

## **Planet Smart City to play key role at the tenth World Urban Forum**

*Sharing insights into developing communities in affordable neighbourhoods, the company will host an event with key guest speakers and announce strategic initiatives*

29<sup>th</sup> January 2020 - Planet Smart City, the UK headquartered global leader in smart affordable housing, will share insights with delegates at the World Urban Forum (WUF) on the use of new technologies, intelligent urban planning and social innovation programmes to tackle the global affordable housing deficit and enhance quality of life. The experience draws from Planet's unique approach to real estate development, which has been applied in Brazil, Italy and India.

WUF, convened by the United Nations Human Settlements Programme (UN HABITAT), will take place from 8-13 February in Abu Dhabi—the first time an Arab country has hosted the event.

Planet has been chosen to run a key network building event at the forum entitled: "Places that matter: how affordable neighbourhoods can be smart and innovative creating communities that improve the quality of life of residents." The event will take place on Sunday 9<sup>th</sup> February from 4:30-6:30pm in Hall 3, Room 15 of the Abu Dhabi National Exhibitions Centre. Planet's team will be available throughout the forum at stand H9 25.

The event will feature contributions from leading experts such as Mohamed El Sioufi, currently professor at Monash University, who spent almost two decades with UN HABITAT advising on settlements policy around the world, Francesca De Filippi, Director of the Research Centre on Habitat in the Global South (CRD-PVS) at Politecnico di Torino, and Francesca Medda, director of University College London's Institute of Finance and Technology, which specialises in sustainable investment and urban infrastructure financing.

They will be joined by Manoj Sharma, Chief of Urban Sector Group, Sustainable Development and Climate Change, at the Asian Development Bank and Amadou Oumarou, Director of Transport and Urban Development at the African Development Bank. Planet's COO and Deputy Global CEO, Daniele Russolillo, will moderate the event and join Alan Marcus, the company's Chief Digital Strategy Officer and former head of technology, media and digital at the World Economic Forum, to share their experience on how to enhance community life in affordable neighbourhoods through urban planning, services, social innovation programmes and technology.

The event will be an opportunity for panelists and participants to engage with the challenge of unsafe and overcrowded housing, which affects more than 1.6 billion people around the world. Delegates will be invited to contribute on the role of affordable housing and smart cities, with discussions on how these two areas can be combined to support sustainable urbanization. The participants will then be able to join roundtables with the panelists to discuss how private real estate stakeholders can actively address the Sustainable Developments Goals and the New Urban Agenda.

Also, in line with Planet's growth plans, the company will announce an expansion of its global reach at the forum with the launch of an innovative partnership in India. The event will be held at the Press Conference Room on Monday, the 10<sup>th</sup> of February, from 10:00 to 10:45am.

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## **About Planet Smart City**

The global leader in smart affordable housing, Planet Smart City designs and builds cities and neighbourhoods that place people at the heart of every project. Our multi-disciplinary teams integrate architectural, digital, environmental and social innovation solutions to deliver high-quality low-cost homes, creating lasting value. As Planet sees cities evolving, we deliver places which host more than homes. They are supported by great infrastructure, technology, services and community engagement programmes.

Founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, the company has the vision to offer everyone the opportunity to live in a better home. Planet tackles the global housing crisis in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities through smart technologies. Our know-how is transferred globally whilst always catering for local culture and needs.

Planet's unique proposition has become a reality in Brazil where we are building Smart City Laguna, the first smart affordable housing project in the world; Smart City Natal; and have just launched a project in São Paulo, Latin America's largest city by population. Together these neighbourhoods will provide quality homes to over 46,000 people. The company also has an active portfolio in Italy where it develops smart projects with key developers.

Headquartered in London, Planet has raised €100m since the company's inception and is executing an ambitious growth plan which includes the launch of 30 large-scale residential projects by the end of 2023, with a milestone of eight projects by the end of 2020. For further information please see [here](#)