

# P5 Presentation

Jimi van Leeuwen | 5184614

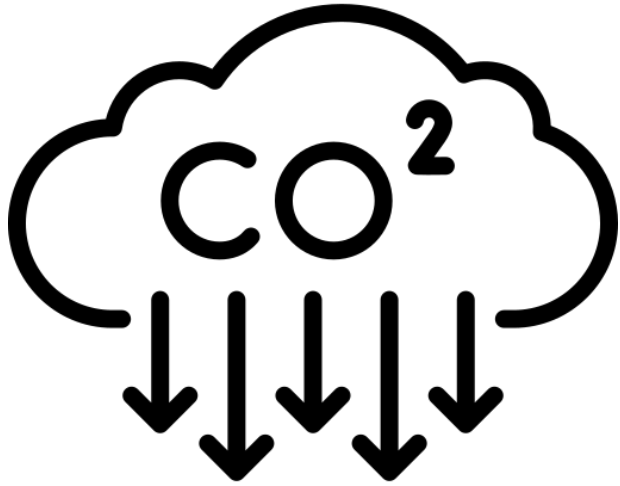
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Pathways for next adopters to adopt  
industrialised timber construction in  
Dutch practice: a contractors perspective

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- Problem statement
- Research method
- Data analysis
- Research findings
- Discussion and conclusion

## Introduction



Decrease CO2  
emissions



Housing demand



Labour shortage

Introduction

# “Growth of industrial timber construction in the Netherlands”





## Introduction

- Digital preparation in 3D
- Robotization
- Optimized circumstances
- Clean building site
- Decrease construction time

