

GREEN AND EASY

Reducing hassle associated with sustainable investments in homes | Kooger, R. (Renee)



ECN › TNO innovation for life



DE ENERGIEBESPAARDERS



NMCX



Gemeente Delft

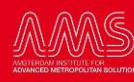
ZNSTD



winst uit je woning



REGIONAAL
woningontwikkeling



MEET CLAIRE

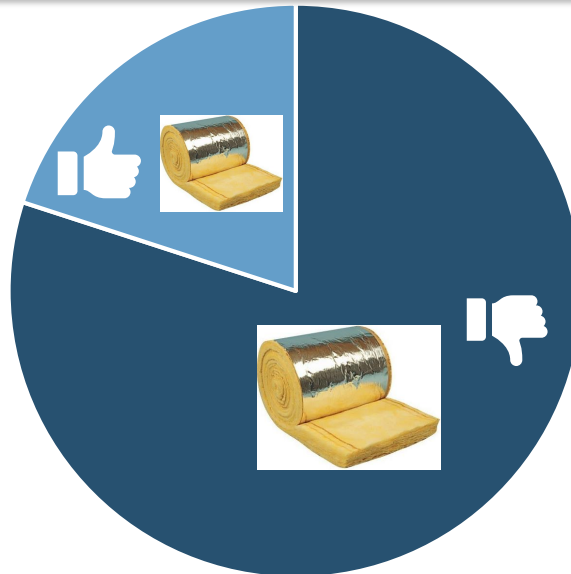


IMPROVING EE FOR EXISTING HOMES IS ESSENTIAL FOR ADVANCING THE ENERGY TRANSITION

More than half of the dwellings are owner-occupied



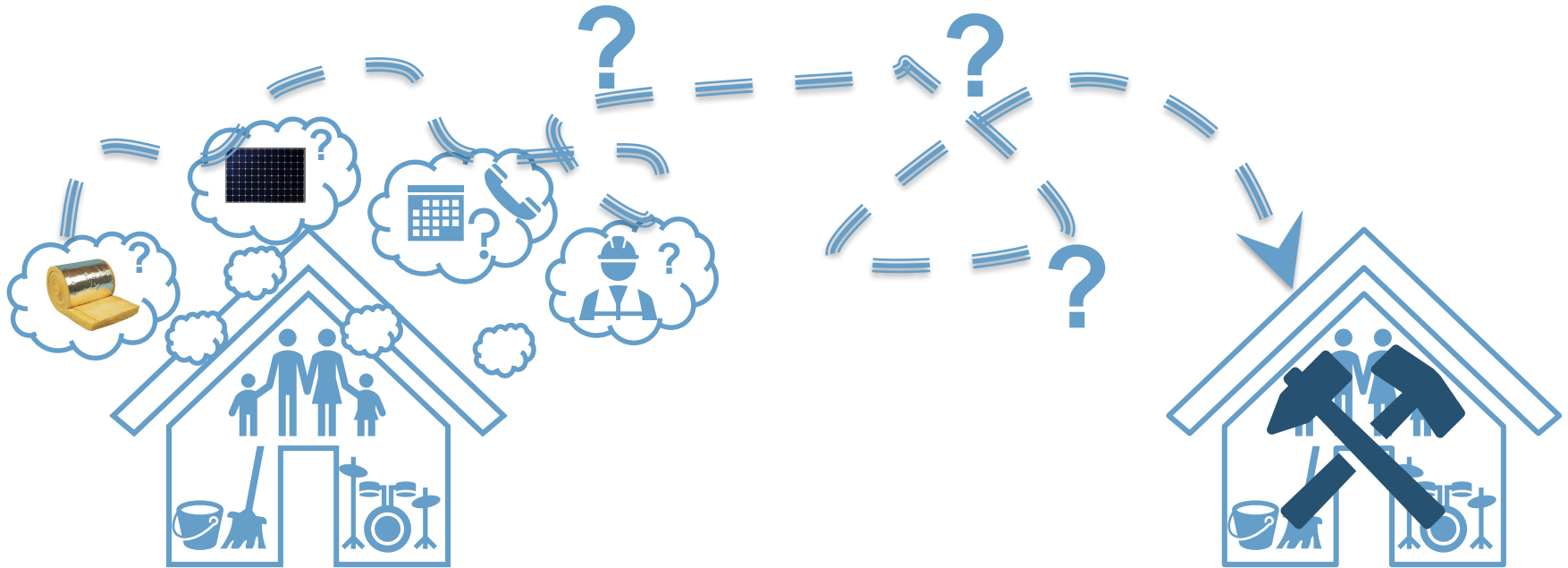
The vast majority of these dwellings needs significant improvements in isolation



