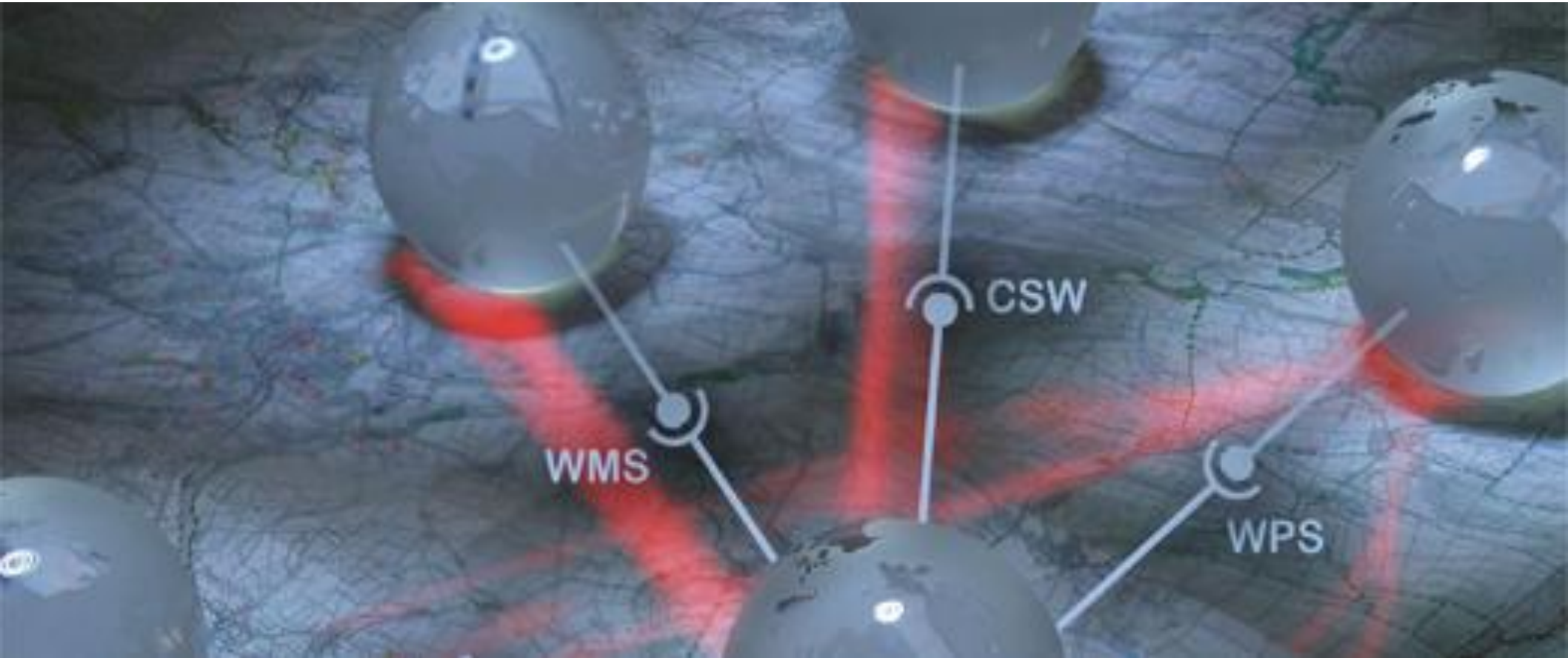
PLAN4BUSINESS

Plan4Business

European Data Forum 2012, Copenhagen, June 6-7, 2012



Plan4Business at a glance

Full title	A service platform for aggregation, processing and analysis of urban and regional planning data
Duration	24 Months 1st of April 2012 – 31st of March 2014
Funding	FP7-ICT-2011-SME-DCL (Budget 2.4 Mio EUR)
Consortium	6 partners (Coordinator Fraunhofer IGD)