# GROEI INDUSTRIËLE HOUTBOUW IN NEDERLAND







Problem statement





Problem statement



Theory vs.  
practice

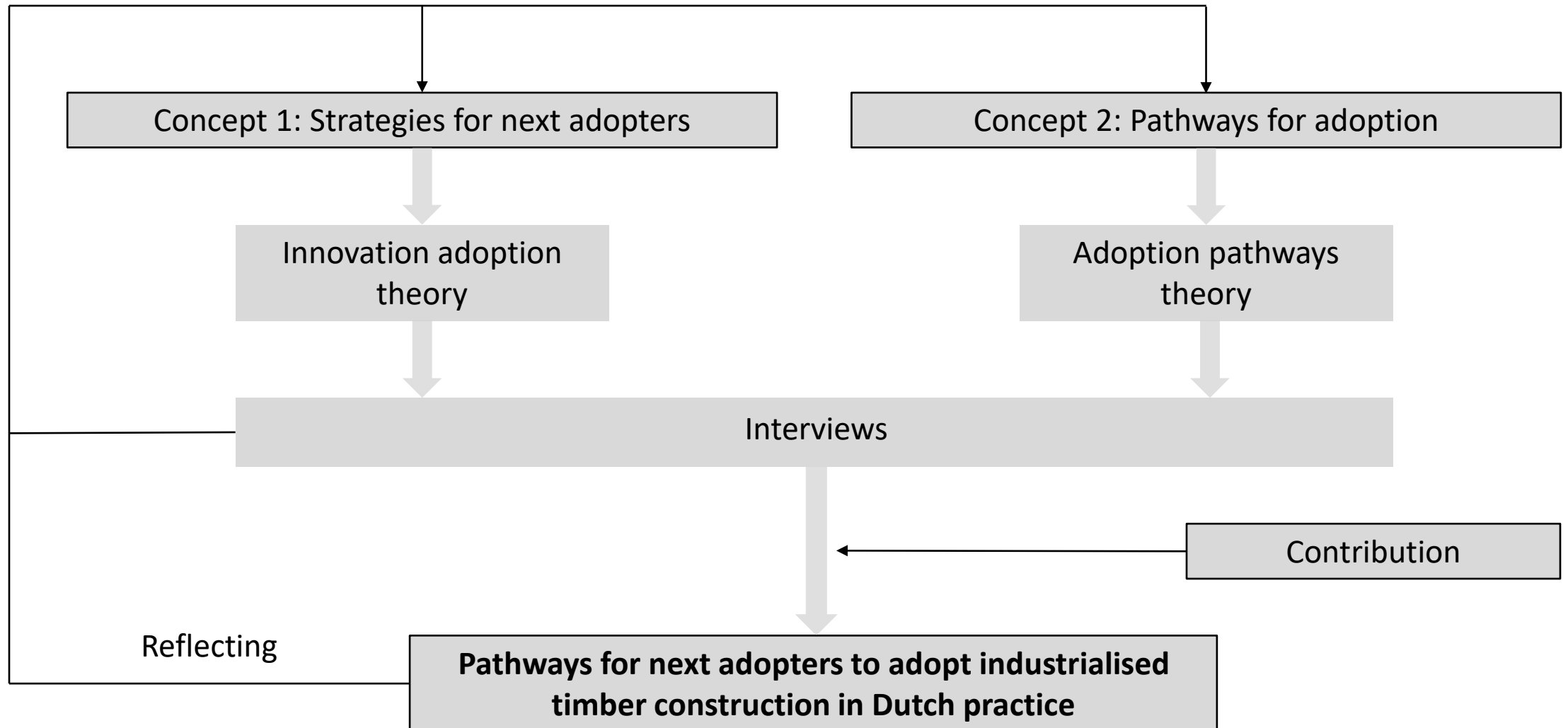


Technical vs.  
process

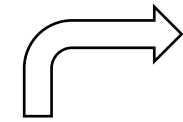
Problem statement

What are pathways for next adopters to adopt industrialised timber construction in Dutch practice?

## Research method

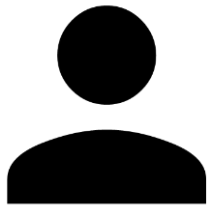
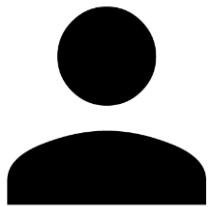


Research method

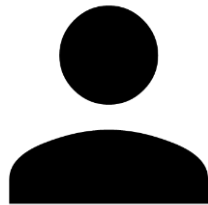
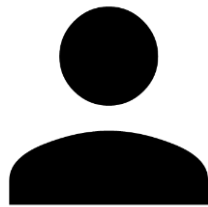


Data collection

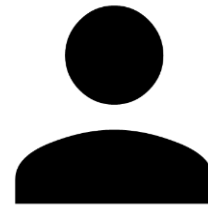
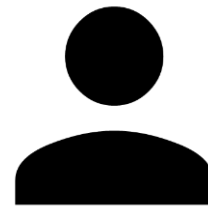
Exploratory



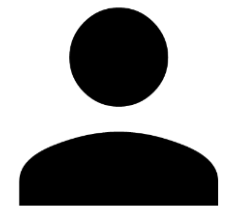
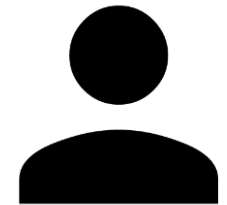
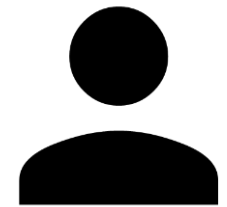
Case 01



