

- ☐ I offer my expertise to participate as a Partner in a Horizon Europe Project
- ☐ I am planning to coordinate a project and I am looking for Project Partners

TOPICS OF INTEREST

We are looking for the following partners:

- Partners from the business community and research
Who can develop resp. provide an integral database of framework parameters and contacts to localize Smart Urban Design projects in different EU markets, in order to develop large-scale settlement management?
Who want to adapt and apply new ways of massive digital and impact-oriented participation in urban development in order to gain new practical/application and scientific insights and to better fulfill the SDG goals?
- Partners of the public sector
Who would like to train the staff in horizontal, integral thinking, planning, networking, and decision-making in the emergence of smart cities and consider a roll-out throughout their city or region?
- Partners of education & culture
Who would like to start an education and culture offensive to integrate the neighborhood in dense urban expansion areas more intelligently?

PARTNER INFORMATION

Description of the Legal Entity

URBAN MENUS is a smart urban design process setup supported by a web-based 3D software, which gives various stakeholders, be it specialists, investors or citizens, a voice in city quarter planning. URBAN MENUS gives the necessary visualization and multi-criteria impact analysis for finding a long-lasting consensus on sustainable but also architectonically convincing future smart city visions. With more than 100 parameters in total, results are aggregated to characterize visions concerning the following five current societal goals: **Happiness, Security, Innovation, Economy and Circularity**. As each parameter is also classified in terms of its relevance to the sustainable development goals, the **SDG contribution** of visions can also be assessed. The Green Deal, the Leipzig Charter for Urban Development, and diversity and gender aspects are also considered. Already in the pre-planning phase, it shows the economic, social and environmental consequences of different scenarios, assisting cost/benefit control from the start. In the software, city scenarios can be 3D-visualised without detailed architectural plans but still sufficiently close to reality. Users can put themselves in the shoes of inhabitants walking across a square, bike around the corner, or drive through the streets – to *feel* what it is like to be there. In parallel, analysis dashboards evaluate impacts in all sustainability dimensions, ecological (e.g., climate impacts), and social (e.g., security) and economic aspects, building an essential data basis for discussing different aspects or scenarios with a group of stakeholders.

Public administrations, regional planners, developers & investors, think tanks & decision makers, research & education wanting to make smart city progress and looking for added value are the target groups. The advantages of URBAN MENUS work in small project frameworks, but especially in large contexts, where complexities cause many problems and cost millions without effect. Usually in homogeneous groups of stakeholders with different perspectives and skills are supported to bring their divergent demands and requirements to a common ground.

Like this, joint visions can be identified and described, and conflicts removed, "wrong" investments can be avoided (very important when setting up new quarters intended to last for many years), a sound basis for the subsequent detailed planning is available – within a short timeframe and by affordable resource dedication. In this sense, the mega cities of this world are particularly addressed, and the exploitation is correspondingly international.

The initiator and creator of URBAN MENUS is the Austrian-Argentinian architect Dr. Mag. Arch. Arq. Laura P. Spinadel, leading the Vienna **COMPETENCE CENTER FOR SMART URBAN DESIGN**. She has been a planner and architect worldwide for 40 years, as founder and CEO of her two Vienna based SMEs BOA, multimedia agency, and BUSarchitektur, architectural agency. Together with the teams of these two companies, which are also predominantly women based, she works on challenging urban design projects, e.g. recently for the city of Koblevo in Ukraine. The innovation technology URBAN MENUS as well as the resulting projects, especially the residential project "Compact City" and the Vienna University of Economics Campus, let her achieve innovation and research grants as well as international architectural awards and reputation.

At the moment, she is starting to explore the potential of URBAN MENUS in India, and she is developing a next level Smart City platform connecting Smart City users and innovators directly on the innovation objects within a smart virtual 3D world.

Future projects – e.g. in Horizon – will be geared towards:

- Further developing Smart Urban Design methodologies and instruments (like URBAN MENUS, see above), that include multi-dimensional impact analysis right from the start
- Further developing the impact analysis methodology
- Developing customization processes, that quickly allow using methods in new contexts (e.g. integration of framework parameters for impact analysis, urban planning and 3D data of the planning regions in question)
- Validating the methodology in different contexts in order to optimize Smart Urban Design processes (and the methodology)

<input type="checkbox"/> Higher Education	<input type="checkbox"/> Research Institution	<input type="checkbox"/> Public Administration
<input checked="" type="checkbox"/> Industry /SME	<input type="checkbox"/> NGO	<input type="checkbox"/> Other

Description of the Research Team

Vienna COMPETENCE CENTER FOR SMART URBAN DESIGN

Project manager **SME boa GmbH** (Vienna, AT; www.boanet.at) delivers the innovative vision for the project, architectural and planning competence, impact analysis parametric, and 3D technical implementation. Laura P. Spinadel, the founder, is a pioneer of holistic architecture, active as architect since 1982, and has worked multidisciplinary for a long time to democratize urban planning processes through interactive visualization solutions.

BUSarchitektur GmbH (Vienna, AT; www.busarchitektur.com) is internationally known for the works Compact City and Campus WU Vienna, among others. With COMPACT CITY, we showed the trend of the city of short distances with integral infrastructure planning in residential construction already 30 years ago. With CAMPUS WU we realized a university campus that both renewed the faculty and boosted regional development.

akaryon GmbH (Vienna, AT; akaryon.com) is responsible for data structures and algorithms, IT developments and impact analysis (focus dimension circular economy). The research-based company, co-founded by Petra Busswald and Franz Niederl, is specialized in sustainable data processing, digitalization, educational projects and multimedia web applications since 1999. The company is developing and managing several main sustainability tools and platforms for different target groups across the EU (e.g. Covenant of Mayors, energy and greenhouse gas emission reporting etc.).

Expertise of the Team Leader

We offer master planning, architecture, and landscape planning with the following experience, among others:

With COMPACT CITY, we showed the trend of the city of short distances with integral infrastructure planning in residential construction already 30 years ago.

With CAMPUS WU we realized a university campus that both renewed the faculty and boosted regional development.

With URBAN MENUS, the Competence Center has a unique selling point as an architect in the narrower sense as well as with training, research and process consulting for Smart Urban Design:

- ☐ Research & Development – advance methodologies and processes in Urban Design and associated Impact Analyses
- ☐ Training - so that teams can grasp the problems and potentials of planning areas in an integral way.
- ☐ Consulting - we support our clients until their visions become concrete.
- ☐ Process support - we help to build consensus to save time & money & to develop liveable lighthouse projects.
- ☐ Cooperation - comprehensive master planning including settlement management.

Project management setups have proved to be well-working especially in big infrastructure and architecture projects as well as in the innovations developed for this context.

Potential role

☒ Research

☒ Technology Development

☒ Dissemination

☒ Training

Already experience as a	Coordinator	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	Partner	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	Expert Evaluator	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO

CONTACT DETAILS

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