

# GREEN AND EASY

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

 ECN  TNO innovation for life

# MEET CLAIRE

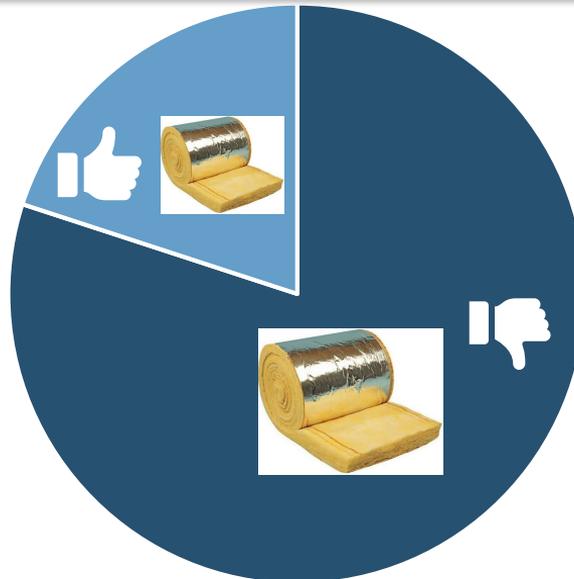


# IMPROVING EE FOR EXISTING HOMES IS ESSENTIAL FOR ADVANCING THE ENERGY TRANSITION

More than half of the dwellings are owner-occupied



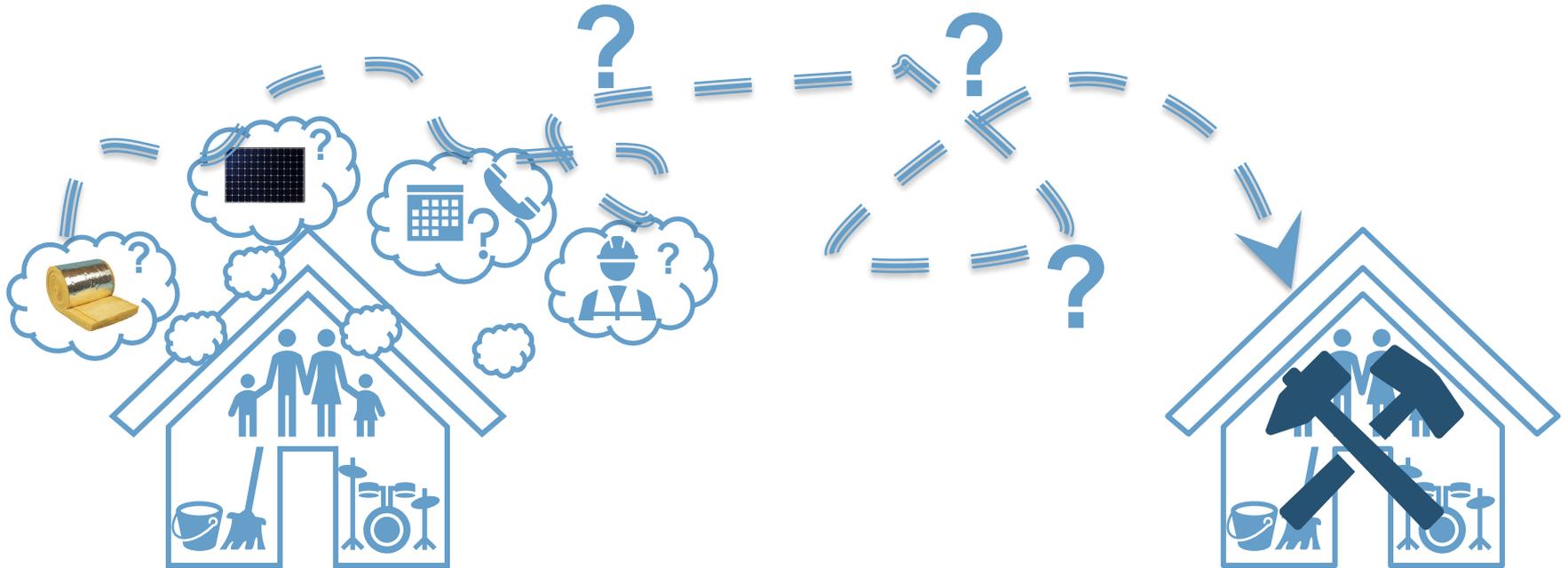
The vast majority of these dwellings needs significant improvements in isolation



