

Advanced Housing Renovation:

From demonstration projects
to volume market

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FROM DEMONSTRATION PROJECTS
TO VOLUME MARKET

Market Development for
Advanced Housing Renovation



Introduction

Growth

Volume

Attractiveness

Competitiveness

Affordability

Availability



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TASK 37: Advanced Housing Renovation with Solar & Conservation

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First goal: Passivhouse standard

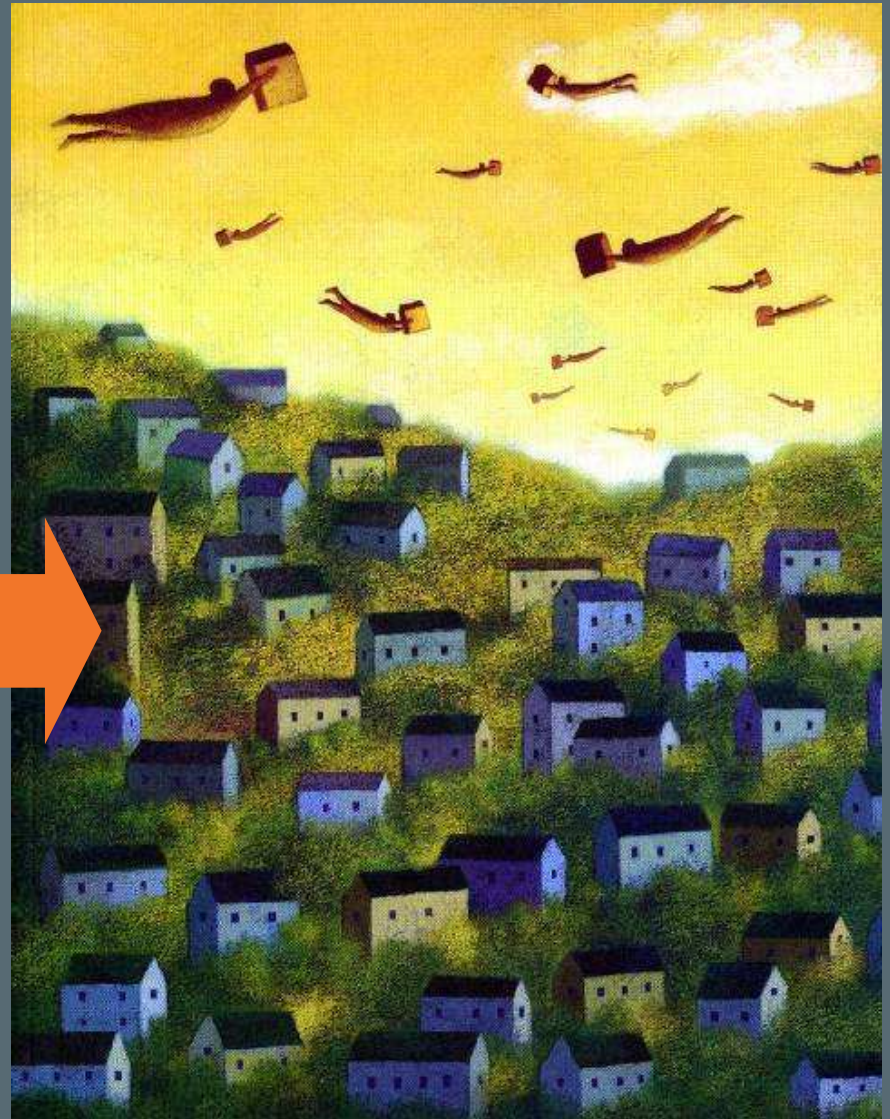
New constructions:

Lindås park, measured: 68 kWh/m² år

Renovation/uppgradering:

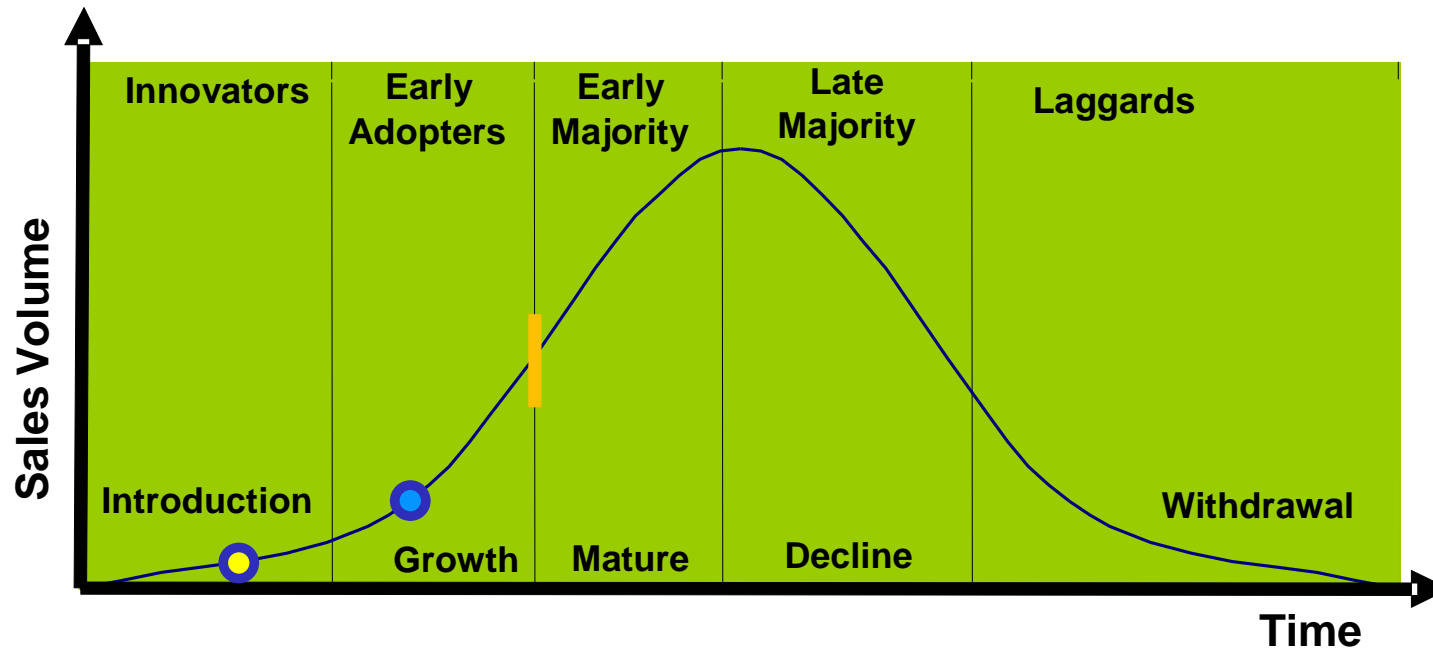
Brogården, calculated: 92 kWh/m² år







The Product lifecycle curve (Rogers)



Methodology

Starting with the Product lifecycle

studying introduction, growth phase and volume phase, one by one

through 4 product perspectives;