Case 02

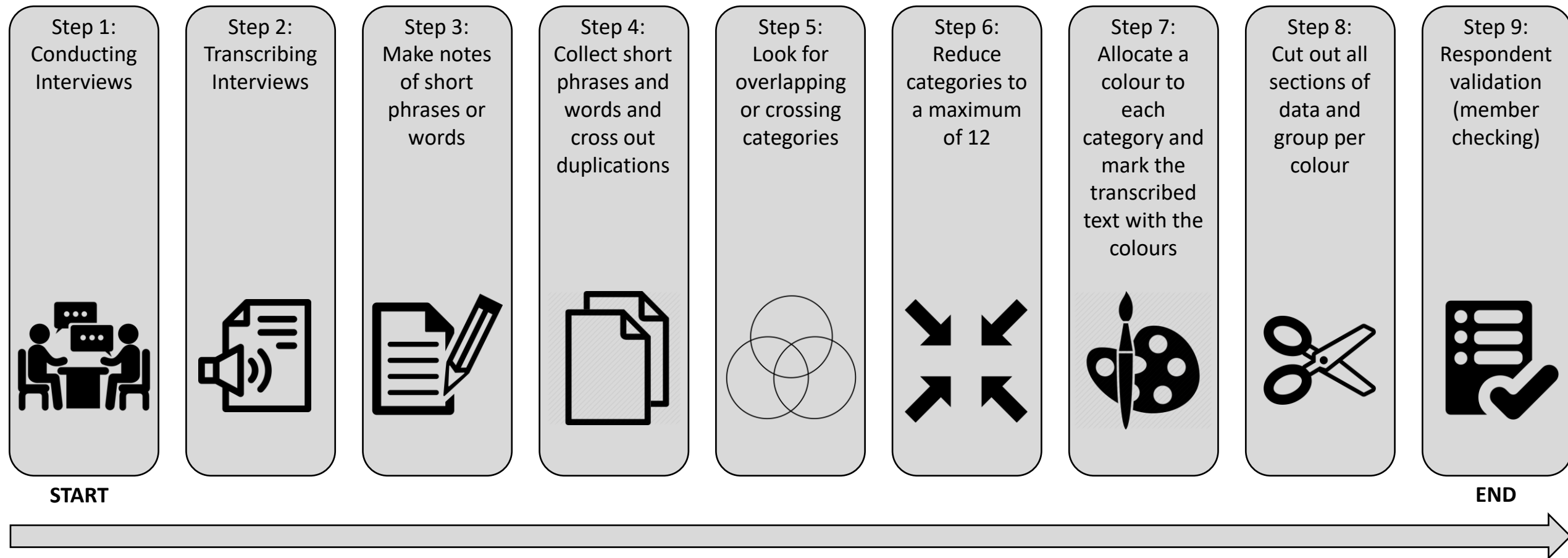


Case 03





# Research method



## Research method

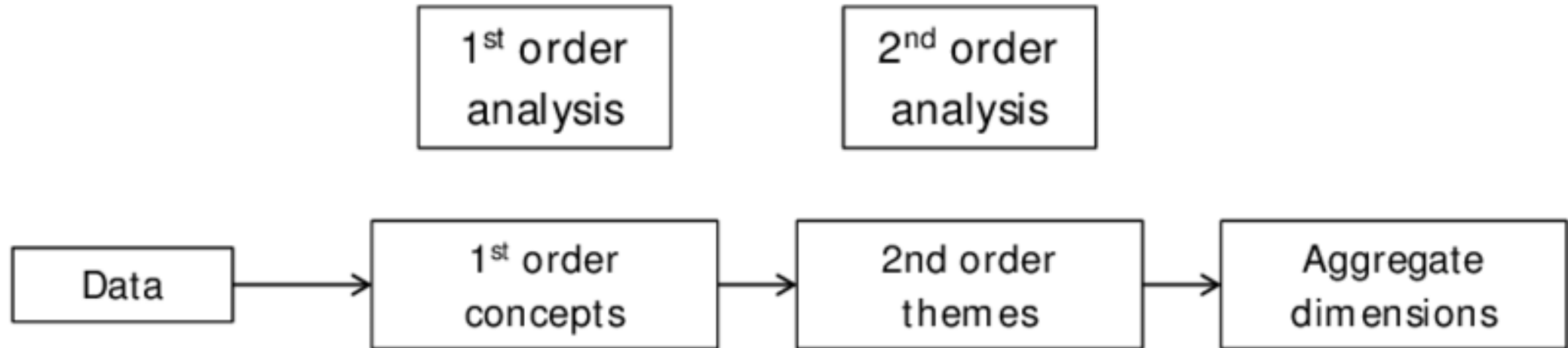
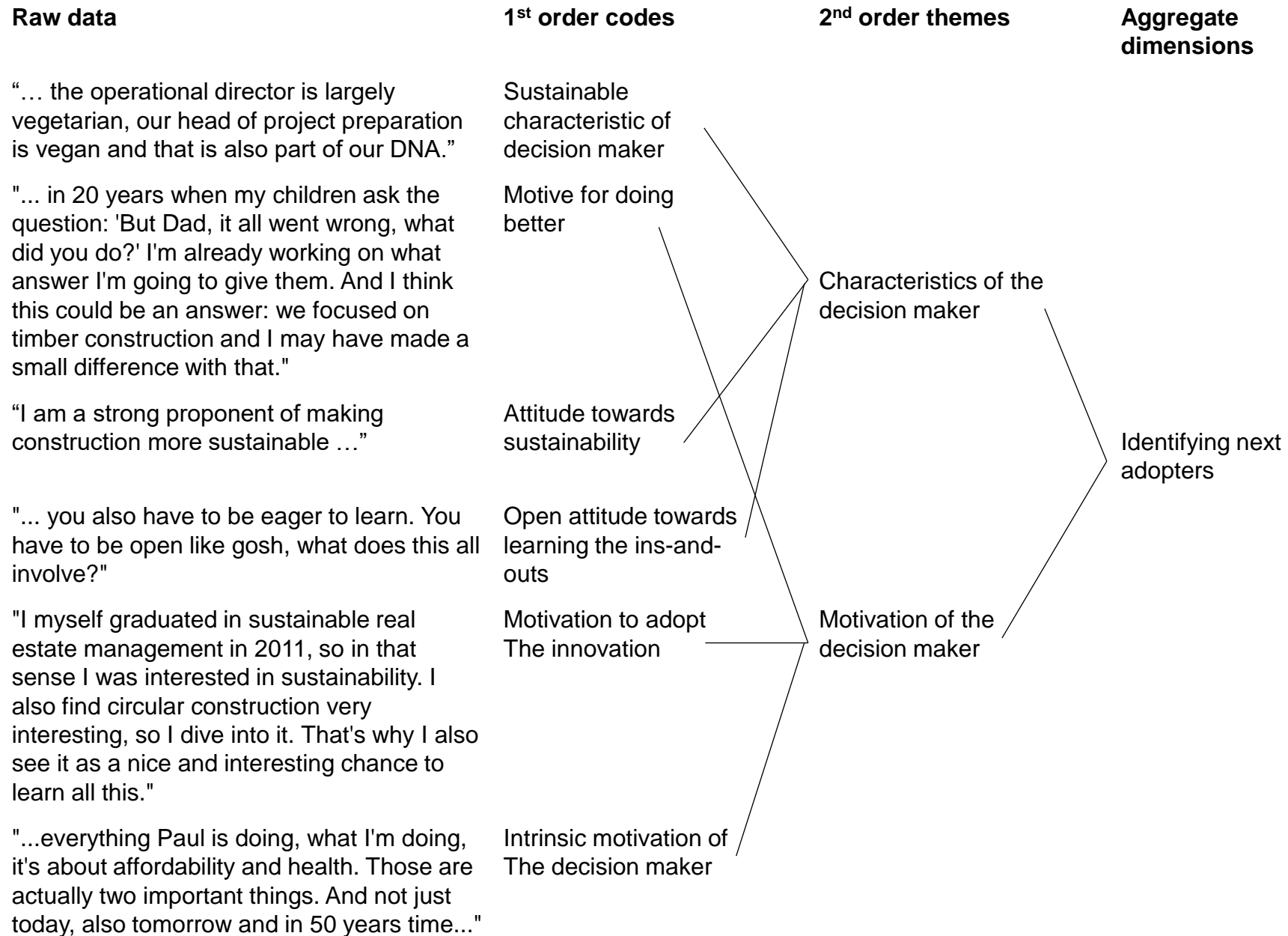


