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.

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