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)
## Consortium

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

Key urban data

- UMZ: Urban land use
- Urban Atlas: Land use
- Natura 2000, EUNIS
- Bathing water directive
- ESPON: Land use, socio-economic
- Corine Land Cover
- National, regional statistics: Socio-economic
- Covenant of Mayor: (CO₂ emissions)
- Urban Audit: Socioeconomic, environmental
- Urban Ecosystem Europe: Environment
- CBI: biodiversity
- EVDAB: Vulnerability to hazard and climate change
- Perception survey: Quality of life
- Waterbase: Ground- and surface water
- Soil sealing
- Urban waste water
- EPER: emissions
- Waterbase
- NOISE
- Airbase: Air quality
- Airbase

Interface urban-rural

- EMEP: Air quality

Wider hinterland
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
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