



Figure 8.1
The Eindhoven Marathon: city themes and their location (based on a proposal by TU Eindhoven students).

in the practices of those individuals and organizations involved. In this case, companies and institutions in a specific sector (high-tech, design, health, etc.) will be required to work together in a sensitive area like recruitment. That may or may not be feasible in all theme sectors, and alternative scenarios might need to be developed. City officials will find themselves in the role of facilitator/mediator, and be asked to develop the new rules for this new function.