

From demonstration projects to volume market

Preliminary conclusions from
IEA SHC Task 37

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Measured: 68 kWh/m² year



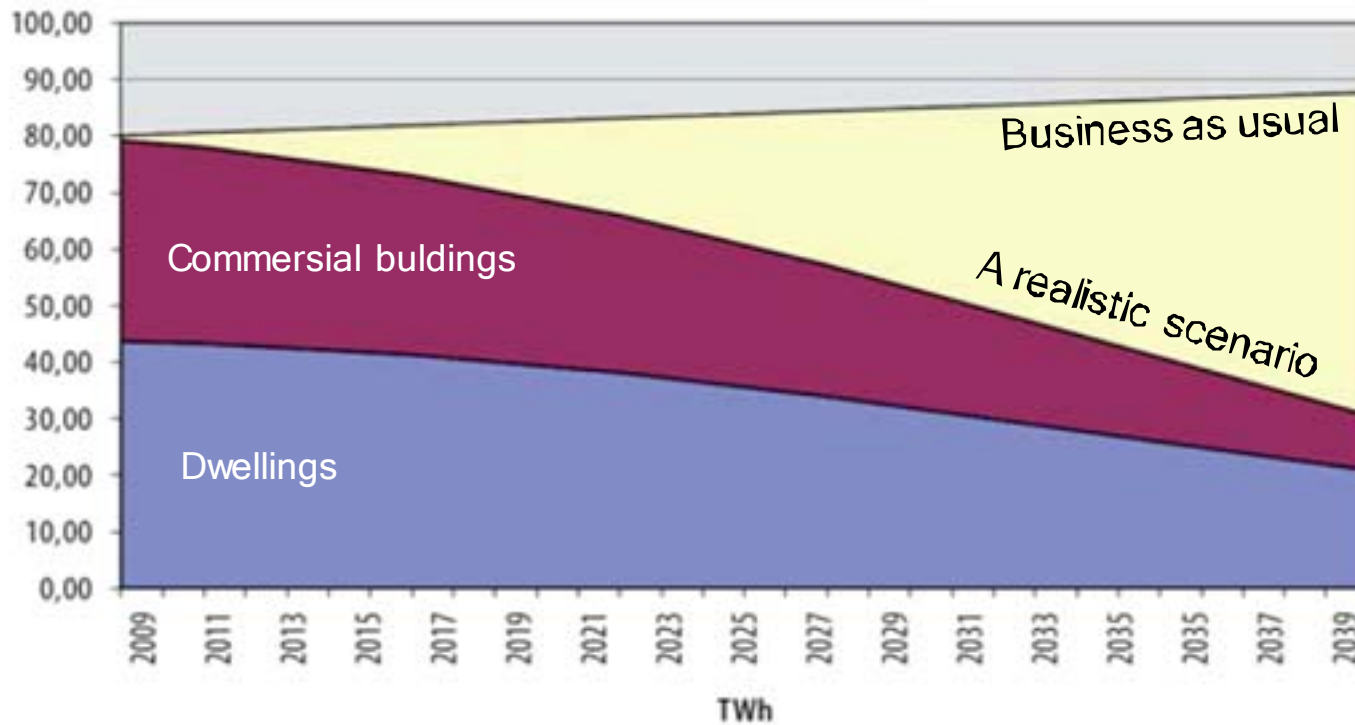
Calc.: 92 kWh/m² year





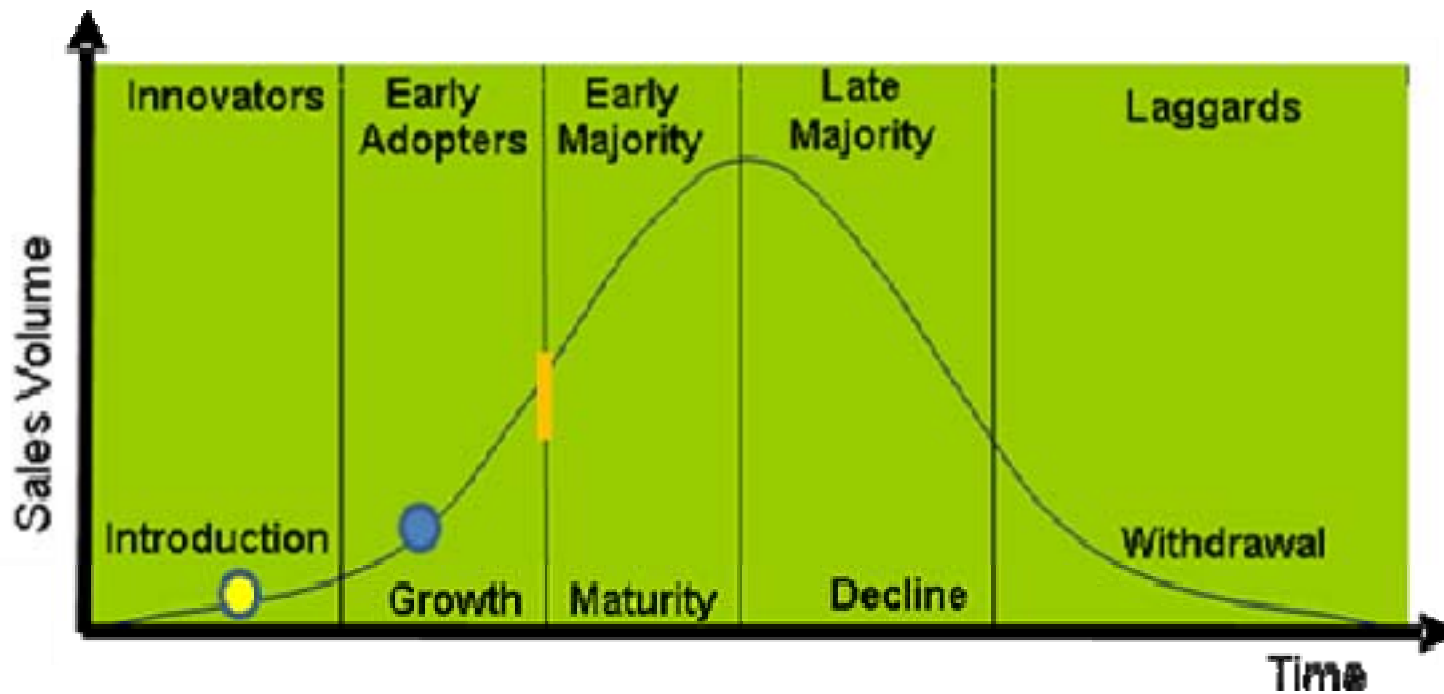
The Norwegian Ministry of Petroleum and Energy :
Report on Energy Efficiency
In the Building Sector
25th of June 2009