attractiveness, competitiveness, affordability and availability

looking for

driving forces, barriers and measures

and summing up

important actors and recommendations



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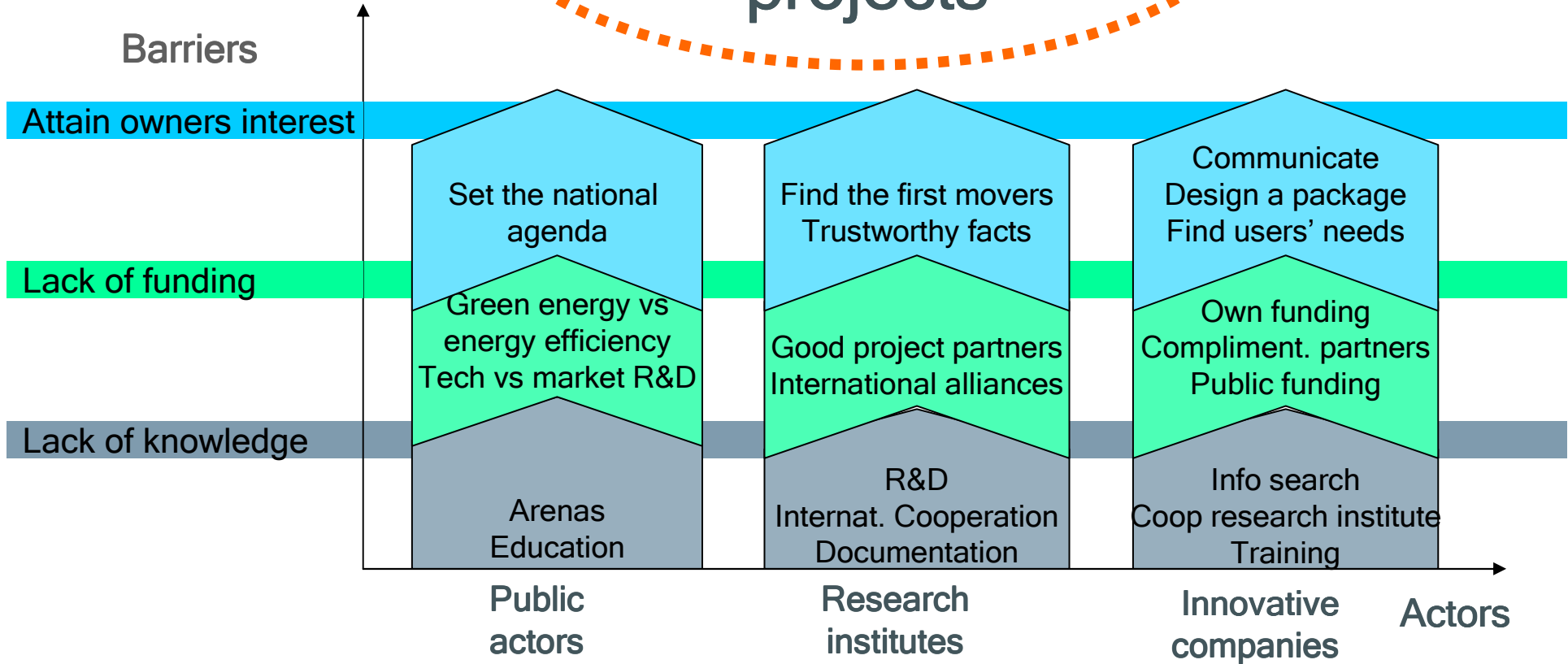
SOLAR HEATING & COOLING PROGRAMME
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Introduction phase:

