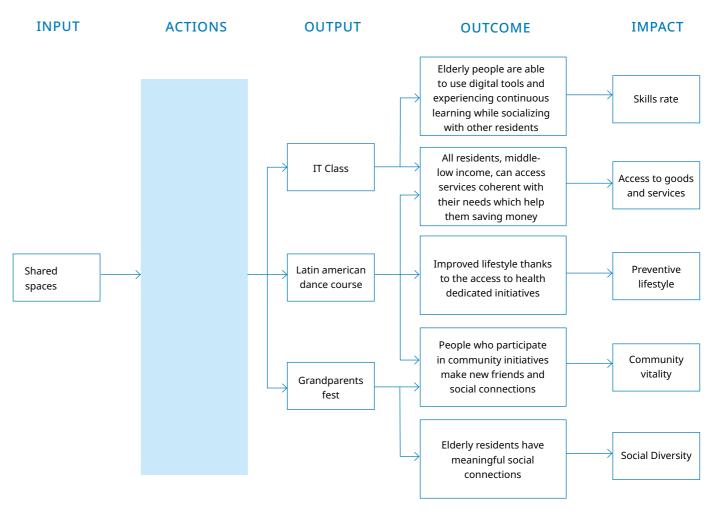
The tangible result of the actions. Outputs are initiatives, services, activities, or programs that have been developed in order to achieve one or more specific outcomes.

OUTCOME

The effect or change on individuals, groups or communities resulting from the outputs. Outcomes are the short-medium term effects that participate in generating the desired impact in the long term.

IMPACT

The long-term, broad effect on a community or society produced by multiple outcomes over time. We have defined 10 impact areas to focus on while working with communities (cf. chapter 5.1). The 10 impact areas are applied at a global level and don't change from country to country, but may differ in relevance, outcomes and outputs based on the context, it's need and opportunities.



Img. 3 - The diagram refers to a practical application of the Theory of Change model.

2.2 The phases of the development toward autonomy

Planet's Community Experience takes place in the context of the new residential areas and involves the local communities before the construction site begins, following beyond the entrance of the communities. The goal is to build the social part before the project is implemented.

Input > (ACTIONS) > Output > Outcome > Impact

The actions of the Community Managers in the field are the first lever from which to get to know and engage communities, with the launch of initiatives and activities in between the construction site.

Considering the TOC model, we define actions as everything that is part of the practical process of generating an output starting from the inputs.

Actions are everything that involves work to produce outputs starting from the available resources.

Establishing a timely and effective stakeholder identification and engagement process allows us to understand the vulnerability of local communities and how they could be affected by urban transformation. Our stakeholder engagement process both in early planning stages as well as during operations enables us to consider the views of community stakeholders in our decisions, and to address our potential impacts on local communities in a timely manner.

INPUT ACTIONS **OUTPUT** OUTCOME **IMPACT** Elderly people are able to use digital tools and Skills rate experiencing continuous Exploration learning while socializing with other residents All residents, middle-IT Class low income, can access Access to goods services coherent with Activation and services their needs which help them saving money Improved lifestyle thanks Preventive Shared Latin american to the access to health Engagement lifestyle spaces dance course dedicated initiatives People who participate Consolidation in community initiatives Community vitality make new friends and Grandparents social connections Maintenance Elderly residents have Social Diversity meaningful social connections

Img. 4 – The diagram refers to a practical application of the ToC model with a focus on the actions.

Therefore, the Community Experience and the Community Managers actions are organized in 5 phases:

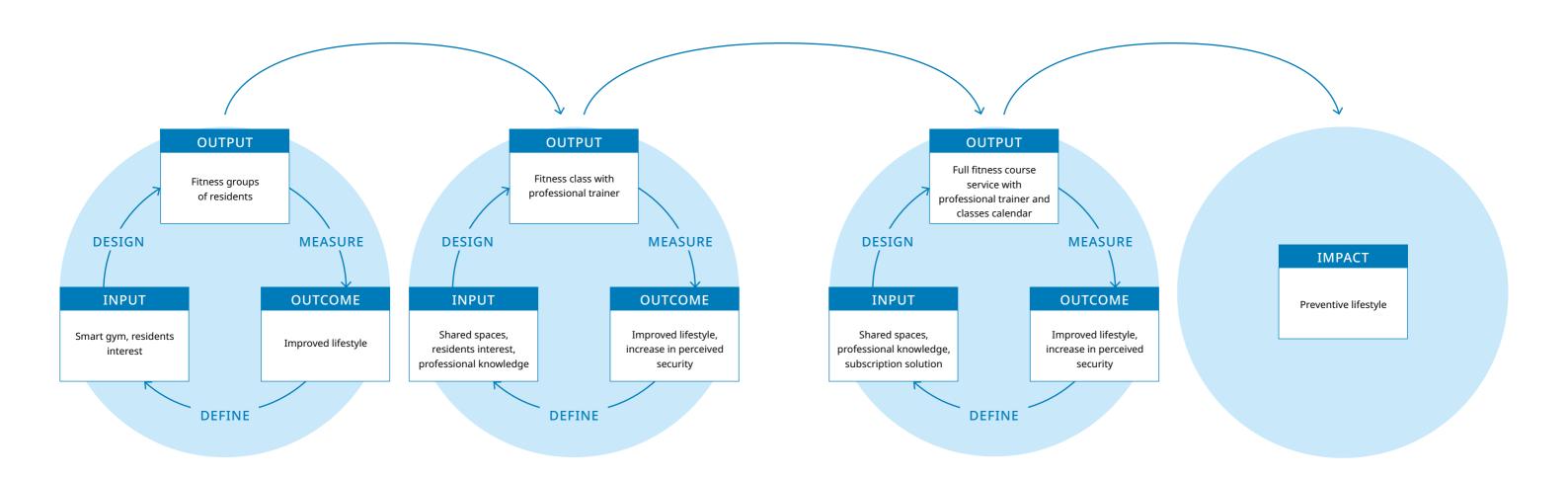
- 1. Exploration: focused on the analysis of the context and needs, in the phase prior to the construction site of the real estate intervention, or in any case before the start of the community development intervention.
- 2. Activation: accompanies the start of construction or urban regeneration works and continues during the construction phase. It uses programs for the temporary use of spaces (meanwhile uses) in which citizens and organizations are called to participate. In this phase the "early adopters" among the inhabitants are identified and the continuous feedback loop is activated. This phase can be understood as a lean method of participatory action-research.
- 3. Engagement: has the objective to increase the participation of the inhabitants in the community development plan. In this phase the inhabitants are invited in suggesting, co-designing and co-producing activities and services. Furthermore, the strategical partnerships with local organizations are activated

- as mean for supporting the local development in the long run.
- 4. Consolidation: focuses on strengthening the active groups of citizens and the local partnerships in leading and running activities and services. The objective of this phase is the introduction of a Community Governance model (participatory governance) where the inhabitants acquire governance roles.
- 5. Maintenance: focuses on ensuring the development of the community in the long run, supporting its capacity to continuously adapt to new emergent needs. Both the Community Governance and the adoption of digital tools by the inhabitants are the key elements for a lasting development. Planet's Community Development team follows-up by remote.



Img. 5 - The diagram shows the phases of the Community Experience with the related milestones.

During the development process, Community
Managers run a variety of actions aimed at
generating valuable outputs and outcomes. The
working method is iterative, given the long and
medium-term objectives, each cycle of actions
generates outcomes which, added together over the
entire period, constitute the brought value to the
community.



Img. 6 – Example of ToC iterations for Quartiere Giardino Intervention.

The Social Impact of the Planet Community Experience

We strive for engaged and empowered communities

According to what was previously introduced, the development process aims to deliver a positive impact on the community. Therefore, to define the Community Experience measurement framework, it is necessary to analyze the impact objectives within the sustainability context in which Planet's real estate activities take place.

From an ESG perspective, the material topic to which the Community Experience contributes, as revealed by analyzing the company's value chain, from operations to business model, is Connected and empowered communities. At a corporate level, the development process acts as the enabler of the resident's cooperation for the common good, bringing positive, relevant impact to the local communities.

To ensure the impact on the local communities is positive, two levels of the analysis arise:

- At a broader level, urban transformation brings risks and impacts for the local communities that the Community Development process must consider.
- At a local level, each context and local community manifests peculiarities that the Community Development process should identify and answer to. The resulting impact strategy is then based on responding to the community's real needs.

The assessment framework is defined by considering both the wider effects and those specific to local contexts.







Impact evaluation at a wide level Considering the general impact of the real estate development on

communities and their surroundings



Impact evaluation at a local level
Considering specific community needs
and peculiarities for the intervention

The Social Impact of the Planet Community Experience

3.1 Challenges

As previously introduced, the theme of sustainability, at a broader level, must be read in the context of major urban transformations, which can produce sometimes sudden changes whose effects are not always positive, concerning local communities greatly.

Above all, Planet Smart City's value proposition answers the need for housing in countries with high deficit rates and collaborates with real estate developers around the world to improve people's quality of life. The company provides for the construction of large numbers of residences in geographical contexts that experience housing shortages. While responding to the fundamental right to housing, it is essential to consider some endogenous risks in the same context. These include effects caused by a large, a mono-functional context. By its very nature, the construction of new, large residential areas targeted mainly at low-middle-income families produces a homogeneous social fabric.

Urban functions are the determining factor for the community. People with different cultural origins and interests meet in contexts of functional variety, where the residential function is mixed with retail, malls, offices, schools and other services. In the mono-functional context, there are few opportunities for encounters between different social groups, generating enclaves and feeding a segregation effect. This effect can be further aggravated by poverty, where the risk evolves through ghettoization, as the effect of urban models where minorities and lower-income peoples are barred from educational and professional opportunities, strongly compromising social mobility³.

Therefore the first need we identify is on a general level and is consequent to the characteristics of Planet's real estate interventions. Starting from these, Planet's Community Development stands as a primary resource for mitigating the risk of segregation and resulting ghettoization of urban sectors.

In fact, the community development process primarily responds to the generic need for meetings between groups of inhabitants and between communities to preserve and support forms of solidarity while fostering empathy. While homogeneity is pre-determined, predictable, and balanced in form, the Community Experience, with its activities, advocates of complexity, diversity, and dissonance.

3.2 Opportunities

In the Community Experience context, urban settlements are supported by a dynamic economy, are culturally stimulated, and capable of healing society's racial, class-based, and ethnic divisons.

Community Experience brings social innovations to local communities, shifting the citizen's role from passive consumer to active player. In the new local economy, the residents became producers in their own right: cooking, nurturing, training, nursing, gardening, teaching, or studying. The development process recognises the domestic sphere as economically critical. The entire process copes with all the needs for organisational support, tools, competencies, and advice that becoming a producer entails4. This means finding new ways to exchange goods and services in the community and between communities can dynamise the local economy.

Furthermore, the Community Experience supports and fosters the local networks of services and people to make the urban reality welcoming and functional for everyone. In the Planet's residential areas, the community programs ensure various functions: activities and services for a wide range of social groups. This highlights the concept of social mixité as an antidote to segregation processes⁵. The Community Experience can be seen as a process of social construction of mixité through daily life practices.

The development programs favour a varied use of the spaces in the city. Functions and services are generated bottom-up, multiplying opportunities for exchanging with the urban surroundings. Thanks to the strategically shared spaces, synergies are matched with opportunities. Events such as bike repair workshops, fitness and dance classes, employment and early childhood support services arise alongside small recreational moments and meaningful events.

The Planet district then becomes multifunctional, and the activities are integrated, coexisting simultaneously and evolving to follow users' needs at an urban or building scale. However, these results are closely connected with analysing each district's context and specificities to formulate timely and tailored proposals for action.



Img. 8 – A photo from the football tournament organised in Smart City Laguna, to which residents of every age participated

³DAVIS, M., 2007, "Planet of Slums. London", New York, Verso

⁴MULGAN, G., TUCKER, S., RUSHANARA, A., & SANDERS, B., 2007, "Social Innovation: What It Is, Why It Matters and How It Can Be Accelerated" Oxford, UK: Oxford Said Business School

⁵SENNET, R., (2017), "The open city", Harvard GSD, https://www.youtube.com/@TheHarvardGSD

Tailoring the interventions at the local level

We believe every community is different, and special, in its own way

So far, in this document, we have explored the long-term goal of community autonomy, to foster connected and empowered communities. To define the intermediate measurable objectives of the Community Experience, in the short and medium term, we will now describe our approach to the local context.

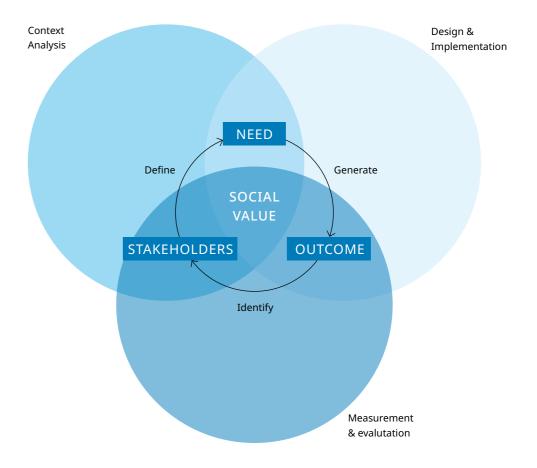
The actions of the Community Managers are directed from the start, targeting the real needs that emerge from the context to achieve measurable intermediate outcomes.

Resuming what was previously introduced, we then move on from the first sequence: [Input > (ACTIONS) > Output > Outcome > Impact] to the sequence: [Stakeholder > Need > Outcome > Impact]. The sequence is then reformulated based on the

measured effectiveness of the response to specific needs, tracking the consistency of said needs concerning the relevant stakeholders.

By identifying stakeholders and their needs, the Community Managers creates quarterly programs of heterogeneous initiatives dedicated to the various social targets. The community is involved in coplanning programs, activities, and services, sharing their desires and expectations, and fostering a culture of participation.

We believe that this iterative process, focused on communities' needs, assets and stakeholders as the starting point to design community initiatives and interventions, is the way to generate real social value⁶.



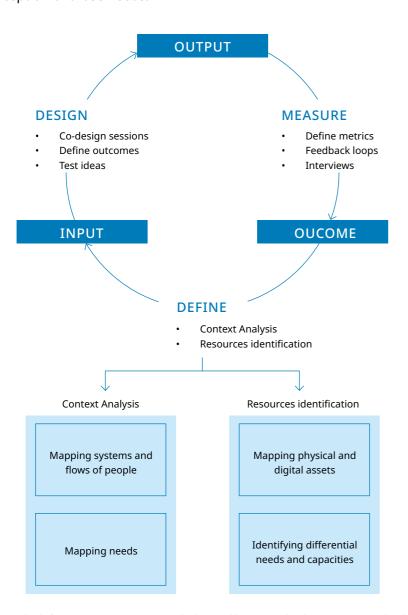
Img. 9 – The diagram summarizes how social value is generated: starting from the identification of the stakeholders and the definition of their real needs, it is possible to generate meaningful outcomes. It also describes the input, the action and the output for each design phase.

26 Tailoring the interventions at the local level 27

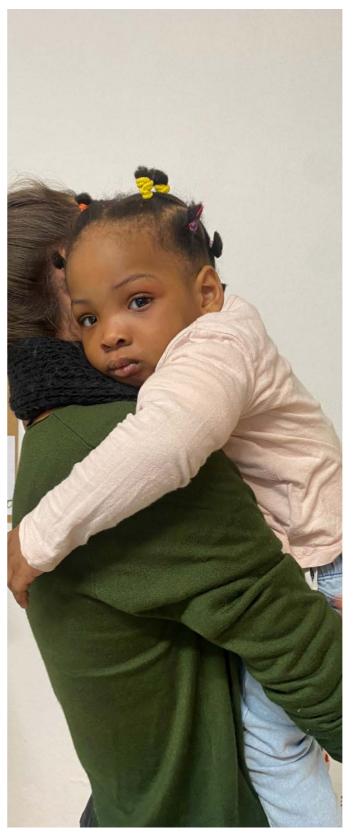
4.1 Understanding local communities

Context analysis is meant to identify community needs and local opportunities from the preliminary stages of the development process. Still, the actions of the Community Managers in the field, supported by the intervention models and tools from the Community Experience, produce continuous discovery and validation loops. This is our lean method of participatory action-research aimed at the timely discovery of real-life needs rather than relying on the researcher's perception of those needs.

The iterative discovery process allows community practitioners to identify potential risks and develop strategies for mitigating them. All while gaining a deeper understanding of cultural and socio-economic peculiarities of each intervention. Furthermore, the action-research approach can help to be more adaptable and responsive to a community's changing needs. By taking the time to analyze the context in which we are working more carefully, we can ensure that the interventions are effective, sustainable and impactful in the long term.



Img. 10 – An iteration of the lean method of participatory action- research, that enables us to tailor the intervention to local contexts, based on research and measurement as key success factors for a successfull intervention.



Img. 11 – A picture from the opening day of Circolino, a co-designed space that is functioning as a community hub for residents in Quartiere Giardino

In community work, navigating stakeholder relationships is not easily predictable, so different approaches tailored to each community are critical. To direct community development actions, we apply context analysis techniques which allow us to identify the most coherent lines of action concerning the profile of the local community.

Therefore, we have tested and implemented a set of tools to reveal hidden needs, existent and underused assets, and resources on an evidence base. This way, the Community Development team makes the local development pattern clear and visible. Below, we define the means by which stakeholders are identified and levers discovered for their full engagement.

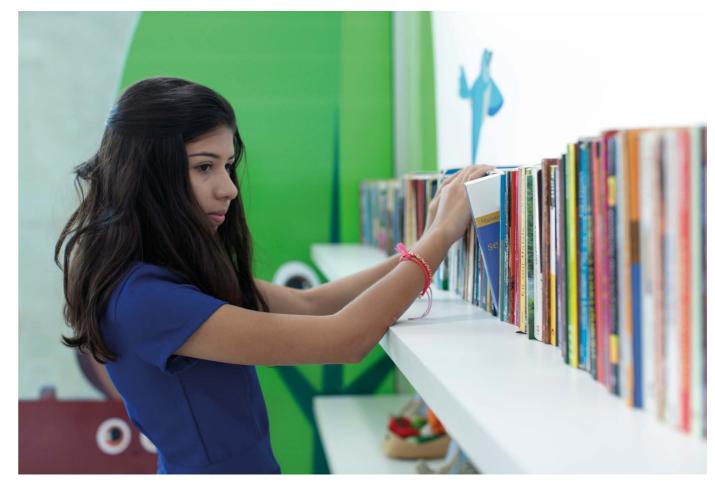
- Mapping systems and flows of people to define stakeholders, uncover patterns, touchpoints and levers.
- Mapping needs to estimate the existence, nature, and distribution of the actual and potential need for goods and services, specifically where the need is a social need.
- Identifying differential needs and capacities through interest groups, social categories, and geo-demographic segmentation techniques.
- Mapping physical and digital assets to uncover usable resources. Within Planet's Real Estate interventions there are spaces, equipment and digital tools available to the community.

While the development process is fully activated in the local community, we follow up through a continuous feedback loop analysis. Citizens became our important testimonials and criticist; their opinions and concerns became the fuel for new projects aimed at always answering new emerging needs.

We dive into complexity with method

The Assessment framework lays out the sequence of outcomes that are expected to occur as the result of the system of community-based initiatives, tracking whether these expected outcomes are produced. The framework is transversal to all geographies and stands on the basis of a homogeneous data collection, the specificity of the contexts is taken into consideration by the local stakeholders and their needs.

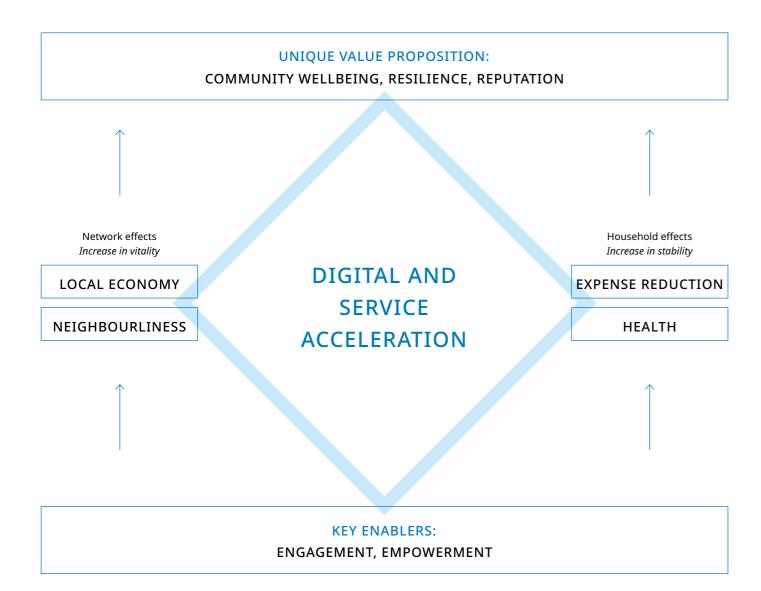
In the following pages we describe the taxonomy and tools for impact assessment.



