

# P5 Presentation

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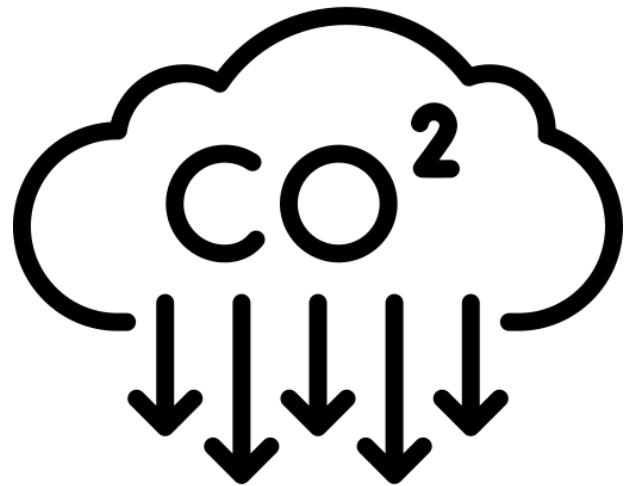
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Pathways for next adopters to adopt  
industrialised timber construction in  
Dutch practice: a contractors perspective

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- Problem statement
- Research method
- Data analysis
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- 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

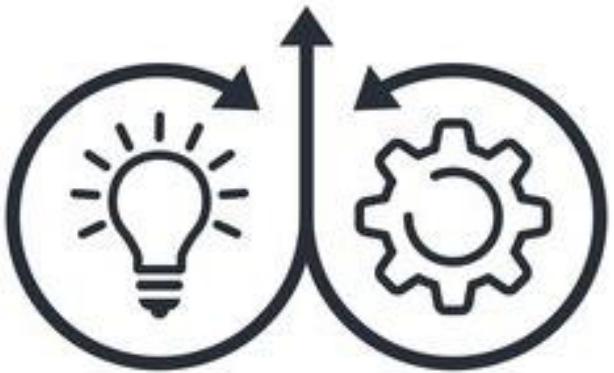




## Problem statement



Problem statement



Theory vs.  
practice

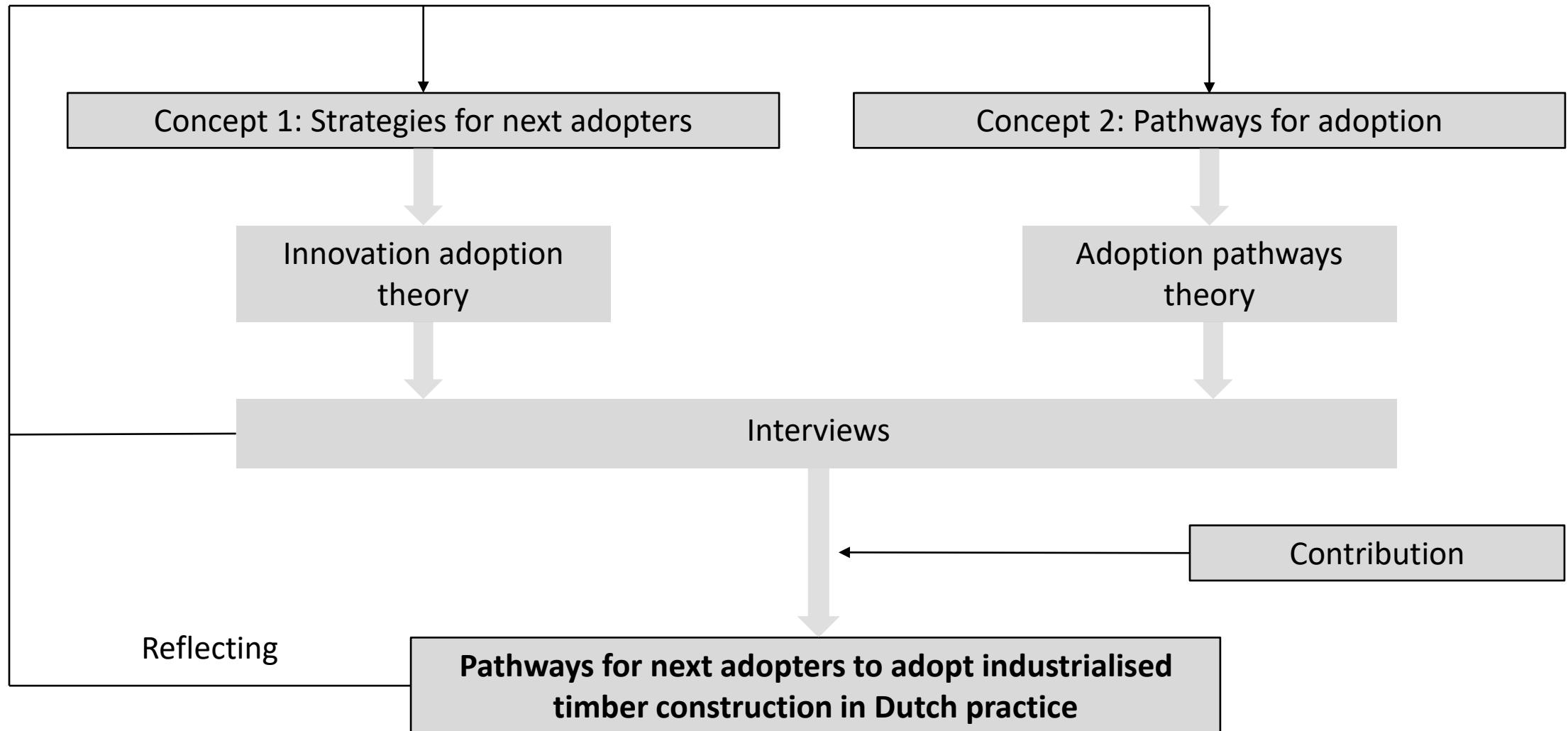


Technical vs.  
process