The potential





From demonstration to volume market

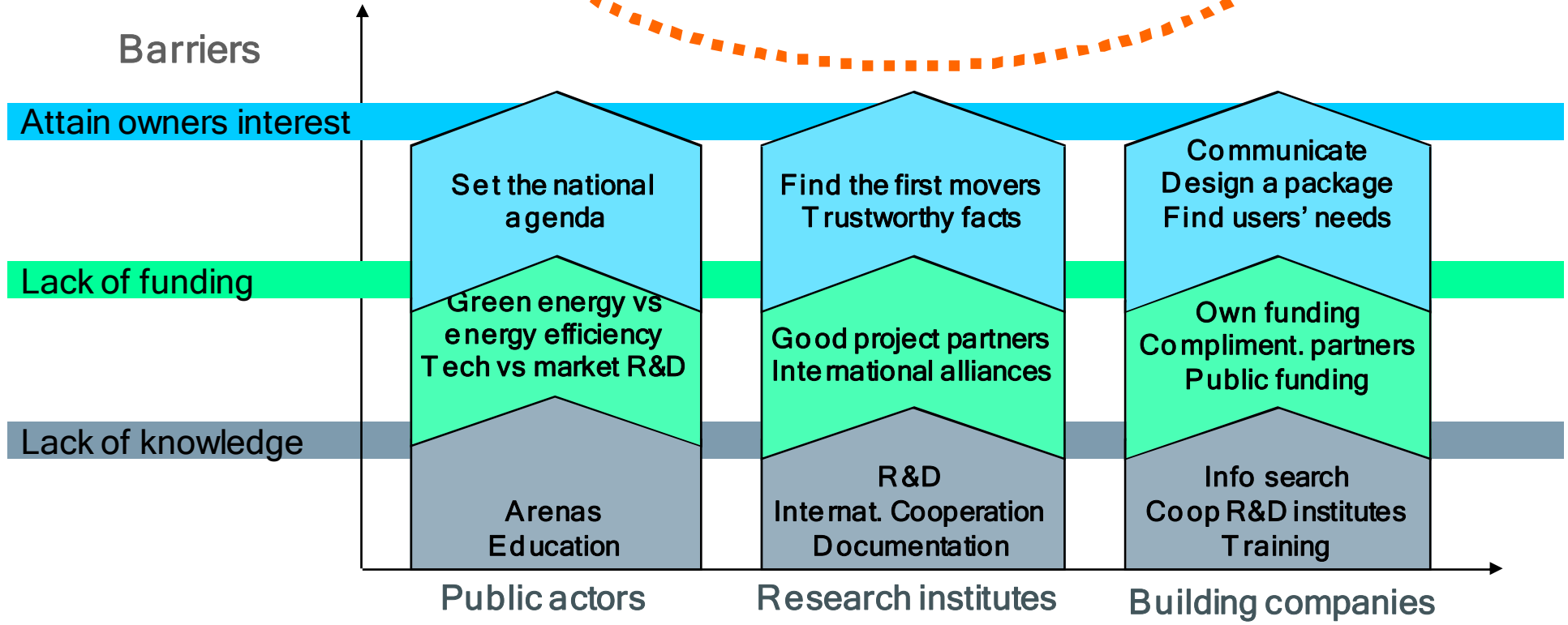


The Product Life Cycle



Introduction phase:

Innovative house owners want to buy



"Cities of the future" :