Img. 12 – Social impact comes from small, incremental steps. Making available a library and community spaces dedicated to culture and education is a basic, but powerful step towards Skills rate impact area (page 24)

5.1 Impact goals

The outcomes' structure stands on four Impact goals that consider the sphere of the community wellbeing, resilience and reputation as expected final result. The four goals are defined by considering the complete set of dimensions that the development of a community should achieve through the Community Experience process.



Img. 13 – The Assessment framework towards the unique value proposition

Local economy: It refers to the the ecosystem in which community development interventions occur, considering the specific network inside the community and the general network that connects the community to its surroundings.

It considers the following aspects:

- 1. The quality, number and frequency of the exchanges within the specific and general network of the community (Community Vitality)
- 2. The degree to which the community development intervention is guided by the local urban context, considering its needs, opportunities and resources as driving forces in the change process (Platform Engagement)
- 3. The community development project's ability to generate opportunities for meetings and exchanges, both at a project level and as part of a wider local network (Micro-economy Support).

Neighbourliness: It refers to the identity of the community development project. The goal is to understand the effectiveness of the process in bringing out and communicating its value, expressed in terms of support received from the community, both from an organisational point of view and concerning citizen activation and volunteering (Community Autonomy and Activation). The perspective through which to evaluate the ties of the community and the territory is inclusivity; through the level of engagement (in terms of intensity and breadth) developed, the degree of heterogeneity of the people involved (Social Diversity and Gender Equality) and the ability to build relationships and trust inside the community.

Expense reduction: It refers to welfare in terms of improving access to goods and resources and the adequacy of the services contributed to by the project. These must be coherent with the emerging needs of the community and, consequently, accessible – understood as the proximity of the service (Access to Goods and Services). To evaluate

the expense reduction, we consider the costs saved due to our involvement in community activities and community governance (Community Governance).

Health: It refers to welfare in terms of wellbeing, both physical and mental, to which the actions explicitly aimed at the theme of health (Preventive Lifestyle) contribute. The perspective through which to evaluate mental wellbeing is that of capacity building, supporting the sense of safety and personal confidence (Skills Rate).

5.2 The social impact areas

The Community Experience model is designed to support the growth and well-being of the community by focusing on 10 key impact areas.

The taxonomy considers each area's prevailing and direct impact on one goal, overcoming the indirect impacts to which each area contributes towards multiple goals.

This simplification allows us to measure the success of the intervention related to each goal based on the assessment of the areas to finally understand the overall impact on the community. By analyzing the results, we can identify areas where the intervention was others which may need effective and additional support. This information can then refine and improve the intervention in the future.

LOCAL ECONOMY



Platform Engagement

It represents the capacity of the Community Development model to flexibly scale up, anticipating its long-term sustainability. It refers to the level of activation and interconnection of the Community system, both online and on-site.



Micro-economy Support

It measures the activities dedicated to the support of the local businesses and the individual micro-entrepreneurs among residents as well as citizens living and working within a radius of 5 km around the smart city, both employed and unemployed. It refers to the one-to-one coaching activities and the infield services for the job's creation of opportunities.



Community Vitality

It represents how many people are engaged in the community and how many activities are held in a given time period. It refers to activities of any kind and on any topic, considering the entire ecosystem of projects, services, and opportunities.

EXPENSE REDUCTION



Access to Goods and Services

It refers to the sharing economy. It reports on the capacity of the Community Development model to support family income through cost saving thanks to the sharing of objects and services.



Community Governance

It represents the organization (by areas of intervention and work) of roles dedicated to the management and maintenance of the community and the territory. It reports on how inhabitants take charge of tasks and responsibilities useful to the community.

NEIGHBOURLINESS



Community Autonomy and Activation

It represents the capability of the community to lead its own development. It refers to the activation of the residents in driving solutions and opportunities, organizing and leading any kind of activity. It also reports on the participation level in designing, creating, and leading the activities.



Gender Equality

It represents the intention to offer equal opportunities within the community to any gender, from female and male. It reports on the variety of activities in general. It has a specific focus on female-driven projects for their empowerment.



Social Diversity

It represents the inclusion of demographic categories in the community, focusing on variety and diversity. It refers to the compliance of the activities with the needs of all the audiences by a group in the context.

HEALTH



Preventive Lifestyle

It refers to the increase in health and physical wellbeing through sports, outdoor activities, and actions for approaching healthy food. It also includes targeted health actions such as first aid courses.



Skills Rate

It measures the activities dedicated to upgrading and strengthening skills in general, such as computer science classes for senior citizens and educational programs for children. It reports on the growth in confidence and capability.

This simplification allows us to measure the success of the intervention related to each goal based on the assessment of the areas to understand the impact on the community

5.3 Measurable outcomes

The evaluation system implemented uses tools for collecting, processing and returning data, with both quantitative and qualitative metrics (for example numbers and types of initiatives, level of participation and bottom-up activation, perceived level of well-being, feedback from inhabitants).

The collected data are organised following the structure of the outcomes.

Throughout a dedicated library, we keep track of all the outcomes we want to achieve and are achieving, clustered by impact area. In order to do so, it was very important to develop a list of all the involved stakeholders as well. Doing so, we put the basis for an increasingly accurate impact evaluation, designing the proper tools that, from 2023, will increase the support for community practitioners to work on a strategic and operational level, starting from the desired outcomes.

Stakeholder > Need > Desired Outcome



Img 14 – At the sewing workhsop in Smart City Laguna residents can come together and learn how to sew, repair clothes and help each other, creating new friendships

IMPACT AREAS	OUTCOMES
Preventive Lifestyle	 Can improve personal mental and physical health Can benefit from an increased perception of security in the neighborhood
Platform Engagement	 Are aware of local opportunities and community initiatives Can access more initiatives and opportunities in the neighborhood Find new channels to reach their audience
Micro-economy Support	 Have the skills and knowledge necessary to get a job Have local opportunities for job searching Are supported by a local network in searching for a job
Social Diversity	 Can improve personal mental and physical health Can benefit from an increased perception of security in the neighborhood Acquire educational guidance in an appropriate environment
Community Autonomy & Activation	 Can improve personal mental and physical health Can benefit from an increased perception of security in the neighborhood Acquire educational guidance in an appropriate environment care
Gender Equality	 Are supported in taking care of kids, managing better their time Are well represented in the government body Are facilitated in accessing scientific and technological education
Community Governance	Are able to self-organize and manage activities, initiatives and services over time
Acess to Goods & Services	 Can access services coherent with their needs Can save money Can access services without moving from the neighborhood
Skills Rate	 Have the skills and knowledge necessary to get a job Feel an increased sense of confidence Experience learning in the neighborhood Have the right skills to use digital tools Experience continuous learning in the neighborhood
Community Vitality	 Can access community initiatives coherent with the context Can benefit from the increased attractiveness of the neighborhood as a safe place to live Make new friends and social connections

5.4 The dimensions of impact

In order to fully understand our impacts we define the data categories across five dimensions: What, Who, How Much, Enterprise Contribution, and Impact Risk⁷.

While we have previously introduced the Contribution and the Risk as considered at a company level, here we focuse on the What, Who and How Much dimensions based on the following assumptions:

- The "What" dimension tells what outcome we are contributing to, and how important the outcome is to the stakeholders experiencing it;
- The "Who" dimension helps us to identify the affected stakeholders and understand how underserved they are in relation to the delivered

outcomes.

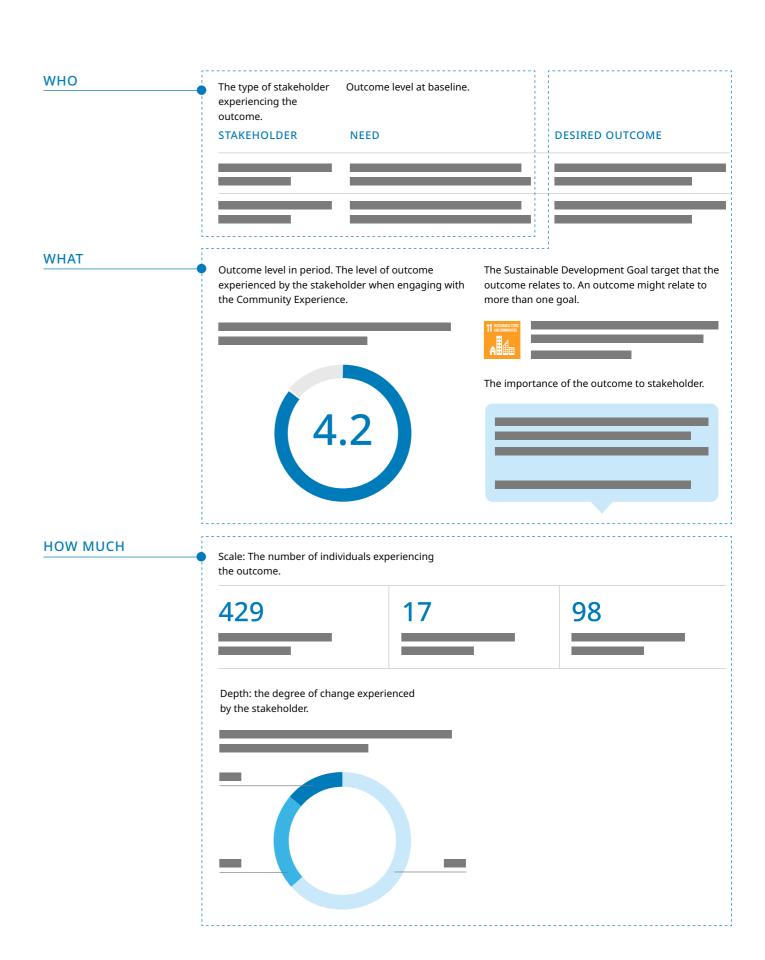
 The "How Much" dimension answers the question: "How significant are the outcomes we deliver across scale, depth and duration?

For all our interventions as a Community
Development team we introduce the general
informations in the projects overview sheet. Here
we explain: the duration of the intervention aligned
with the development phases, vulnerable target and
needs, assets and resources, reached milestones and
intentions for the future development.

Following the project overview, the specific data for each impact area are shown in the following dedicated sheets.



Img. 15 – When asked to draw what they imagine the place they live in to be in Three Jewels, kids came up with creative and bold ideas



⁷Impact Frontiers (https://impactfrontiers.org/)

5.5 Metrics and indicators

Data accountability is supported across the five impact dimensions, with quantitative objective, quantitative subjective and qualitative information. The Community Managers in the field are the first touchpoint for data collection. Objective metrics are monitored throughout monthly data collection.

Furthermore, infield observations are integrated with data from both the digital platform and the IoT systems.

Subjective metrics are collected through structured surveys distributed across all geographic areas. The generic survey, directed at all residents, gathers data on impact areas specific to the current

IMPACT AREAS **OBJECTIVE METRICS** SUBJECTIVE METRICS Community What is the distribution in % of governance tasks Average score for experiencing a sense of fulfillment while taking an community governance role within the Governance in the community? • What is the distribution in % of housolds with a community over time. role in the community governance body? Average score of perception for sharing common What is the total number of governance community goals. meetings? Community • What is the % of initiatives led by citizens over the Average score of perception of community capacity to Autonomy & create bottom-up responses to collective problems. Activation • What is the total number of active citizens? · Average score of perception of making it easy for the What is the number of co-designed activities? community to start new projects, using existing local opportunities and community resources. What is the number of community initiatives in · Average score of perception of the overall vibrancy and Community Vitality liveliness of the community, considering the variety of activities and engagement opportunities available. What is the quality and variety of initiatives by considering the 6 topics: health, education, Average score of perception of attractiveness and culture, work, leisure and sport? vibrancy of the neighborhood as a place to live. What is the total number of attendances in the Average score for experiencing an increased sense of activities, in general? friendship and new social connections. • What is the total number of hours spent for activities and initiatives? · What is the total number of community activities sessions? What is the distribution in % of citizens/users in • Average score for experiencing meaningful connections Social Diversity attendance of events that belong to demographic with individuals from diverse backgrounds. categories by age group? (separate list) Average score of perception of inclusiveness within the What is the distribution in % of initiatives that neighborhood. supports vulnerable groups? Gender • What is the distribution in % of genders in Average score of perception of awareness and Equality attendance of events? opportunities related to gender equality. · What is the total number of initiatives dedicated to the empowerment of women? Skills Rate · What is the total number of hours dedicated to · Average score for experiencing learning during sessions/ educational activities? courses. · What is the total number in attendances of · Average score of perception of applicability in daily life of educational activities? acquired skills, both personally and professionally. · Average score for experiencing an increased sense of

measurement year. The active survey targets key community informants-highly engaged citizens with a historical understanding of the intervention. This survey focuses on assessing perceived changes and improvements by comparing the current year to the previous one, offering a retrospective analysis of impact. This methodological approach is designed to provide a holistic view of community impact.

By combining broad community feedback with deeper insights from informed stakeholders, it ensures a balanced understanding of the results. The evaluation is enriched by qualitative interviews with 15 to 35 individuals selected for their firsthand experience and active involvement in the Community Experience.

IMPACT AREAS	OBJECTIVE METRICS	SUBJECTIVE METRICS
Platform Engagement	 What is the distribution in % of registered residents? What is the distribution in % of houses connected? What is the total number of partners in the project? 	 For residents: Average score for experiencing participation, involvement, and interaction among community members within a residential or local community. Average score of perception of community capacity to engage with local organizations and partners. Average score for experiencing positive outcomes while engaging with the community. For partners: Average score for experiencing positive outcomes while engaging with the community
Micro-economy Support	Italy: What is the total number of job titles in the ads? What is the total number of job seekers What is the total number of views to the job bulleting board? Brazil: What is the total number of hours of coaching dedicated to micro-enterpreneurs? What is the total number of workshops dedicated to micro-entrepreneurs and small local business? What is the total number of micro-entrepreneurs and small local businesses that attended at list one workshop?	 Average score of perception of financial benefits associated with micro-economy support services and resources. Average score for experiencing a sense of empowerment related to business initiatives and activities
Access to Goods & Services	 What is the total number of reserved objects in the library of things What is the total number of accesses to all the smart solutions implemented? What is the total number of attendances of services? What is the number of services activated? (sharing economy and free community services) 	Average score of perception of economic savings and benefits through community services and shared resources.
Preventive Lifestyle	What is the total number of hours of health dedicated activities? What is the total number in attendances of health dedicated activities?	 Average self-assessed score of overrall physical and psychological well-being Average score of perception of sense of safety within the community Average score of confidence in the ability to respond to health emergencies Average score for experiencing positive changes to personal and daily lifestyle

Example: Outcomes distribuition for the project in Quartiere Giardino.

IMPACT AREAS	STAKEHOLDERS	NEED	ОИТСОМЕ
Community Governance	All the stakeholders	Ensure long term stability of the community development project and outcomes	Are able to self-organize and manage activities, initiatives and services over time
Community Autonomy & Activation	All residents	Be facilitated in the generation of solutions to common problems	Are able to give bottom-up responses to common problems
Activation	All residents	Be supported in their creativity finding a place for sharing ideas and capabilities	Can express themselves and drive the community development
	All residents	Have the right suppport and tools to drive community development activities and initiatives	Are able to to make the community thrive from the bottom-up
Community Vitality	All residents	Access community initiatives that are coherent with context's needs	Can access community initiatives coherent with the context
	All residents	Increase and strenghten social connections inside the community	Can benefit from the increased attractiveness of the neighborhood as a safe place to live
	All residents	Increase and strenghten social connections inside the community	Make new friends and social connections
	New residents	Increase and strenghten social connections inside the community	Make new friends and social connections
Social Diversity	Elderly residents	Cope with loneliness	Make new friends and social connections
	Elderly residents	Cope with digital divide	Have the right skills to use digital tools
	Migrants & their families	Cope with social exclusion due to cultural and language differences	Make new friends and social connections
	Children/kids	Have more opportunities (outside of school context) to access quality educational activities	Can acquire educational guidance in an appropriate care environment
Gender Equality	Women with kids	Have someone looking on kids when busy	Are supported in taking care of kids, managing better their time
	Women	Have a representative role in the governance body	Are well represented in the government body
	Women	Access scientific and technological education	Are facilitated in accessing scientific and tech education
Platform Engagement	All residents	Know neighborhood opportunities	Are aware of local opportunities and community initiatives
	All residents	Facilitate the exchange between the neighborhood and its surroundings	Can access more initiatives and opportunities in the neighborhood

IMPACT AREAS	STAKEHOLDERS	NEED	ОИТСОМЕ
Platform Engagement	Local organizations	Strenghten the bond with local communities	Find new channels to reach their audience
Micro-economy Support	Unemployed residents	Strenghten soft and hard skills	Have the skills and knowledge necessary to get a job
	Unemployed residents	Gain awareness about local job opportunities	Have local opportunities for job searching
	Unemployed residents	Gain awareness about local job opportunities	Are supported by local network in searching for a job
Skills Rate	Unemployed residents	Grow useful skills for employability	Have the skills and knowledge necessary to get a job
	Unemployed residents	Grow useful skills for employability	Feel an increased sense of confidence
	Children/kids	Access community initiatives that are coherent with context's needs	Experience learning in the neighborhood
	Elderly residents	Cope with digital divide	Have the right skills to use digital tools
	Elderly residents	Cope with digital divide	Experience continuous learning in the neighborhood
Access to Goods & Services	All residents	Be supported in precarious economic conditions	Can access services coherent with their needs
	Middle-low income families	Be supported in precarious economic conditions	Can save money
	All residents	Need more proximity services that respond to community needs	Can access services without moving from the neighborhood
	All residents	Save money on services, objects and spaces that can be shared with the community	Can save money
	All residents	Save money on services, objects and spaces that can be shared with the community	Make new friends and social connections
Preventive Lifestyle	All residents	Access free or low-cost health dedicated initiatives	Can improve personal mental and physical health
	Middle-low income families	Access free or low-cost health dedicated initiatives	Can improve personal mental and physical health
	Children/kids	Access local health dedicated initiatives	Can improve personal mental and physical health
	Elderly residents	Access local health dedicated initiatives	Can improve personal mental and physical health
	All residents	Strenghten social bonds	Can benefit from an increased perception of security in the neighborhood

The projects in the communities

We run the Planet Community Experience in the communities around the word

In the following section, we will present the results of the 2022 community development projects. We will present case studies of three specific districts, one from each of the geographic areas where we intervened: Smart City Laguna in Brazil, Three Jewels in India, and Quartiere Giardino in Italy. For each case study, we will provide an in-depth analysis of the context and a masterplan, followed by a focus on the social impact assessment. The impact will be shown through ten sheets, one for each impact area. The results of the impact assessment will be presented using both quantitative and qualitative data, providing a comprehensive understanding of the outcomes and results of the initiatives.

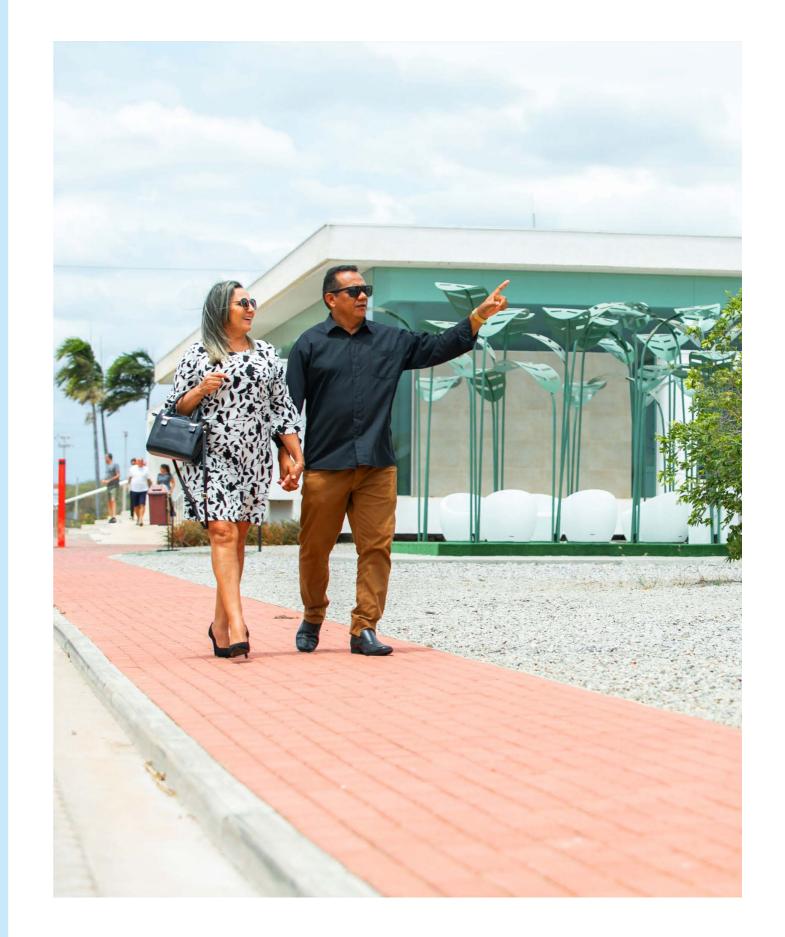
The showed data are collected since the 1st of Jan untile the 31st of Dec 2022.