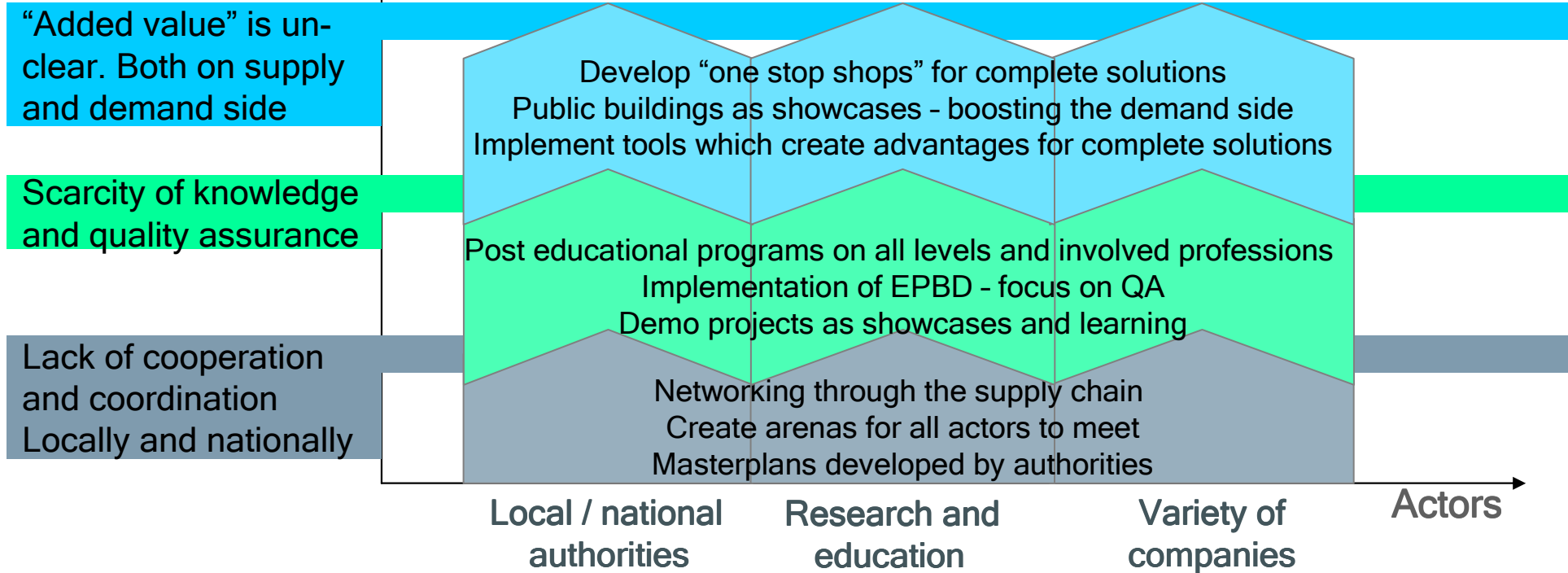
Successful demonstration projects

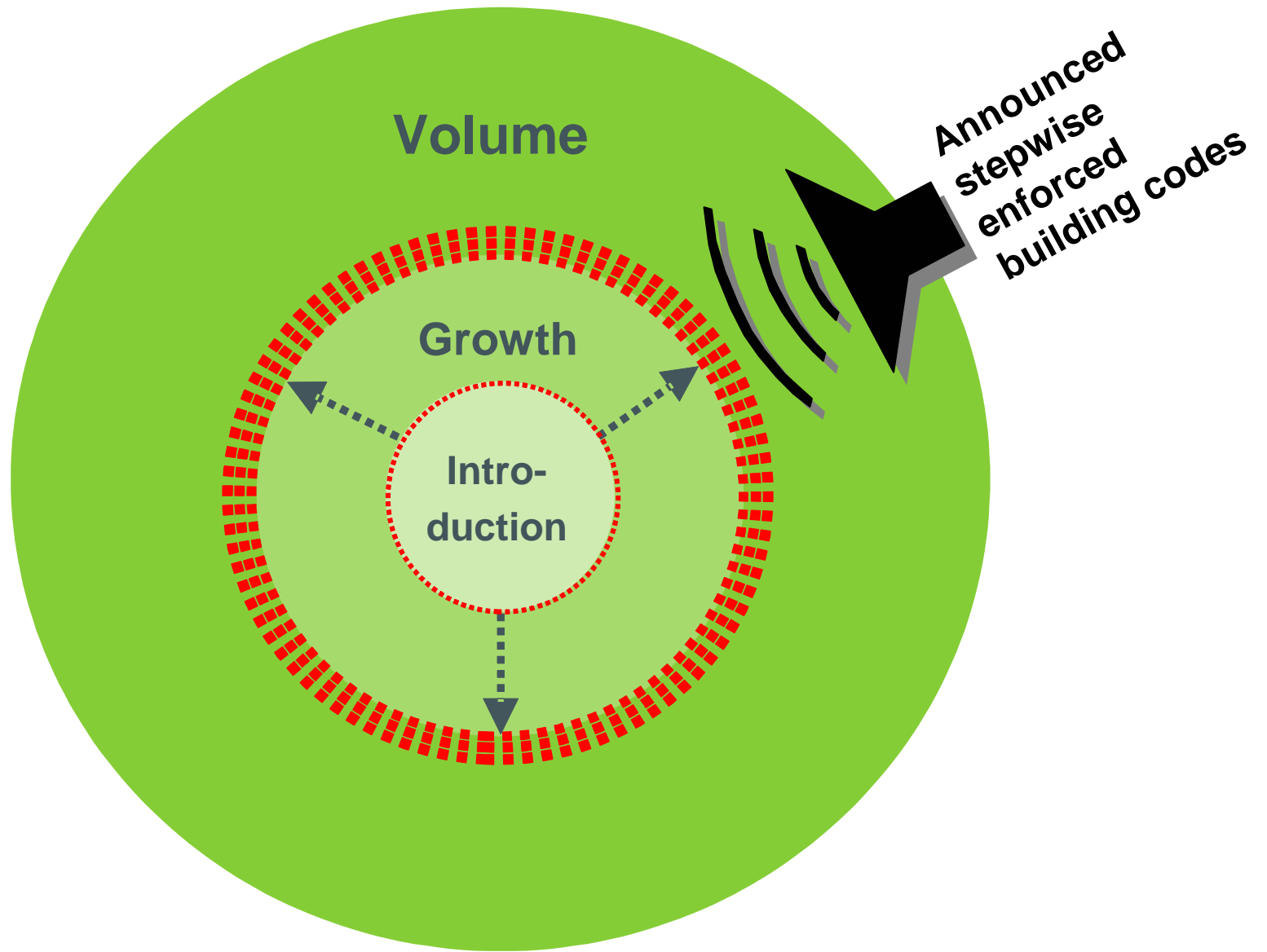


Growth phase:

Trendsetter wants to by

Barriers





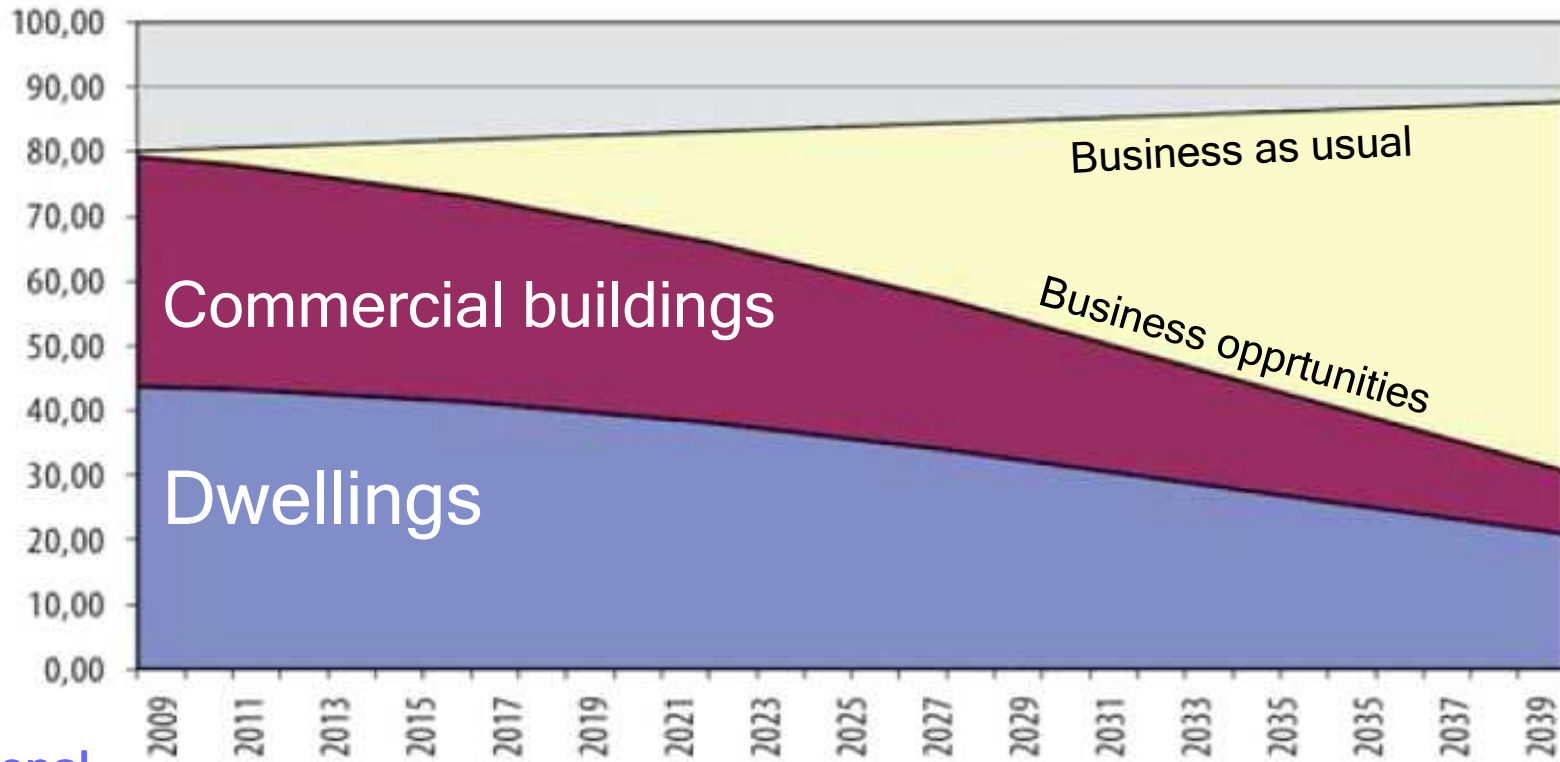
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A Norwegian scenario (OED -Lavenergiutvalget)



