

MED classical approach



PUBLIC

PHYSICAL

BIG

TECH PUSH

ENERGY PUSH

MED Challenges

PUBLIC >>>>>

PHYSICAL >>>>>

BIG >>>>>

TECH PUSH >>>>>

ENERGY PUSH >>>>>

PRIVATE - PUBLIC

INVISIBLE INNOVATIONS

SMALL, DECENTRALIZED

PEOPLE PULL

HOLISTIC APPROACH

Eurbanlab opportunities

PUBLIC >>>>>

PHYSICAL >>>>>

BIG >>>>>

TECH PUSH >>>>>

ENERGY PUSH >>>>>

PRIVATE - PUBLIC

INVISIBLE INNOVATIONS

SMALL, DECENTRALIZED

PEOPLE PULL

HOLISTIC APPROACH

PROFIT, PROPAGATION

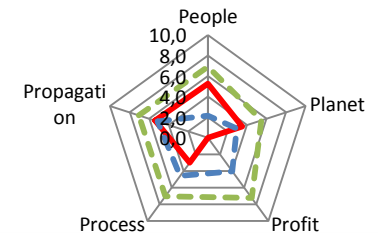
PROCESS

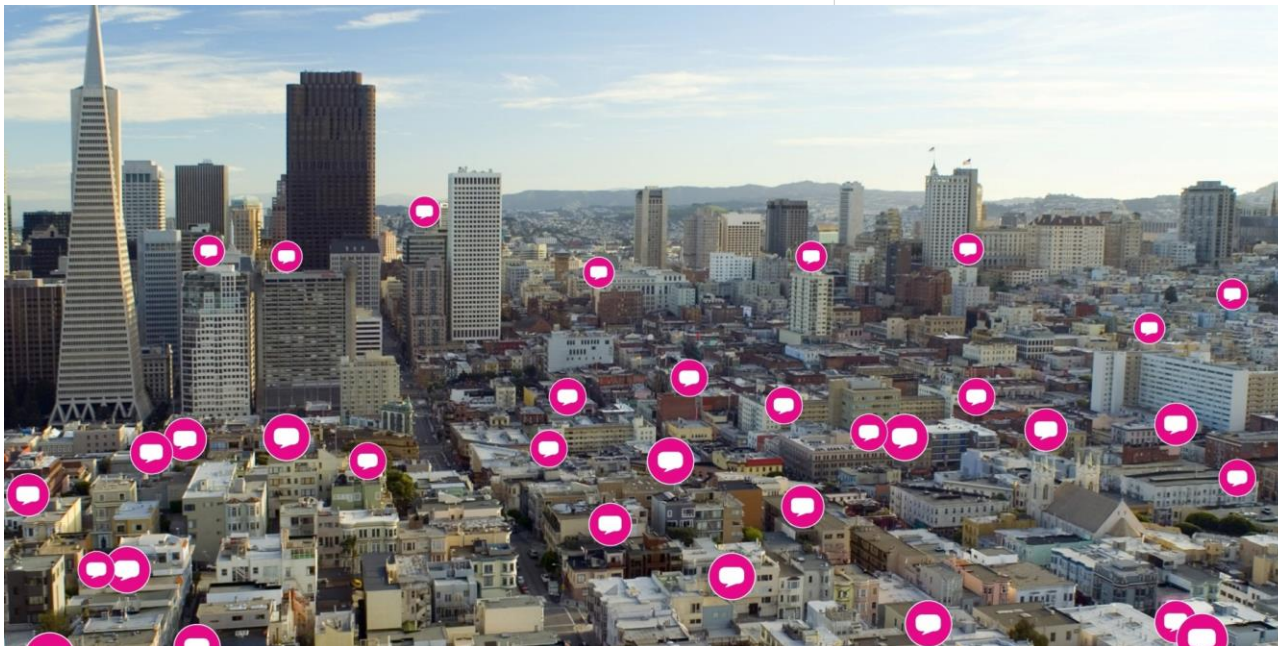
SCALABILITY

5 P

5 P

HOW TO IDENTIFY WIN-WIN SITUATIONS?





Source: *Guide of Urban Regeneration Strategies* (IVE, 2014)