

## 3DEN choose Planet Smart City for a pilot project on energy efficiency

**The United Nations Environment Programme (UNEP) has selected pilot projects to be implemented as part of the Demand-Driven Electricity Networks Initiative (3DEN), launched in collaboration with the International Energy Agency (IEA) and supported by the Italian government. The awarded Planet Smart City's project will be implemented in Brazil.**

**London, 5 June 2023** - Planet Smart City will lead one of the four pilot projects selected by the United Nations Environment Programme (UNEP) as part of the Demand-Driven Electricity Networks Initiative (3DEN), an initiative jointly implemented with the International Energy Agency (IEA) launched in 2021 and supported by the Italian Ministry of Environment and Energy Security and by the Italian Ministry of Foreign Affairs and International Cooperation.

The aim of 3DEN is to accelerate the modernisation of electricity distribution systems and the efficient use of resources through policies, regulations, technologies, and guidelines on energy investments.

The projects selected by the UNEP, which will be carried out in Brazil, Colombia, India, and Morocco, will allow knowledge to be acquired, new approaches to be tested and good practices to be disseminated, contributing to efficient, reliable, and sustainable distribution systems with a direct benefit to people's lives and the environment, particularly in terms of reducing greenhouse gas emissions.

Planet Smart City will implement the project in Brazil, in Smart City Laguna (not far from Fortaleza in Ceará State), one of the large-scale affordable smart neighbourhoods the Group is developing in the country.

The pilot project, which involves the installation of photovoltaic panels, energy storage systems and digital energy management capabilities in 150 homes in Laguna, will be completed within two years and will benefit from a \$1 million grant. The digital services will be enriched with gamification logic to nudge behavioural changes and spread energy awareness among residents. A series of sensors registering information from electrical systems will alert residents directly on their mobile phones through the [Planet App](#) interface (the application developed by Planet Smart City that empowers residents to interact with everything in a smart neighbourhood), allowing them to adapt energy consumption to their needs, reducing waste and limiting expenses. Planet Smart City will implement the project in collaboration with EOT – Energy of Things – an Italian company specialising in digital and artificial intelligence solutions applied to the energy sector.

**Giovanni Savio, Global CEO of Planet Smart City**, said: "The selection of our project is a source of particular satisfaction, both because it was decided by two organisations of global standing and because it demonstrates the effectiveness of our approach to sustainability issues and the validity of the solutions, we are adopting in our housing developments. The aim of this trial is to test the integration of energy-

efficient solutions within the affordable housing market, proving that they are sustainable, not only ecologically but economically".

**Graziella Roccella, Planet Smart City's Chief Research and Product Design Officer**, said: "The recognition received from UNEP gives Planet a concrete opportunity to bring innovation into the everyday life of its residents and further confirms the validity of Planet Smart City's strategic research and development lines. The interaction with the International Energy Agency (IEA) will give prominence and resonance to the environmental, social and economic impacts that we expect to see in this project and to be able to replicate in other smart districts, thus contributing to raising the quality standard of affordable housing in the world".

**Giulio Troncarelli, CoFounder and CEO of EOT**, said: "It is an honour for us to have been chosen as the digital partner of this project with our Energy of Things - EoT platform. Digital transformation is increasingly becoming the enabling factor to accelerate and make the energy transition affordable, equitable and just. We believe that collaboration with UNEP and the IEA is a great opportunity to demonstrate how digital technologies for communities are a real and concrete solution to quickly achieve the decarbonisation targets set by the IPCC and generate employment and sustainable employment spill-over effects on the territory".

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## **Planet Smart City**

*Founded in 2015 by real estate entrepreneurs Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading proptech company in smart, affordable housing that designs and builds neighbourhoods in countries with high housing deficits and collaborates with real estate developers around the world to improve people's quality of life.*

*Planet Smart City's mission is to design and build smart neighbourhoods that host smart, inclusive and sustainable communities by integrating innovative economic, ecological and social solutions.*

*The research and development of innovations are entrusted to Planet Idea, Planet Smart City's business unit, which is also responsible for integrating solutions into projects. Planet Idea is a multidisciplinary competence centre based in Turin that, among other things, develops the Planet App, a digital platform of services that facilitates communication and relations between residents in the Planet Smart City neighbourhoods.*

*The Planet Smart City format is successfully applied in Brazil, where four projects are currently being implemented: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, work began in India and in 2023 in Colombia. In Italy, Planet Smart City collaborates with leading real estate developers in several smart social housing projects.*

## **EOT**

*EOT is a Software-as-a-Service Company, founded in 2021 as a spin-off of Wattsdat by Giulio Troncarelli and Massimo Vitali, entrepreneurs in the digital energy sector, offering innovative digital services through the multicloud Energy of Things - EoT platform.*

*EOT's mission is to enable Prosumers, Consumers, Communities, Citizens, and Enterprises, each according to their specific needs, to have access to all the energy, environmental and economic information essential for active management and virtuous and conscious use of energy.*

*The EoT platform, relying on IoT architectures to acquire the data generated by energy exchanges and to interact with energy and environmental systems and markets, offers services based on transparent, open and certifiable algorithms in order to enhance*

*environmental and economic impact and to support decision-making and optimise energy systems and green finance operations.*

*We collaborate with international associations, innovation poles and research centres to innovate and contribute concretely to the fight against climate change.*

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**For more information:**

[www.planetsmartcity.it](http://www.planetsmartcity.it)

[www.e-ot.it](http://www.e-ot.it)

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