Img. 16 – Kids can attend a Summer camp in the Innovation Hub of Smart City Laguna, experiencing fun and learning while being taken care of when the parents are working and schools are closed

Smart City Laguna

Intervention: District - Greenfield



The projects in the communities Smart City Laguna 4

Context

Located in São Gonçalo do Amarante, in Ceará, Smart City Laguna is situated in one of the areas of greater economic development in Brazil. Located 55 km from the capital, Fortaleza, the city is near the coast and the Pecém Complex, housing a port and more than 30 companies that generate about 50 thousand direct and indirect jobs.

520

Total number of houses

1,440

Total number of residents





Img. 17 – An aerial view of Smart City Laguna



Img. 18 – The district has been built with community spaces in mind that can serve as catalyst in the Community Development process



Img. 19 – New residents follow a Welcome process to properly introduce them to the district and to their new neighbours

The projects in the communities Smart City Laguna

Society

The estimated population of the municipality of São Gonçalo do Amarante is around 49,000 people, mostly young, between the ages of 15 and 29.

The distribution between men and women is well balanced, with about 55% men and 45% women. Laguna follows the trend of the municipality.

According to a census conducted in Smart City over the year 2021, those between 20 and 39 years old prevail, representing 51% of Laguna's population, married, with children, and with a balanced number of men and women.

According to a census in the city, there is a wide variety of occupations, most of them being professionals employed by private companies. Regarding schooling, about 40% of the residents have basic education, and another 40% have completed college.

Vulnerable groups

WOMEN

Surveys have shown that several tradeswomen and service providers are self-employed. However, they require further education to sustain themselves. In the surrounding area, some women are dependent on the income distributed by government programs, such as Auxílio Brasil.

HOME WORKERS

Many enterprising residents run small businesses from their homes. They are affected by a lack of social protection and, consequently, self-confidence.

LOW-INCOME FAMILIES

In the region of São Gonçalo the average worker's income is 3,8 times the minimum wages per person (4,605 reais). In Laguna, the average wage is lower, ranging from 1.5 (1,818 reais) to 3 (3,636 reais) times.

The assets supporting community development activities



Library of

things



Innovation





workshop









Health Center Share Kitchen









Book Sharing



Coworking

Playground

Other resources and opportunities

In the surrounding area, there are services, such as the Social Assistance Reference Center and the health centre. In the city, however, there is a need for more health, education, and entrepreneurship services.

The residents of the surrounding area have little access to leisure facilities. Consequently, because of its Smart Solutions and infrastructure, they use Smart City Laguna for entertainment, especially during big occasions like the São João festival.

Img. 20 – The Innovation Hub welcomes different services and shared spaces fo residents to spend time, learn and share experiences



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The Community Development process started in January 2021,was suspended in March and April 2021 because of severe lockdown due to the COVID-19 crisis, and started again in May 2021.

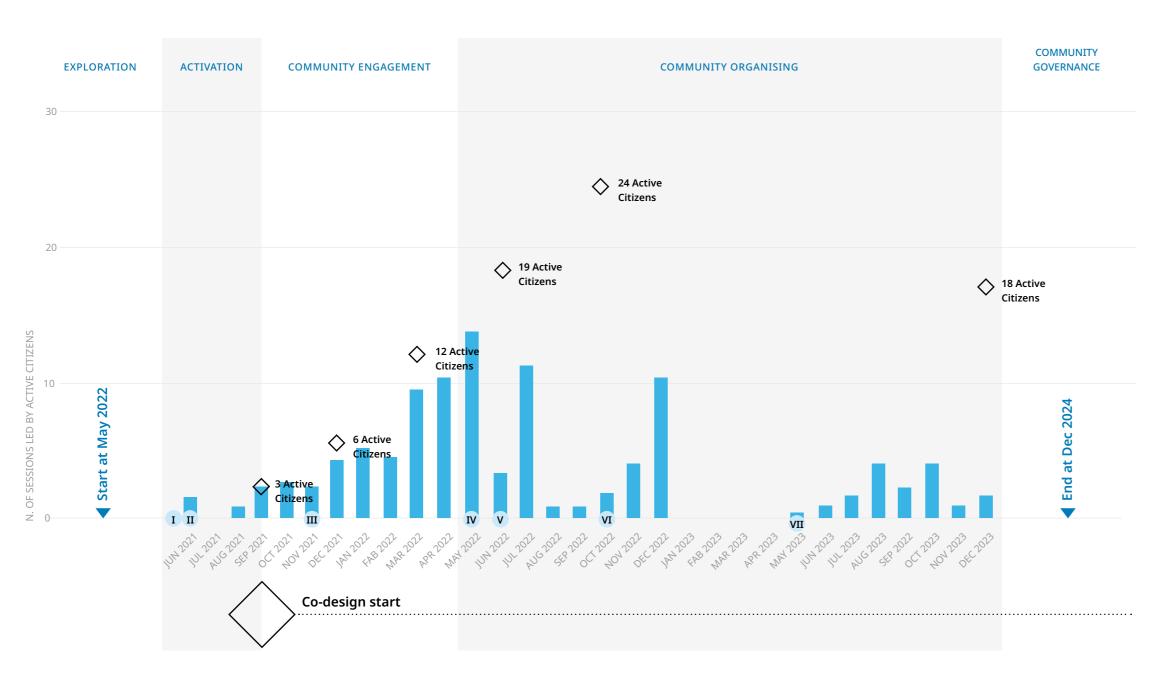
The CM's presence proved to be constant over time, with periods of intensification around commemorative dates, such as Women's Day, Easter, Mother's Day, and school vacations. During the startup phase (in May 2021), the CM had a fixed two-day presence in the neighbourhood per week, supported by a reception desk in the Innovation Hub as a daily reference point for residents.

In Laguna, construction is ongoing. However, several newcoming families purchase new homes each month and join the community. Since May 2021, the community has grown continuously, and the CM has accompanied every family since they arrived at the Smart City.

Residents Commettee Members

18

Active citizens



I Innovation Hub

The Innovation Hub is fully activated to host social activities such as courses, readings and workshops, as well as private and public events.

II Census

The context analysis is implemented through a census. This way, the team achieved a complete understanding of the context and profile of the community.

III Welcome process

After a testing phase, the model for welcoming new residents has been fully implemented. This includes the resident's committee, which is key to quickly connecting with new residents upon their arrival into the community.

IV Holidays at the Hub

A program dedicated to children and their families that has reoccurred every six months and attracts more families with every event.

V São João Party

Territorial Networking: an important milestone as it is one of the great festivities held yearly in the city and is of great significance for the whole region. During the event, Laguna hosted more than 1500 local people from neighbouring communities.

VI Dia das Crianças

Children's Day: an action that brought together around 100 people, adults and children, organised and carried out by the residents and supported by Planet.

VII Formation of the Residents' Association of Smart City Laguna

This milestone is significant as it aligns with our core objective of Community Management: to enhance the autonomy and protagonism of our residents. By establishing the Residents' Association, we have empowered residents to take a more active role in the governance and development of their community. This transformation has fostered a greater sense of ownership and responsibility among residents, enabling them to more effectively advocate for their needs and contribute to the city's ongoing progress.

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Strategic achievements 2023

One of the greatest achievements of 2023 was transforming the Residents' Committee into a Residents' Association. We believe this is an important accomplishment since we understand that this is one of our main objectives as Social Management: to work on the autonomy and protagonism of the residents. Another important achievement was the consolidation of the June festivities; today, the celebration is part of the region's festival calendar.

Expectations for 2024

This year, the main objective is to contribute to strengthening the Residents' Association, along with actions aimed at entrepreneurship and the strengthening of local commerce.



Areas of impact

Smart City Laguna

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Skills Rate



Hours of
educational activities

Average score for experiencing

learning during sessions/courses

3.8

ACTIVE

Educational sessions in the neighbourhood

Average score of perception of applicability in daily life of acquired skills, both personally and professionally



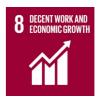
In attendance for educational activities

Average score for experiencing an increased sense of confidence





Target 4.7 Education for sustainable development and global citizenship.



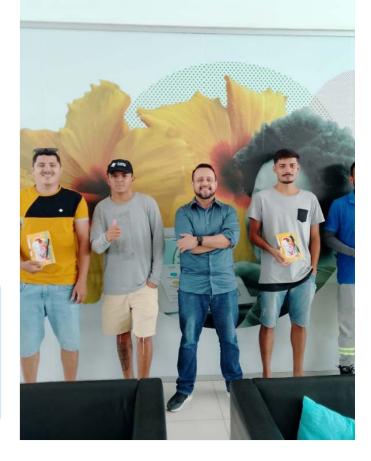
Target 8.2 Diversify, innovate and upgrade for economic productivityc. **Target 8.6** Promote youth employment, education and training.

Selected educational activities

- Women's entrepreneurship fair
- Sewing workshop
- · Industrial automatization course

INDUSTRIAL AUTOMATION COURSE

The goal of the Industrial Automation Course was to enrich the skills and qualifications of individuals keen on entering or advancing in this field. The course seamlessly unfolded in two integral stages. Initially, participants delved into theoretical classes, immersing themselves in the fundamental aspects of the profession and acquainting themselves with the various tools integral to the industrial automation process. Subsequently, the course transitioned into practical sessions, providing students with hands-on experience to effectively apply the theoretical knowledge acquired. This comprehensive approach ensured a well-rounded and immersive learning experience for all participants.



"I learned how to approach and captivate the customer, offer the product, develop the sale, sales strategies, and customer focus, and in short, the entire process necessary for closing the deal"

- Thalys, M, 20, Sales Agent

Average score based on 11 respondents to the Active Residents' Survey

The projects in the communities Smart City Laguna

M Community Vitality



Community activity sessions Average score of perception of the overall vibrancy and liveliness of the community, considering the variety of activities and engagement opportunities available



Community activities in the neghborhood

Average score of perception of attractiveness and vibrancy of the neighborhood as a place to live



3,498

In attendance for community activities

Average score for experiencing an increased sense of friendship and new social connections





Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

"Participating in events promoted by Social Management has greatly contributed to my personal life. I am very shy, but actively participating in these moments has made me engage more with others, become better known, and communicate better. For me, both professionally and personally, it has been very important, and as a result, I have made many close friends, around 15, and acquaintances, over 100."

— Antonia, F, 32, Physiotherapist and entrepreneur

SÃO JOÃO CELEBRATION

This Brazilian popular celebration has its origins in Christian festivities and, over time, it has incorporated cultural and traditional elements, evolving into an event of significant cultural and social importance.

The outcome is in harmony with the goal of empowering residents to actively take charge of sociocultural initiatives. Beyond organizing festivals and autonomously initiate a diverse range of actions that positively impact all residents, residents make a substantial contribution to the overall social development of the city. This approach fosters a sense of community ownership and encourages a proactive engagement that goes beyond celebratory events, actively shaping the social fabric and well-being of the city's

The projects in the communities Smart City Laguna

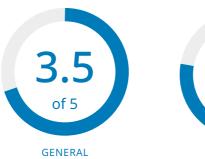
* Community Autonomy & Activation

STAKEHOLDER	NEED	DESIRED OUTCOME	
All residents	Be facilitated in the generation of solutions to common problems	Are able to give bottom-up responses to common problems	
All residents	Be supported in their creativity to find a place for sharing ideas and capabilities	Can express themselves and drive the community development	
Active citizens	Have the right suppport and tools to drive community development activities and initiatives	Are able to make the community thrive from the bottom-up	
18	22	40%	
Active citizens in the neighbourhood	Co-designed activities	Of initiaves are started by active citizens	

Average score of perception of community capacity to create bottom-up responses to collective problems



Average score of perception of making it easy for the community to start new projects, using existing local opportunities and community resources





11 SUSTAINABLE CITIES AND COMMUNITIES

Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

Selected activities led by active citizens

- Karate classes
- · Women group
- · Summer camp in the Innovation Hub
- Sarau Event

FERIAS NO HUB

Ferias no HUB is a purposeful initiative for recreational activities and family integration. The core objective is community activation and fostering togetherness. Our approach involves co-created actions, collaboratively building and executing programs with families. This ensures well-planned and diverse activities resonating with community interests. Activities include sports, recreation, and leisure, providing a dynamic experience for all ages. Culminating in a collective snack, it offers families an additional opportunity to connect and share moments, enhancing holiday experiences and community vibrancy.

"What motivates me to be part of the city's activities is interacting and integrating with people. I love helping others, so that motivates me to participate in the actions. Leadership in some activities is spontaneous; I often say I won't take charge, but before I know it, I'm already running the event."

 Antonia, F, 32, Physiotherapist and entrepreneur The projects in the communities Smart City Laguna

Access To Goods

And Services

STAKEHOLDER	NEED	DESIRED OUTCOME
All residents, middle-low income families	Be supported while in precarious economic condition	Can acces money-saving services coherent with their needs
All residents, middle-low income families	Need more proximity services that respond to community needs	Can access services without moving from the neighbourhood and can save money
All residents, middle-low income families	Save money on services, objects and spaces that can be shared with the community	Can save money and make new friends and social connections

605

Attendances in services

674

Shared spaces

547

Shared tools

Average score of perception of economic savings and benefits through community services and shared resources



Average score based on 70 respondents to the Generic Survey



Target 11.3 Inclusive and sustainable urbanization



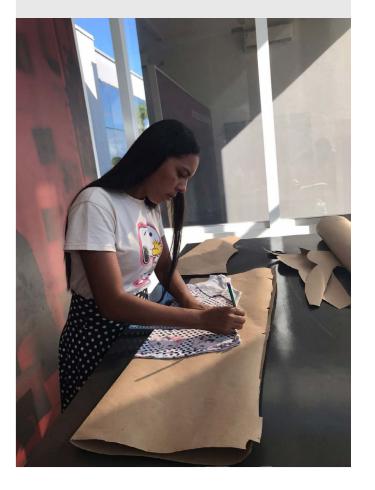
Target 10.1 Reduce income inequalities

Selected community services

- Summer camp in the Innovation Hub
- Hitbox dance classes
- Interest group

LAGUNA INTERESTS' GROUPS

Interest groups in Laguna form genuine communities of enthusiasts, uniting individuals with shared passions in dynamic, inclusive spaces to explore their interests. From vibrant football aficionados to close-knit dance communities, these groups offer opportunities to hone specific skills and forge meaningful connections within the community. Engaging in these groups transcends personal interests; it's an enriching experience fostering authentic relationships, shared enjoyment, and mutual learning. Whether novice or expert, Laguna's interest groups weave a dynamic social fabric, nurturing a sense of belonging and enhancing community life.



"For me, the opportunity to have shared bikes initially helped me a lot with my low-cost transportation, as did the coworking space, as I saved on internet costs. Additionally, the outdoor gym helped me save on gym fees."

- Thalys, 20, M sales agent

The projects in the communities Smart City Laguna

Preventive Lifestyle

NEED		Can improve personal mental and physical health	
Access local he	ealth dedicated initiatives	Can improve personal mental a physical health	and
Strenghten so	cial bonds	Can benefit from an increased perception of security in the neighbourhood	
5	9	385	
	·	Total attendences to sport dedicated sessions	t
	Access to free dedicated initi Access local he Strenghten so	Access to free or low-cost health dedicated initiatives	Access to free or low-cost health dedicated initiatives Access local health dedicated initiatives Can improve personal mental aphysical health Can improve personal mental aphysical health Can improve personal mental aphysical health Can benefit from an increased perception of security in the neighbourhood Strenghten social bonds Can benefit from an increased perception of security in the neighbourhood Total attendences to sport

Average self-assessed score of overrall physical and psychological well-being



Average score of perception of sense of safety within the community







Target 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Target 3.D Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks indicators

Selected health dedicated activities

- Yellow September
- Hitbox dance classes
- Karate classes
- Cycling group

SEPTEMBER YELLOW

September Yellow in Laguna focusing on the importance of mental health and in the meantime create a tapestry of well-being and community connection.

Community discussion delved into strategies for maintaining mental health amid physical wellness. A brief reading set the tone, accompanied by shared tips, fostering a foundation for a supportive community atmosphere.

Instructors led lively dance routines and physical exercises set to music, creating an atmosphere of relaxation and shared laughter. The 40-minute session, featuring active participation from children, added an extra layer of joy to the proceedings.

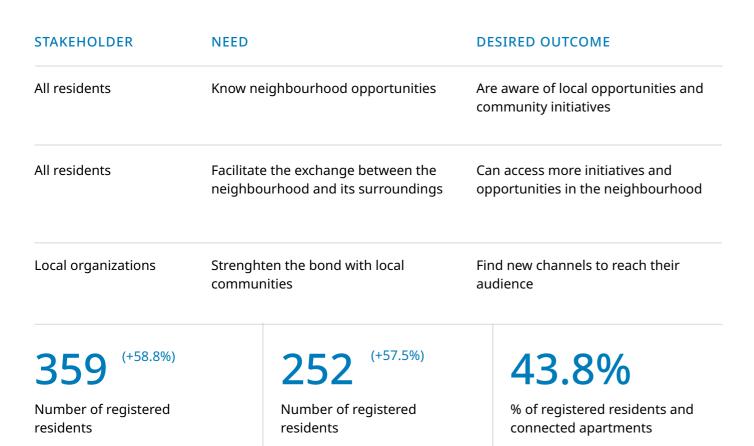
Residents gathered during snack time, sharing not just a meal but also expressions of gratitude. Community management and residents made contributions, highlighting the uplifting power of community connection. Children's involvement sparked interest in future community activities, showcasing the potential for ongoing engagement.

"After moving to Laguna, the opportunity to walk either early in the morning or late at night has allowed us to adopt healthier habits. We also enjoy cycling around the city. In terms of quality of life, it is undeniable how much we perceive this improvement. We always walk, appreciating the local scenery, the sunset, and/or the sunrise. We capture beautiful photographs in Laguna."

- Paulo Henrique

The projects in the communities Smart City Laguna

Platform Engagement

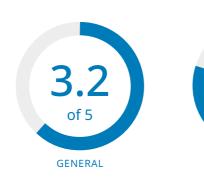


Average score for experiencing participation, involvement, and interaction among community members within the wider residential or local community



Average score of perception of community capacity to engage with local organizations and partners

ACTIVE



8 ECONOMIC GROWTH

Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries indicators



Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Selected health dedicated activities

- School visits
- · Initiatives in partnership with local municipality

SCHOOL VISITS

The school visit is an activity involving primary schools, from 1st to 4th grade, with ages ranging from 6 to 10 years old. The guided tour consists of 3 parts: initially the Community Manager presents the history of Planet Smart City, its global objectives, and introduce the Innovation Hub and the Smart Solutions available for the residents. An art activity is then conducted, focusing on the importance of proper waste disposal and selective collection. After a snack, students are free to explore the smart city.

School visits are of great relevance for the progress of both parties, as they strengthen bonds and knowledge between the smart city and its surrounding environment.



"A lot of activities have been carried out by our school in partnership with Planet Smart City, such as the cinema environment for more engaging classes for our youth, where the space was distinctive and welcoming, and the local library for conducting pedagogical training with our teachers. We are grateful for this partnership that brings innovations and possibilities."

- Joao Paulo, M, 42, Teacher

 $Average\ score\ based\ on\ 11\ respondents\ to\ the\ Active\ Residents'\ Survey\ and\ 70\ respondents\ to\ the\ Generic\ Survey$

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Gender Equality



Target 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

Target 5.1 End all forms of discrimination against all women and girls everywhere

STAKEHOLDER

NEED

DESIRED OUTCOME

Unemployed and underemployed women

Have someone looking after kids when busy

Become financial independent

Average score of perception of awareness and opportunities related to gender equality

2.8 of 5

GENERAL

Average score based on 70 respondents to the Generic Survey

"I believe that the formation of the Residents'
Association brings us a sense of empowerment.
For us, participants in the community and the
association, it's time to take responsibility for the
collective. In conjunction with Social Management,
we need to advance with autonomy and
protagonism regarding the city's needs, whether
it's with the government or through independent
initiatives"

- Klaudya, F, 32, Entrepreneur

Selected activities

• Women's entrepreneurship fair

WOMEN'S ENTERPRENEURSHIP FAIR

The Women's Entrepreneurship Fair in Laguna was launched to actively promote and empower women entrepreneurs by showcasing their diverse products. The fair, exclusively for women, provides a dynamic platform for home-based entrepreneurs, amplifying their visibility and connecting them with a broader audience. Initially, the activities started from the Community Manager, but as the fair evolved, women entrepreneurs autonomously handle operations, showcasing their growth.

Our goals now focuses on supporting promotional efforts to ensure the continued success of this empowering initiative.

