

Gravitational Orbits



# POLITICAL ARENA

The space of political discourse and the institutional capacity of the local context.

Probing Card

## Dealing with Public Authorities

- Who are the public authorities you have to deal or collaborate with?
- How do you engage with them?
- Which type of relationship, collaboration or agreements do you need to set up?
- How do you gain approval from the local government and city hall?
- How do you communicate with them?

Check Examples:  
**01, 02, 03, 05**

Probing Card

## The Institutional Infrastructure & Capacity

- What are the institutions you have to interact with?
- What is the contribution you need from those?
- How is the local government influencing your implementation and scaling process?
- What is the influence of the political party?
- How is the institutional system preventing or enabling you to grow?

Check Examples:  
**04, 06, 07, 08**

Probing Card

## Norms, Laws & Regulations

- To what extent do you rely on certain norms and regulations? What types?
- How are the local regulations influencing your initiative?
- How are you dealing with them?
- How are the norms and regulations in the new context different?

Check Examples:  
**09, 10, 11**

**01**  
Gravitational Forces  
Dealing with Public Authorities

Set Up agreements with the municipality

How to...?  
**03, 06**

**02**  
Gravitational Forces  
Dealing with Public Authorities

Divergent and contrasting interests or visions

How to...?  
**06**

**03**  
Gravitational Forces  
Dealing with Public Authorities

Building trust among local government

How to...?  
**01**

**04**  
Gravitational Forces  
Institutional Infrastructure & Capacity

Presence of Conservative Institutions

**05**  
Gravitational Forces  
Dealing with Public Authorities

Gain approval from public authorities

How to...?  
**01, 03, 04**

**06**  
Gravitational Forces  
Institutional Infrastructure & Capacity

Local Government is now willing to support

How to...?  
**01, 03**

**07**  
Gravitational Forces  
Institutional Infrastructure & Capacity

The government does not invest in sustainability causes / projects

How to...?  
**04**

**08**  
Gravitational Forces  
Institutional Infrastructure & Capacity

Lack of Public Funds / Budgets

How to...?  
**04**

**09**  
Gravitational Forces  
Norms & Regulations

Restrictive Laws and Regulations


**10**  
Gravitational Forces  
Norms & Regulations

Different Data & Privacy Regulations

**11**  
Gravitational Forces  
Norms & Regulations

Different Social Norms

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# SOCIO-CULTURAL ASPECTS

Differences of culture & mindset, values & beliefs play a crucial role influencing the replication and adaptation of the innovation.

Probing Card

## Culture & Mindset

- What is the mindset of the community?
- What are the cultural roots of your target audience?
- How does this influence your initiative?
- How will it be different in the new context?
- What is the local language?
- What are the rituals people follow?
- What are the customs?
- What are the social activities citizens engage with in the local context?
- What are the main socio-cultural associations present in the area?

Check Examples:  
**01, 03, 05, 08, 09, 10**

Probing Card

## Public Opinion, Values & Beliefs

- How do people think and behave?
- What is the general public opinion?
- What are the main values of your target audience?
- How do those elements influence your project?
- How are they different/ similar between the two contexts?
- What are the opportunities or threats?

Check Examples:  
**02, 04, 06, 11**

Probing Card

## User Trends

- What are the cultural and social trends of the community?
- Which trends do your audience follows?
- What are the latest trends influencing the community?
- How are those trends influence your initiatives?
- What are the opportunities or threats?