## Problem statement

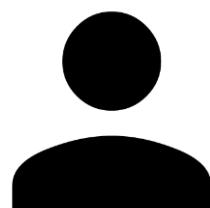
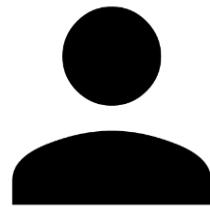
What are pathways for next adopters to adopt industrialised timber construction in Dutch practice?

## Research method

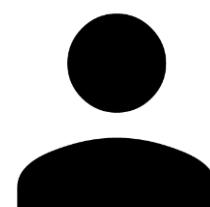
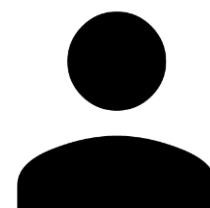
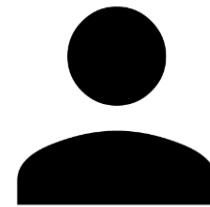


Research method

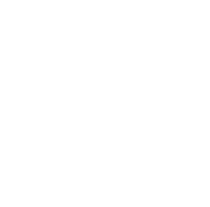
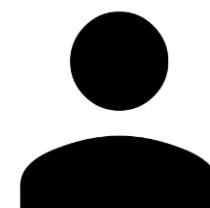
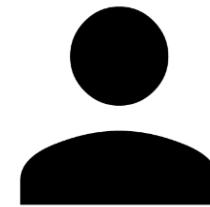
Exploratory



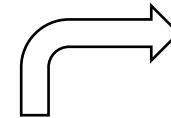
Case 01



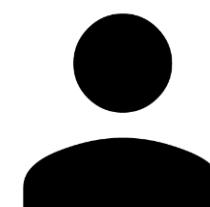
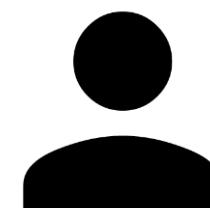
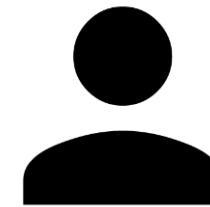
Case 02