Quartiere Giardino — Vivere Smart

Intervention: District - Brownfield



Context

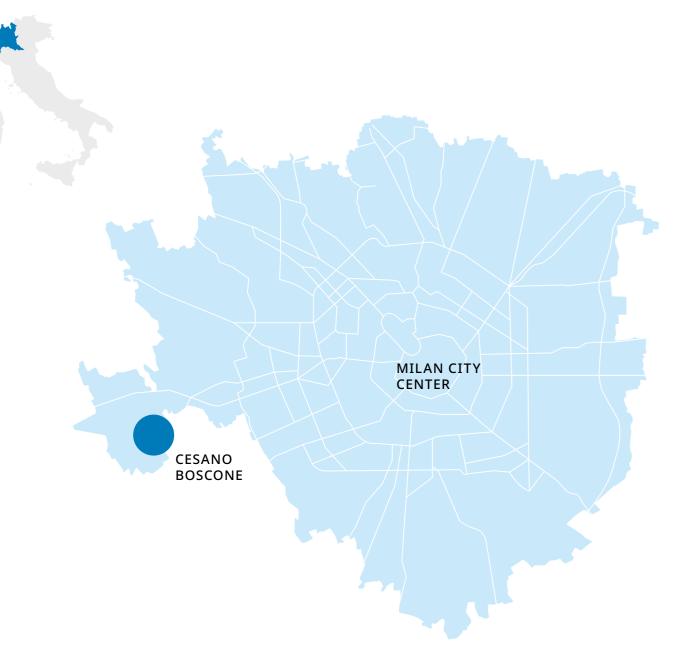
The district is located in the municipality of Cesano Boscone, a western suburb of Milan. The real estate developer is Palladium Group, and the construction dates back to the 1960s 1,500

Total number of houses

4,500

Total number of residents







Img. 21 – An aerial view of Quartiere Giardino

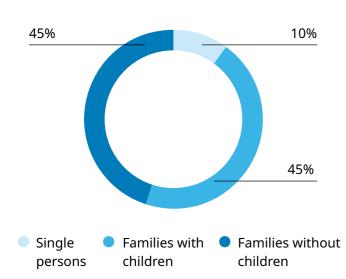


Img. 22 – Quartiere Giardino presents a diverse population, making it key for the success of Community Development to understand deeply target groups, their interests and needs



Img. 23 – A cleaning day in the neighborhood has been led by Legambiente, an environmental organization operating at a national level in Italy

Society



The average level of education is low, although some young students are completing their university studies in Milan and therefore live temporarily in the neighbourhood.

Approximately 40% of the people in the neighbourhood are families who choose to live temporarily in the district. However, as soon as their economic conditions improve, they tend to move elsewhere (average length of stay 5-8 years).

A high level of multiculturalism characterises the neighbourhood since 40% of households in Quartiere Giardino present at least one foreign member.

Vulnerable groups

ELDERS

About 20% of the residents are older people, and many live alone with a low average monthly income (pension).

UNEMPLOYED

High rate of people out of work, in the informal economy or employed in precarious low-paying jobs.

CHILDREN

Another at-risk group is children: several foreign

families - in which both parents work for minimum wages - are often forced to leave their children at home alone, deprived of adult educational guidance or an appropriate care environment.

TEENS

Many preteens and teenagers spend their time in the courtyards, and the lack of proposals dedicated to them in the neighbouring areas resulted in consequences. There are tensions with the resident families due to vandalism and violation of various rules established by the condominium regulation.

REFUGEES

Some housing is dedicated to refugees or people in precarious socio-economic situations, included in social inclusion programmes run by non-profit organisations (e.g. Valdesi).

The assets supporting community development activities





App





Urba Garde



Things



Point



Shared Living

Spaces



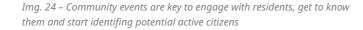
Bike Repair Station

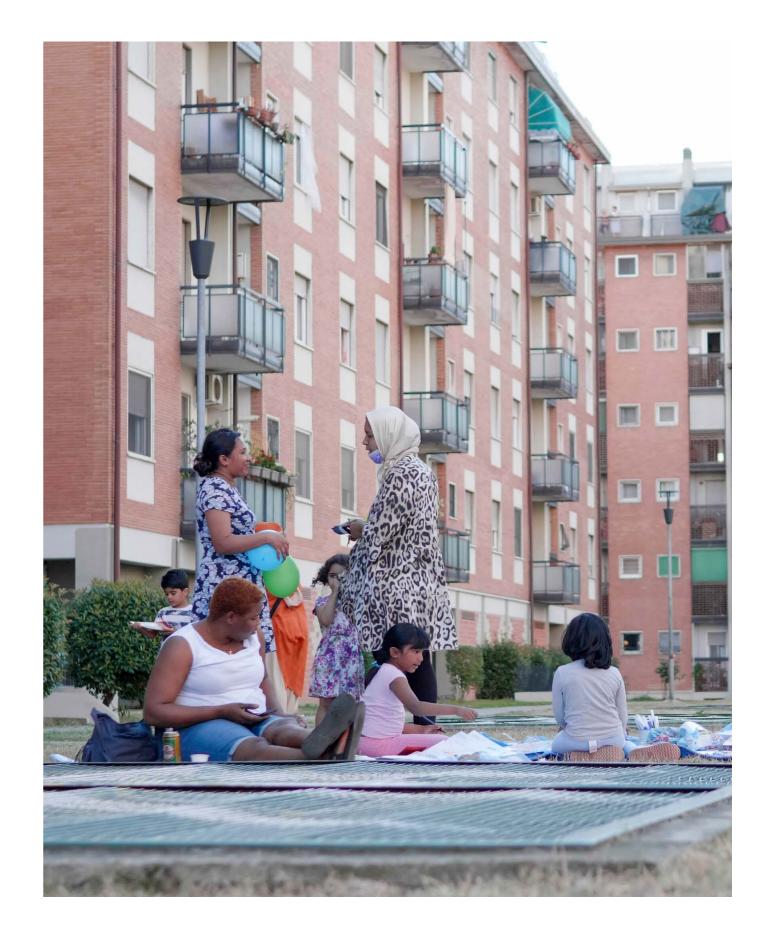






Social Kitchen





In Quartiere Giardino, the intervention began in the spring of 2021.

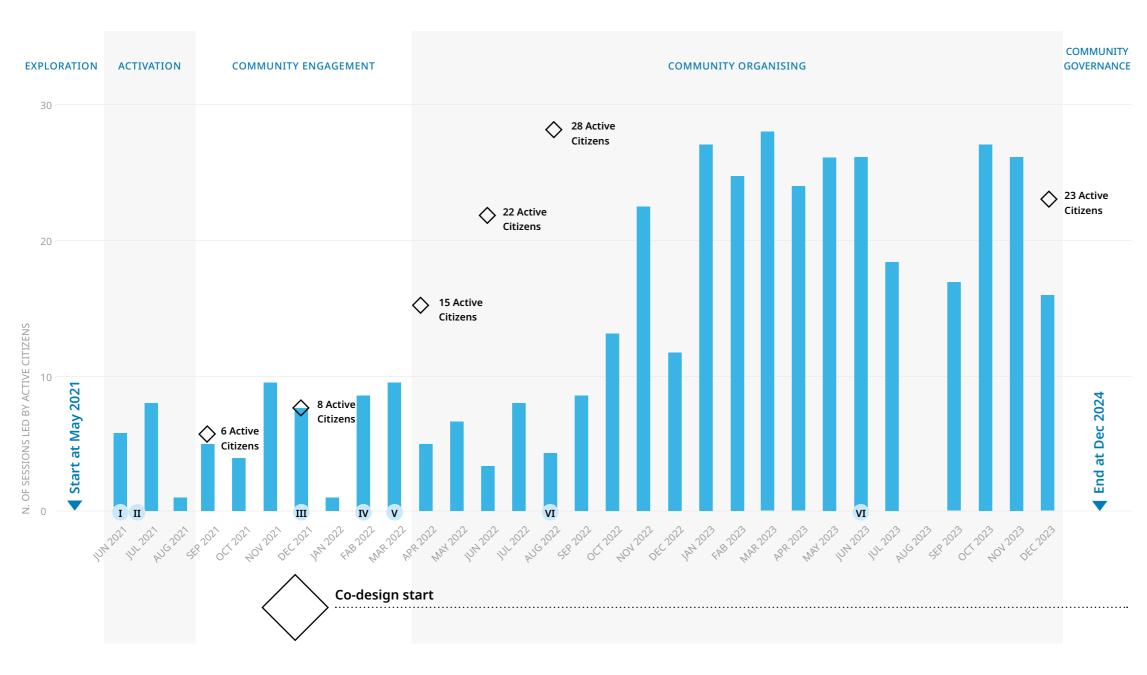
The CM's presence proved to be constant over time, with periods of intensification around events, micro-initiatives, or the initiation of training. The CM in the start-up phase (since May 2021) had a fixed presence in the neighbourhood of three days per week, which increased over the summer to coincide with various activities, reaching four days. As of now, the CM's presence has settled on three days per week of

Community Point opening, reaching a peak of five for the preparation of major events with parallel digital work and handling residents' requests.

Local partners in the projects

23

Active citizens



I Summer events 2021

Activities Calendar: summer represents the moment of greatest activation of residents, an opportunity to spread the project among those who do not yet know it and strengthen the sense of belonging of those who have "frequented" it on sporadic occasions.

II R-estate in giardino

Call for Ideas: a key moment of gathering ideas and intentions from the neighbourhood, was then followed by group activations, implementation of micro-initiatives and creation of new services.

III Job bulletin board

Stable Community Service: a digital service responding to more residents' concrete needs in the area. It allowed not only to achieve the goal for which it was created but also to activate new networks of residents united by needs and interests.

IV Community Point

A support point for orientation to services in the area, assistance with the project's digital services, and a place to gather ideas and build proposals for the community. The CP has also become a hub for building territorial networking with associations, cooperatives, foundations, and more.

V Bike repair workshop

The first bottom-up service completely co-designed, co-produced and co-maintained by residents as an answer to community interests and needs.

VI Circolino – Community Hub

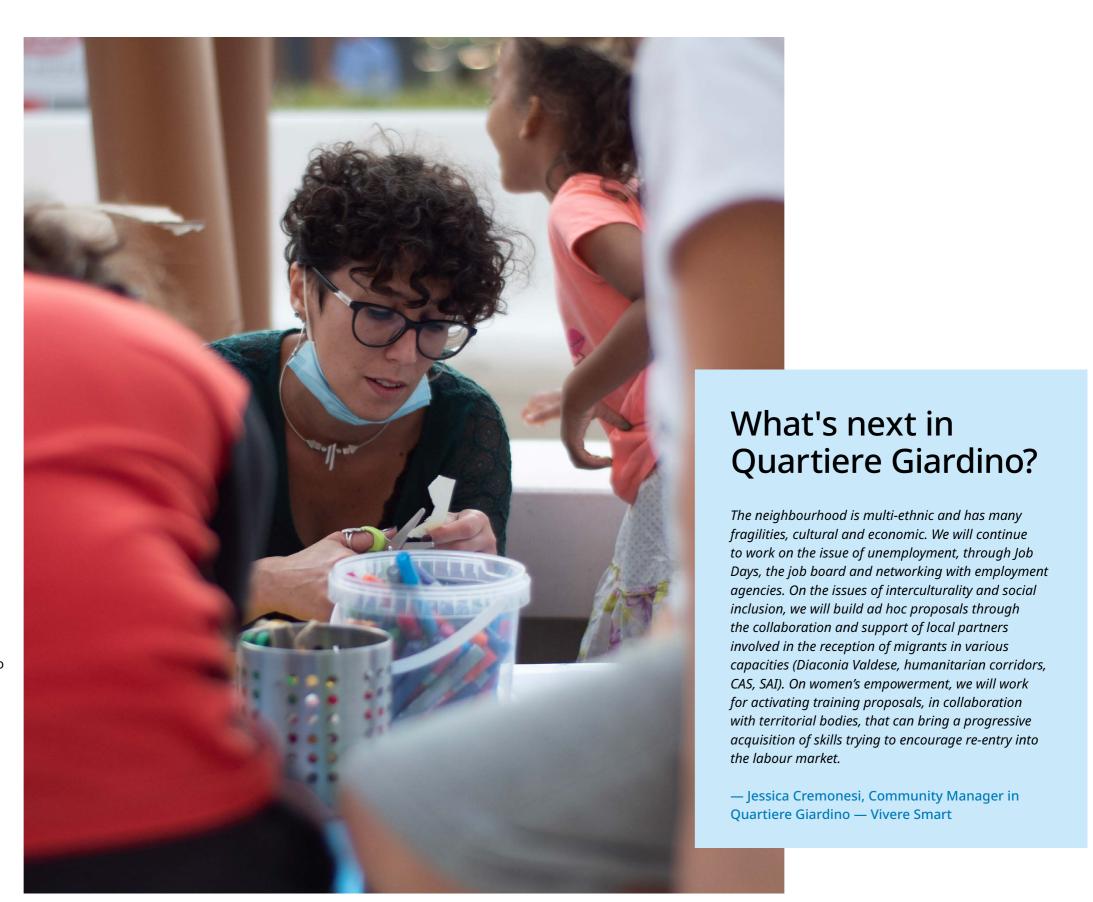
A co-designed, multi-functional community space that will start the phase of community governance as the first service in the neighborhood to be completely managed by residents.

Strategic achievements 2023

The year 2023 marked the closure of the consolidation phase and the official commencement of the maintenance phase of the project, resulting in increased responsibilities for active residents and neighborhood groups, with a reduced direct involvement of the Community Manager. This translated into enhanced skills among community leaders, demonstrating a good level of autonomy and efficiency in organizing and implementing requested activities. Circolino played a crucial role in guiding residents through this process, serving as a stable service and reference point for the neighborhood. Ciclofficina has established itself as a permanent and regulated neighborhood service, exemplifying a successful shared knowledge space. Crowdfunding initiatives activated by residents as a form of grassroots microfinancing are another indicator of the community's growth in terms of vitality and governance. The collaboration with Diaconia Valdese and CPIA Cesano Boscone has yielded a significant outcome in the development of educational activities for foreigners.

Expectations for 2024

To increase and organize the level of decentralized governance for community services and stabilize community autonomy by strengthening the skills of community leaders; increase platform engagement by achieving a higher number of downloads for the Planet App; revitalize activities and services related to employment.



Areas of impact

Quartiere Giardino – Vivere Smart

Skills Rate

STAKEHOLDER	NEED		DESIRED OUTCOME	
Unemployed residents	Need to employa	develop useful skills for ability	Unemployed residents have the skills and knowledge necessary to get a job while feeling an increased sense of confidence	
Children		cal opportunities to experience g and education	Children experience learning in the neighbourhood while socialising in a safe environment	
Elderly residents	Need to	cope with digital divide	Elderly people are able to use digital tools and experience while socialising with other residents	
65 Hours of educational activities		19 Educational sessions in the neighbourhood	197 In attendance at educational activities	
Average score for experiencing learning during sessions/courses		Average score of perception of applicability in daily life of acquired skills, both personally and professionally	Average score for experiencing a increased sense of confidence	
3.8 of 5		4.3 of 5	4.2 of 5	

ACTIVE



Target 4.7 Education for sustainable development and global citizenship.



Target 8.2 Diversify, innovate and upgrade for economic productivityc.

Target 8.6 Promote youth employment, education and training.

Selected educational activities

- Bike Repair Workshops
- IT Classes
- Smartphone for Seniors
- ISEE Training
- Italian Language Course for Foreigners
- DAE Training
- Paediatric de-obstruction training

SMARTPHONE FOR SENIORS

This course is tailored for senior residents seeking fundamental IT and smartphone skills in our increasingly digital world. Initially operating independently, the second edition has evolved through a fruitful partnership with the ST Foundation. This collaboration ensures access to essential technological tools, enhancing the effectiveness of the program. Notably, the course, led by a dedicated community member, is specifically designed to teach seniors how to navigate and utilize smartphones, empowering them to embrace advancements in technology.



"The computer workshop was a great, great help.
It helped me dust off the old skills that I had
forgotten. Alberto the teacher was very good; he
took us by the hand and guided everyone through
the training process"

- Dora, F,65, retired

ACTIVE

Average score based on 17 respondents to the Active Residents' survey $\,$

ACTIVE

M Community Vitality

STAKEHOLDER	NEED	DESIRED OUTCOME	
All residents	Have the opportunity to access community initiatives that are coherent with the context's needs	Residents can access community initiatives coherent with the context	
All residents	Having the opportunity to access a variety of initiatives in the district with the opportunity to meet with neighbours	Increase the attractiveness of the neighbourhood as a safe place to live	
All residents, in particular new residents and seniors	Increase and strengthen social connections inside the community	People who participate in community initiatives make new friends and social connections and feel more confident	

663

Community activities sessions

35

Community activities in the neghborhood

4,034

In attendance for community activities

Average score of perception of the overall vibrancy and liveliness of the community, considering the variety of activities and engagement opportunities available

3.7 of 5 Average score of perception of attractiveness and vibrancy of the neighborhood as a place to live



Average score for experiencing an increased sense of friendship and new social connections



Average score based on 17 respondents to the Active Residents' Survey and 55 respondents to the Generic Survey



Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

"My experience has been very successful regarding the integration into neighborhood groups. I took the basic computer course or the yoga class, and the market helped me get involved in neighborhood life. Thanks to these initiatives, I have opened up to other residents"

- Dora, F,65, retired

"Both the Aperitivo di Benvenuto initiative, the first one I attended, and also the Earth Day event. I liked that we shared snacks; I felt a sense of community, helping each other and eating together having fun"

- Jennifer, F,32, unemployed

CLEAN THE WORLD

This collaborative initiative, orchestrated in partnership with the local Legambiente chapter in Quartiere Giardino to commemorate Earth Day, seeks to actively involve residents in community cleanup endeavors and environmental awareness initiatives. Going beyond the tangible aspects of cleanup activities, the initiative strategically incorporates elements aimed at fostering a collective understanding and appreciation for the principles of environmental sustainability.



* Community Autonomy & Activation

STAKEHOLDER	NEED	DESIRED OUTCOME	
All residents	Being facilitated in the generation of solutions to common problems	Residents are able to give bottom-up responses to common problems	
All residents	Be supported in their creativity, finding a place for sharing ideas and capabilities	Making it possible for residents to express themselves and drive the community development	
Active citizens	Having the right support and tools to drive community development, activities and initiatives	The most engaged residents make the community thrive from the bottom-up	
23	17	80%	
Active citizens in the neighbourhood	Co-designed activities	Of the initiaves are started by active citizens	

Average score of perception of community capacity to create bottom-up responses to collective problems





Average score of perception of making it easy for the community to start new projects, using existing local opportunities and community resources





11 SUSTAINABLE CITIES AND COMMUNITIES

Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

Selected activities led by active citizens

- IT fundamental course
- · Caribbean dance course
- Creative lab
- Bookcrossing
- Smart-working group
- Shared Snack time for kids group
- Fitness group
- Burraco group
- Bike Repair Workshop

FLEA MARKET

The "Mercatino dell'usato" (Flea Market) is the revamped version of the "Bazar del Dono", an initiative during which no money is exchanged and everything operates based on residents' donations. It serves as a platform that combines social interaction and circular economy. The initiative was requested, organized, and executed by an active group of residents with the suppport of the community manager for communicating the event through Planet channels. Residents took charge of collecting donations, created an organized cataloging system, set up stands, communicated and managed the event. This was made possible by establishing a "staff" group composed of active residents to divide tasks and roles for the event.

The event was a great success, with around 60 people participating, expressing their appreciation for the occasion and asking for a new edition.



- Elena, F, 46, HR employee



Access To Goods **And Services**

STAKEHOLDER DESIRED OUTCOME NEED All residents, middle-low Need to support precarious economic All residents, middle-low income income families conditions thanks to accessible specifically, can access services coherent with their needs which helps services them save money All residents, middle-low Need to have more proximity services Residents can access services income families that respond to community needs without the need to move from the neighbourhood All residents, middle-low Saving money on services, objects, and Residents can save money while creating new social connections thanks income families spaces that can be shared with the community to sharing economy implementation 2,962 197

Shared spaces

Shared tools

Average score of perception of economic savings and benefits through community services and shared resources

Attendances in

services



Target 11.3 Inclusive and sustainable urbanization



Target 10.1 Reduce income inequalities

Selected community services

- Selected community services
- Bike Repair Workshop
- Circolino
- Grandparents' Breakfasts
- Bookcrossing
- **Urban Gardens**
- Library of Things
- Fitness course

CIRCOLINO

Following its December 2022 inauguration, "Circolino" aimed to become a central hub for community activities. The goal was to encourage engagement among residents, and existing groups, swiftly embraced the space as their "neighborhood home."

In February, an experimental phase began with "La Colazione dei Nonni," a weekly gathering for seniors. A playroom for children aged 0-5 was introduced, adapting to parents' irregular schedules. Il Circolino hosted various initiatives, fostering growth and recognition across diverse age groups.

Beyond being a community hub, Il Circolino facilitated organizational meetings for active residents. CM-led workshops empowered residents to collaboratively address shared challenges and plan community-wide events, fostering a sense of responsibility for the communal space.