Check Examples:  
**07**

**01**  
Gravitational Forces  
Culture & Mindset

The local community has a conservative mindset

How to...?  
**01**

**02**  
Gravitational Forces  
Public Opinion, Values and Beliefs

Citizens lack of trust on innovative ideas

How to...?  
**01, 02**

**03**  
Gravitational Forces  
Culture & Mindset

There is a hierarchical culture

**04**  
Gravitational Forces  
Public Opinion, Values and Beliefs

There is a conflict of values

How to...?  
**06**

**05**  
Gravitational Forces  
Culture & Mindset

Lack of community engagement

How to...?  
**01, 02**

**06**  
Gravitational Forces  
Public Opinion, Values and Beliefs

People are influenced by the political party beliefs

**07**  
Gravitational Forces  
User Trends

Young people tend to move out of the urban center

**08**  
Gravitational Forces  
Culture & Mindset

There is an entrepreneurial culture

**09**  
Gravitational Forces  
Culture & Mindset

Religion and Spirituality plays a role in the society


**10**  
Gravitational Forces  
Culture & Mindset

Cultural Associations are active in the context

**11**  
Gravitational Forces  
Public Opinion, Values and Beliefs

There is environmental awareness among citizens

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# URBAN INFRASTRUCTURE & Geographical Aspects

This dimension refers to physical assets related with the urban context and its architecture. For instance the presence of certain infrastructures or geographical characteristics.

Probing Card

## City Architecture & Infrastructures

- In which part of the urban landscape are you focusing in?
- Which type of neighbourhoods / areas do you need for your innovation?
- How does the urban infrastructure influence your innovation?
- How does the transport system influence it?
- What about the Railroad Infrastructure?
- Do you rely on any specific communication infrastructure? How?
- How does the waste or water management system may influence your initiative?

Check Examples:  
**01, 02, 04, 05, 06, 07, 08, 10**

Probing Card

## Population & Demographics

- What is the size of population in the context?
- How this will be different in the new context?
- How does demographic factors influence your innovation?
- Where will you find your target audience? Where is it concentrated?

Check Examples:  
**03, 09**

Probing Card

## Natural Landscape

- How does the presence of green in the city influence your project?
- What type of environment are you looking for?
- Are there any urban parks you may need?

Check Examples:

**01**  
Gravitational Forces  
City Architecture & Urban Infrastructure

The city is well connected

**02**  
Gravitational Forces  
City Architecture & Urban Infrastructure

There is a wide railway network

**03**  
Gravitational Forces  
Population & Demographics

The city is crowded

**04**  
Gravitational Forces  
City Architecture & Urban Infrastructure

The city has traffic issues

**05**  
Gravitational Forces  
City Architecture & Urban Infrastructure

There are a lot of industrial areas

**06**  
Gravitational Forces  
City Architecture & Urban Infrastructure

There is not a good transportation system connecting the different neighbourhoods

**07**  
Gravitational Forces  
City Architecture & Urban Infrastructure

The railways system is not enough developed

**08**  
Gravitational Forces  
City Architecture & Urban Infrastructure

Neighbourhoods are really diverse

**09**  
Gravitational Forces  
Population & Demographics

The population and urban size is different

**10**  
Gravitational Forces  
City Architecture & Urban Infrastructure

The city has a decentralised structure

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# MARKET CONDITIONS

This dimension refers to the capacity of the economic infrastructure of the context to foster and enable innovation to thrive. This could be influenced by various aspects such as the entrepreneurial culture, trends and the competition, but also the financial infrastructure.

Probing Card

## Financial Infrastructure

- How does the financial system work in the context?
- What is its capacity of enabling innovation to thrive?
- Are there any public / private funds allocated for sustainability and social projects?
- Are there any impact and innovation hubs?
- Which type of funds and sponsors are there in the context?
- Which of them could support your project?

Check Examples:  
**01**

Probing Card

## Market Trends

- What are the economic trends of the context?
- How do they influence your innovation?
- What are the main local businesses present in the local context?
- What are the most active?
- How do they influence the context and your project?
- Are there any business partners you can collaborate with?

Check Examples:  
**02, 03**

Probing Card

## Competitor Landscape

- What are the competitors present in the local scene?
- What are the threatening competitive alternatives?
- How do they influence your capacity to scale?
- How do you differentiate your project from those?

Check Examples:  
**04**

**01**  
Gravitational Forces  
Financial Infrastructure

There is little budget for social projects

How to...?  
**04, 05**

**02**  
Gravitational Forces  
Market Trends

The market is active and the economy is thriving

**03**  
Gravitational Forces  
Market Trends

Private companies are investing more in sustainability

**04**  
Gravitational Forces  
Competitor Landscape

There are similar competitive alternatives in the market