Table 01 – Identifying next adopters, individual characteristics and motivations



## Research findings

- identifying next adopters
- context of adopting
- role of network/partners in the adoption process
- learning processes
- challenges when adopting
- risk management
- critical success factors and finally
- advantages when adopting

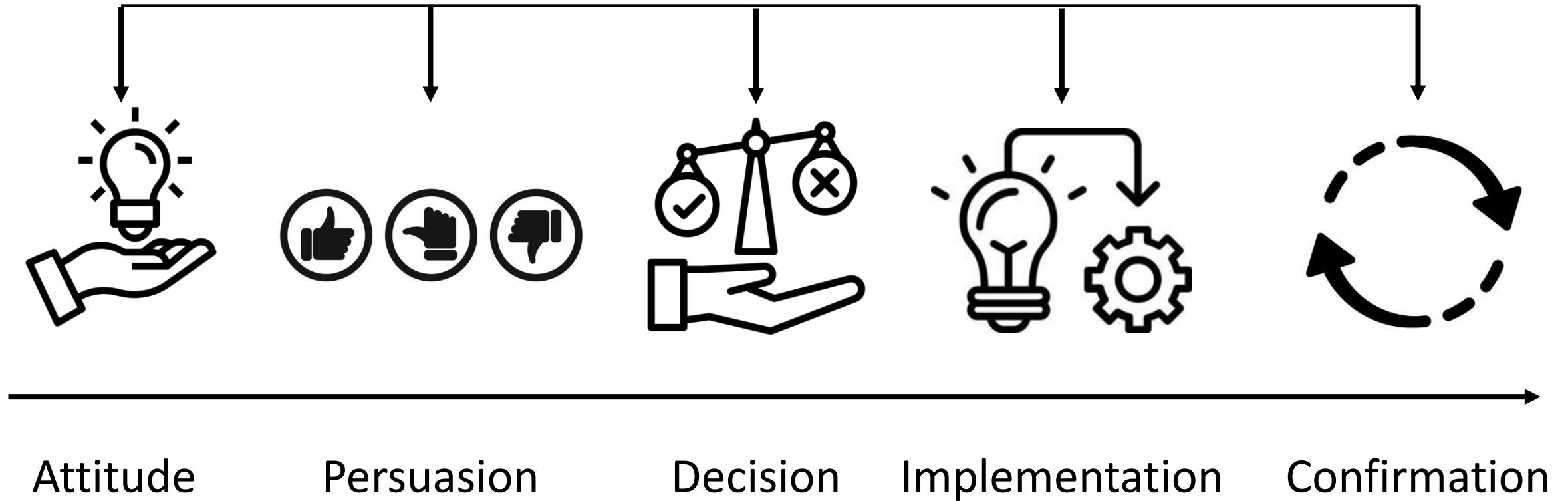


Aggregate  
dimensions



Research findings

Input from context