"I really like the idea of the playroom in the Circolino, because in the neighborhood, you often witness children being left to themselves; there's little that involves families and children, so I like it a lot"

- Emanuela, F, 52, kindergarden and yoga teacher

Average score based on 55 respondents to the Generic Survey

Preventive Lifestyle

STAKEHOLDER NEED DESIRED OUTCOME Access free or low-cost health-Improved lifestyle thanks to the access All residents, in to health-dedicated initiatives particular middle-low dedicated initiatives income residents Improved lifestyle thanks to the access Kids and old people Have the opportunity to access local health-dedicated initiatives to health-dedicated initiatives All residents Strengthen social bonds through Increase in perceived security group initiatives 605

Hours of health dedicated activities 375

Sessions of sport dedicated activities 2,011

In attendance at sport dedicated sessions

Average self-assessed score of overrall physical and psychological well-being

GENERAL



GENERAL

the community



Average score of perception of sense of safety within

Target 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Target 3.D Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks indicators

Selected health dedicated activities

- Selected health dedicated activities
- Fitness in the Garden
- Spring Festival
- Fitness Courses
- Ritmo Latino Lady
- DAE Training
- Paediatrics de-Obstruction Training
- Clean the World environmental activity
- Yogilates course

DAE TRAINING

The theme of health is one of the most significant concerns for the residents. In response to this, various specialized local entities in the medical and health promotion field were engaged, including the Croce Verde di Trezzano. An educational session was organized in collaboration with them to provide training on the use of semi-automatic defibrillators.

The training was condensed into a single 5-hour session, during which participants received both theoretical and practical information on how to use the defibrillator in case of emergencies. All available slots for the session were filled, indicating a high level of interest, and the initiative received positive informal feedback from residents who appreciated the opportunity to enhance their knowledge and skills in a crucial health-related area.

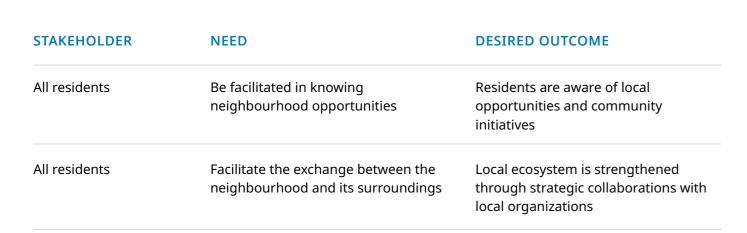


"The pediatric first aid course comes to mind. It motivated me to enroll my daughter because it's something extra I've always wanted to know and understand better. I enjoyed the entire class, and the instructor was very good at explaining the content"

- Sharon, F, 36, babysitter

Average score based on 17 respondents to the Active Residents' Survey and 55 respondents to the Generic Survey

Platform Engagement



Local organizations

Number of registered residents

Number of registered houses

31.44%

to reach their audience

% of registered residents and connected apartments

Local organisations find new channels







communities



Strengthen the bond with local









Partner list



















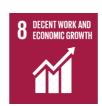
Average score for experiencing participation, involvement, and interaction among community members within the wider residential or local community



Average score of perception of community capacity to engage with local organizations and partners







Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries indicators



Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Selected activities

- Kids Workshops
- Italian Language Courses
- Tutti giù Per la Terra Environmental Activities

EDUCATIVE AND CREATIVE WORKSHOPS

In 2023, initiatives targeting children aged 2-10 were implemented by Community Managers in the Quartiere Giardino Vivere Smart project. Collaborating with partners like Ampio Respiro and Simabè, workshops aligned with holidays and weekly meetings in July engaged families. Balancing education and creativity, the workshops created a secure space for neighborhood children and families, addressing a previously identified need. The group grew, and a WhatsApp group with 30+ participants became a dynamic communication hub, enhancing community connections. These successful initiatives highlight effective community engagement strategies meeting local needs.



"The response has been very positive, leading us to reconsider our workshops in terms of how we are used to conducting them and propose activities that are increasingly tailored to the community of the neighborhood"

- Tatiana, F, 36, owner of Associazione Ampio Respiro, partner for kid's laboratories

Social Diversity

STAKEHOLDER	NEED	DESIRED OUTCOME		
Elderly residents	Cope with loneliness	Elderly residents have meaningful social connections		
Elderly residents	Cope with digital exclusion	Elderly residents have the right skills to use digital tools		
Children	Rare opportunities (outside of the school context) to participate in quality educational initiatives	To acquire educational guidance in an appropriate care environment		

Average score for experiencing meaningful connections with individuals from diverse backgrounds



Average score of perception of inclusiveness within the neighborhood





Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Selected activities

- ISEE Training
- Job Day
- CPIA Open Day
- Italian Language Course for Foreigners

ITALIAN LANGUAGE COURSE FOR FOREIGNERS

In August and September, an Italian language course for refugees and asylum seekers was held at Club Giardino, organized by SIA in collaboration with Diaconia Valdese. The CMs were approached by Diaconia's hospitality coordinator, seeking venue support. With property approval, free access was granted to neighborhood residents meeting requirements. The 150-hour course focused on Italian basics, aiming at job market integration. Post-course, participants had targeted interviews with SAI Association experts for resume building. The partnership among Diaconia Valdese, SAI, and Planet Smart City yielded positive results, with full enrollment and over 70% attendance.



"I have been greatly supported in understanding how things work here in Italy and how to find a job. I live with all foreigners, and I didn't speak Italian"

- Said, M, 30, rider

Average score based on 55 respondents to the Generic Survey

Gender Equality



Target 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

Target 5.1 End all forms of discrimination against all women and girls everywhere

STAKEHOLDER

NEED

DESIRED OUTCOME

Worker women with kids

Need to have someone looking on kids when busy

Women with kids are supported in taking care of them and managing their time thanks to an effective collaborative network

Average score of perception of awareness and opportunities related to gender equality



Average score based on 55 respondents to the Generic Survey

"When I presented Floriana's book at the Aperitivo Letterario initiative, I read aloud what I had written to introduce the author and her book. I would have never thought I could do something like that with so many people around. I felt confident and capable of doing something I didn't think I could do... speak in public! It was a personal triumph for me."

- Patrizia, F, 60, retired



Three Jewels

Intervention: District - Greenfield



Context

The Three Jewels Housing Society is located in a suburb called Kondhwa in the city of Pune which is the considered area for the context analysis.

Three Jewels' real estate intervention is located in Kondhwa, a neighbourhood in the western part of the city. It is considered a rapidly developing area, with a mix of residential and commercial properties. Kondhwa is known for its proximity to IT parks, educational institutions, and shopping centres.

The residents started living in the Three Jewels Society in 2017 where the majority of people speak Marathi as their primary language, apart from Hindi and English. The urban Indian middle-class family set-up can be distinctly visible here. 5,200

Total number of houses

4,000

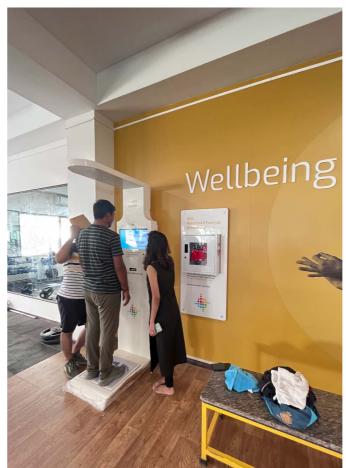
Total number of residents







Img. 25 – An aerial view of the Three Jewels district

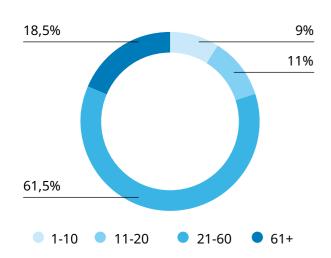


Img. 26 – The Heathcare corner helps residents to keep track health locally, without the need to go to a doctor for a basic check



Img. 27 – Residents attended in great number the traditional games and sport competitions organised in the shared spaces. The event has been an opportunity, for many residents, to meet the first people since moving in Three Jewels

Society



Gender is equally distributed, and the average resident is middle class.

Single/Bachelors: 10%

Families: 90% with a considerable number of families spanning three generations living together.

Residents are a mix of people from small towns near Maharashtra and those from in and around Pune.

The society consists of educated people with a very low illiteracy rate amongst a few senior citizens, particularly women. The average education qualification is graduation level.

Vulnerable groups

ELDERS

Senior citizens form at least 25-30% of the population and are looking for opportunities that would give some more meaning to their lives. Most of them live with their children and are dependent on them in some ways. Many seniors, with very limited digital literacy skills, do not own a smart phone either or do not know to operate much beyond taking photos and using WhatsApp on their phones.

STAY-AT-HOME WOMEN

Three Jewels have a significant proportion of stay-

at-home who have chosen not to participate in the workforce and instead focus on their role as homemakers and caregivers for their families. The majority of them have an education degree of higher secondary level and used to have a job before their marriages.

The assets supporting community development activities









Co-working

things





Health Corner

Cinema Community







Booksharing

Other resources and opportunities

Three Jewels has a vibrant, bustling environment with a significant proportion of active residents who participate in different events and festivities throughout the year. A sense of community is present amongst the residents. There are informal groups and clubs like the Environment club, women's group, etc. that hold their activities and meetings regularly. There is interest and opportunities for small businesses to operate and prosper.

Img. 28 – A local organization attended a Female Health Awareness Workshop on the topic of menstrual hygene, a culturally sensible matter in *India to be tackled for women*



In Three Jewels, the Exploration phase started in February 2022. In this phase, we interacted with the Society Committee, the residents, and retail shop owners outside the site. Our objectives were to explore the society and gather information for ecosystem mapping and community profiling.

The Community Management activities started in May '22. The CM's presence grew over time, especially after the launch event on 8th Oct'22. We are continuously present in the field – five days a week from 9:30 am – 6 pm. We organized microinitiatives and co-design activities with the Society

or Cultural Committee to enhance the lives of the residents.

The Real Estate intervention is divided into three phases. The first phase, which started in 2019, saw the addition of approximately 800 residents. The Community Manager arrived around May 2022, at the beginning of the second phase, culminating in the launch event in October 2022.

In 2023, the Three Jewels' community has seen significant achievements and growth. We now have 86 active residents who are engaging enthusiastically

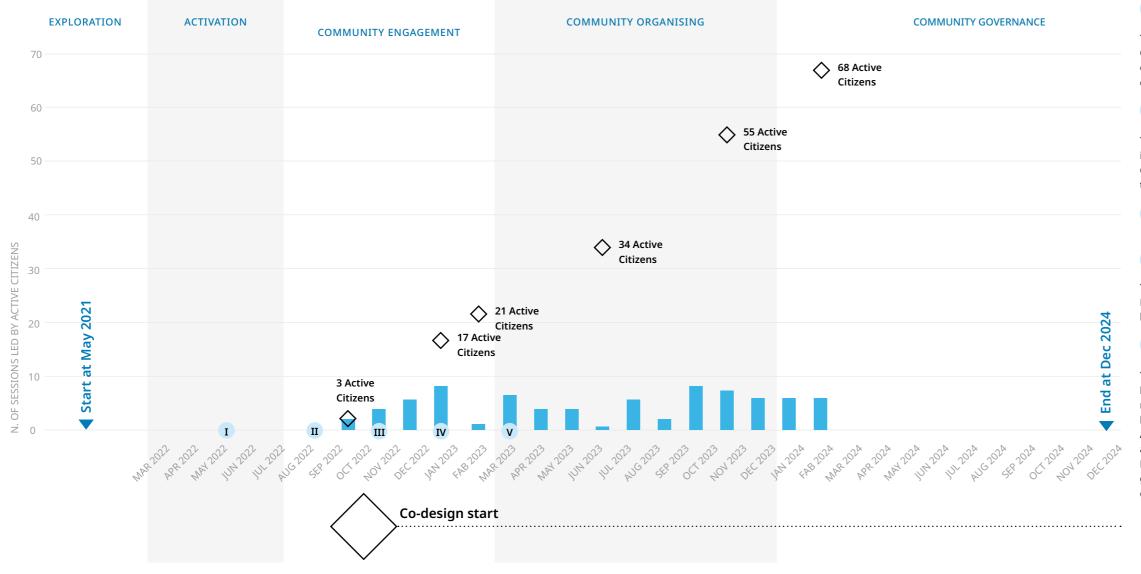
in various activities. With the completion of Phase 3 construction, new residents have successfully moved in and are integrating well into the community. This has brought fresh energy and ideas, enhancing the whole collective experience. The network of local partners has expanded to 6, an increase of 2 from 2022, strengthening community ties and resources. Also, the recurring event, Kavyasandhya, celebrated its 9th edition, continuing to be a cornerstone of cultural activities and fostering creative expression among all age groups. These milestones reflect a dynamic and growing community, united in fostering engagement and collaboration.

+300%

Of active residents in one year

6

Engaged local partners



I Early Stakeholders Engagement

The cooperation with the Housing Society and the Cultural Committee for the activities program is launched. Furthermore, early conversations with local organizations reveal a willingness to cooperate and participate in the endeavours.

II Public Celebrations

The partnership with the Housing Society and the Cultural Committee is activated. The first collaboration was launched by participating in the Ganesha Festival initiatives by co-designing and facilitating events with the Cultural Committee.

III Launch Event

IV Partnerships with local organizations

The first two local partnerships are fully activated with the NGOs Hardas Heart Foundation and Aakaar Charitable Trust. The activities led by partners are successfully launched.

V Kavyasandhya

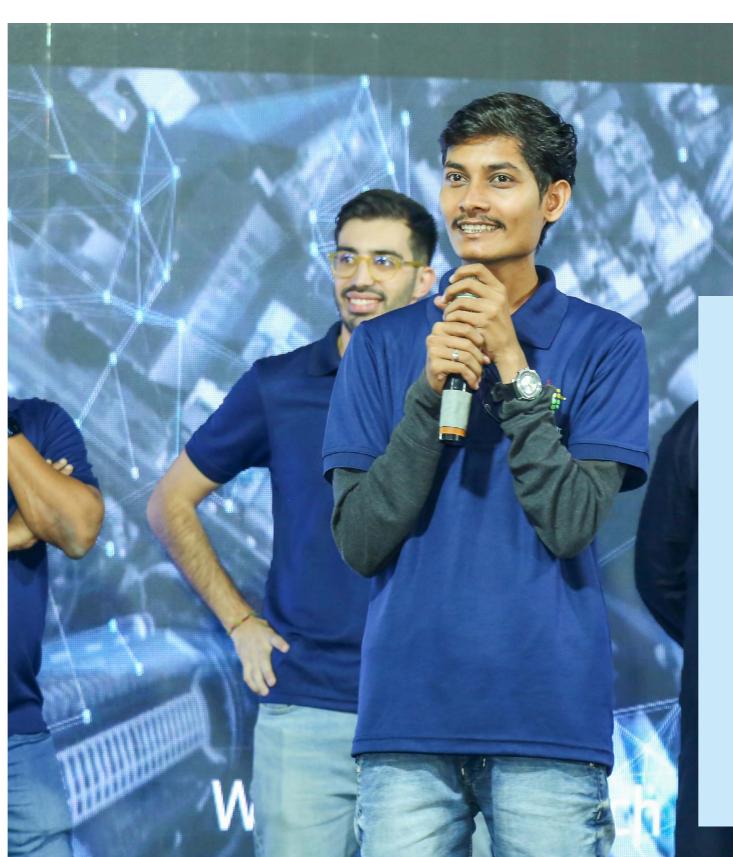
The 'Young Seniors of Three Jewels,' an active senior citizens group, have led engaging cultural activities within their community. Their notable recurring event, "Kavyasandhya" or the Poetry Soirée, has become a beloved tradition, being organized seven times in 2023. Additionally, the group successfully hosted two Karaoke nights, attracting participants of all ages. Initially designed for senior citizens, Kavyasandhya have evolved to engage people from various age groups, providing a platform for community members to share their own creativity expressions

Strategic achievements 2023

In 2023, we strategically advanced our exisiting community initiatives from 2022, notably the Senior Citizen's Club. Simultaneously, our commitment to overall development of children in the TJ persisted and culminated in events and initiatives with direct participation of residents in the ideation and implementation. A pivotal achievement lies in the strengthened collaboration with active residents, as we supported and facilitated events proposed by them, fostering individual autonomy and enhancing the overall vitality and cohesiveness in the society. The year 2023 stands as a testament to our dedication to a thriving and interconnected community at Three Jewels.

Expectations for 2024

The Community Team at Three Jewels aims to enhance the self-sufficiency, unity, and sustainability of cohorts and groups, specifically targeting homebusiness owners, women, and senior citizens. Our primary objective for 2024 is to consolidate and strengthen a regular plans of initiatives with the involvment of the residents. Additionally, we are in the process of introducing a new volunteer group named 'Health Heroes' to respond effectively to health emergencies. By fostering autonomy and cohesiveness within our community, we strive to contribute to the overall well-being of the residents.



What's next in Three Jewels?

Continue working with fragile targets in the Three Jewels context: stay-at-home women, senior citizens and home business owners and exploring their needs & interests. Focus on income-generating activities to help homemakers run home businesses. Focus on workshops and activities for these fragile groups to enhance their holistic living experience. Create opportunities for networking, upgrading skills, marketing, and business promotion for home business owners. Strengthen the groups that are formed by facilitating and supporting their regular activities and guiding the members to make their groups viable, sustainable, and interesting even in the long run.

Pravin Wankhede, Community Manager in Three Jewels

Areas of impact

Three Jewels

Skills Rate



Target 4.7 Education for sustainable development and global citizenship.

8 DECENT WORK AND ECONOMIC GROWTH

Target 8.2 Diversify, innovate and upgrade for economic productivityc.

Target 8.6 Promote youth employment, education and training.

STAKEHOLDER	NEED	DESIRED OUTCOME	
Unemployed residents	Need to develop useful skills for employability	Unemployed residents have the skills and knowledge necessary to get a job while feeling an increased sense of confidence	
Children	Need local opportunities to experience learning and education	Children experience learning in the neighbourhood while socialising in a safe environment	
Elderly residents	Need to cope with digital divide	Elderly people are able to use digital tools and experience while socialising with other residents	

879

Hours of educational activities

Average score for experiencing learning during sessions/courses



Average score of perception of applicability in daily life of acquired skills, both personally and professionally



Average score for experiencing an increased sense of confidence



Selected educational activities

- Theater skills training
- First aid training workshops

FIRST AID TRAINING WORKSHOPS

This initiative, was tailored to equip not only the residents but also the facility management, security, and housekeeping staff of Three Jewels with crucial skills and knowledge about safety and security during emergencies. The workshop covered an array of essential topics, including distinguishing between cardiac arrest and a heart attack, proper techniques for checking nerves, utilizing AED machines, and administering accurate CPR and mouth-tomouth breathing. This concerted effort aimed to foster a safety-conscious community, ensuring that everyone within Three Jewels is well-prepared and informed to respond effectively in case of emergencies.



Average score based on 17 respondents to the Active Residents' survey $\,$

K Community Vitality



Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

STAKEHOLDER	NEED	DESIRED OUTCOME
All residents	Access community initiatives that are coherent with context's needs	Residents can access community initiatives coherent with the context
All residents, in particular new residents and seniors	Increase and strenghten social connections inside the community	Make new friends and social connections

"This is a very lively and active community where people are supportive and open to new things. A lot of people participated in the Yoga day in 2023 where we did yoga early in the morning"

– Sujata, F, 35, yoga teacher, naturopathy, chiropractor

260

Community Activity Sessions

Average score of perception of the overall vibrancy and liveliness of the community, considering the variety of activities and engagement opportunities available



23

Community Activities in the neighbourhood

Average score of perception of attractiveness and vibrancy of the neighborhood as a place to live

4.4 of 5 3,532

In attendance for community activities

Average score for experiencing an increased sense of friendship and new social connections



WOMEN'S BUSINESS FAIR

Three Jewels Mahila Mandal organized a truly remarkable Women's Business Fair, creating an engaging space for community members to showcase their talents and an array of products. This event was deeply grounded in a "no profit, no loss" philosophy, emphasizing the community's commitment to providing a platform for residents to exhibit their diverse creative skills.

The offerings at the fair covered a broad spectrum of artistic expressions, featuring captivating resin art, intricately crafted handmade jewelry, aesthetically pleasing home décor items, trendy clothing, and a delightful array of enticing food stalls. The vibrant assortment of products not only reflected the unique talents within the community but also showcased the diversity and creativity thriving among its residents.