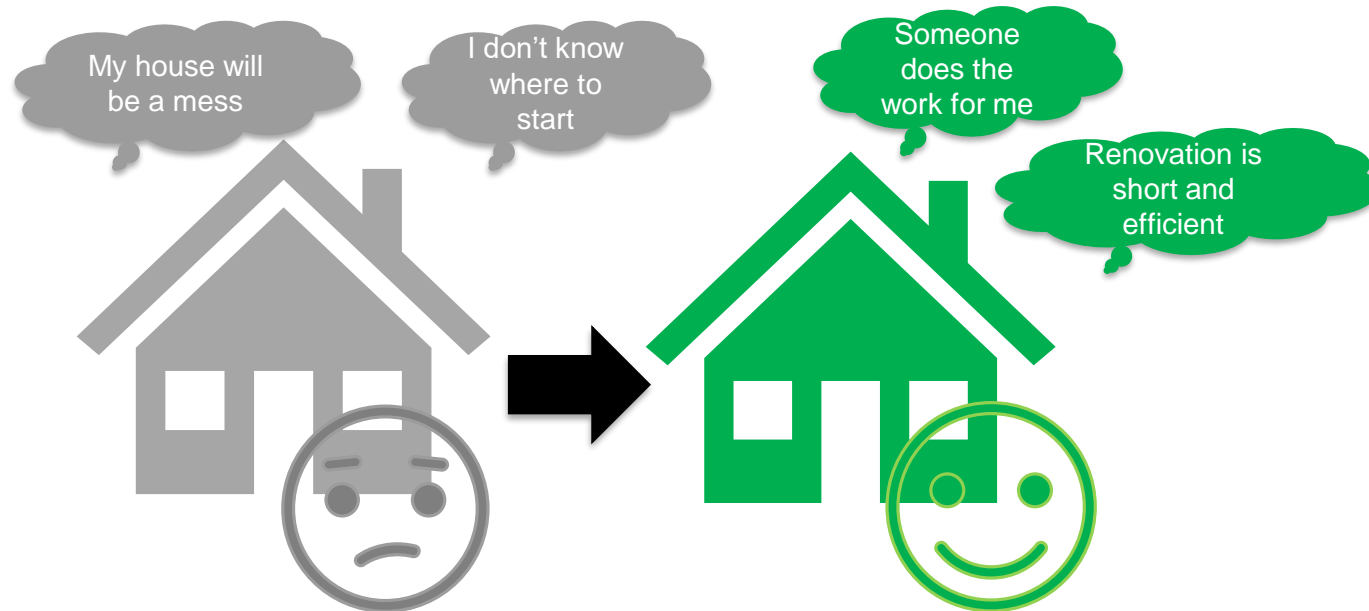
FOR NEWLY-BUILT HOUSES, THE PROCESS IS OFTEN STREAMLINED AND EASY