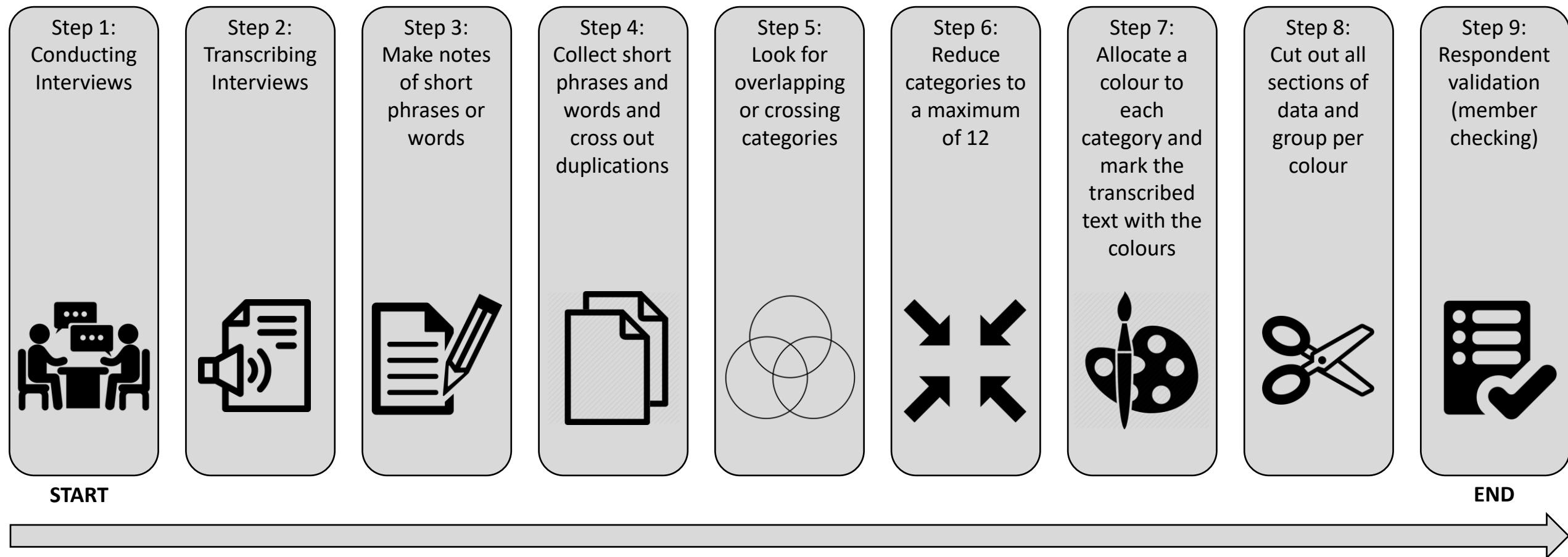
Data collection



Case 03



# Research method