Average score based on 30 respondents to the Active Residents' Survey and 69 respondents to the Generic Survey

* Community Autonomy & Activation

STAKEHOLDER	NEED	Can give bottom-up responses to common problems	
All residents	Be facilitated in the generation of solutions to common problems		
All residents	Be supported in their creativity finding a place for sharing ideas and capabilities	Can express themselves and drive the community development	
All residents	Have the right support and tools to drive community development activities and initiatives	Can make the community thrive from the bottom-up	

Active citizens in the neighbourhood

21

Co-designed activities

22%

Of the initiaves are started by active citizens

Average score of perception of community capacity to create bottom-up responses to collective problems





Average score of perception of making it easy for the community to start new projects, using existing local opportunities and community resources





11 SUSTAINABLE CITIES AND COMMUNITIES

Target 11.3 Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

Selected activities

- Kavyasandhya
- · Indoor and outdoor game activities
- Karaoke nights
- Movie Nights
- Theatre Workshops
- · Women's Business Fair

KAVYASANDHYAS

The 'Young Seniors of Three Jewels,' an active group of senior citizens, spearheaded engaging cultural activities within the community. Notably, their recurring event, "Kavyasandhya" or the Poetry Soirée, has become a cherished tradition, having been organized seven times in 2023. Additionally, the group successfully hosted two Karaoke nights, bringing together participants of all ages.

Kavyasandhyas has evolved beyond their initial design catering to senior citizens, managing to capture the interest of participants from various age groups. The events provide a platform for community members to share their own poems, sing popular songs, and recite verses, fostering a sense of unity and encouraging creative expression throughout the community.



"I have been closely associated both as a participant and organizer of the Young Senior's Citizens Group in TJ and also a Sahitya Katta group which meets occasionally and hosts Kavyasandhyas and Karaoke nights. As a retired person, I've some free time that I like to spend on these cultural and literary pursuits with likeminded people"

- Prahlad, M, 62, retired govt official

Platform Engagement



1,583 (+114%)

N° of Registered Residents 919 (+66%)

N° of Registered Apartments 35% (residents) 57% (apartments)

% of registered residents and connected apartments

6

Partners

Average score for experiencing participation, involvement, and interaction among community members within the wider residential or local community



Average score of perception of community capacity to engage with local organizations and partners





8 DECENT WORK AND ECONOMIC GROWTH

Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries indicators



Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Selected activities

- Humans of 3J
- Welcome Events
- Donations with Partner Sevadeep

One of the most immediate successes is the increased awareness among participants and the broader community about the importance of recycling and proper waste management. Events like these often see high levels of community participation, bringing together individuals, families, and organizations around a common goal and we received here good response. It led to connecting like-minded residents who are working in the Environment sector. We also received a request for a donation drive from another society. It happened because one of the 3J residents

- Akshay, Sevadeep Foundation

informed them about this initiative

DONATIONS WITH PARTNER SEVADEEP

The community engaged a meaningful collaboration for a donation drive with the Sevadeep organization. This impactful event served as a unifying experience, uniting approximately 40 families from the community and highlighting their close-knit and compassionate spirit. Residents exhibited extraordinary generosity by donating a diverse array of items, encompassing clothing, bicycles, groceries, games, mini furniture, and stationery.

The resounding success of this initiative not only reinforced the positive impact of collective community action but also illuminated the collective strength and benevolence that characterizes the residents of Three Jewels. Their active participation not only contributed to the betterment of the community but also exemplified the power of unity and compassion in fostering a thriving and supportive living environment.



Average score based on 30 respondents to the Active Residents' Survey and 69 respondents to the Generic Survey

Micro-Economy Support



Average score for experiencing meaningful connections with individuals from diverse



backgrounds

Average score of perception of inclusiveness within the neighborhood



DECENT WORK AND ECONOMIC GROWTH

Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries



Target 10.1 Reduce income inequalities Target 10.2 Promote universal social, economic and political inclusion

Target 10.3 Ensure equal opportunities and end discrimination

Selected activities

• Business promo section launch which helps the home business owner to sell thier goods and services

HOME BASED BUSINESS PROMOTION

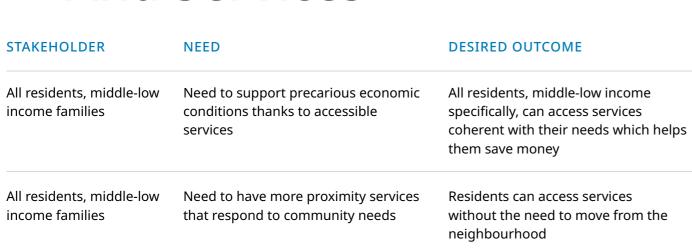
The Promo Section in the Planet App empowers home-based businesses (HBOs) in the Three Jewels community. This dynamic platform enhances visibility, connecting residents with 13 diverse HBOs. Regular updates through the Planet App and dedicated WhatsApp groups ensure widespread awareness and support.

Featured in Community News articles, this concerted effort not only marks a significant rise in the promotion of small businesses within Three Jewels but also signifies a commitment to fostering a thriving marketplace where residents can seamlessly discover, support, and connect with the vibrant array of home-based businesses flourishing within the community.s flourishing within the community. This ongoing process welcomes and supports any HBOs that express interest, thereby continually expanding the range of businesses featured.

The fair we organized for the women business owners where they sold their products like candles and pastries, etc. and Planet has supported me through covering my story in that Humans of TJ article. I have benefitted as more people know about me in the society now and it has helped me boost my confidence as well as encouraged me to take more active role in the future

- Divya, F, 36, physiotherapist & volunteer for Planet activities in TJ

Access To Goods **And Services**



2,019

income families

All residents, middle-low

Attendances in services

339

Saving money on services, objects, and

spaces that can be shared with the

community

Shared tools

Average score of perception of Economic Savings and Benefits through Community Services and **Shared Resources**



Average score of perception of Economic Savings and Benefits through Community Services and **Shared Resources**

Residents can save money while

creating new social connections thanks

to sharing economy implementation



Target 11.3 Inclusive and sustainable urbanization



Target 10.1 Reduce income inequalities

Selected community services

- Yoga course
- Kids activities

INTEREST GROUPS

The Three Jewels community Interest groups create authentic hubs for passionate individuals, uniting likeminded people with shared interests in vibrant and inclusive settings to delve into their hobbies.

These collectives provide platforms to refine specific skills and establish meaningful connections within the community. Engaging in these groups goes beyond personal interests; it represents a fulfilling journey that nurtures genuine bonds, collective enjoyment, and mutual learning. Regardless of one's proficiency level, Three Jewel's interest groups contribute to a dynamic social mosaic, fostering a sense of belonging and elevating the overall community experience.



"I find the Library of Things the most useful out of all the services. I've booked the sewing machine the most I quess. It has been very helpful to take games and things that are not at my home!"

- Manjushree, F, 35, homemaker volunteered

Average score based on 30 respondents to the Active Residents' Survey and 69 respondents to the Generic Survey

Preventive Lifestyle



Target 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Target 3.D Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks indicators

STAKEHOLDER NEED DESIRED OUTCOME All residents, in Access free or low-cost health-Improved lifestyle thanks to the access to health-dedicated initiatives particular middle-low dedicated initiatives income residents Improved lifestyle thanks to the access Kids and old people Have the opportunity to access local health-dedicated initiatives to health-dedicated initiatives All residents Strengthen social bonds through Increase in perceived security group initiatives

Average selfassessed score of overrall physical and psychological wellbeing



Average score for experiencing positive changes to personal and daily lifestyle



50

Hours of health dedicated activities

Average score of confidence in the ability to respond to health emergencies



Average score of perception of sense of safety within the community





Selected health dedicated activities

- First Aid training workshop
- · Health awareness session for the women

FIRST AID TRAINING WORKSHOP

Planet Smart City and Three Jewels Apartments
Association ensured a safe start to the new year by
organizing a three-hour First Aid Training workshop
on January 1, 2023. Conducted by Dr. Ravi Verma from
Hardas Heart Foundation, the workshop aimed to educate
residents and facility management, security & housekeeping staff of Three Jewels on safety and security during
emergencies, covering topics such as differentiating
between cardiac arrest and a heart attack, checking
nerves, using AED machines, and administering CPR and
mouth-to-mouth breathing accurately.



"I and a few active women meet and do yoga together like in the Yoga day and for Zumba, we have been struggling to get a space allocated for so long but it's still not happening. There are any women in my circle who are very interested and actively seeking to be a part of community health programs. There is currently a lady who is taking yoga classes in the morning in the community hall"

- Nutan, F, 38, homemaker and cultural

ii Gender Equality

STAKEHOLDER	NEED	Are financially independent	
Women with kids	Have someone looking on kids when busy		
Women	Have a representative role in the governance body	Are well rapresented in the governance body	
Women	Access scientific and technological education	Are facilitated in accessing scientific and technological education	

38%
Of female residents

62%Of male residents

Sessions dedicated to female empowerment

Average score of perception of awareness and opportunities related to gender equality





Target 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

Target 5.1 End all forms of discrimination against all women and girls everywhere

Selected activities

- Health awareness sessions for women
- Valentine's Day celebration with ladies
- · International Women's Day celebration
- · Women Business Fair

INTERNATIONAL WOMEN'S DAY CELEBRATION

Women's Day was celebrated on 8 March 2023 at Three Jewels, bringing together at least 100 women who participated in co-designed programs and festivities. Activities included a makeup demonstration by and a dance performance by residents, a quiz on inspiring Indian women, and concluded with a cake cutting ceremony. Each woman received a plant and a face mask as souvenirs, symbolizing nurturing and self-pampering, making the celebration a memorable and inspiring occasion for everyone involved. The theme of International Women's Day 2023 – "DigitALL: Innovation and Technology for Gender Equality" was also highlighted and discussed.

"Most women who are associated with me are mothers just like me and have the responsibilities of the entire household. however, when they come out and join us together for certain activities, events, or practice for leijim, it gives them a space to explore and meet new people and ideas and they get a break from monotonous lives"

- Nutan, F, 38, homemaker and cultural



Social Diversity



Target 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

STAKEHOLDER	NEED		DESIRED OUTCOME	
Elderly residents	Cope with loneliness		Elderly residents have meaningful social connections	
Elderly residents	Cope with digital exclusion		Elderly residents have the right skills to use digital tools	
Children	Rare opportunities (outside of the school context) to participate in quality educational initiatives		To acquire educational guidance in an appropriate care environment	
6% Of kids	7% Of teens	60% Of adults		27% Of seniors citizens

Average score for experiencing meaningful connections with individuals from diverse backgrounds



Average score of perception of inclusiveness within the neighborhood





Smart City Aquiraz

Intervention: District - Greenfield

Context

Aguiraz, located in the state of Ceará in the Northeast Region of Brazil, is a renowned tourist destination with significant hotel infrastructure, the second largest in the state. The municipality boasts 36 kilometers of coastline with a variety of beaches, each with unique characteristics. Aguiraz offers a rich cultural experience with diverse local cuisine, traditional music, and vibrant festivities. Its proximity to the capital, Fortaleza, ensures easy access to additional urban amenities and attractions... This historical significance is reflected in the architecture and cultural landmarks throughout the area. While tourism is a major economic driver, Aguiraz also has a growing real estate sector, with numerous resorts, hotels, and vacation properties. The local economy benefits from agriculture and artisanal fishing, contributing to the region's culinary richness.

Resources & Opportunity

Aquiraz offers numerous opportunities, creating a dynamic environment for various initiatives. As a major tourist destination with Ceará's second-largest hotel infrastructure, it presents great potential for tourism and hospitality businesses. Educational programs can enhance local skills and job prospects. Promoting health through fitness classes, wellness retreats, and community health programs aligns with global wellness trends. Developing sports facilities and organizing events can engage the community and attract sports enthusiasts. Aquiraz's rich cultural backdrop provides opportunities for events, workshops, and galleries showcasing local art and crafts, boosting the cultural scene and offering economic benefits to artists. Encouraging local involvement in these activities fosters community ownership, enhancing Aquiraz's appeal as a well-rounded community. The combination of natural beauty, cultural richness, and expanding infrastructure provides a strong foundation for economic growth and improved quality of life for residents.

Brief history of the Community Intervention

Since 2022, Community Development in Aquiraz has

been diligently advancing its initiatives to foster community engagement and enhance the overall well-being of residents. The journey began with individual receptions, providing an avenue for people to acquaint themselves with the city, the app, the company, and the scope of Community Development's role. Remarkable progress was achieved in 2023 with the establishment of the residents' committee, a pivotal step towards inclusive decision-making and community involvement. Collaborative efforts between CDs and residents resulted in a series of co-created events that not only celebrated cultural festivities but also addressed critical awareness campaigns. These events included vibrant celebrations such as Carnival, Easter, São João, Holidays at the HUB, Children's Day, September Yellow (dedicated to suicide prevention awareness), and Pink October (raising awareness for breast cancer). Each event showcased the dynamic collaboration between Community Development and residents, creating a sense of community pride and involvement. One of the standout achievements was the Family Christmas event, a testament to the commitment to fostering a warm and connected community during the festive season. The success of these events reflects the dedication to creating a vibrant social fabric in Aquiraz. Moreover, the sewing and crochet courses offered by Planet Community Development deserve special recognition for their dual impact on both the internal and external audiences. These courses not only contribute to skill development and empowerment among residents but also extend their benefits to the broader public, showcasing Aguiraz's commitment to education and community enrichment. As Community Development continues its work, the collaborative spirit with residents, coupled with a diverse range of events and initiatives, has positioned Aquiraz as a model for effective community engagement and social development. The commitment to both cultural celebrations and meaningful awareness campaigns underscores the holistic approach toward fostering a thriving and connected municipality.

SeiMilano

Intervention: District - Greenfield

Since March 2023, Planet Smart City has been actively involved in the SeiMilano project, implementing a program of actions and initiatives designed and executed by the Community Development team. In the initial months, the focus has been on creating a detailed mapping of the extended neighborhood (known as the Ecosystem Map), encompassing existing services such as parks, schools, third-sector entities, cultural venues, sports centers, supermarkets, and local shops.

This territorial study aims to seamlessly integrate the district with its surrounding reality, allowing residents to recognize themselves as integral to the ongoing neighborhood transformation. Approximately 25 local entities have been engaged, contributing voluntarily to the pre-engagement activities involving residents.

Following the mapping, a survey was conducted among prospective residents to define the Community Profile, a tool used to design subsequent actions within the community. The digital survey was emailed to 500 future residents, receiving responses from 332 households (66.4%). Questions covered socio-demographic data, interests, expectations, and lifestyles. For instance, inquiries included the anticipated time spent at home, hobbies, and willingness to be contacted by the future neighborhood's Community Manager for further acquaintance.

Themed Tours have served as the initial opportunity for direct interaction with residents, fostering engagement in the project and nurturing a sense of belonging to a common initiative. This has streamlined the early onboarding process onto the Planet app, a digital tool supporting the emerging community, providing services, smart solutions, and updates on neighborhood initiatives and events.

Over the months, the consistent effort has resulted in:

- Establishing a functional network on the territory responsive to the needs and desires of incoming residents.
- Facilitating communication between residents and the Property.

- Creating initial occasions for social interaction among residents, laying the foundation for an active and collaborative community.
- Conducting formal sessions to introduce the project and proposed services, preempting concerns and potential misunderstandings, thus reducing the volume of complaints and requests to the builder's customer care.
- Educating residents on the proper use of communal spaces from the pre-engagement phase.
- The activities in the SeiMilano district were meticulously planned with active involvement from local partners even in the pre-engagement phase. This approach has concretely followed up on mapping activities, identifying existing local resources to involve in initiatives for residents, and translating top-down and bottom-up ideas, requests, and proposals received by the community manager.

Engaged local entities had the opportunity to promote and showcase their offerings, adapting them to meet residents' expressed needs. This approach resulted in tangible outcomes:

- 2 sign-ups at "Crossfit Thorax" gym.
- Weekly booking of the football field at the M6 Sport center by the SEIMI CALCETTO group.
- Weekly bookings of Padel courts by two different groups within the SEIMI PADEL community.
- Monthly meet-ups for drinks organized by the SEIMI MOVIDA group at Bar La Creta.
- A day of workshops in collaboration with the children's bookstore "La Casa dei Gufetti," the project's first commercial space, involving around 20 children.
- Periodic discounts offered by Cake L'hub

 (artisanal panettone and colomba) and Teatro
 Punto Zero (coordinated with performances).

 Formalization of four partnerships, facilitated by the Community Manager, with Top Life, offering exclusive discounts to residents.

Activities Portfolio

Planet Smart City community development takes place in different areas around the globe and while the model is applied globally, the initiatives are usually very specific to the context and its particular needs. In order to give an holistic overview we put together an activities portfolio with some of the most inspiring and meaningful initiatives that community practitioners designed and delivered this year.

The activities portfolio gives us practical examples of the application of our design method, always keeping in mind why we are doing something following the process previously introduced (Stakeholder-Need-Output-Outcome-Impact) which guides us in developing an initiative.

The portfolio contains a variety of projects characterized by different levels of complexity, defined by the effort in terms of time, resources and knowledge needed. Complexity level may change if the project is replicated in other contexts and it is not directly linked to impact and outcomes relevance.

The aim is to see projects under the same lens, giving a common structure to different projects in order to better understand them. Modelling is key when it comes to scalability and measurement and it is crucial when working on a global scale with different communities in order to establish a common workflow and costantly improve the job in the community.

The activities portfolio will inspire community practitioners around the world and facilitate their journey working with residents.

How are the portfolio projects structured?

ABOUT

This section is dedicated to a general overview of the project

THE STORY

In this section we can find the story of the experience in the specific context where it has been developed.

EXPERIENCE

A comment about the professional experience of the community manager who developed the project.

DATA

Some numbers about the project

STRATEGIC ACHIEVEMENTS

In this section we find some strategic achievements that are relevant for the community development in the specific intervention area.

STRUCTURE

A diagram that, following the structure [stakeholdersoutputs-outcomes-impact], summarizes the key elements of the project.

COMPLEXITY

Level of complexity of the project in terms of effort, resources and knowledge needed.



134 Activities Portfolio 135

Three Jewels, Pune, India

i June 2022



Micro-initiatives for residents activation

About

Micro-initiatives are part of the Planet Community Experience strategy to engage with residents from the moment communities are activated. Microinitiatives are small, flexible, adaptable and easy-toimplement steps towards engaging and activating the community.

The micro-initiatives make it possible to identify and meet the "early adopters" and to set up direct listening to the needs of the inhabitants.

These initiatives should follow a context and target groups analysis to identify needs and opportunities.

This phase can be understood as a lean method of participatory action-research. If validated, the micro-initiatives can evolve into more structured activities to be replicated with different targeted groups over time.

The story

In Three Jewels, Pune, India, micro-initiatives started during the sale and post-sale phase as the first opportunity to contact the large community in the settlement. From the beginning, the community managers started observing and analyzing the holistic context better to understand the potential target groups of the first initiatives.

Once identified as the main targets of kids, women and seniors, community managers started to connect with the society and cultural committee to deepen their understanding of how they could support them and how to work together. In particular, focusing on two micro-initiatives: the "Clay Ganesh making workshop" and the "Magic wand activity for kids".

Micro-initiatives are small, flexible, adaptable and easy-to-implement steps towards engaging and activating the community.



Img. 29 - Kids, adults and seniors participated in the Clay Ganesh making workshop, bringing home at the end of the day their self-made clay idol

Strategic achivements

The high number of participants demonstrates the coherence of the initiatives with residents' interest and the effectiveness of the socio-cultural research.

The described micro-initiatives led to the creation of new groups of interest and fostered the trust with the Society and Cultural committee. 20+ Volunteers

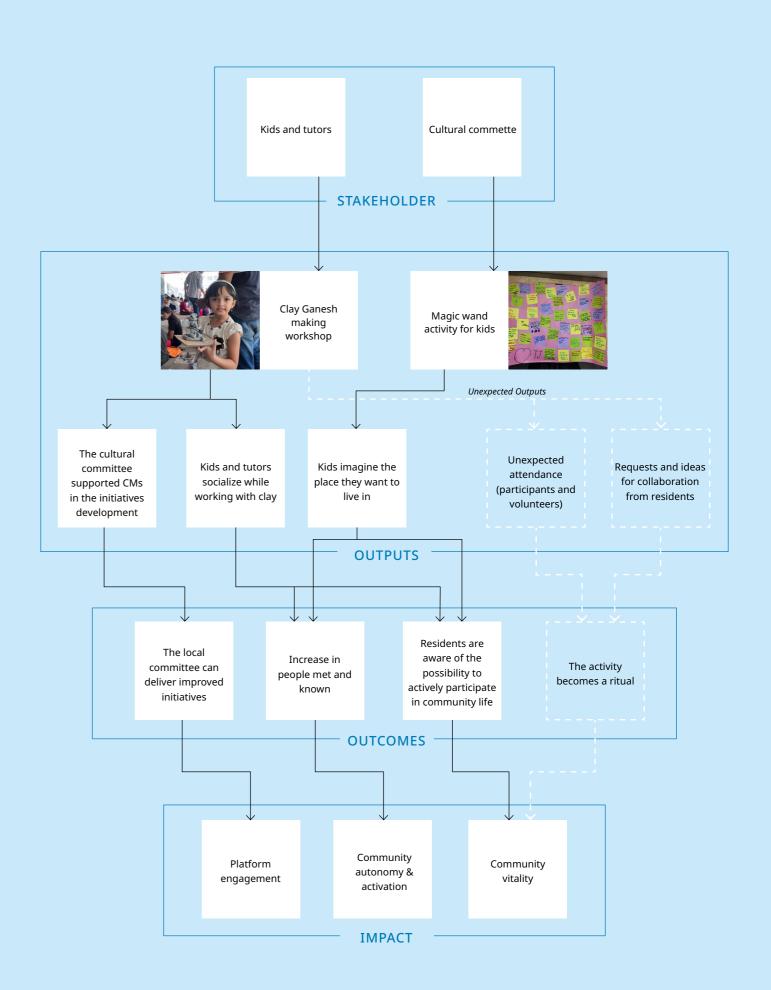
Hours

190+

Participants



Img. 30 – Engaging with kids gives the opportunity to meet and connect with who takes care of them during the day, usually elders and women of the family



138 Activities Portfolio

Three Jewels, Pune, India

September 2022



The co-design of the public celebrations

About

Celebrations and big events are great, but they can be even greater when the design process to create them is shared with stakeholders. Large events are initiatives that involve a large number of people, and they can focus on various topics and require appropriate planning and resources to be carried out. Organisers, residents, partners, volunteers, and anyone involved can participate in the design process with different levels of depth based on the context.