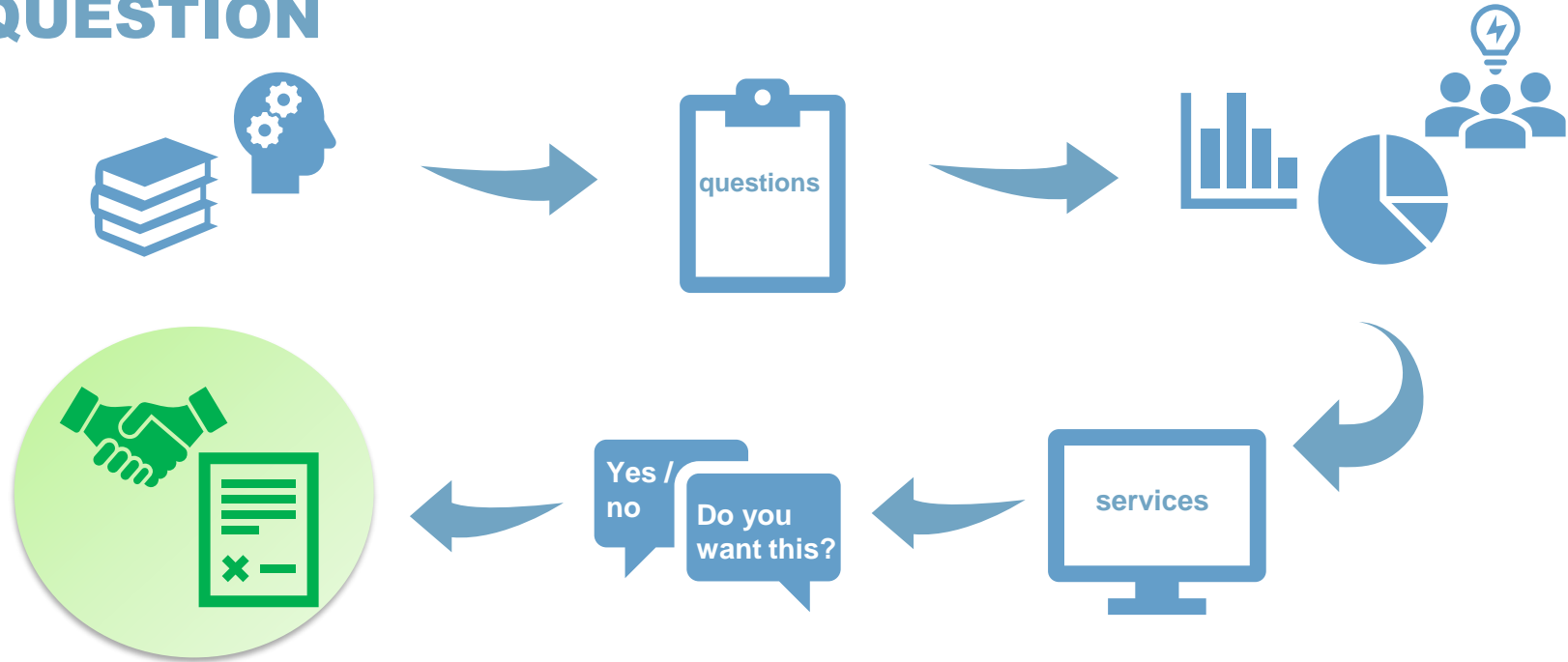
FOR EXISTING HOME OWNERS, THE PROCESS IS OFTEN COMPLEX AND STRESSFULL



HOW DO WE DEVELOP SERVICES THAT COMBINE SUSTAINABLE IMPROVEMENTS AND LITTLE HASSLE FOR HOME OWNERS?



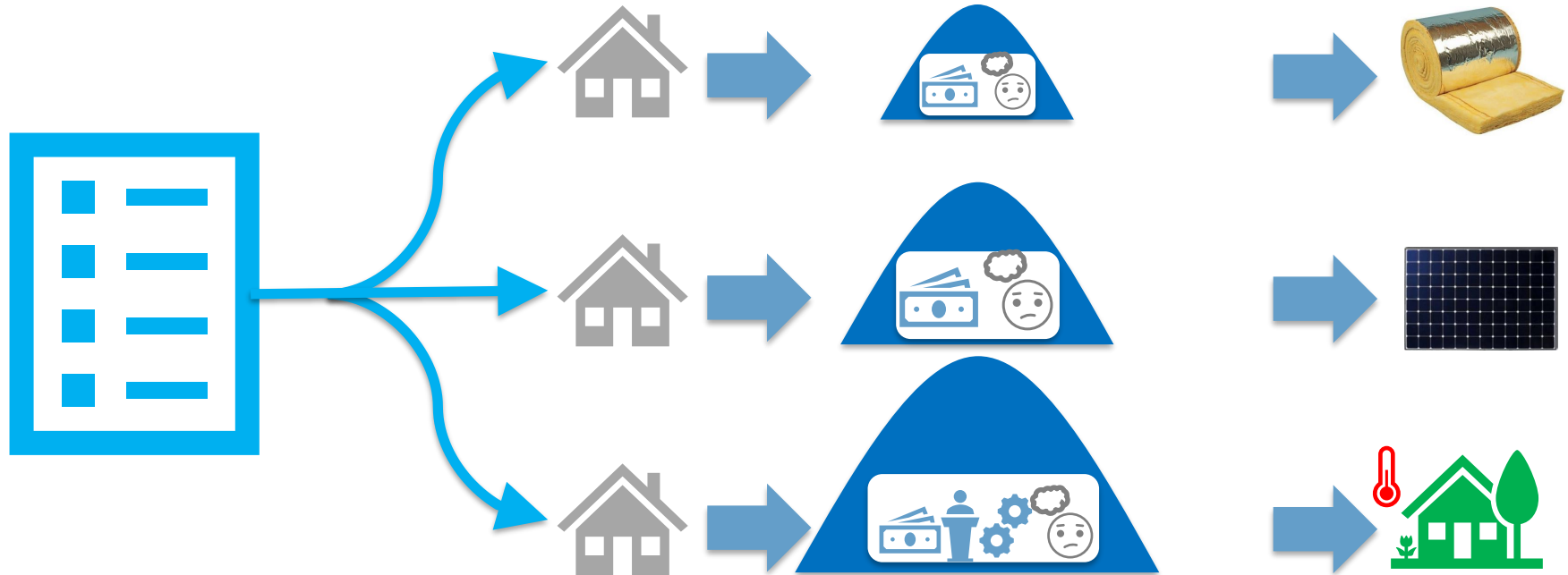
STEPS TOWARDS SOLVING THE RESEARCH QUESTION



