

URBAN THINK

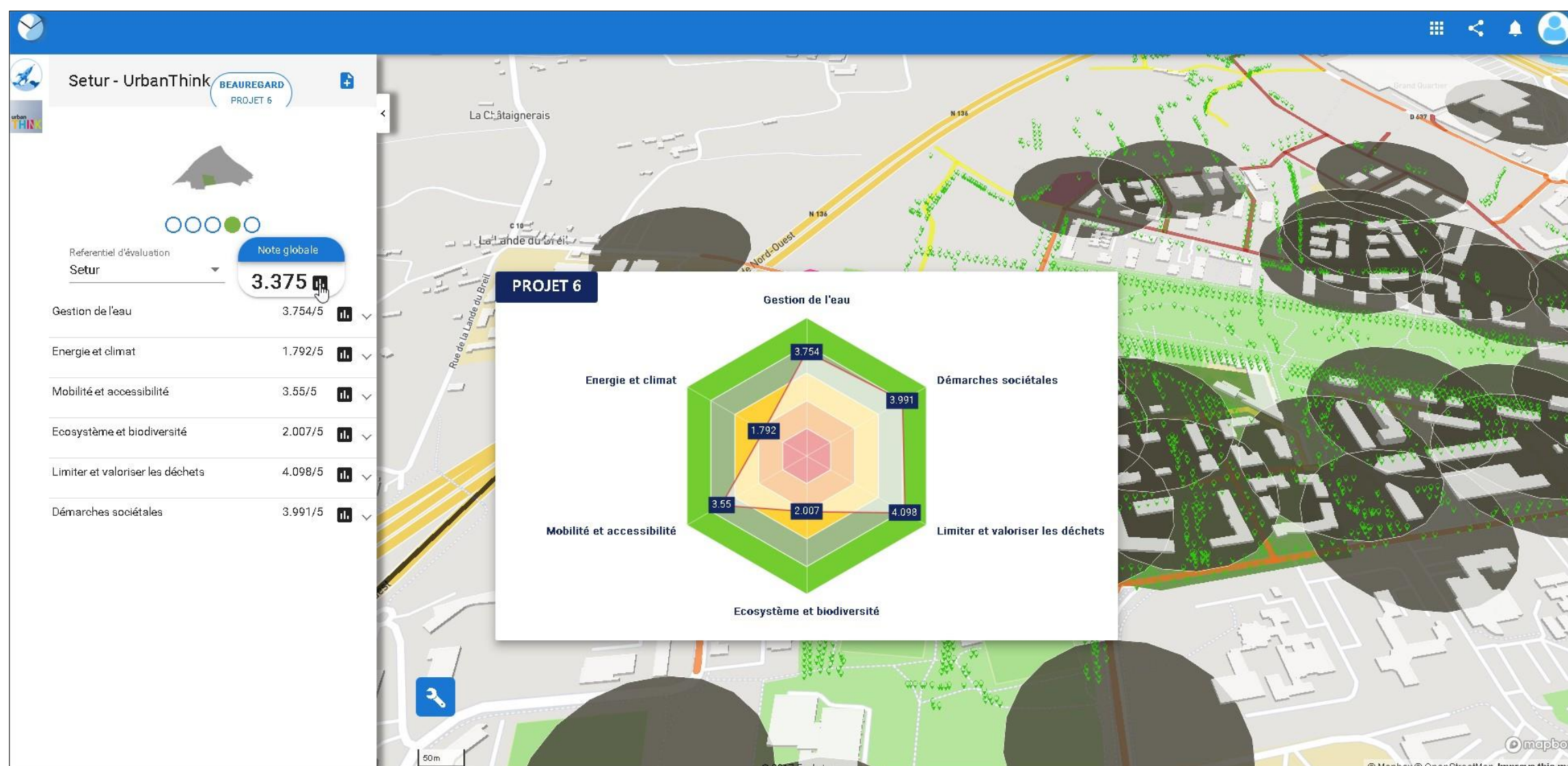
Gwénaëlle CARFANTAN





URBAN-THINK®

An intelligent decision-making tool that enhances the value of territories in real time, connects the chain of actors in the city and territories through local authorities and private actors.