PLAN4BUSINESS

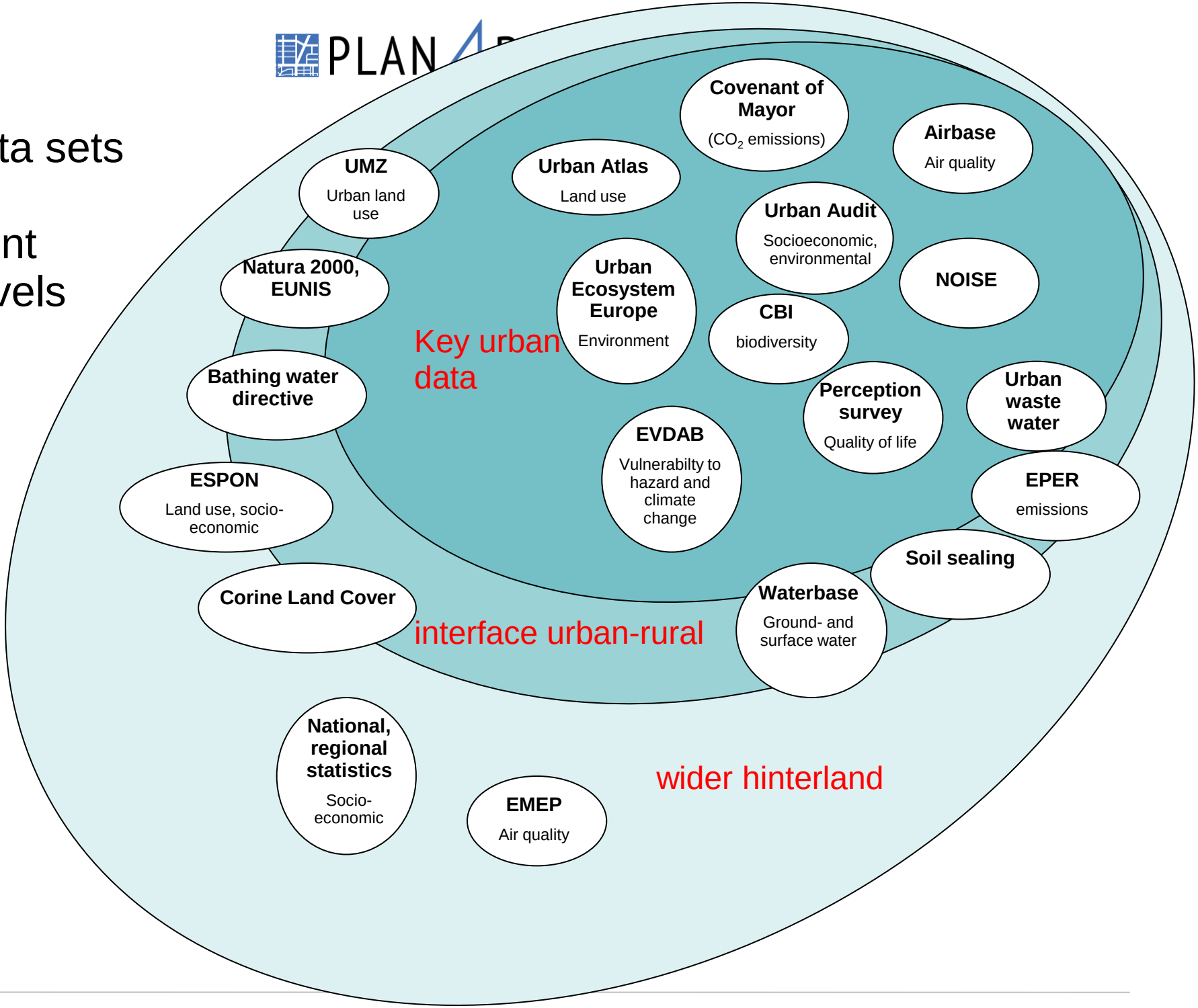
Consortium

No.	Participant organisation name	Short name	Country
1 (Coord.)	FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V	Fraunhofer	Germany
2	ZAPADOCESKA UNIVERZITA V PLZNI	UWB	Czech Republic
3	HELP SERVICE - REMOTE SENSING SRO	HSRS	Czech Republic
4	INTERNATIONAL SOCIETY OF CITY AND REGIONAL PLANNERS	ISOCARP	Netherlands
5	GEOSYSTEMS POLSKA SPOLKA Z OGRANICZONA ODPOWIEZIALNOSCIA	GEOSYS	Poland
6	ASPLAN VIAK INTERNET AS	AVINET	Norway

Project aim

…to develop a **platform** that can serve users with a full **catalogue of planning data** such as transport infrastructure, regional plans, urban plans and zoning plans…

Urban data sets available for different spatial levels



Why Plan4Business? (1)

Challenges

- Datasets of Urban and Regional Planning created in EU since more then 15 years – available in different digital formats and countries
  → **turn large-scale data integration**
  from a liability into an opportunity
- Planning datasets are **complex and growing** every year:
  - in the EU 200.000 professionals working in areas related to regional planning
  - 420 larger cities run departments working with those data and
  - about 28.000 smaller cities run small planning departments
- **Access to data**:
  Benefit for professionals in infrastructure or real estate business, ranging from urban development companies to banks and insurances

Why Plan4Business? (2)

Challenges

- **Planning Datasets not aggregated and integrated** so far: very difficult to perform time series or comparative analyses on such data sets
- **Companies** collecting urban planning data and offering value added services: **own specific services** scoped to certain application domains
- **Commercialisation case**: **one-to-many model**; a single provider offers data and/or services to multiple customers
- **Existing data pools limited** to single region or country, often only known to potential users from this country and often tied to their own data formats or schema variants

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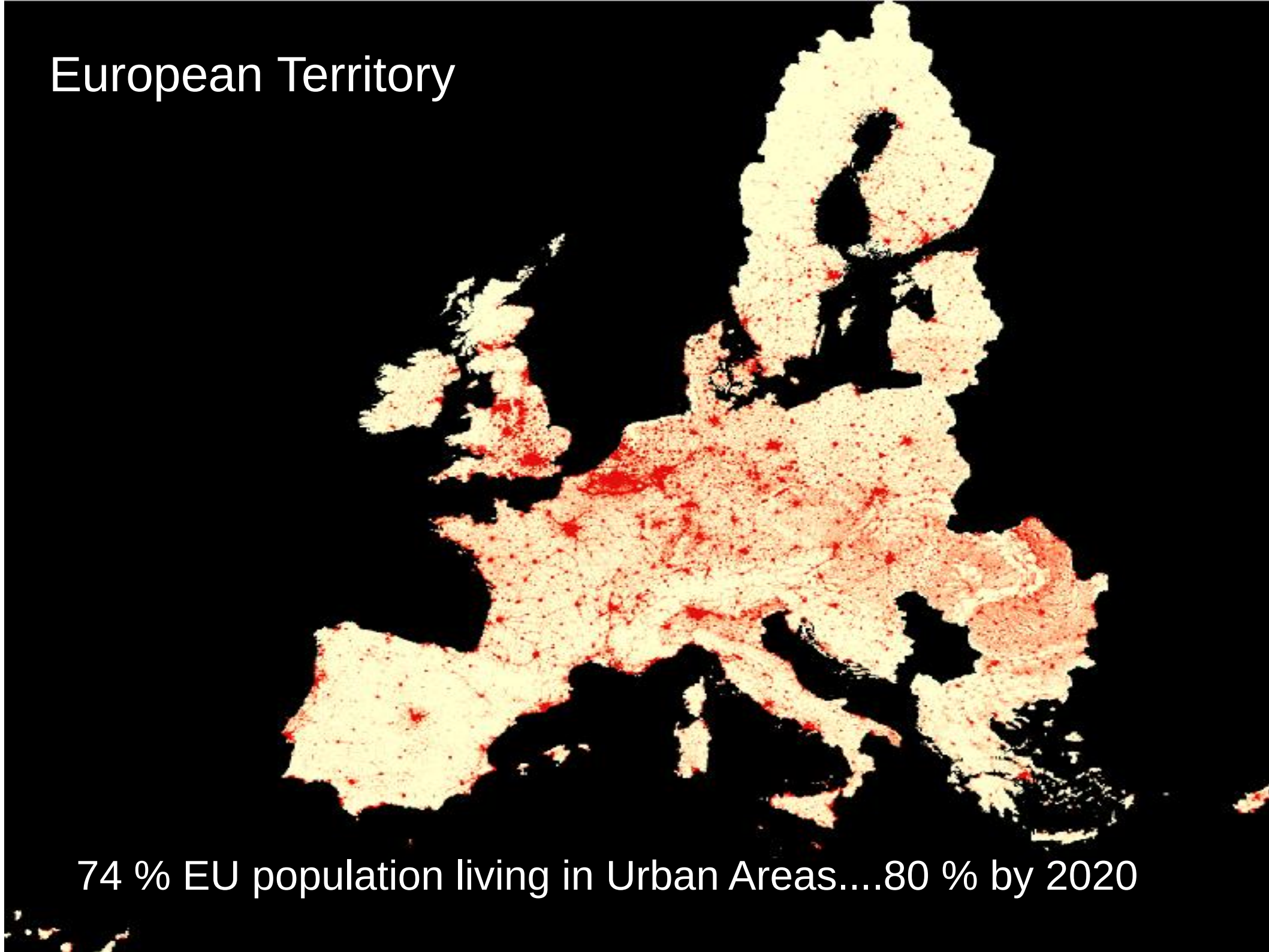
European Territory