## Research method

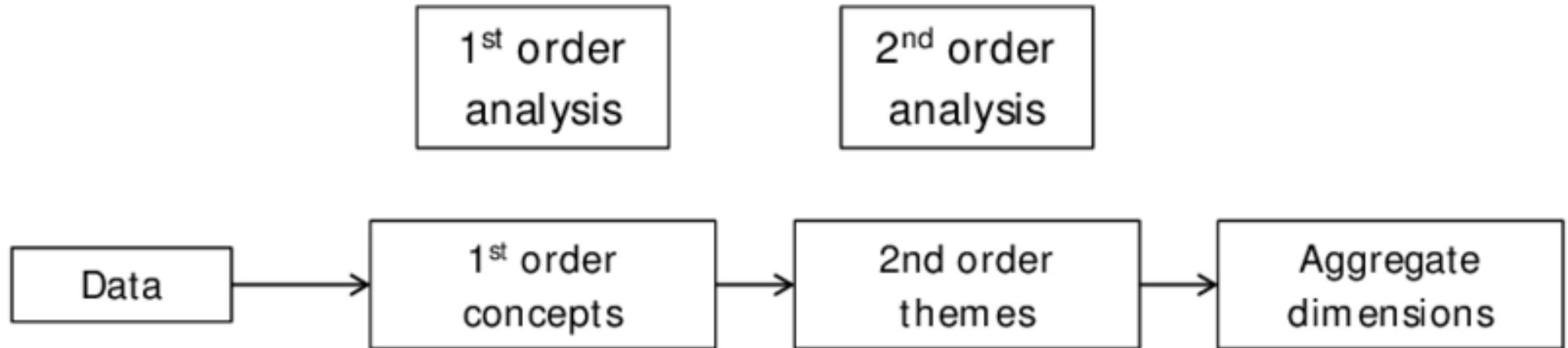
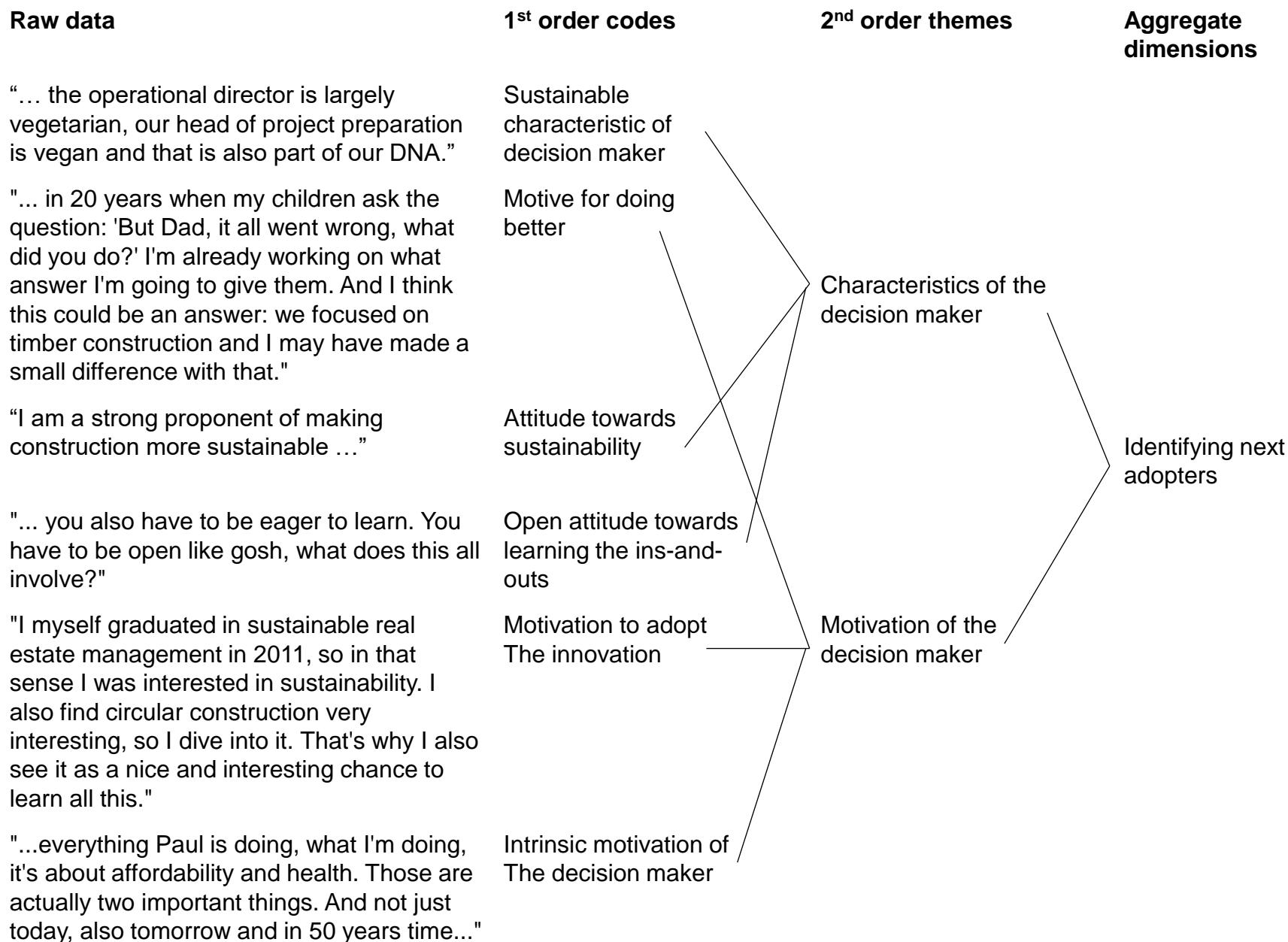