A Norwegian cross departmental program with participation from the 13 biggest cities.

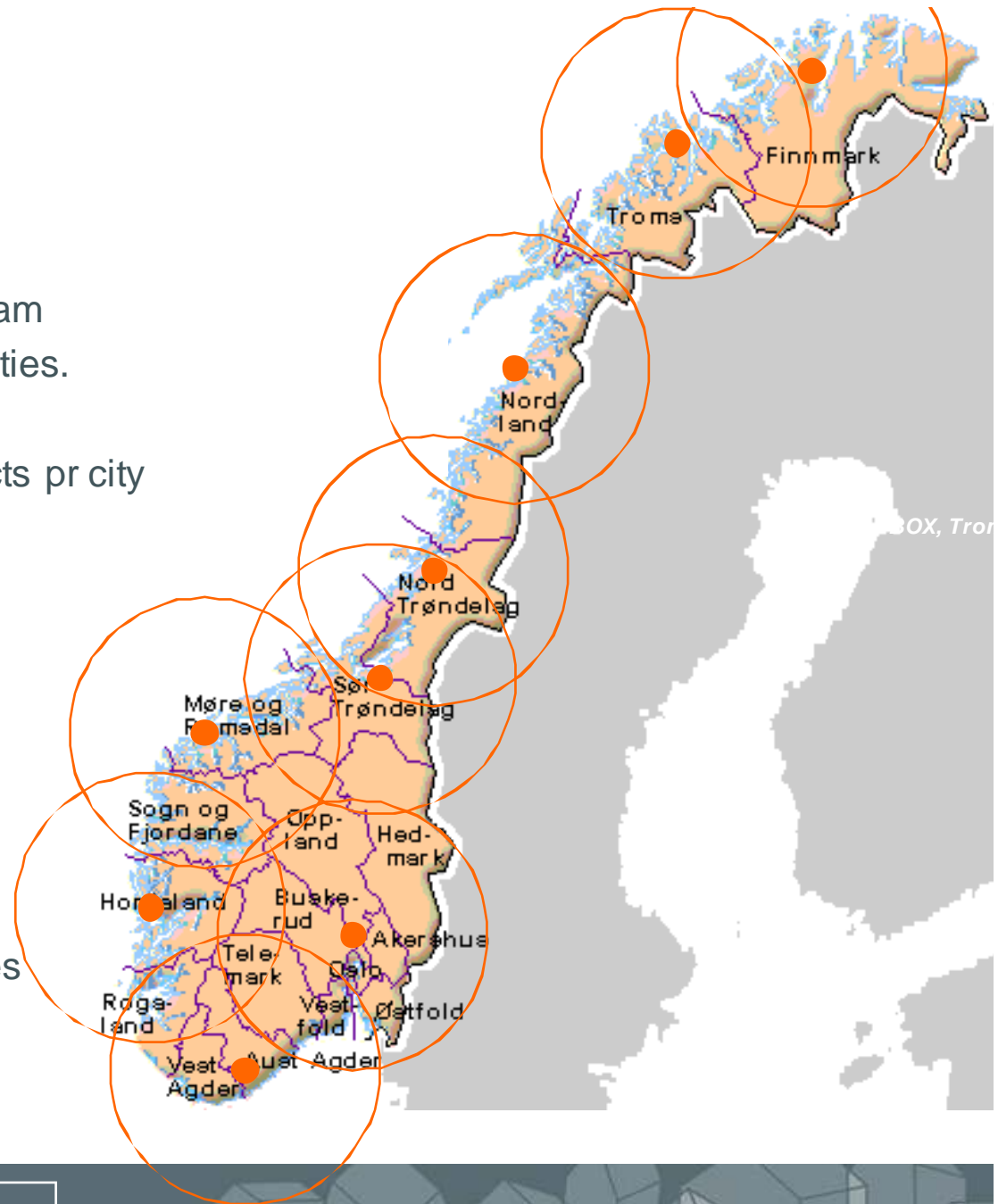
- half the Norwegian population
- minimum 2 demonstration projects pr city

