

Planet Smart City partners with Tree-Nation to plant more than 1,200 trees globally as part of its sustainability commitment

London, August 3rd, 2022 – Planet Smart City, an innovative proptech company that designs and builds large-scale smart, affordable housing projects to tackle the global housing deficit, has partnered with [Tree-Nation](#), a non-governmental organisation (NGO) which enables businesses and individuals to contribute to reforestation to offset CO₂ emissions, mitigating climate change while supporting local communities, creating jobs and protecting biodiversity.

Since Tree-Nation's establishment in 2006, more than 390,000 people and 9,300 businesses have joined its projects, helping plant more than 19 million trees worldwide. The organisation identifies reforestation projects which are managed by national NGOs and must comply with VCS-Verified Carbon Standard, Gold Standard and Plan Vivo standards. It currently has 90 active projects in 25 countries.

Reinforcing Planet's commitment to improving the communities where it operates, its partnership with Tree-Nation will initially see 1,260 trees planted in Brazil, India and the UK – one tree for each person who works at Planet Smart City – resulting in more than 520 tons of CO₂ absorbed during the lifetime of the trees. With ambitious plans to expand its operations around the world, Planet has also pledged to plant a new tree for every colleague who joins the Group.

Lise Rosat, Head of ESG at Planet Smart City, said: “Planet's partnership with Tree-nation is a positive step regarding the awareness raising effort on climate change within Planet employees. Forests are essential carbon sinks and Planet recognises reforestation's vital role in climate change mitigation and ecological conservation. We also recognise that tree planting is not sufficient by itself as a long-term solution, nor is it as a substitute to reducing our GHG emissions, which is our priority.

“In terms of environmental sustainability, Planet Smart City is in the process of using the GHG protocol to assess its overall CO₂ emissions and will soon have a baseline which will be used set up targets to mitigate our impact on the environment. “Our research team is also focusing on developing smart solutions that will help Planet, its partners, and residents to make rational use of energy resources.

“Through energy management tools, the team promotes improvements in measuring and reducing energy consumption, aiming at CO₂ emission reduction on residential areas when fossil fuel is used”.

The details of the project, including more information on the trees planted, species, and CO₂ offsetting, is reported via a page dedicated to the partnership: <https://tree-nation.com/profile/impact/planet-smart-city>.

Planet Smart City

Founded in 2015 by real-estate experts Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading global proptech company that designs and builds neighbourhoods in countries with large housing deficits. Planet Smart City's mission is to create communities that respect local cultures, support inclusivity and sustainability, and improve the quality of life of their residents. It does this by integrating innovative infrastructural, technological and social innovation solutions into its projects. The research, development and integration of these solutions is undertaken by subsidiary Planet Idea, which operates through multidisciplinary Competence Centres in Turin, Italy, and Pune, India. Amongst other projects, Planet Idea has created and launched the Planet App, a digital platform of high value-added services, that also facilitates communication between residents in Planet Smart City's neighbourhoods. The Planet Smart City model has been proven in Brazil, where four projects are underway: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, the company expanded into India. In Italy, the company collaborates with leading real-estate developers in numerous smart social housing projects.

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