National
building
code

LE

PH

NZE

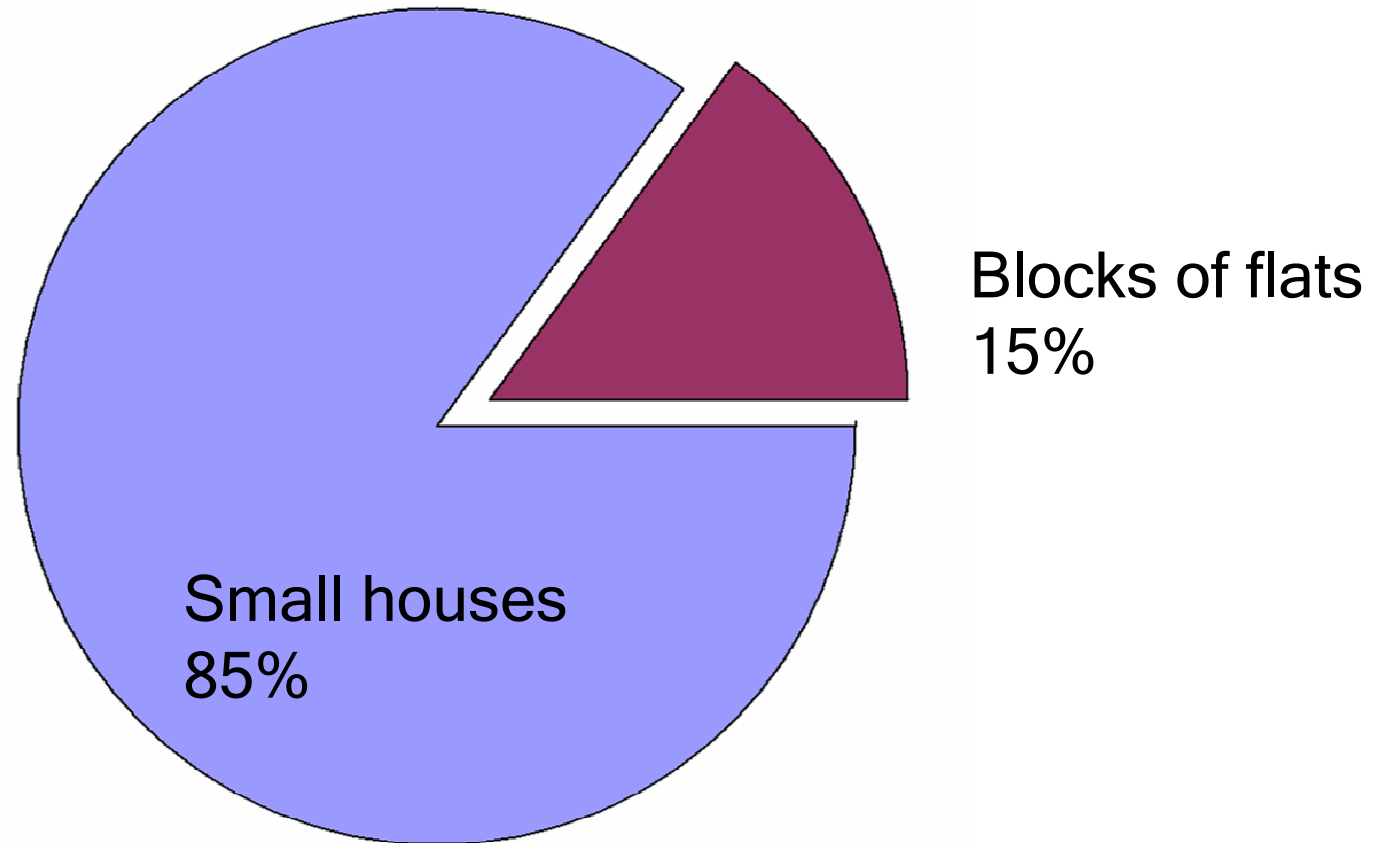
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Norway: Use of energy in the existing dwelling stock



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Recommendations

Public actors should:

- take the lead through good examples and create arenas for actors to meet
- support demonstration projects, quality assurance and knowledge dissemination
- create and coordinate predictable support schemes

Companies should:

- find complementary and trustworthy partners
- use demonstration projects as arenas for learning and marketing
- establish "one-stop shops" and focus on added value for the customer

Homeowners should:

- make long term holistic plans toward passivhouse standard
- not perform small renovations that blocks later upgrading to passivehouse standard



This is the beginning



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