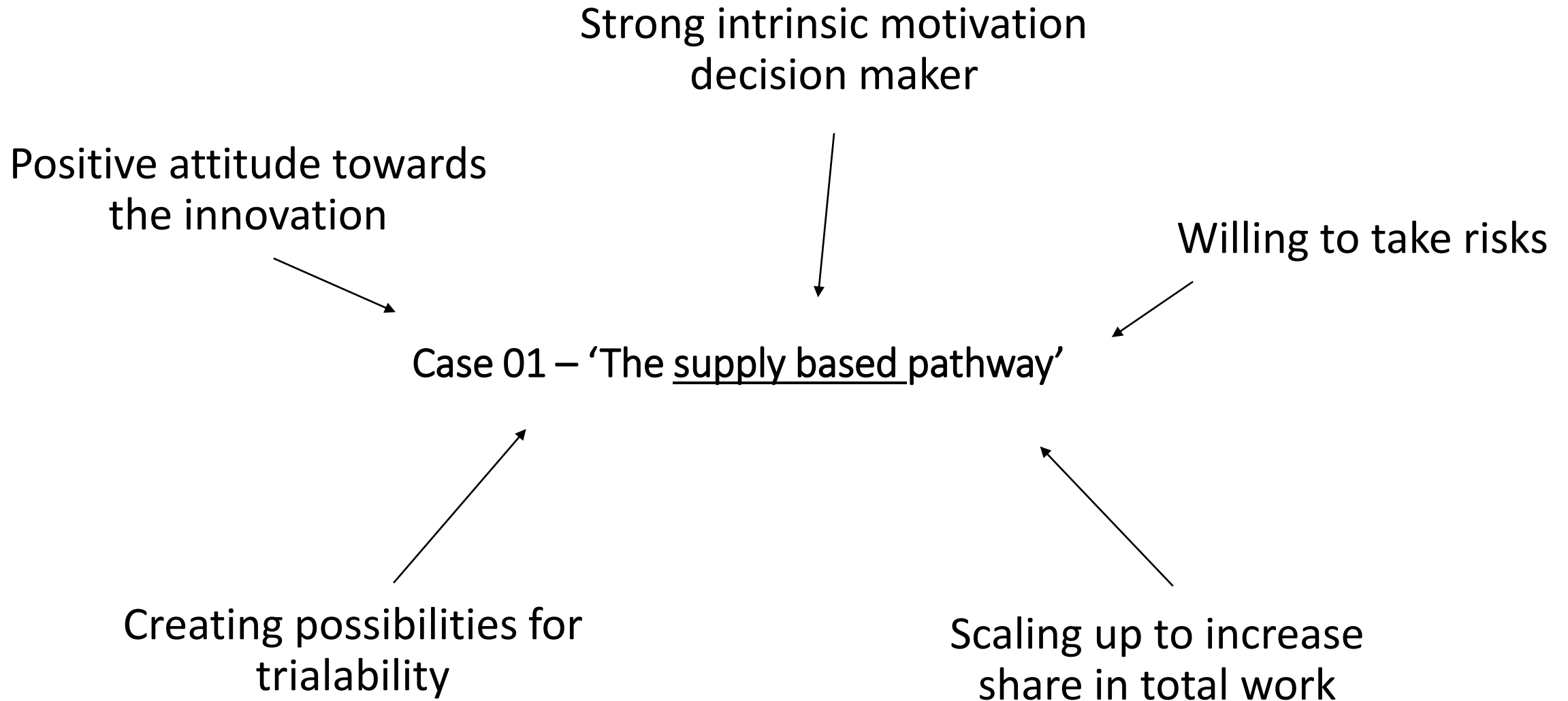


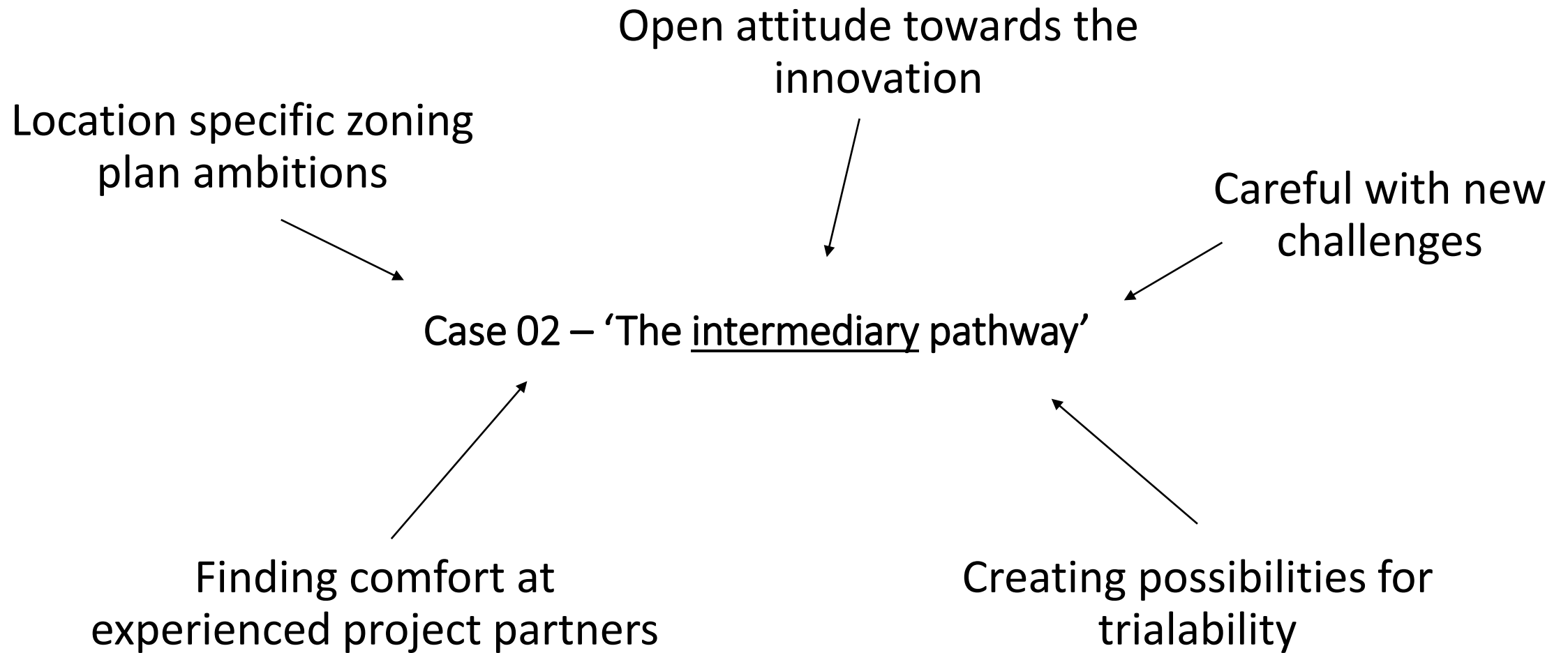
## Research findings

Case 01 – ‘The supply based pathway’

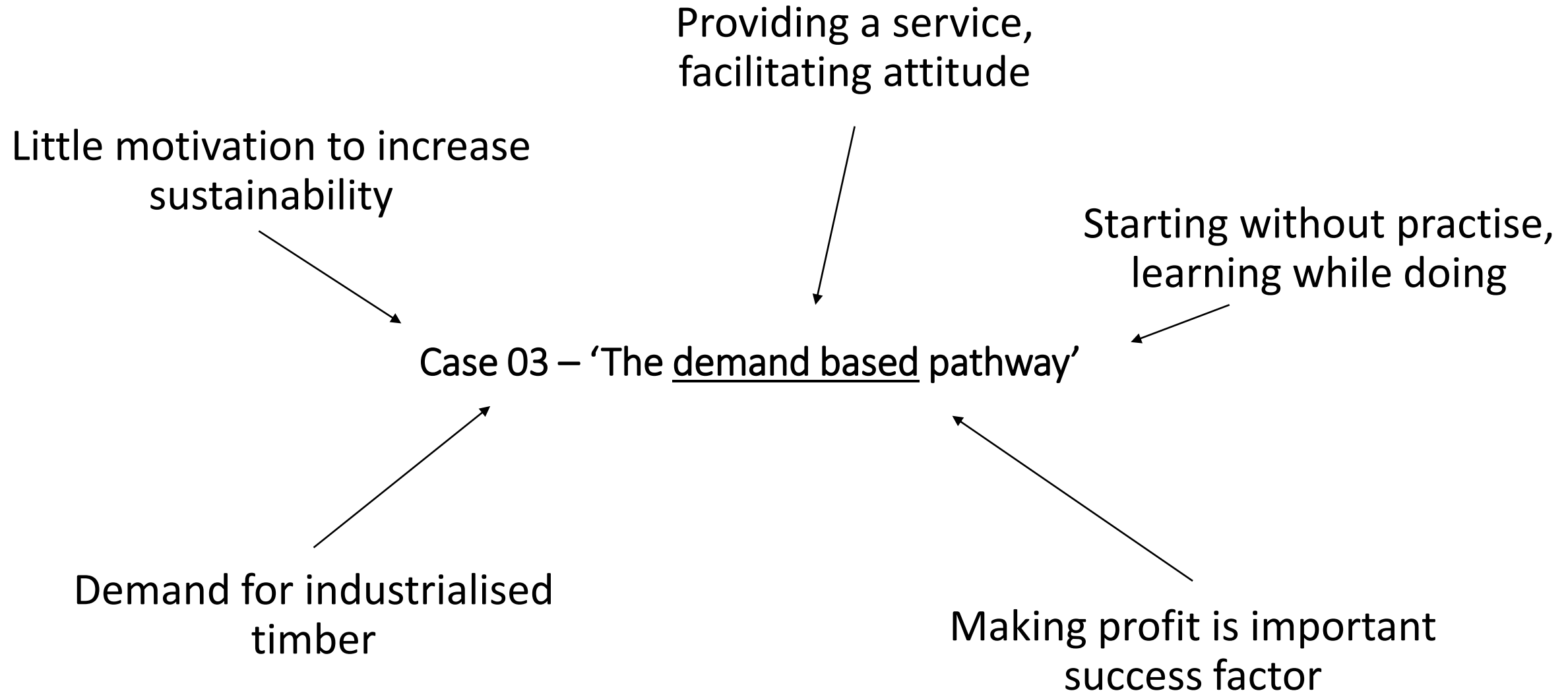
Case 02 – ‘The intermediary pathway’