74 % EU population living in Urban Areas....80 % by 2020

The solution: a Platform

- A **platform** offering clients not just the data itself in **integrated, harmonised and thus ready-to-use form**, but also **rich analysis and visualisation services** via an **API** (Application Programming Interface) and an **interactive web frontend**.
- **Functions** ranging
  - from simple **statistical analysis**
  - to **complex trend detection** and
  - to **2D/3D representations** of these results.

How to get there?

- **Building on existing EU projects,** such as Plan4All and HUMBOLDT, and involved partners.
- **Experiences of Plan4All:** standards for spatial planning documents as well as its metadata scheme, Standardisation (INSPIRE directive) assuring interoperability between different systems
- **Data harmonisation:** demanding operation, when when it covers huge archives of different origins. Software solution HALE, HUMBOLDT Alignment Editor, including data translation process in a user-friendly way

→ **The Approach: specific, process-oriented, declarative, collaborative**

The Product

1. As Urban and regional planning data is the **basis for planning decisions at all (governmental) levels**
2. The P4B platform aggregates **data from local and regional level to be used for cross-border, national and European activities and sophisticated analyses**
3. Access to these harmonized planning data and their analyses makes **cities and regions more attractive and enhance their competitiveness**
4. P4B platform will be build as **modern solution**, which will be easy integrating with different information systems, support new type of business cooperation's.

Arguments

For everyone	**Access to harmonized planning data for whole Europe**, including data about land use, demography, transportation, etc. – but most important – planning data (data that describes a planned change from the current situation to "something" – full coverage
For Public Actors	Presenting planning data through Plan4Business, assessed as **more competitive and attractive than other areas** – attracting investments
For Private Actors	Used as **reference for analysis of availability of areas for given purposes**, e.g. residential, industry or commercial investments - covering the all EU – on both large and small scale

Users and Stakeholders

- Stakeholder Board established
- **Requirements Workshop** at the CORP Conference 2012
- **Requirements Questionnaire**
  now available through our web site in the News section:

www. plan4business.eu