

# Thesis proposal: Diffusion of innovation in sustainability in a context of Dutch energy transition

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## Abstract

Yet to be written

*Keywords:* Sustainability, Co-creation, diffusion of innovation, non-adopters

Word count: X

## Study 1: identify non-adapters

The first part of this study is about the identification (and localization) of people that are not adopting ECO-innovation. This part of the study is mainly conducted as a preparation for the second part of this article.

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This article is the graduation thesis om Marco Bunt for the study social science on the Erasmus school of social and behavioral sciences, in collaboration with Stedin.

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## Method

**Data.** (“Rotterdam in cijfers,” n.d.) contains data about the city Rotterdam and used as a source for the following data: residential mobility, election results, annual income. (“Stedin,” n.d.) provided the data for the geographic location of PV. (“Basisregistratie adressen en gebouwen (bag),” n.d.) is used for information about the houses in the area.

**Procedure.** Insight in the variables predicting (non-)adoption are created by creating odd-ratio tables and conducting a multivariable regression analysis. The data is divided in separate groups: 1) “Natural variables”, containing the natural part of the Co-production as described by Jasanoff (2004)<sup>1</sup> and the part about the 2) “imaginaries”. The former variables are

## Results and Discussion

**Thresholds and benefits.**

**Diffusion of solar.**

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<sup>1</sup> Not sure is I can already

Table 1

*parameters regression analysis*

Variable	Model_1	Model_2	Model_3
<b>Natural resources</b>			
InstalledPV	x		x
HousePrice	x		x
SizeHouse	x		x
ConstructYear	x		x
SizeRooftop	x		x
<b>Imaginaires</b>			
VerkiezingUitslag (1)		x	x
<b>contextual parameters</b>			
Ownership	x	x	x
DistrHeat	x	x	x
ResidentMobility	x	x	x
Income	x	x	x

<sup>a</sup> I'm not sure about already investigate the  
 imagonaries in the first part

### References

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