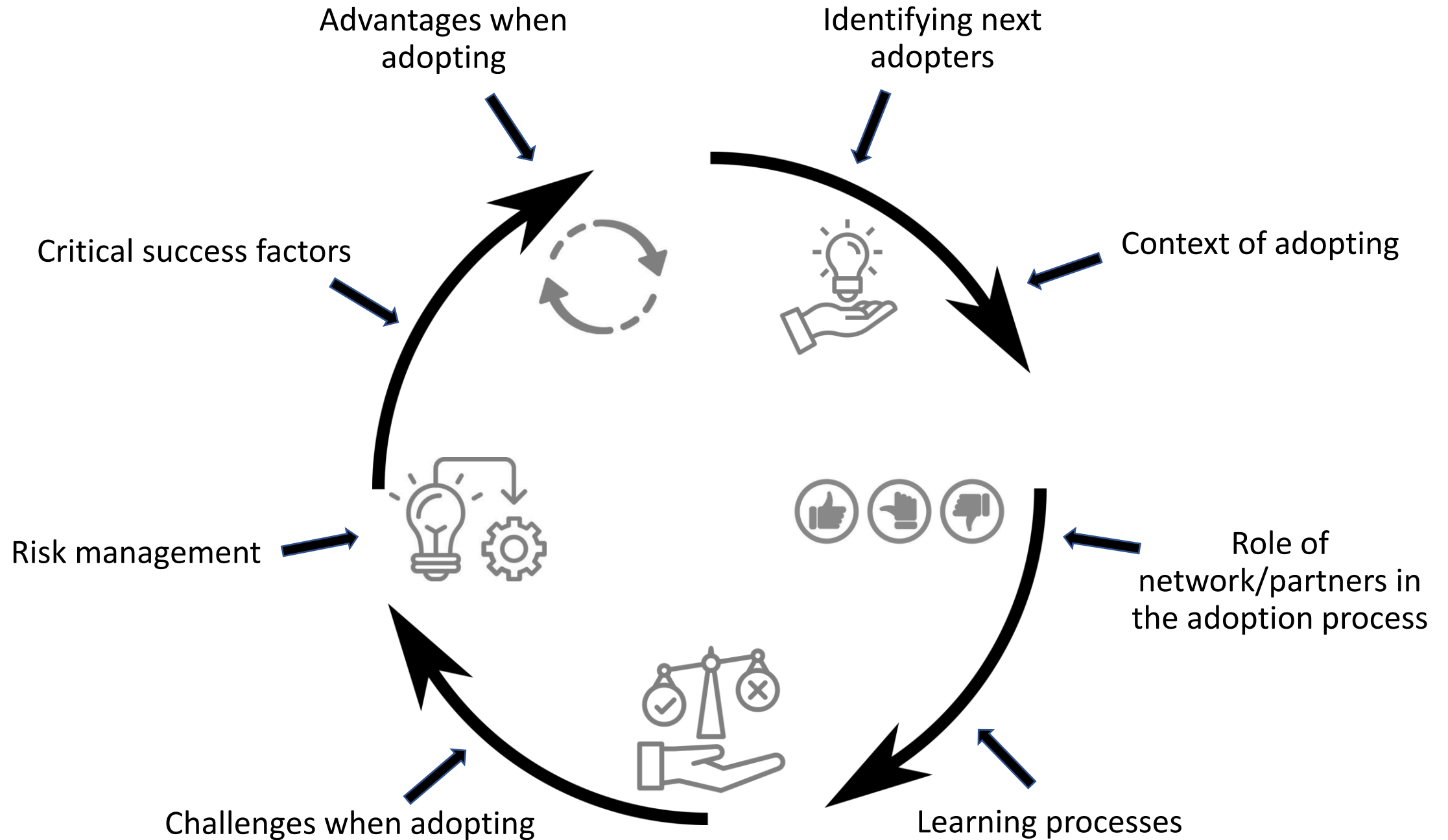
Case 03 – ‘The demand based pathway’









