

The making of an urban regeneration plan



1st assignment, practicing with the SWOT

Step 1 – Group discussion

- Make a SWOT-analysis of Calea Victoriei
 - What are its strong points?
 - What are its weak points?
 - What are its opportunities?
 - What are its threats?
- Collect the results of group discussion in a central SWOT

Step 2 - individual

- Give 4x5 points to the biggest strenghts, the biggest weaknesses, the biggest opportunities and the biggest threats
 - You may divide however you want, so you can f.i. give 5 points to 1 strength or 1 point to 5 strenghts or everything in between
- Put your points in the central SWOT

Step 3 - group

- Put the 3 strenghts, weaknesses, opportunities and threats with the most points in a central matrix

Step 4 - individual

- Divide between the 6 cells in every column of the matrix exactly 20 points
- Give many points to the cells that in your opinion are very important for the future development of Calea Victoriei
- Give little or no points to the cells that in your opinion are less important

Step 5 - group

- Add the points of all participants in the central matrix
- Conclude which 8-10 cells have the most points
- You now know what you as group think of most importance for the future development of Calea Victoriei

Step 6 - group

- Discuss for each of the 8-10 cells with the most points what would be likely strategies to develop in the future for Calea Victoriei