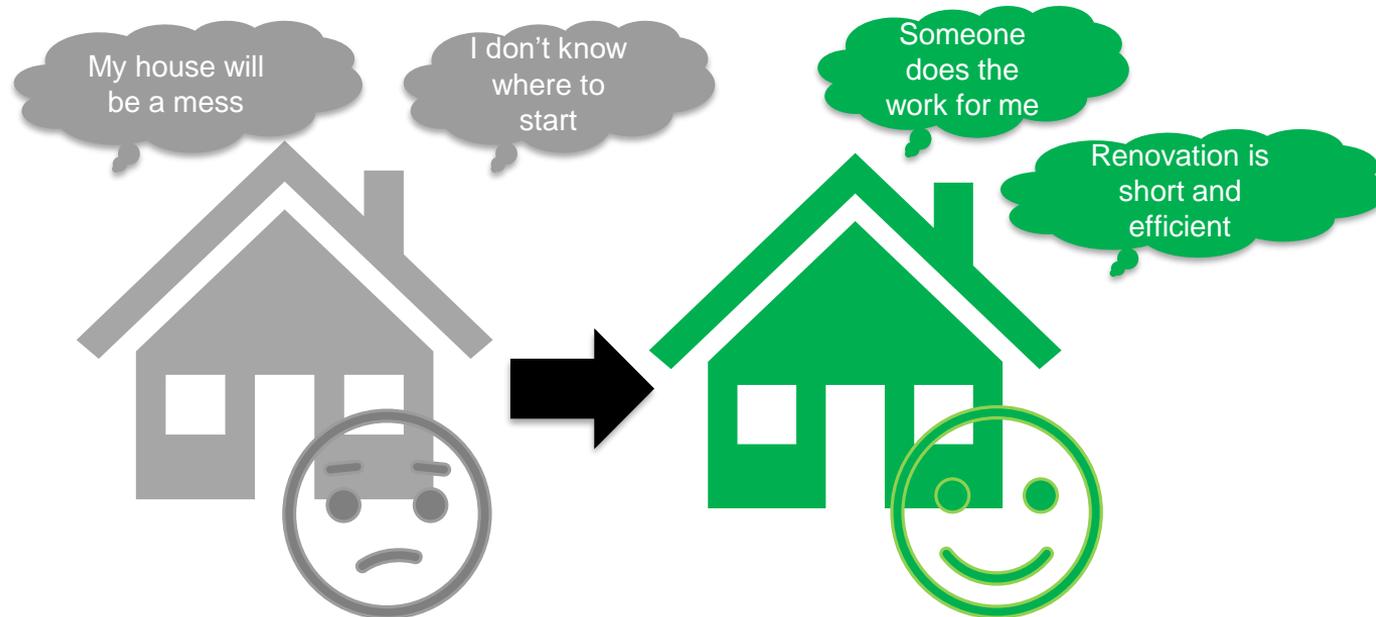
# FOR NEWLY-BUILT HOUSES, THE PROCESS IS OFTEN STREAMLINED AND EASY



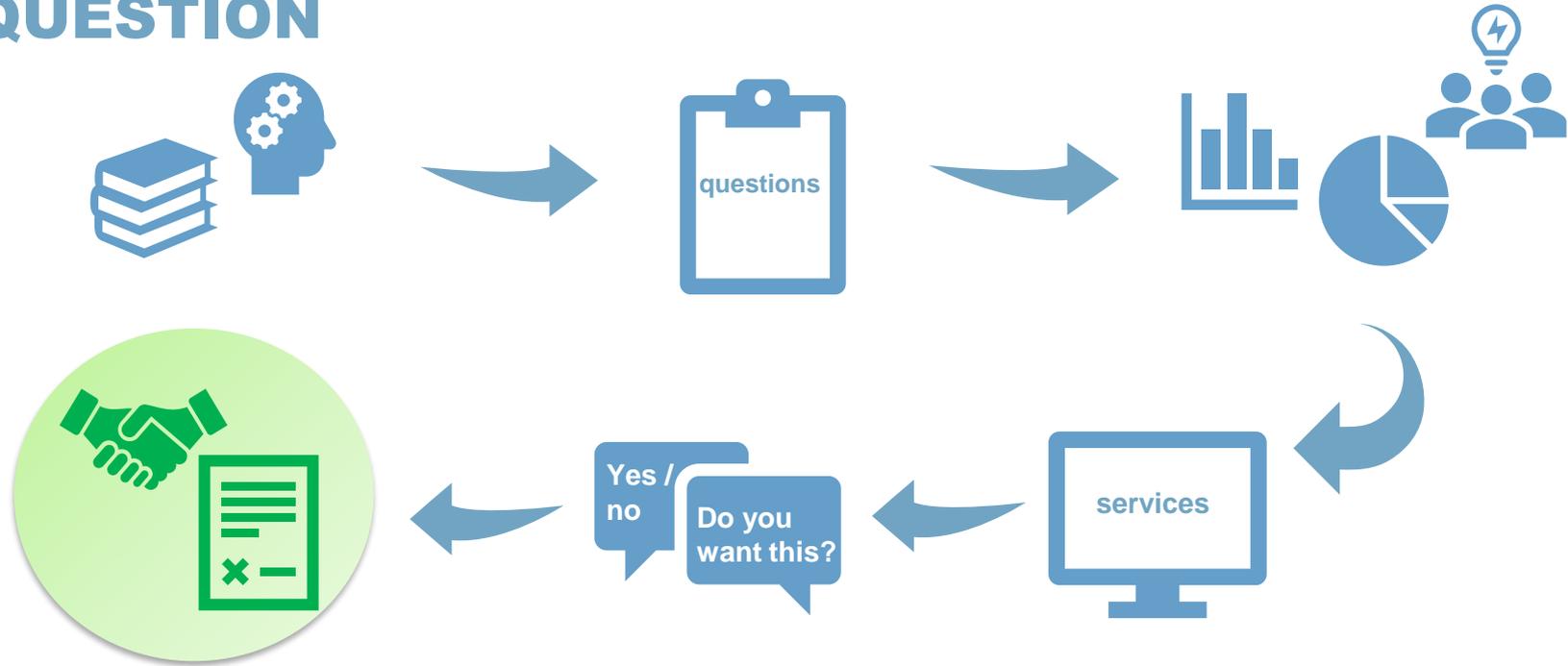
# FOR EXISTING HOME OWNERS, THE