

CEARÁ WILL HAVE A SMART CITY

O POVO online

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[Press review](#)

Smart technologies that are seen in every part of the world will be in one place. The pilot project will be installed in the town of Croata in São Gonçalo do Amarante, 50 km from the Fortaleza capital.

According to **Planet Idea**, an Italian startup formed by seven companies and responsible for the project, this is the first Smart City in the world of social housing.

With its own capital, Planet Idea is building a "Mixed Use" city with residential, commercial and industrial areas immersed in technology and based on social inclusions and environmental sustainability. In the first phase of the project, 90 hectares are under construction, with an investment of 18 million euros. The city will total 330 hectares. The housing will have 2 price ranges in the Minha Casa Minha Vida (MCMV) program, from 99,000 R \$ to 145,000 R \$ from 45 sqm to 65 sqm, depending on the five models proposed by Planet Idea. Meanwhile the lots are for sale at 23,400 R \$ and can be paid in a maximum of 120 months.

Overall, the city is made up of "Laguna Residencial" and "Industrial Ecopark" with 6,300 total lots. In this space, there will be bike sharing, car sharing, underground digital infrastructures, free Wi-Fi, water treatment, wastewater treatment, and there will be no need to make unnecessary rounds for waste collection. Just throw the garbage into the bin and it will automatically be collected with an intake system. Planet Idea will implement a smart phone application specifically for residents of the city, from which you can control your own electricity, water, access promotions, advertise job offers, consult job opportunities, share items, and even share the food with your neighbors.

In the industrial area, there is already an Italian factory in the group "SG Premoldados" which manufactures prefabricated concrete, and is responsible for providing construction material for the city. Antonella Marzi, managing director of Recs Architects Brazil, architectural project manager, recalls that when the Ministry of the Environment has been consulted for the environmental license of the factory "has found all the parameters of law".

Planet Idea has already closed partnerships with TIM Brazil and Enel (Coelce Parent). An agreement with the Tyco security vendor shortly should be closed. "We will show that with seven or eight major partners it is possible to build an intelligent city. TIM Brazil will install fiber optic connection and free WiFi. Enel with Coelce, the Intelligent Network with Smart Counters. Planet Idea's job is to integrate all the technologies," adds John Savio, CEO of SG Desenvolvimento who is part of the Italian SG Group.

According to him, only for the infrastructure and not for the construction of homes a 30 million investment is expected. To provide more technology to the city, there is a direct collaboration with the University of Tel Aviv with which there has already been a selection of more innovative ideas to apply in the city. John explains that although the intelligent city is one, that there are two areas. One for the industrial area and the other for the neighborhood that will involve residence and business.

The idea is to create a certification – called "smartness index", along with the University of London, for those who want to replicate Smart City. they will be able to use Planet Idea protocols. This is a way of patenting the world's first

intelligent city focused on Social Housing. We will demonstrate that with seven or eight important partners we can build a smart city.

FIND OUT MORE

The companies that make up Planet Idea are SG Desenvolvimento, SG Incorporadora, SG Premoldados. The city of São Gonçalo do Amarante was chosen because, four years ago, the SG Group saw “The Economist” that Pecém (Cearà’s Commercial Harbor) was among the top ten in the world with strong growth forecasts.

Those who are going to buy lots in Laguna Residencial will have the house built by Planet Idea, or they can build it following the plan of Planet Idea, the same discussion for commercial lots.

The new city will have a Hospital and City Hall.

In Italy, TIM and Enel have projects for the development of smart cities. With the experience and the network of energy consumption, Enel has made an economic return on the smart grid project of 450 million Euro each year.

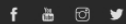
John says that Planet Idea has already demonstrated interest in replicating the smart city in Turkey, Morocco and Algeria, where social housing programs exist.

Source: O Povo online



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