Table 01 – Identifying next adopters, individual characteristics and motivations



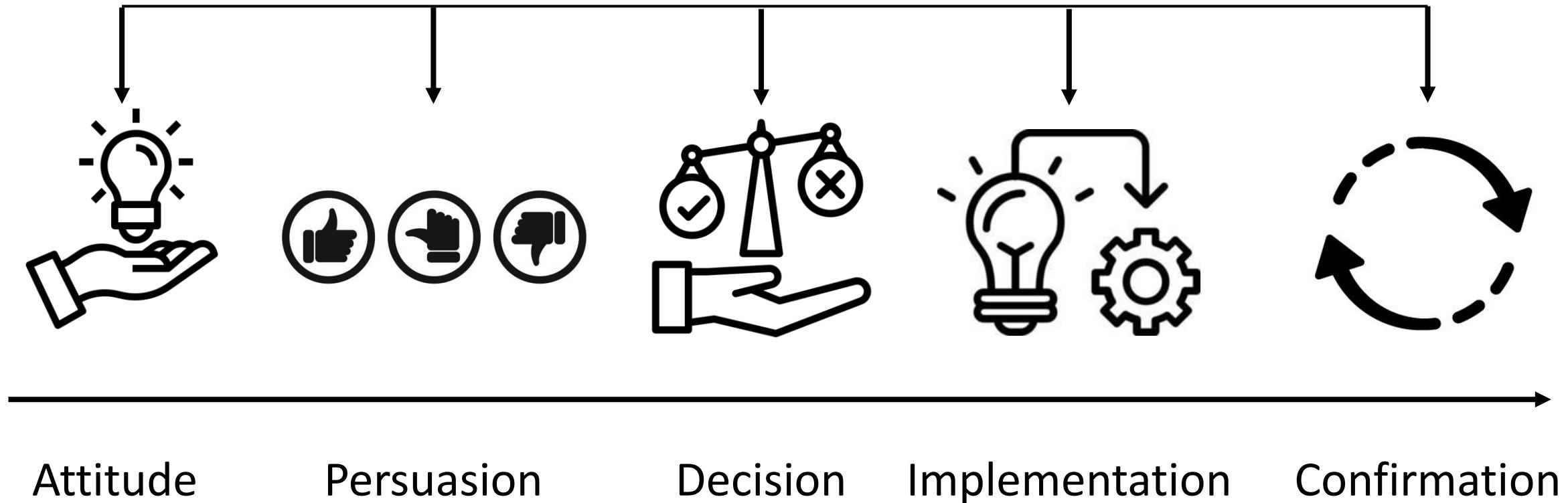
## Research findings

- 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’

Strong intrinsic motivation  
decision maker

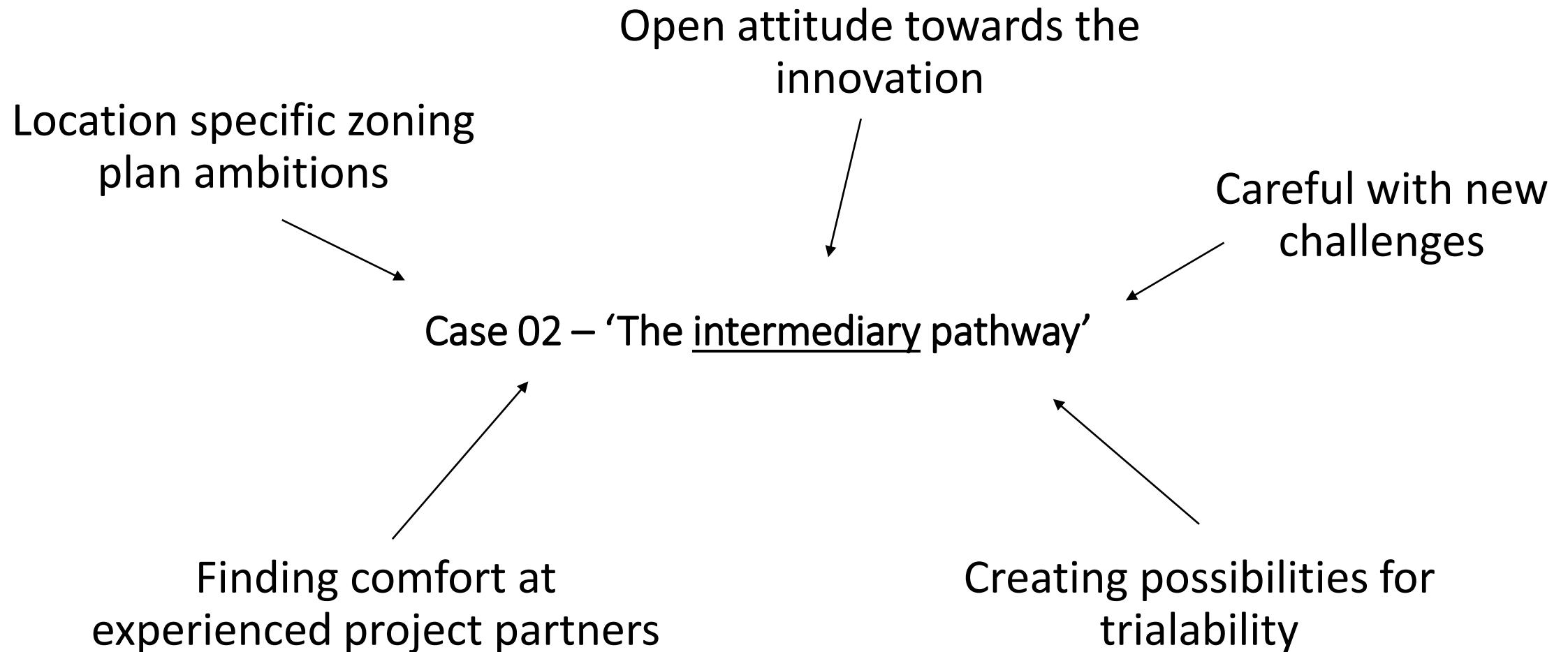
Positive attitude towards  
the innovation