A chain of demonstration projects

An arena for

- research
- education
- setting the agenda
- development of regional markets

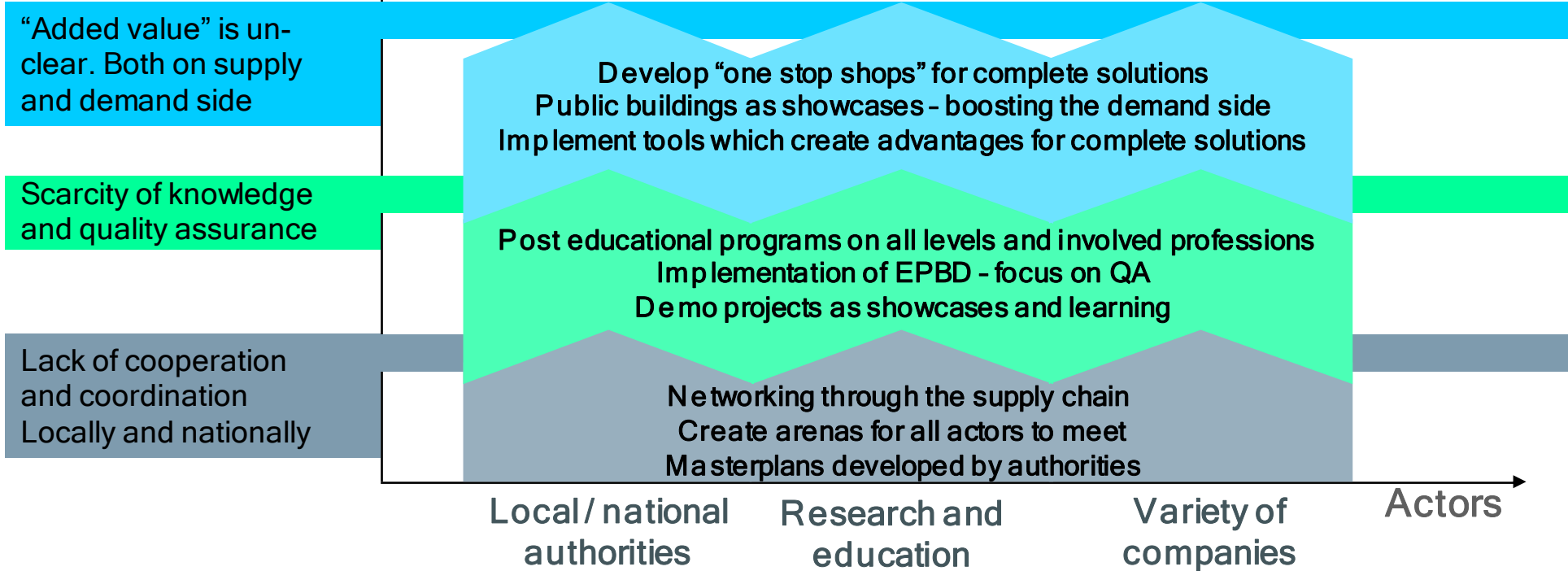
Cooperation with several other initiatives



Growth phase:

Early adopter house owners want to buy

Barriers



Early adopters