PROCESS IS OFTEN COMPLEX AND STRESSFULL



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



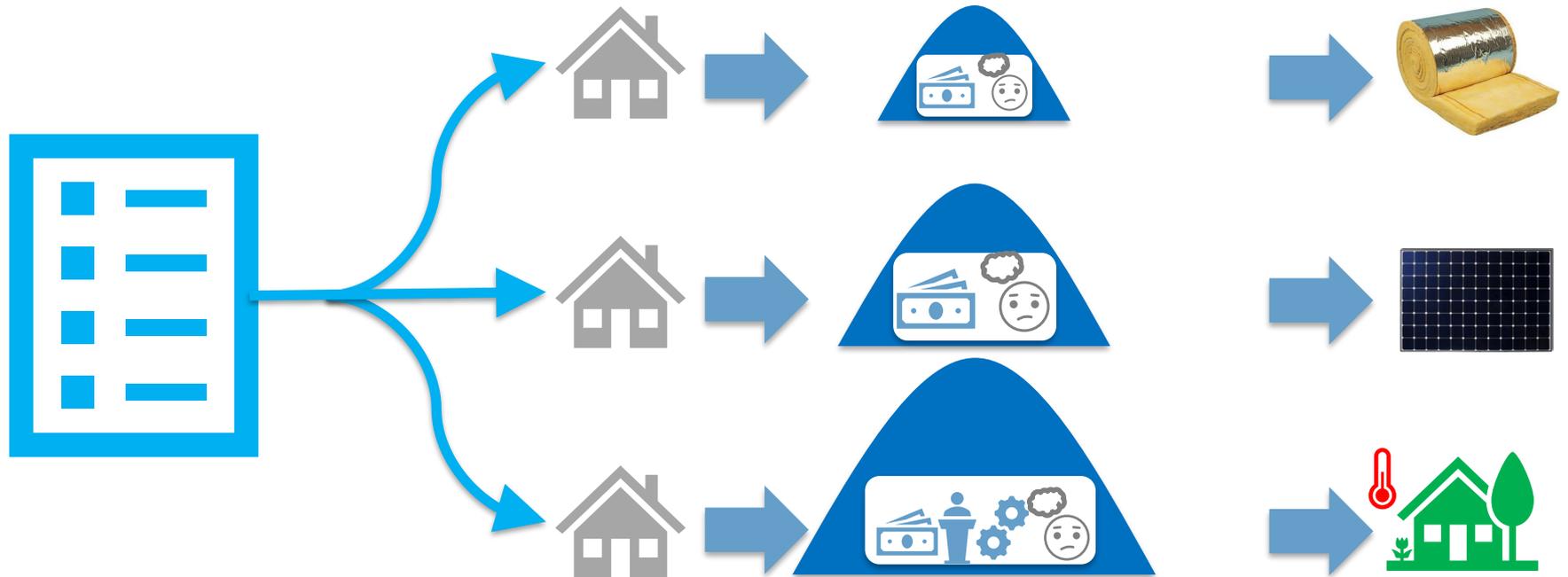
# STEPS TOWARDS SOLVING THE RESEARCH QUESTION