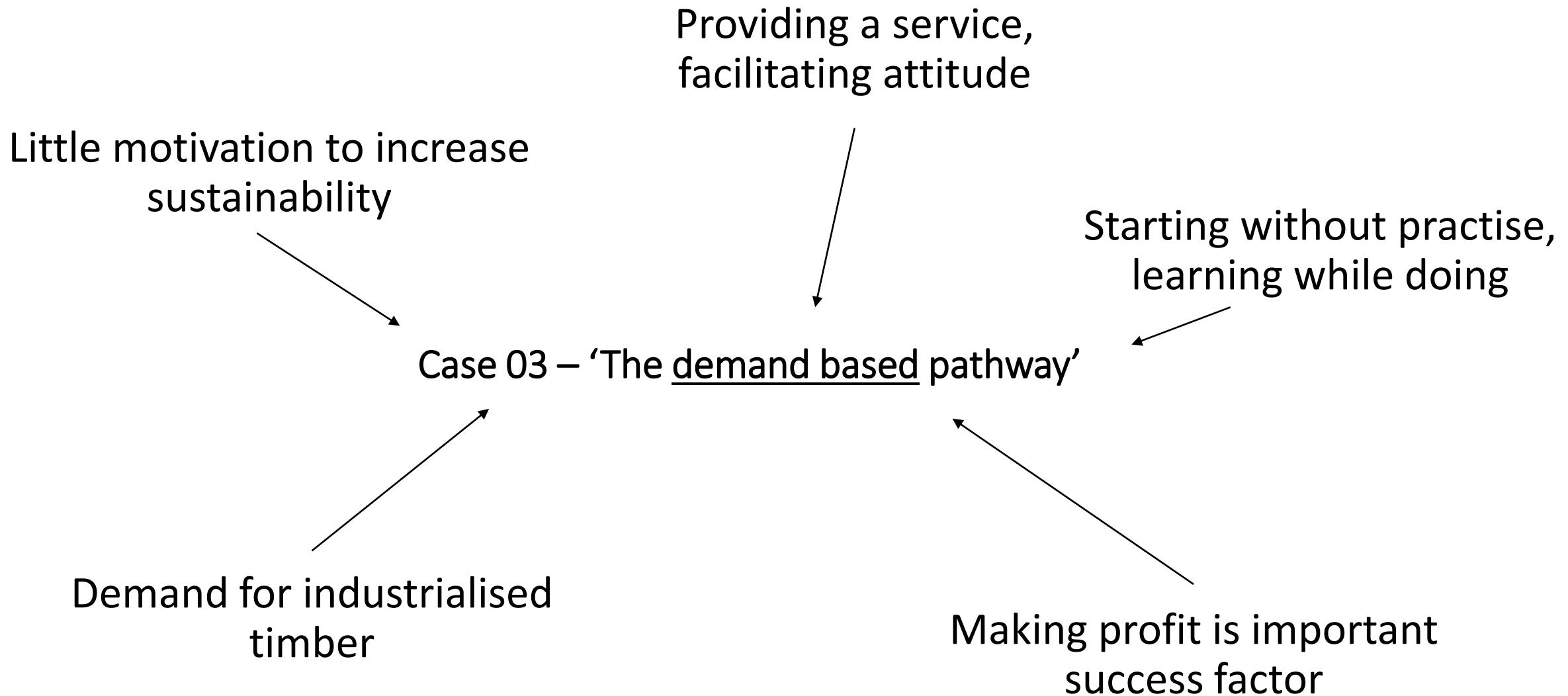
Willing to take risks

