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Nota di contenuto	Title Page; Contents; Acknowledgements; Foreword; Introduction; The passive house market: an innovation research opportunity; Drivers of high energy efficiency; opportunities for innovation; Combating climate change and reducing greenhouse gas emissions; Securing energy supply; Combating the economic crisis; European policy development; The development of the policy framework in the Netherlands; The passive house potential in Belgium and the Netherlands; Problem definition; Goal of the research; Main research question and sub-questions; Research method; Theoretical framework General innovation framework Key elements borrowed from Rogers' innovation framework; General limitations of the research; References; Introduction to Part A: Adoption by enterprises; References; Innovations in passive house projects; Abstract; Introduction; Research framework; Research goal; Research question and approach; Limitations of the research; Theoretical framework; Innovations in passive houses; Definitions and technology criteria; Adoption of innovations in demonstration projects; Opportunities and barriers; Supporting factors in the adoption of innovation Factors impeding the adoption of innovation Solutions identified; Conclusion; Acknowledgements; References; Opportunities for supplier-led systemic innovation in highly energy-efficient housing; Abstract; Introduction; Research strategy; Theoretical framework; The

innovation journey of a supplier in the context of highly energy-efficient housing; Initiating the innovation journey; From incremental to system innovation; From autonomous idea to systemic coordination and cooperation; Further collaboration with the passive house network; Discussion and reflection on theory; Conclusion  
AcknowledgementsReferences; Collaboration opportunities in advanced housing renovation; Abstract; Introduction; Research approach; Key concerns on the supply side; Research on web-based portals; Research on actor collaboration; Conclusion; Acknowledgements; References;  
Development of the passive house market: challenges and opportunities in the transition from innovators to early adopters; Abstract; Introduction; Research strategy; Enterprises involved in the adoption of innovation; Relevance of innovation phases; Relevance of size of enterprises; Collaboration between enterprises  
Experiences from a passive house transition to early adoptionEnterprise network data showing transition from innovation to early adoption;  
Innovator versus early adopter enterprises; Reflection on theory regarding company size and innovation; Opportunities for and barriers to collaboration on the road to early adoption; Conclusion; References;  
Introduction to Part B: User experiences; References; End-user experiences in nearly zero-energy houses; Abstract; Introduction; Research strategy; End-user experience research in Germany, Austria and Switzerland  
The literature on nearly zero-energy housing

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