The positive aspect of co-designing these events is that thanks to a shared process, it is possible to deliver better quality initiatives that are coherent with residents' interests, attitudes and context characteristics while being an opportunity to engage and activate new stakeholders and people.

The story

During the ten-day-long Ganesh festival, Indian communities attend some big celebrations. In the context of the Pune residential society, Three Jewels, the festival activities are carried on by the Society committee and the Cultural committee.

Planet Smart City community managers had meetings with the Society committee to better understand what could be done to help them develop the celebration activities.

After a first socio-demographic analysis of the Three Jewels population, community managers realised that most families came from small towns or rural areas of Maharashtra. Realising this helped community managers in organising activities that could be interesting and meaningful for the residents, such as, in this case, traditional games competitions.

The positive aspect of co-designing these events is that thanks to a shared process, it is possible to deliver better quality initiatives.



Img. 31 - Winners of the traditional competitions during the public celebrations were awarded with prizes and a certificate

Strategic achivements

Following the positive results of the co-designed initiatives the relationship of trust with the Society committee and Cultural committee of Three Jewels is strenghtened.

The initiative enriched the context research, the community practitioners reached a deeper understanding of the cultural and social background of the community.

15

Activities

45+

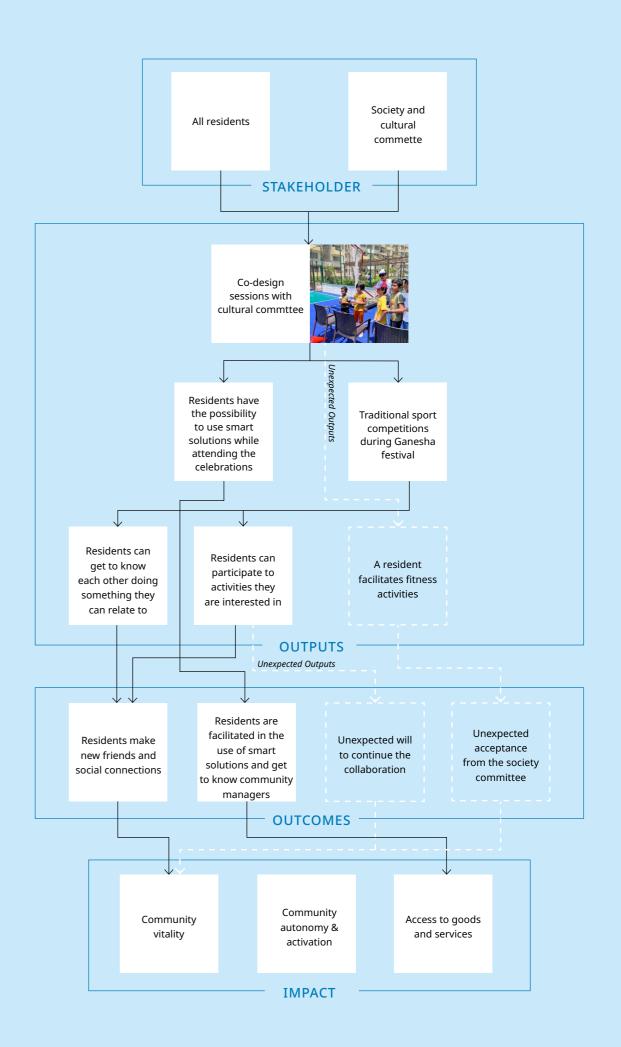
Hours

700+

Participants



Img. 32 – The traditional sport competitions and games have been the opportunity to generate awareness and engagement through something residents could relate to



142 Activities Portfolio 14

Quartiere Giardino, Milan, Italy

September 2022



ALMP & territorial networking

About

Territorial networking is one of Planet Smart City's main community development goals.

Networking is important because of its strategic value: it helps to match community needs, opportunities and assets with local organizations to establish relationships that can make the community thrive and grow.

The basic assumption for networking is quid pro quo. Building relationships is fundamental to creating an effective network in which nodes collaborate to benefit society at various levels.

Planet's role is to facilitate the creation of these partnerships, thanks to the trust built with the community, making it possible to solve some community problems while supporting local organizations in their activities.

The story

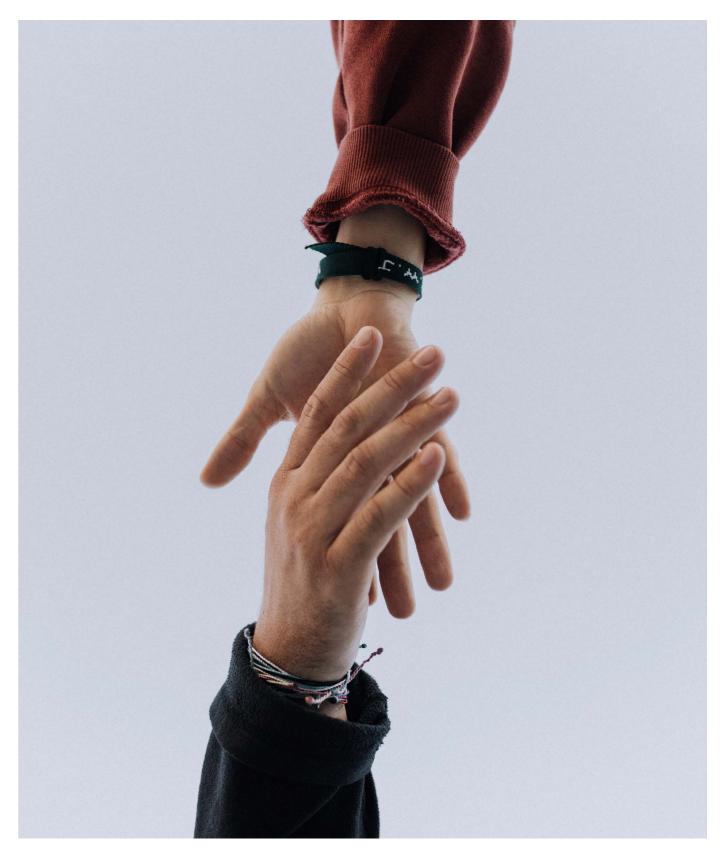
The project started after the release of the Job Bulleting Board to which residents responded with interest, making clear the relevance of job-seeking related initiatives. So what could be done in order to facilitate residents in finding a job? The answer has been networking.

Together with AFOL, a no-profit local partner working on Active Labour Market Policies, we matched a need from both sides: the high unemployment rate in the neighbourhood and the struggle to find unemployed people from the partner's side.

Active Labour Market Policies (ALMP) are government programs that aim to reduce unemployment and facilitate job seeking.

In Italy, as in many countries, government works and funds ALMP projects to reduce unemployment of fragile targets.

Together with AFOL, we matched a need from both sides: the high unemployment rate in the neighbourhood and the struggle to find unemployed people.



Img. 33 – Engaging with local partners gives us the opportunity not only to solve some residents' problems, but to start building a solid network of partnerships

Strategic achivements

The project made ALMP services in the district stable and contiunous, tackling unemployment in the neighborhood.

Partnership with local entities is a strategic goal for Planet Smart City interventions and it's a step forward towards the growth of a local network of organizations participating to Quartiere Giardino's community life.

The partner AFOL is supported in engaging with its target and can maximize the funds spent on stakeholders.

15

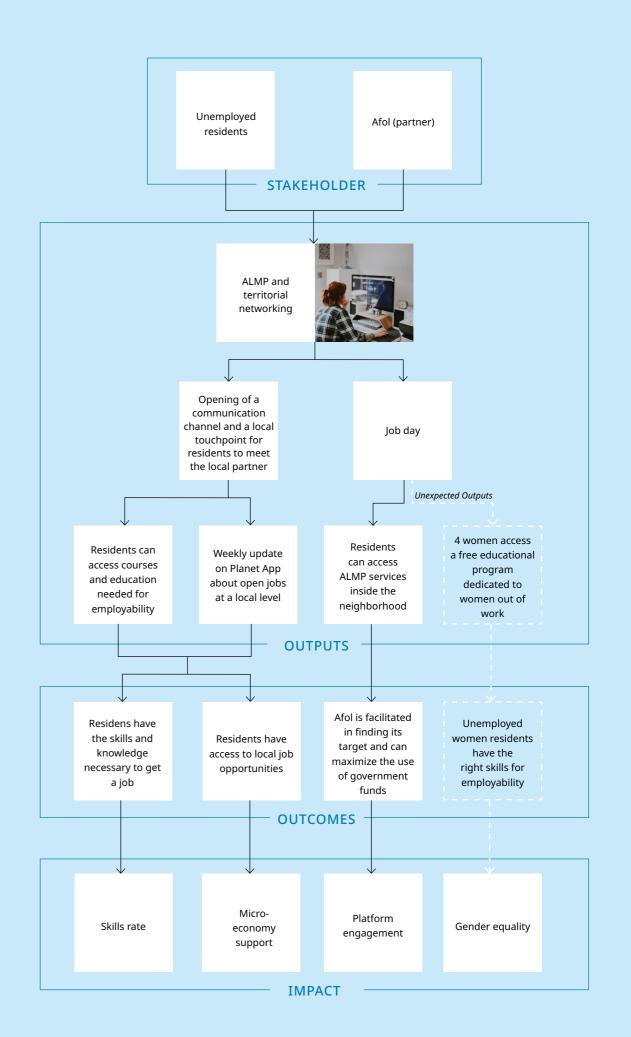
Participants

4

Women continued the training



Img. 34 - Residents actively participated to the initiatives and some of them continued with a training program offered by the partner



146 Activities Portfolio 147

Smart City Laguna, Ceará, Brazil

Started in 2021



School visits in the district

About

School visits in Planet Smart City are interventions that respond to two goals of community development: facilitating osmosis and fostering education in the area.

The first goal is to create meaningful exchange and relations between Planet's communities and their surroundings, ensuring openness of intervention and positive social impact.

The second, the educational goal, aims to solve local schooling problems such as limited resources (spaces and technology) and the opportunity to live a non-traditional educational experience inside an innovative district. On top of that, visiting an innovative district is an opportunity for experiential learning for students of all ages.

The story

Since schools began making lessons and visits inside the district of Smart City Laguna, more than 600 students and teachers came to participate in this experience. Laguna Smart City can solve some of the schooling systems' problems, such as limited resources and non-traditional opportunities to learn outside of the school walls.

Universities, high schools, and secondary and primary schools have participated in the project with different activities and possibilities based on the student's age and field of study. For example, university students can focus on the construction and building aspects of the project together with engineers and architects to practically touch what they have been studying. Whereas, for kids, games and sports are the most engaging topics.

Laguna Smart City can solve some of the schooling systems' problems, such as limited resources and non-traditional opportunities to learn outside of the school walls.



Img. 35 – During the school visits students could experiment with science in a different way from the typical teaching in school

Strategic achivements

The district of Laguna, which also is a building site as today, benefits from the educational visits that ensure vivacity and network creation for both the residents and the people leaving in the surrounding area.

The initiative takes a step forward in the opening of Laguna as a place for the local community and for the local educational institutions. 16

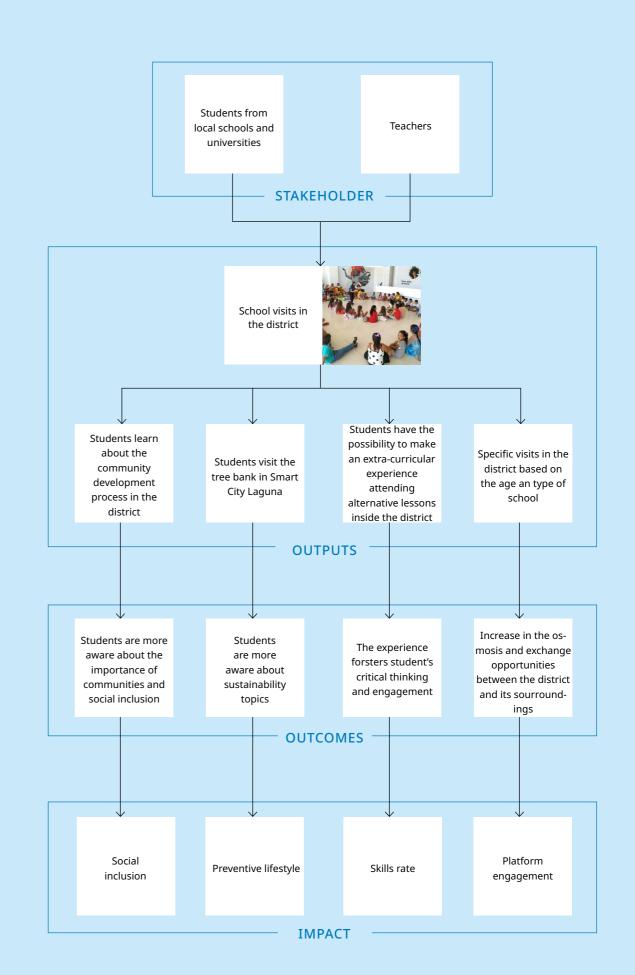
Institutes

600+

Visitors



Img. 36 – Students built self-made rockets to experiment with physics and chemistry, mixing fun and learning in a non-traditional environment



Activities Portfolio

Quartiere Giardino, Milan, Italy

i Started in June 2022



Ciclofficina: a community bike repair workshop

About

Ciclofficina is a community service dedicated to fixing bikes, sharing bike-related knowledge and meeting people with the same passion.

Inside the space, it is possible to find all the tools needed to fix and repair bikes which citizens can use for free while meeting and socialising with other residents.

Sounds like a lot? There is more! Inside the Ciclofficina, it is possible to find abandoned or broken bikes taken from the streets or donated by the residents. Anyone can then get a bike. How? Find a bike that needs fixing, check what is necessary to fix it, buy the parts and components needed and go to the Ciclofficina to repair it (or find help to do it).

You can now bring a new bike home!

The story

The project came from the need to design a community space to recover abandoned bikes in the area and support bicycle users with new community service.

During co-design sessions, citizens and community managers have developed the space to define the functions, spatial layout and governance model. All of the design phases were bottom-up and facilitated by Community Managers.

A call to action was then launched to recover abandoned bikes from the area and engage interested residents. People who answered then participated in workshops with the no-profit partner Parallelo Lab to provide residents with bike repairing skills.

All of the design phases were bottom-up and facilitated by **Community Managers.**



Img. 37 - The first bike repair from an active citizen, launching the service for the first time in the neighborhood

Strategic achivements

As today, 35 bikes are recovered every month and 5 residents are managing the new community service.

This project sets the basis for the future community governance while demonstrating the possibility to design bottom up services for the community.

20

Monthly users

35

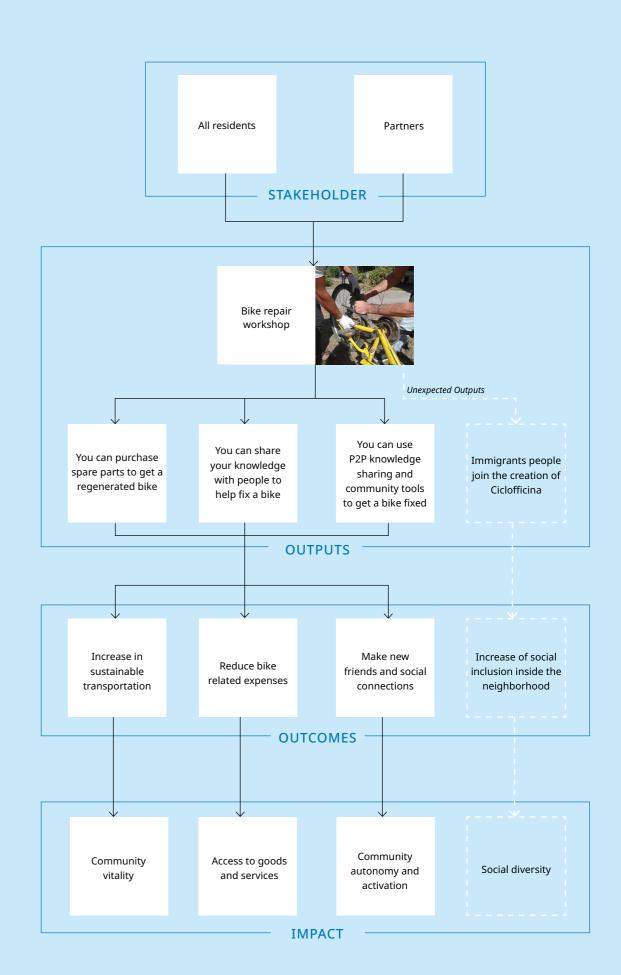
Bikes recovered

25

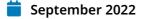
Bikes regenerated



Img. 38 – Residents can share their knowledge and skills, making Ciclofficina a vibrant community space



Smart City Laguna, Ceará, Brazil Smart City Natal, Rio Grande do Norte, Brazil





Tree day

About

The Tree Day (Arbor Day) is celebrated, in Brasil, on September 21st to welcome spring and promoting the importance of preserving trees and forests. During this day, many initiatives are carried out to encourage the protection of the environment with attitudes that bring benefits to nature, such as tree plantation.

In Smart City Laguna and Natal the celebration was the opportunity to engage with residents for a community initiative: growing a forest for the district.

The celebration has been for community managers the opportunity not only to raise awareness about sustainability and the importance of nature preservation, but also to awaken the sense of belonging inside the community.

The story

To celebrate the Tree Day residents where invited, in Smart City Natal and Smart City Laguna, to the community plantation of trees during which every family could plant one seedling and name it with the family name. One of the residents with indigenous origins started a group of interest about sustainability. He actively guided the plantation and carried out a traditional plantation ritual.

Residents spent the afternoon helping each other planting the trees, carrying out a powerful and emotional experience for many participants, reported from residents as one of the most significant moments promoted by the Community Development team in 2022. So far the initiative is

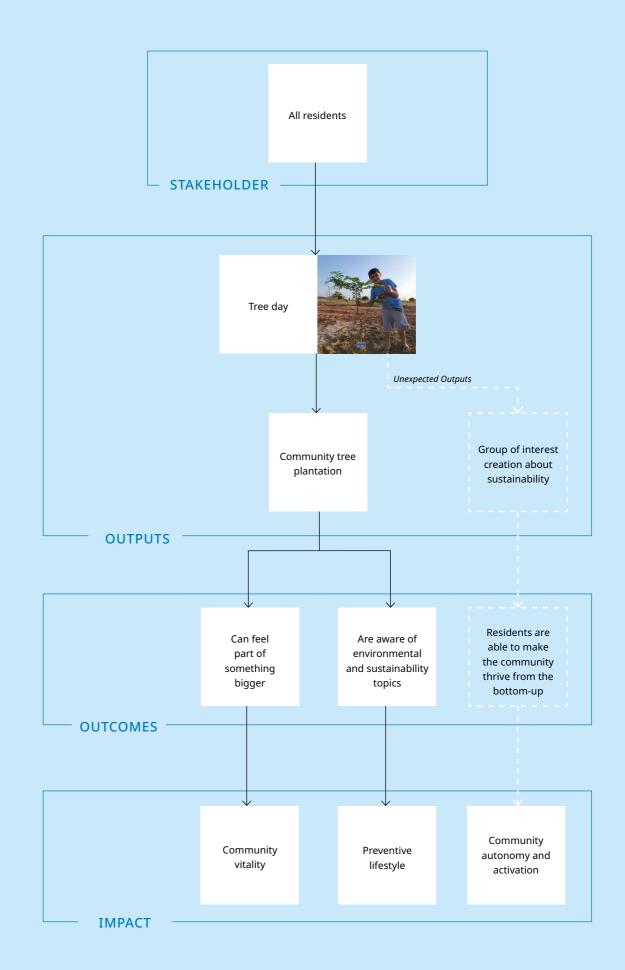
recurrent and it is for residents an opportunity to meet and establish bonds within community. The trees planted by the families foster connections with the local environment through a moment to be remembered and shared.