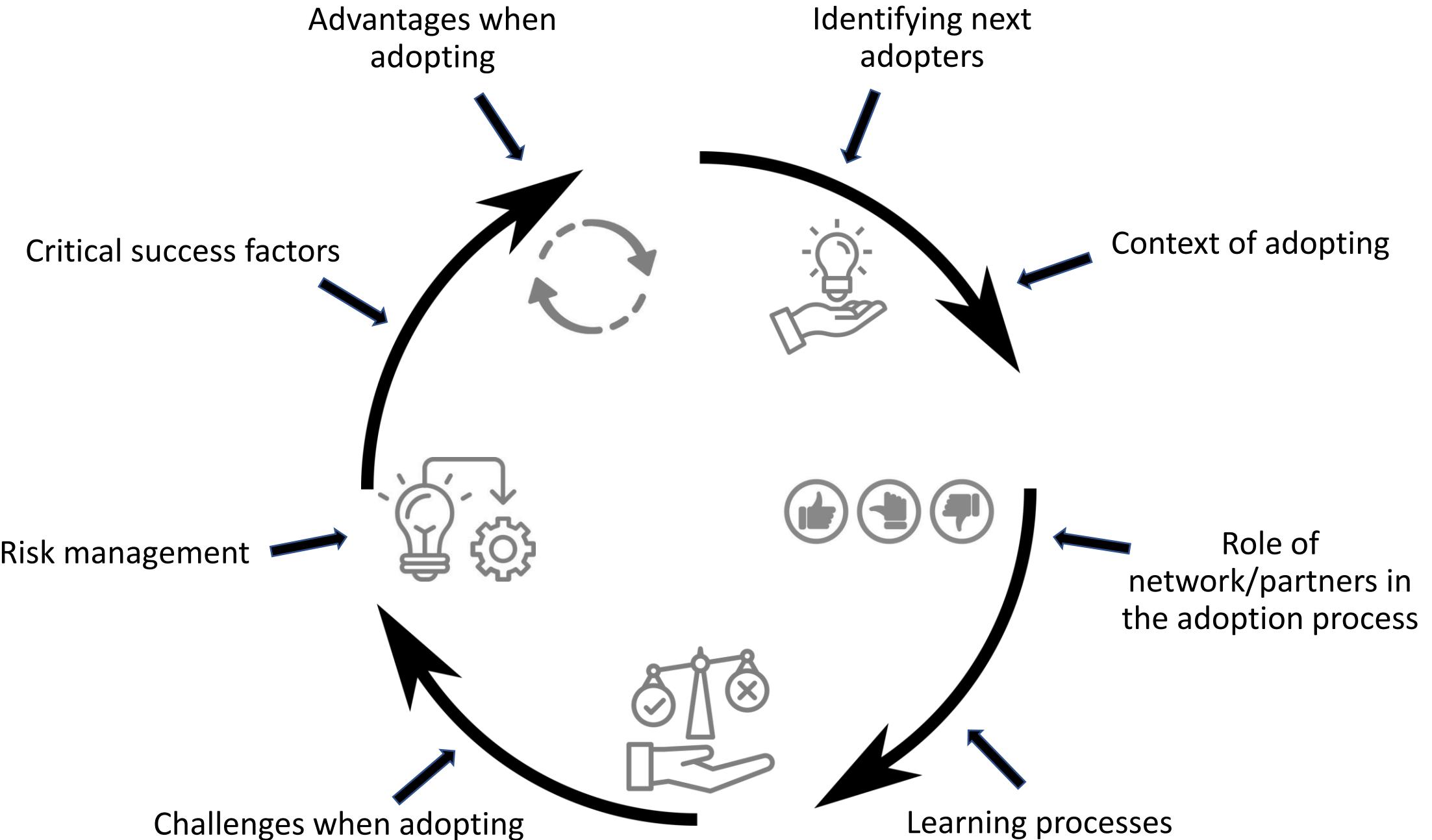
Case 01 – 'The supply based pathway'