LITERATURE RESEARCH: DEFINING SUSTAINABLE INVESTMENTS AND DIFFERENT OBSTACLES



SURVEY: IDENTIFIES MOST IMPORTANT OBSTACLES AND SUSTAINABLE INVESTMENTS



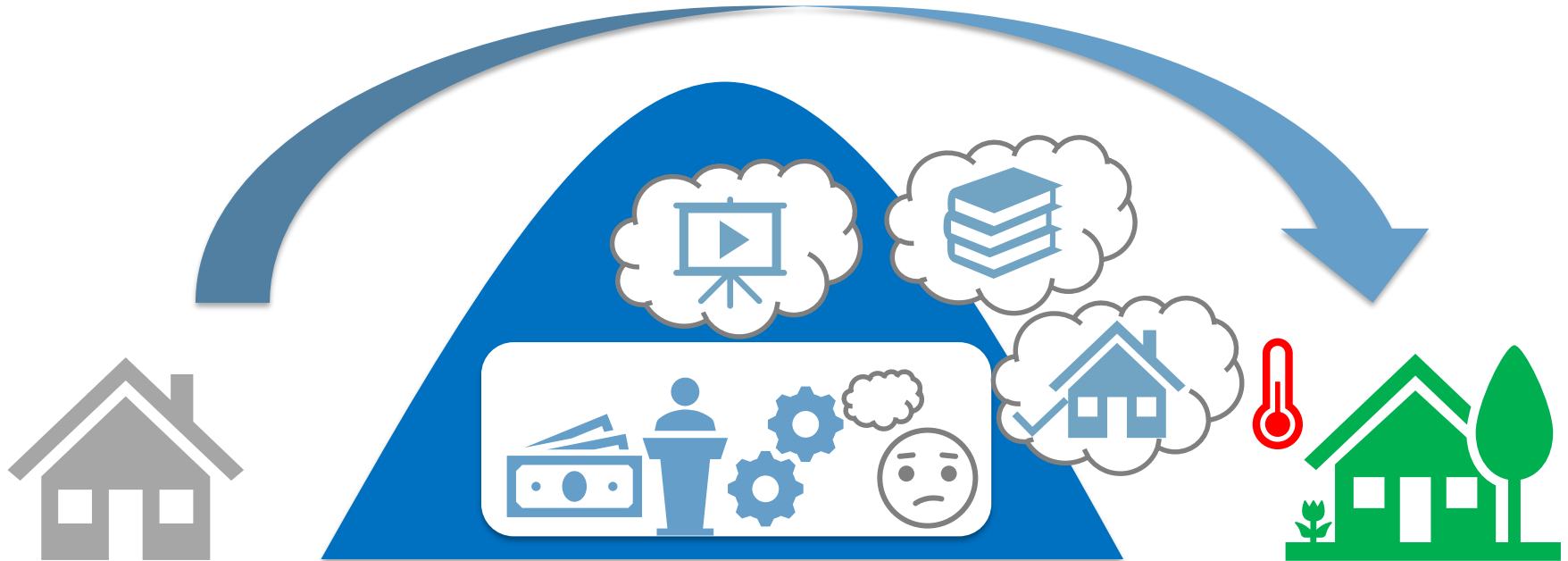
FOR ENERGY EFFICIENCY, THE MAIN WORRIES ARE:



FOR SUSTAINABLE ENERGY, THE MAIN WORRIES ARE:



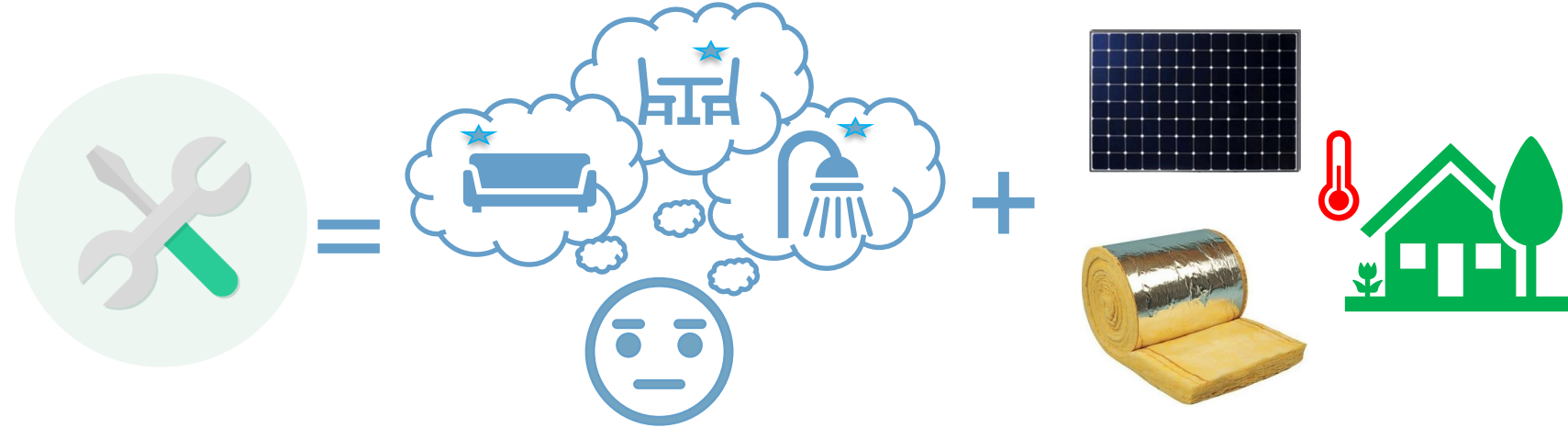
FOR CLIMATE ADAPTATION, THE MAIN WORRIES ARE:



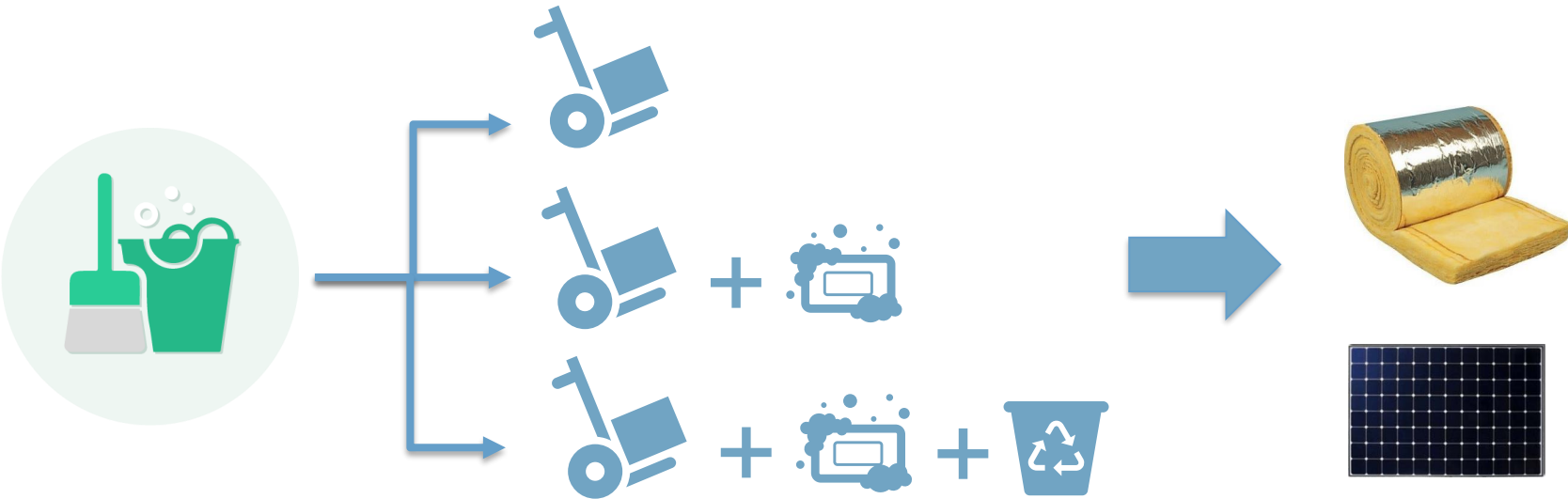
ATTRACTIVENESS OF FOUR GREEN & EASY SERVICES WILL BE TESTED VIA ONLINE PANEL



THE CONSTRUCTION SERVICE: CONNECT HOME-IMPROVEMENT TO SUSTAINABLE RENOVATIONS



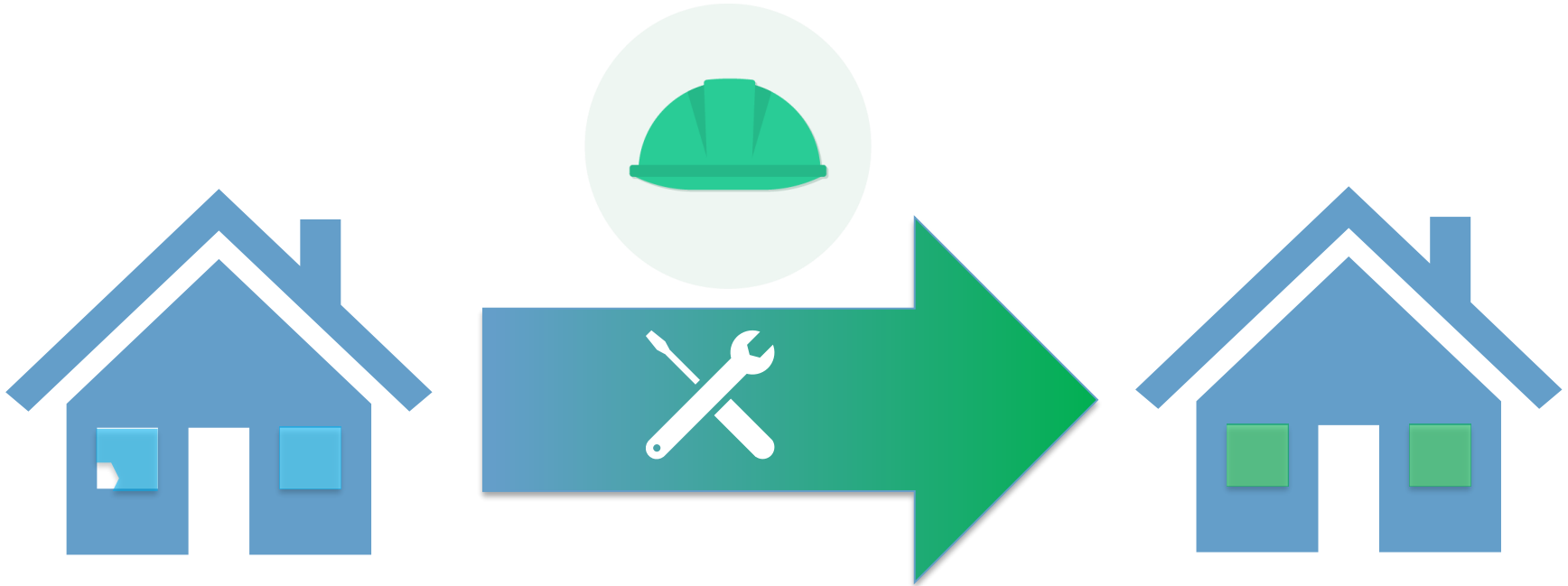
THE CLEAN-UP SERVICE: MAKING ROOMS READY FOR SUSTAINABLE RENOVATIONS



THE GARDEN SERVICE: MAKING GREEN GARDENS EASY



THE ODD JOB SERVICE: FIXING SMALL STUFF AND APPLYING SUSTAINABLE QUICK WINS



NEXT STEP: MOST PROMISING SERVICES TESTED IN PRACTICE





› **THANK YOU FOR YOUR
ATTENTION!** 😊

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