

## **Planet Smart City establishes world-class international Scientific Committee**

***The Committee brings together leading global experts to elevate Planet's pioneering research-driven approach to urban development and smart affordable housing***

29<sup>th</sup> January 2020 - Planet Smart City, the UK headquartered global leader in smart affordable housing, has brought together a multidisciplinary group of experts from around the world to form its Scientific Committee. The group of independent advisors will help pioneer an innovative approach to delivering high quality smart affordable housing, based on the latest academic research and cutting-edge technology.

The Committee will be chaired by Mohamed El Sioufi, an expert in urban planning who spent 20 years as senior advisor at the United Nations Human Settlement Programme (UN HABITAT) alongside consultant roles through the private sector in World Bank projects and various academic institutions. In addition, Planet has secured the advice of Francesca Medda, director of University College London's Institute of Finance and Technology, who specialises in digital finance and impact investment. Also joining the Committee is Francesca De Filippi, professor at Politecnico di Torino and Director of the Research Center on Habitat in the Global South (CRD-PVS).

The Committee will meet for the first time at UN HABITAT's World Urban Forum in Abu Dhabi next month. Members will also share insights at the networking event that Planet has been selected to run: *"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 Committee will provide advice to the company on its approach to delivering smart affordable housing developments that enhance the quality of life and individuals and communities. Aiming at aligning the business to the New Urban Agenda and the SDGs, the unique insights of committee members will supplement the diverse expertise at Planet's competence centre in Turin, which employs a team of architectural, digital, environmental and social innovation specialists.

**Graziella Roccella, Planet's Chief Research & Urban Planning officer and coordinator of the Scientific Committee**, said:

*"Planet's mission is to disrupt the affordable housing sector and in order to do so we are investing 10% of our current revenues in the next three years in research, which is core to our operations. The demand is clear: 1.6 billion people live in inadequate or overcrowded housing and we simply cannot stick to the status quo. I am delighted to have world-renowned experts helping Planet to pioneer a new approach on how we deliver affordable housing worldwide. High quality homes and services must underpin rich and resilient community life and I look forward to working closely with our independent Scientific Committee to drive this forward."*

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>, from 10:00 to 10:45am.

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## **Press Contacts**

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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](#)