Creating possibilities for  
trialability

Scaling up to increase  
share in total work





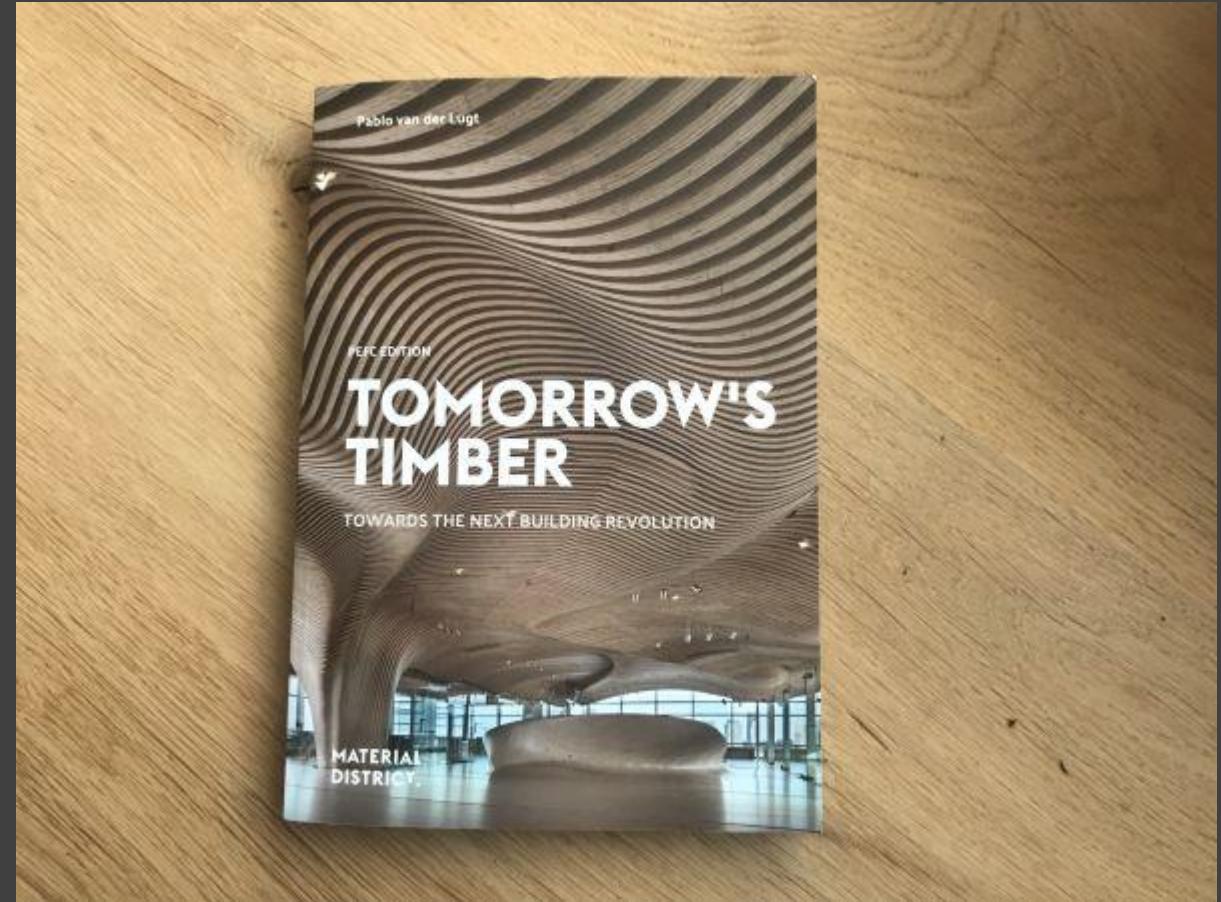


## Discussion of results

- 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?