Strategic achivements

The creation of an active group about sustainability and an increased sense of belonging inside the community (which is a key factor for residents to take ownership of the spaces) are really important steps for the future community governance.



Img. 39 - Resdients planted the seedlings and named them after their family. Doing that they not only create a bond with other residents but with the local territory





Smart City Laguna, Ceará, Brazil



Started in 2021



Welcome process

About

Engagement is a key factor for the success of community development. In order to engage with residents it is important to involve them in the community project since the beginning. Welcoming represents the first touchpoint in residents journey.

For this reason the Welcome process has been designed with the goal to make every new resident feel at home and engaged when joining the community.

By doing that we hope to see more and more engaged residents and community leaders over time. new friendships are already born, facilitating the participation to community life.

Strategic achivements

We believe that welcoming the new families introducing them, from the beginning, the importance of community and introducing them to the local committee is a strategic achievement for the future development of the neighborhood.

The story

In Brasilian communities the Welcome Process has been fully activated since the beginning of 2022 after a testing phase in 2021.

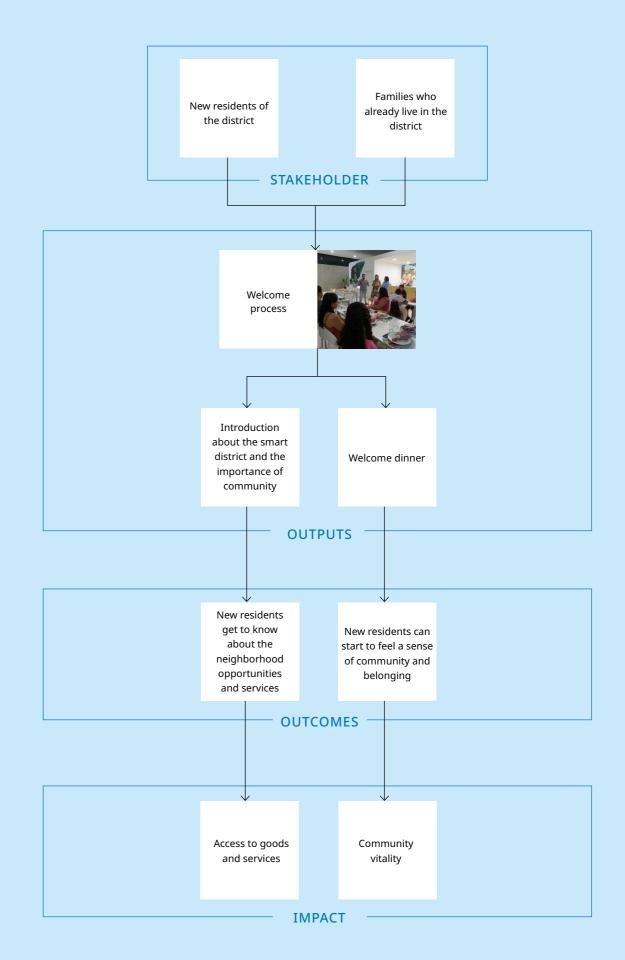
The welcome process starts with community managers welcoming the new residents and introducing them to the community work and meeting face to face, at home or inside the Innovation Hub. During this first contact community managers present the district and the Planet App, the services and the importance of a shared community practice for an inclusive and smart city.

Then, following these steps, new residents are invited to a welcome dinner with other new residents and a family that already lives in the district. The dinner is a moment where they can establish the first emotional and social connections as someone who has just moved to the place. Usually, after the dinner, some

Families welcomed



Img. 40 - For every welcome event a Welcome dinner is organised. Usually one family or two of residents who already live in the district attend it to welcome new families









Co-design of shared rules

About

Co-designing shared rules for a community involves actively engaging members of the community in the process of creating and implementing regulations that govern that specific community. This can involve, for example, holding meetings or workshops where members can generate and co-create a set of shared rules. In this process it is important to consider the needs and perspectives of all members of the community, including those who may be marginalized or have different levels of power and privilege. Additionally, it is important to ensure that the rules are fair, just, and enforceable and that they align with the values and goals of the community.

The story

Planet Smart City has provided Three Jewels with many Smart Solutions and Spaces that are new concepts for the residents living there since 2017. The Clubhouse was re-designed to introduce these spaces like the Co-Working and an upgraded Meeting Room.

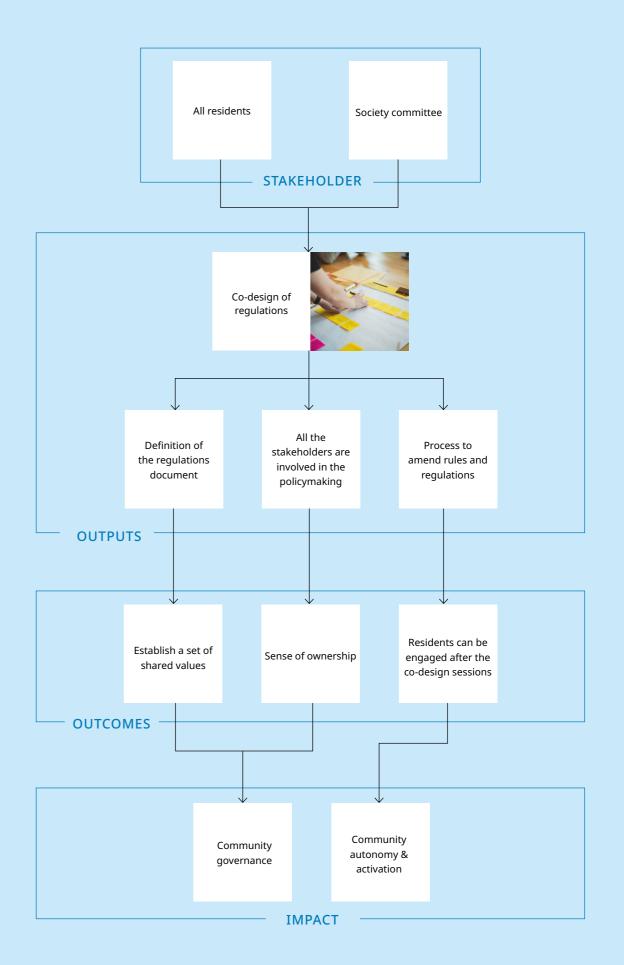
The Society Committee approached the Community Development Team to receive support in design a set of rules and regulations for the co-working space and the meeting room. The CD team propose to the society to use a co-design approach to draft the set of rules. The idea was to involve in the process the Society Committee, the Facility Management, and other residents. All the stakeholders have conducted several brainstorming sessions, formal and informal discussions, and workshops to gather ideas and opinions from the community.

After much deliberation, a set of shared rules was created that was agreed upon by all the residents. These rules outlined the guidelines for the use of the co-working and meeting room spaces and ensured that they would be used in an equitable and responsible manner.

In addition, the co-design team also came up with a monetization model based on renting the meeting room. This allowed the Society Committee to generate small amounts of revenues that would be used to cover the maintenance costs of the spaces.

Strategic achivements

The co-design of rules and regulations for the use of common spaces established the proper environment and mindset for the future community governance, when residents will take over the community management and will need a set of shared values and rules in order to mantain over time common spaces and the community in general.



Three Jewels, Pune, India

February 2023



Kavyasandhya

About

Poetry nights organized by the Young Seniors of Three Jewels group. Karaoke nights engagin with people of all ages.

Participants share their own poems and sing popular songs or verses for other participants. By doing so participants can express themselves in a creative way and boost their sence of confidence, while boosting a sense of community.

The story

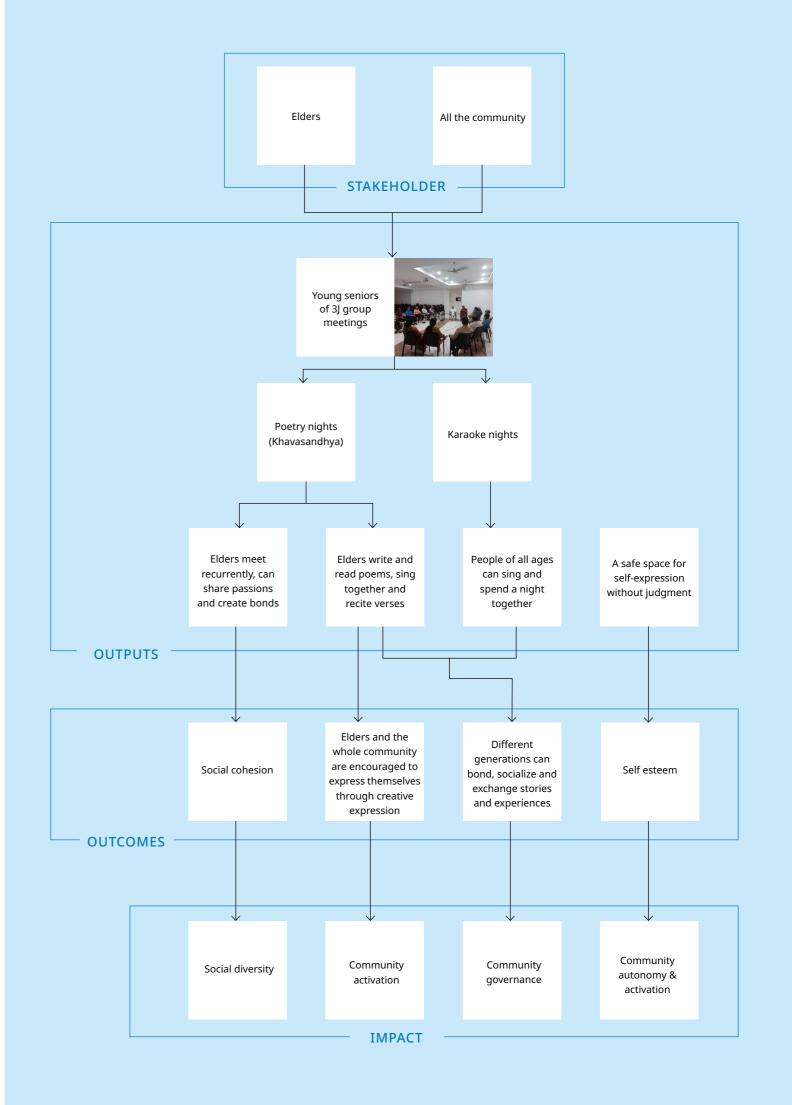
The Young Seniors of Three Jewels is a community group that started meeting in 2022 and organised many cultural initiatives. "Kavyasandhya" became a tradition with seven meetings during 2023. The group organised and hosted 2 Karaoke nights open for everyone gaining great success. The poetry nights have since been open to people of all ages, becoming a tradition that fosters cultural exchange and relationships.

7	Meetings in 2023
45	Total hours
230	Total attendences

Strategic achivements

A successful residents-led initiative is a positive sign of community autonomy and vivacity, which are very important for reaching community governance. The Poetry Nights also showed a positive integration between diffreent age groups sharing a cultural and fun activity together. On top of that, recurring residents-led initiatives can become rituals that give identity to the community.

The poetry nights have since been open to people of all ages, becoming a tradition.









Knitting class

About

The classes are made available to residents not only for small concerts or simple sewing but also to promote training and qualification for future income generation.

The expected outcome is that by the end of the course, participants will be able to safely produce the pieces, either securing a formal job or being prepared for a position in the job market.

The story

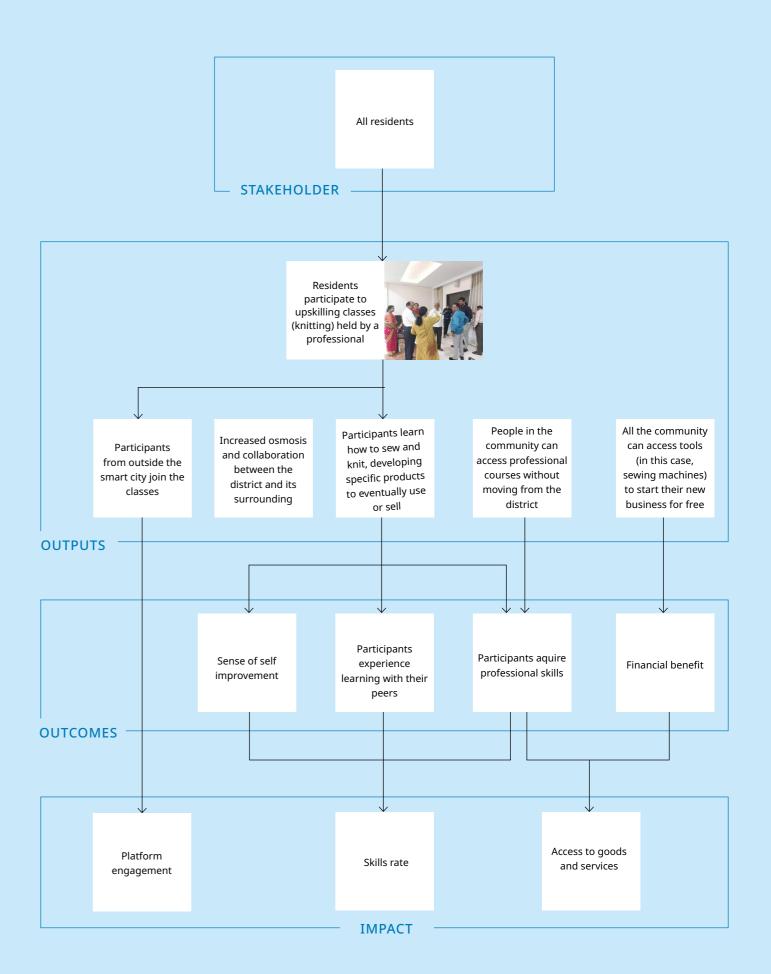
In Smart City Aquiraz, an investor offers a course on making cloth pieces for female residents of the city and surrounding areas. The course lasts for twelve months and takes place twice a month. Planet Smart City provides the space, machinery, snacks, mobilization, and promotion of the initiative, while the facilitator brings knowledge, materials for making the pieces, and some specific machines.

18	Sessions
36	Total hours
117	Total attendences

Strategic achivements

The Knitting classes set the basis for future skills enhancement initiatives and collaborative skills sharing. The activity also helped participants to learn a skill that enables them to support their income and boost individual autonomy and self esteem.

The expected outcome is that by the end of the course, participants will be able to safely produce the pieces.



Quartiere Giardino, Milan, Italy

j January 2023



Circolino

About

Circolino is a community space that can be used for various activities, from recurrent group meetings to one-shot initiatives.

Responsability for the space is shared between residents and community managers.

The story

Circolino layout and activities program has been codesigned by residents supported by local community managers. The project started from a problemopportunity: an underused space that needed restauration has been the opportunity to give back to the community a service for hosting any type of initiative and group indoor. 4

Recurrent initiatives held in the space

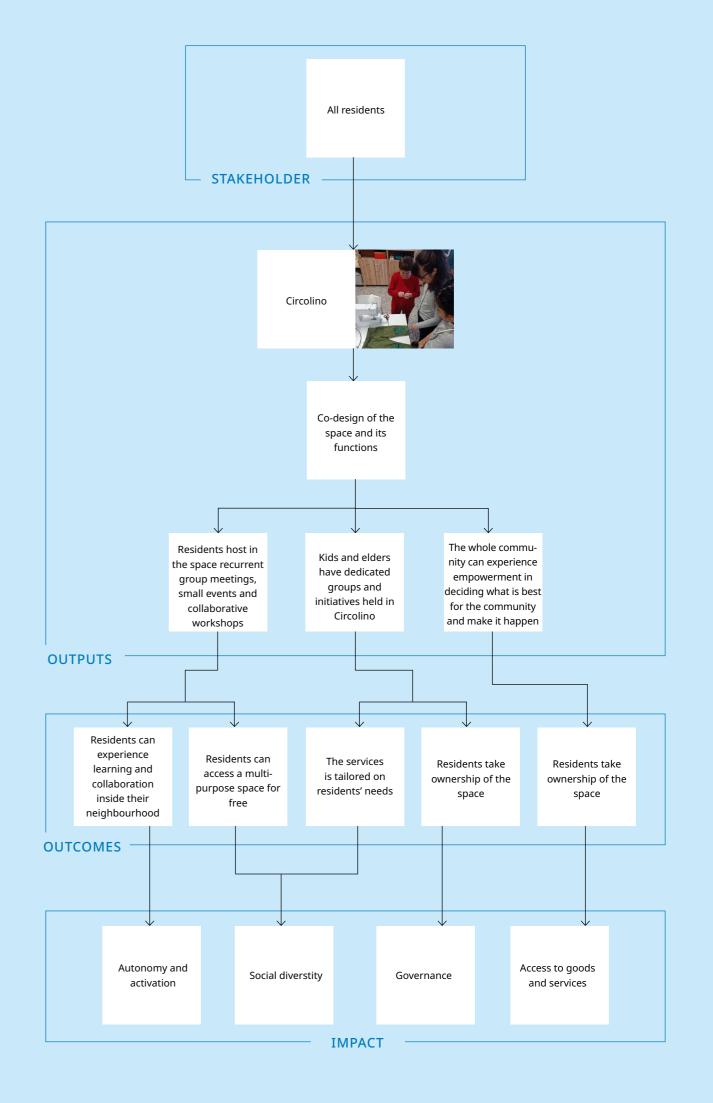
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Participants on average for recurrent initiatives held in the space

Strategic achivements

This co-designed community space is a very important milestone towards autonomy. It gives the opportunity to the community to have a shared space for attending new and old initiatives. Circolino is not only a space but an actual service for residents that now don't need to find a space for theuir activities, facilitating activation and participation. The management of the space is also an important test for community organisation and shared community services management.

Circolino layout and activities program has been co-designed by residents supported by local community managers.



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Definitions

Active citizens: people who take active roles in the community. They propose and actively participate in organising initiatives with the CM or autonomously

Activities led by active citizens: activities that are carried out by active citizens. For example, a resident who is very passionate about bakery and wants to teach a bakery class would lead the bakery course

Attendences: total number of attendances/people who participated, in general, in the activities

Co-designed (activity / initiative / project): collaboratively designed, involving stakeholders

Community activity: an initiative that is oriented towards the common good of the community

Community service: a service dedicated to the community and which is part of the community development program. It could be organized and managed by Community Managers, residents or partners.

Desired outcome: the effect or result that we are willing to achieve in a specific context, for a specific target group

Hours of activities: total hours by activity that are occurring in the district

Hours of educational activities: the hours by activities dedicated to develop both hard and soft skills, learnings for elders and children are included

Houses connected: the number of households registered in the Planet App

Impact: the effect Planet Smart City has or could have on the economy, environment, and people, including their human rights, which in turn can

indicate its contribution (negative or positive) to sustainable development

Input: resources, opportunities, needs of the community. Examples of inputs are time, money, knowledge, human capital, but also relations and partnerships, problems, socio-economic information. Inputs are the starting point of the change process that make the generation of the desired outcomes possible

Local community: individuals or groups of individuals living or working in areas that are affected or that could be affected by Planet Smart City's activities

Local network: the asset comprehensive of all the relationships created between residents and local partners

Local partner: a partner organization (businesses, no-profit organizations, municipalities) from the place of intervention or from the surroundings that take an active role in the community

Need: what is missing or needed for a specific target group or stakeholder, depends on the subjective condition.

Number of activities: total number of initiatives that are occurring in the district

Number of session: total number of sessions that are occurring in the discrict per each activity

Objective metrics: objective metrics are based on a standard that belongs a defined "unit" [meters, seconds, watts...]

Outcome: the effect or change on individuals, groups or communities resulting from the outputs.

Glossary

Outcomes are the short-medium term effects that participate in generating the desired impact in the long term.

Output: the tangible result of the actions. Outputs are initiatives, services, activities, or programs that have been developed in order to achieve one or more specific outcomes.

Residents connected: the number of residents registered in the Planet App.

Shared bikes: total number of bikes that have been booked from the community

Shared tools: total number of tools that have been booked from the library of Things

Shared spaces reservations: total number of community spaces reservations. It refers to how many times residents have used spaces

Stakeholder: individual or group that has an interest that is affected or could be affected by the project

Subjective metrics: subjective metric are based on subjective standards, based on defined criteria [nice, thick, good, cheap...]

Vulnerable group: group of individuals with a specific condition or characteristic (e.g., economic, physical, political, social) that could experience negative impacts more severely than the general population

ToC: Theory of Change

CM: Community Manager

CD: Community Development

ALMP: Active Labour Market Policies

NGO: Non-Governmental Organization

IT: Information Technology

STEM: Science, Technology, Engineering and Mathematics

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This publication showcases the social impact of our community development processes in Brazil, India and Italy, highlighting the positive changes brought about by our initiatives. Our comprehensive assessment framework provides an in-depth look at the impact of our projects and initiatives, from empowering women and promoting sustainable behaviors, to revitalizing local economies and strengthening social cohesion. Get a glimpse of the diverse geographies we serve, and be inspired by the positive changes brought about by our dedicated efforts. Discover how our work is making a lasting difference, and join us in our mission to build stronger, more resilient communities.

