

Public
Lecture

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Averhoffstr. 38
R 16b

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**RENEW, REUSE, REINFORCE:
SHAPING THE EMERGING
GLOBAL MARKET FOR 'ECO-CITIES'**

This talk explores how a professional service firm (PSF) entered, grew and shaped the new and rapidly developing global market for “ecocities”. Ecocities are experiments in ecologically sustainable urban development. These radical innovations in urban design represent a response to the global challenge of rapid urbanization and climate change. The PSF started out by creating a prototype master plan for Dongtan on a site close to Shanghai in China, a pioneering design for a “zero-carbon” city. Based on the experience and learning gained from the Dongtan project, the firm built a new business focused on the global ecocity market.

Lars Frederiksen is professor at the Department of Business Administration, Aarhus University, Business and Social Sciences, Denmark. Lars specializes in the management of innovation and technology. Lars has intervened in current debates on infrastructure, sustainability, and project-based organizing as well as on the role of community-based innovation strategies engaging users in innovation. Empirically, Lars focuses on industries such as software, roads and water, engineering consulting, music and film production. Lars’s work appears in leading international peer reviewed journals such as Organization Science, European Management Review, Advances in Strategic Management, Industry and Innovation, Construction Management and Economics, and others.

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