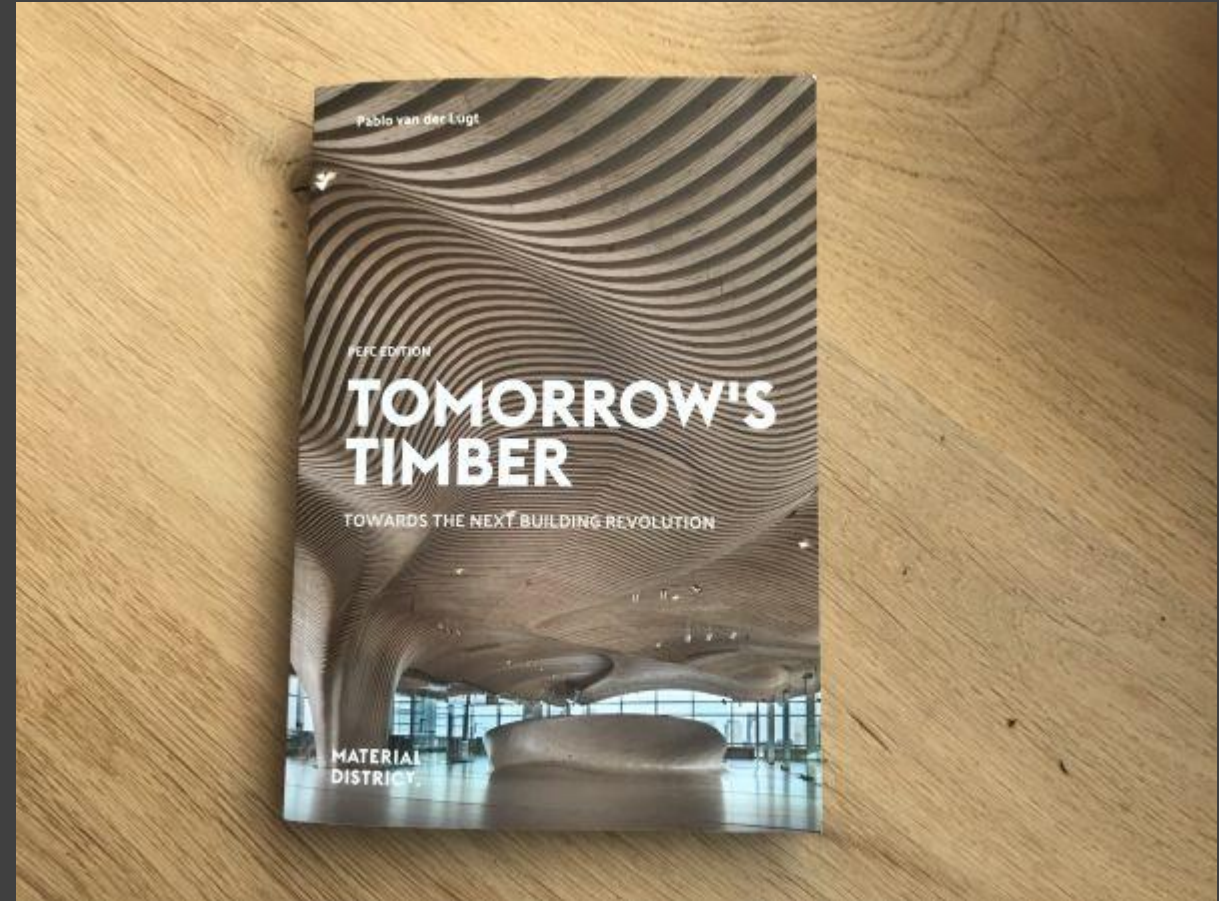


## Discussion of results

- Challenging existing literature with the cycle model
- 8 specific aggregate dimensions as input from context
- Organisations can recognise the steps in the innovation adoption process and get grip on important aspects

## Discussion of results

- 'Rigid' construction sector vs. rapid transition towards timber construction



## Conclusion

- The supply based pathway
- The intermediary pathway
- The demand based pathway
- Cycle model of innovation adoption in industrialised timber construction

Thank you for listening.  
Questions?