Adaptable & Customizable Digital Repository

- Real-time evaluation of urban projects: visualizes, optimizes and simplifies decision-making for developers and local authorities
- Visual perspective of urban and commercial data through relevant indicators (HQE, LEED...): territorial benchmark.
- Connecting data and promoters, communities and citizens for a more coherent, transparent, innovative, mixed and sustainable development

The advantages of digital intelligence

- **Accelerates** access to information, more transparency in the market
- **Ensure the reliability and durability of data** to enable a better understanding of the territory and its evolution
- **Facilitates collaboration** between the actors of the territory
- **Optimizes costs, lead times, yields & performance of real estate programs** by linking to existing and ongoing real estate value data platforms



Prototyped with Rennes Métropole

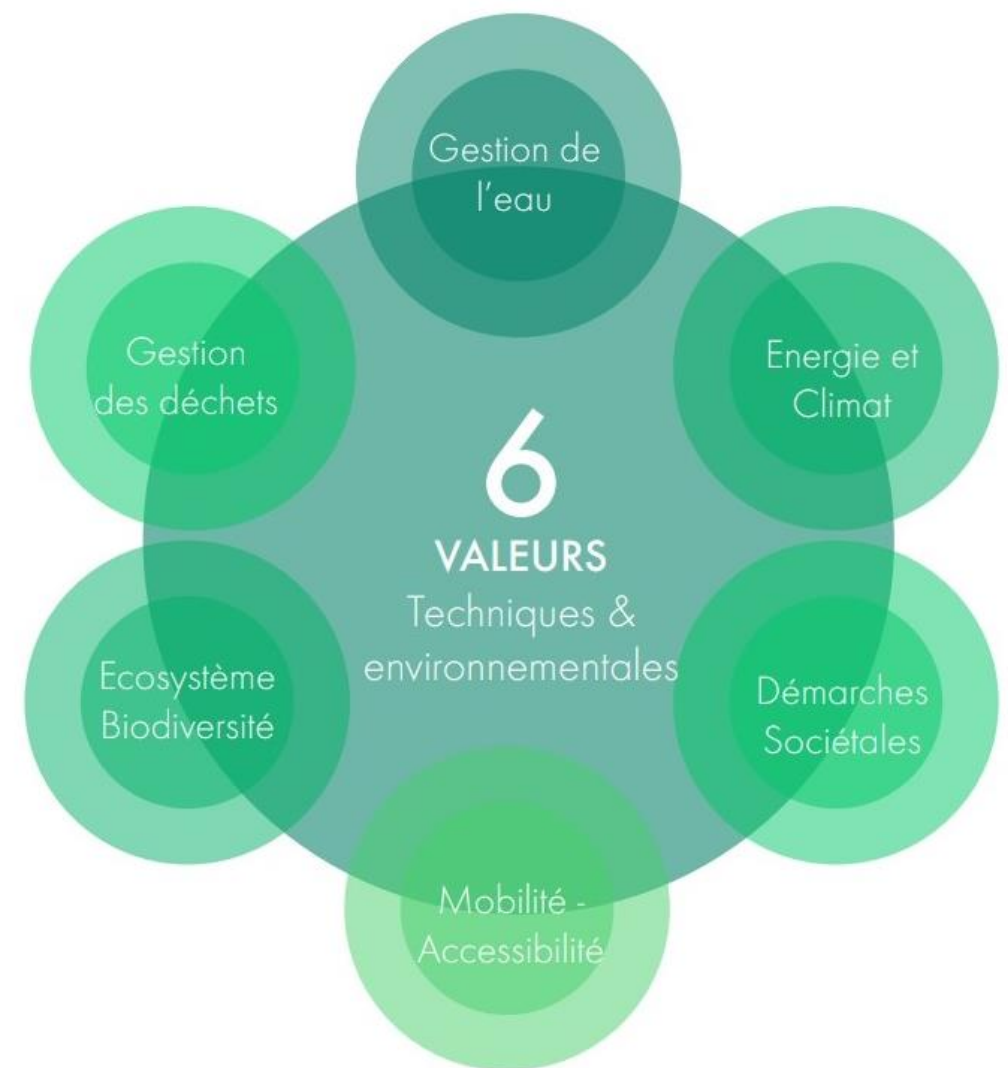
- Rennes Metropole partner and experimental territory
- On ZAC Beauregard with 6 interscalar scales:
 - Neighbourhood size / temporality
 - Peripheral/ Hypercenter
 - New / Regeneration



A digital repository

According to (inter)national standards (HQE, LEED) and evaluation criterias, **Urban-Think®** is able to define your project with 6 core values:

- Water management
 - Energy and climate
 - Societal Approaches
 - Mobility - Accessibility
 - Ecosystem Biodiversity
 - Waste management
- Increased values: proximity of services, health, risks, carbon footprint...



6 CORES VALUES, MORE THAN 50 INDICATORS

For who ?



Local authorities



Developers



Investors



Consulting

Our motivation

Our key assets

An innovative, collaborative “plug & play” platform

- A new tool for quick access to all urban data:
 - to improve communication, understanding and interaction of projects,
 - to facilitate dialogue and animate local democracy.

Human knowledge of the territory shared in real time, enriched and perpetuated

- to explain your projects of today and tomorrow!



Thank you for your attention

Gwenaëlle CARFANTAN

Cellphone : 06 10 81 39 48

Email : gcarfantan@setur.fr