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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 frameworkKey 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 innovationSolutions 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

Sommario/riassunto

In previous years we have seen a recognition of the significant potential that exists for reducing energy use through innovation in residential buildings. This study investigates innovation challenges and identifies opportunities that could lead to a rapid increase in the adoption of highly energy-efficient housing concepts, particularly that of the passive house. To this end, it exemplifies, interprets and develops the innovation adoption theory through an investigation of views and experiences on the supply side, the demand side and the policy side. It highlights successful innovation trajectories and barriers experienced by businesses. It addresses both problems and positive experiences from the perspective of the end user and investigates different policy approaches. As such, the research reveals important features of innovation-adoption strategies in the building sector. It shows how multi-player enterprise collaboration plays a key role, and the study also recommends the development of quality assurance schemes. It makes a valuable contribution to discussions about how active the role of government policymakers and enterprise networks should be.