# LITERATURE RESEARCH: DEFINING SUSTAINABLE INVESTMENTS AND DIFFERENT OBSTACLES



# SURVEY: IDENTIFIES MOST IMPORTANT OBSTACLES AND SUSTAINABLE INVESTMENTS



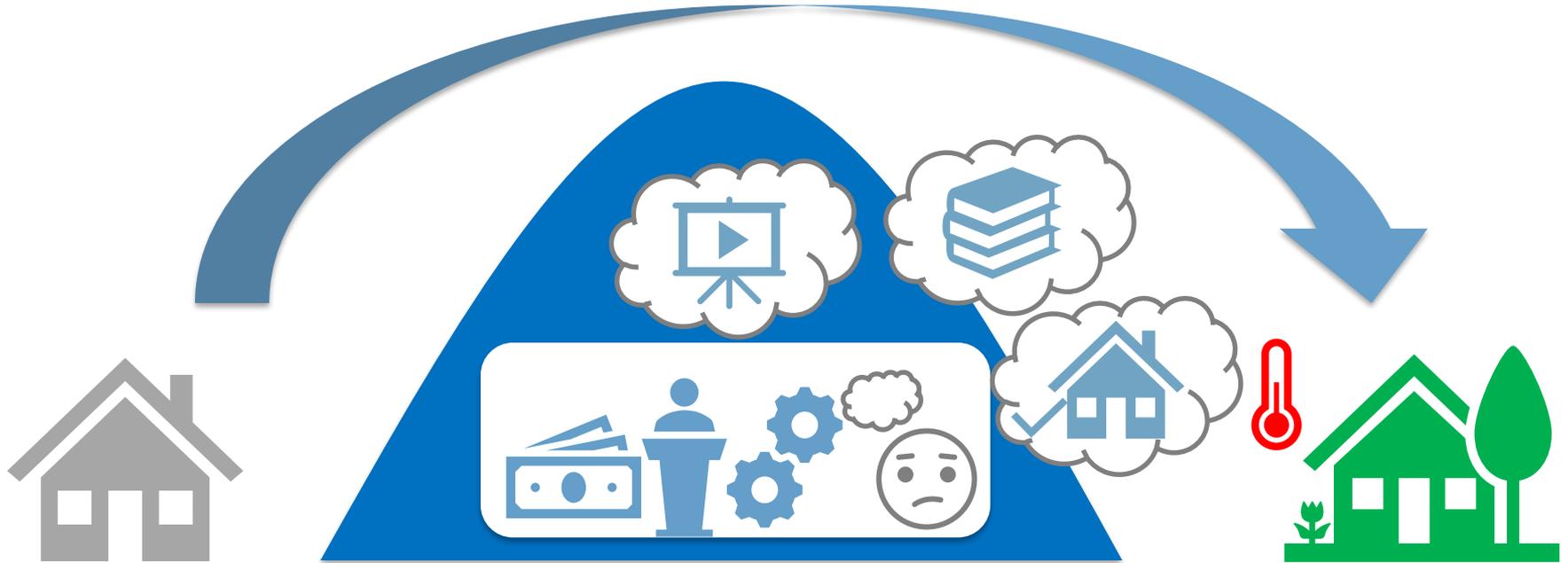
# FOR ENERGY EFFICIENCY, THE MAIN WORRIES ARE:



# FOR SUSTAINABLE ENERGY, THE MAIN WORRIES ARE:



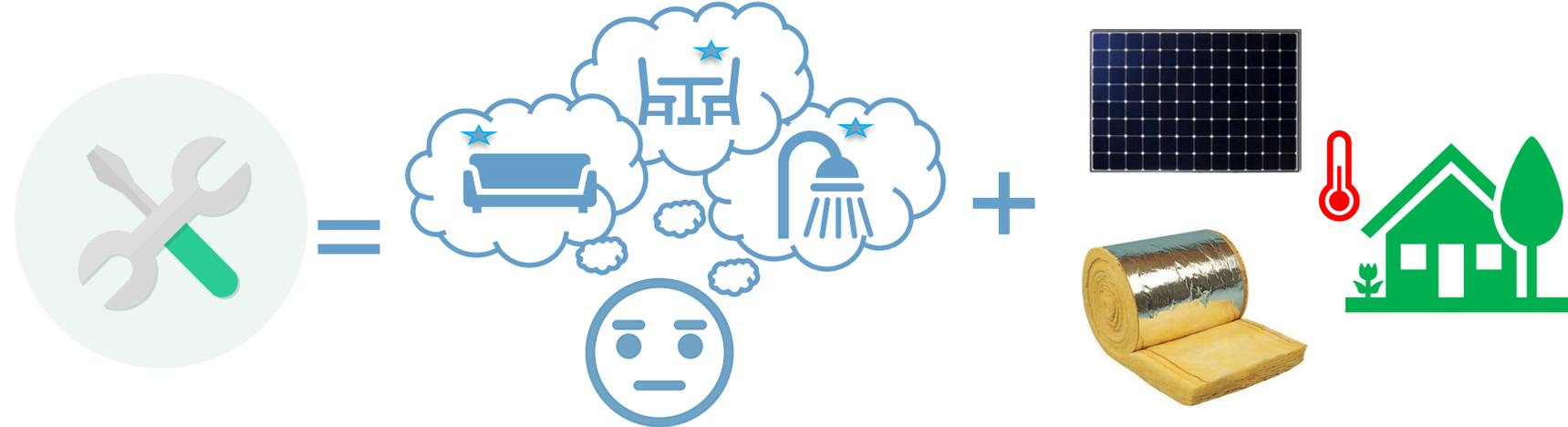
# FOR CLIMATE ADAPTATION, THE MAIN WORRIES ARE:



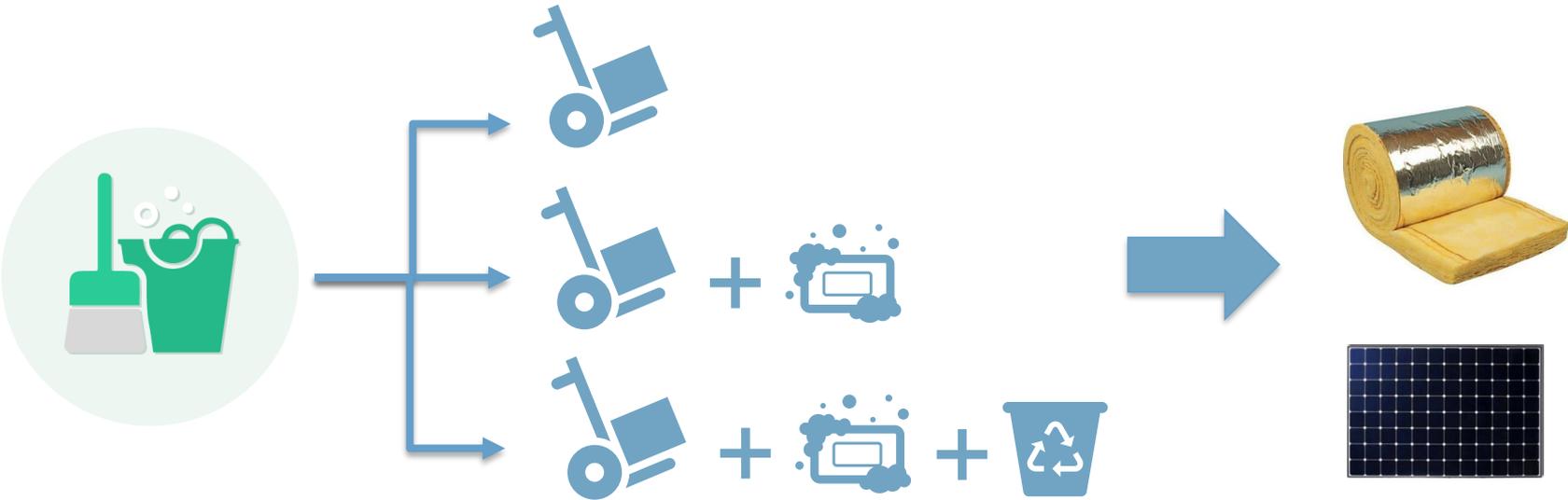
# ATTRACTIVENESS OF FOUR GREEN & EASY SERVICES WILL BE TESTED VIA ONLINE PANEL



# THE CONSTRUCTION SERVICE: CONNECT HOME-IMPROVEMENT TO SUSTAINABLE RENOVATIONS



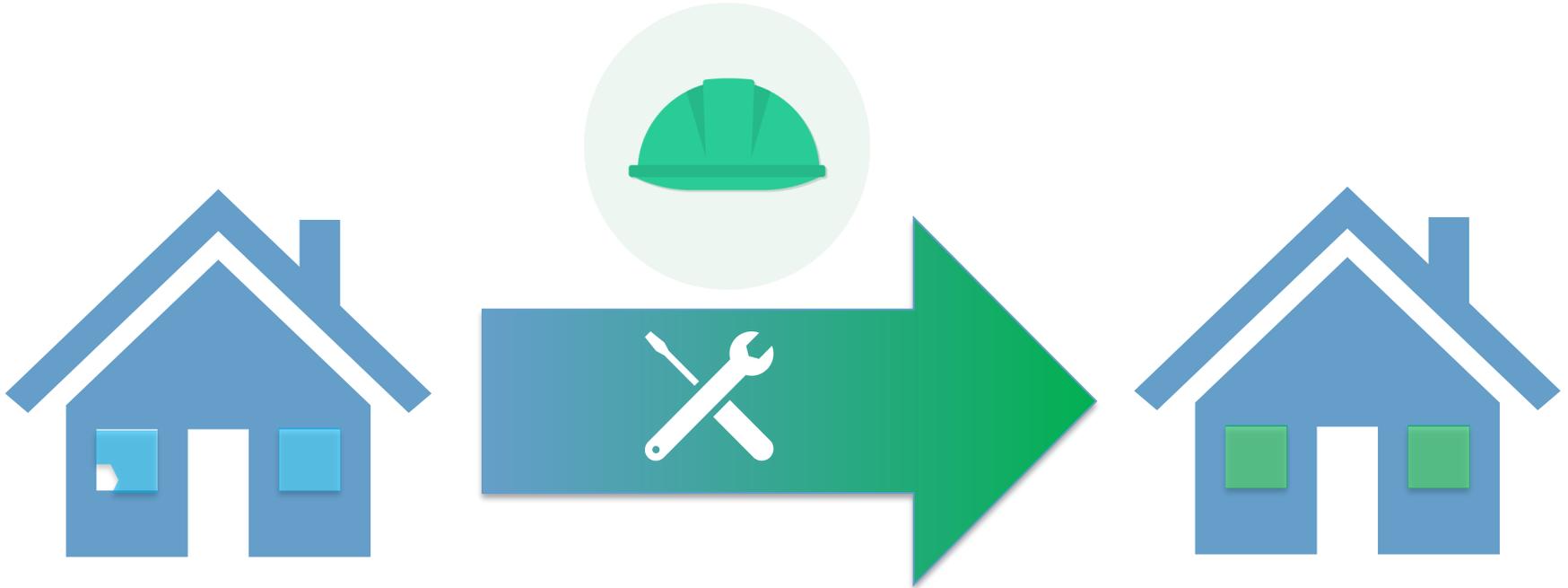
# THE CLEAN-UP SERVICE: MAKING ROOMS READY FOR SUSTAINABLE RENOVATIONS



# 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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