

New product development – challenges and opportunities

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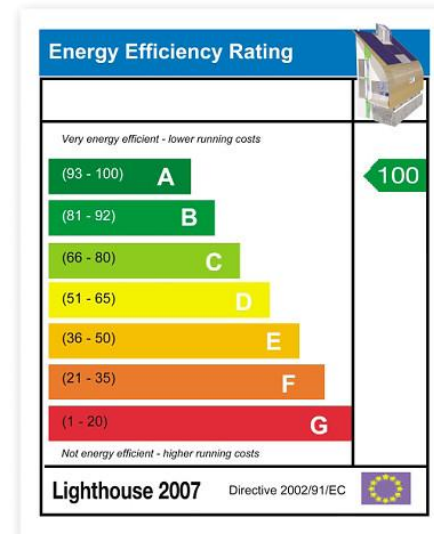
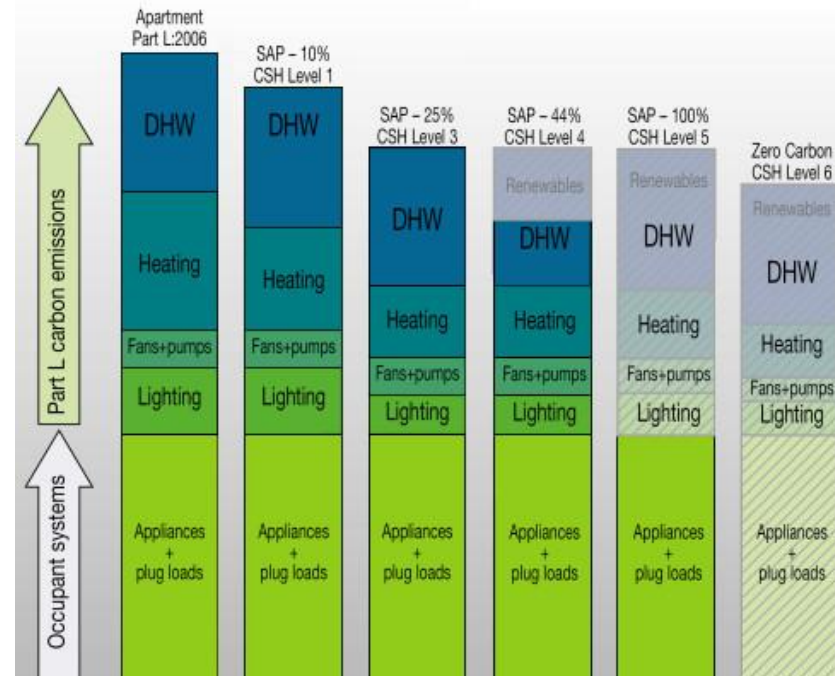
The opportunities in CSH levels 5 & 6

- 1. Energy and Carbon Dioxide Emissions** – Operational Energy and the resulting emissions of carbon dioxide to the atmosphere
- 2. Water** – the consumption of potable water from the public supply system or other ground water resources
- 3. Surface Water Run-off** – the change in surface water runoff patterns as a result of the development.
- 4. Materials** – the embodied environmental impacts of construction materials for key construction elements
- 5. Waste** – waste generated as a result of the construction process and facilities encouraging the recycling of domestic waste in the home
- 6. Pollution** – pollution resulting from the operation of the dwelling
- 7. Health and Well being** – the effect that the dwelling's design and indoor environment has on its occupants
- 8. Management** – steps that have been taken to allow management of environmental impacts in the construction and operation of the home
- 9. Ecology** – the impact of the dwelling on the local eco-system, biodiversity and land use to achieve any of the Code's ratings it will be necessary to meet the requirements covering a number of these parameters



Timing

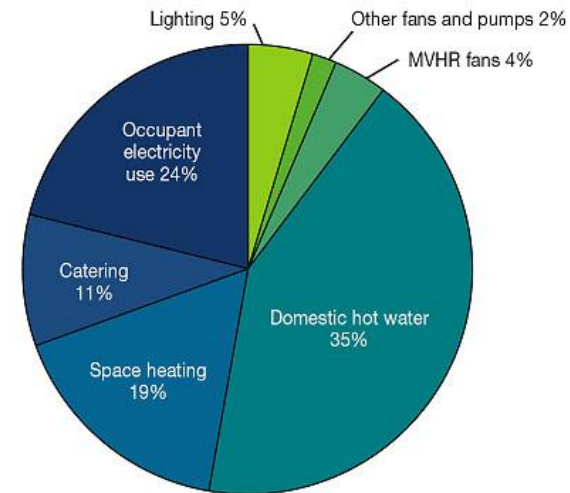
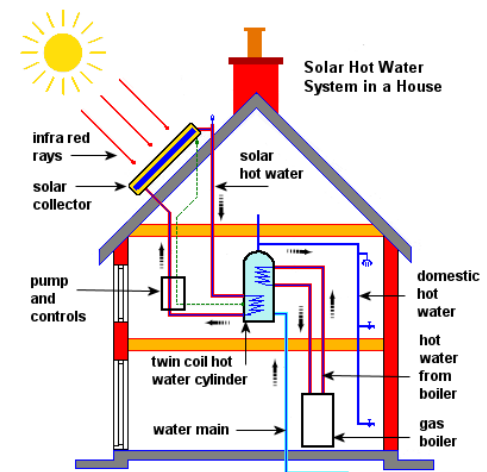
- **2008** –
 - Public Sector: Level 3
 - Private Sector: Coded
- **2010** –
 - Public Sector: Level 4
 - Private Sector: Level 3
- **2013** –
 - Public Sector: Level 6
 - Private Sector: Level 4
- **2016** - Private Sector: Level 6



The priorities?

Carbon and energy –

- Prevention?
 - Evolution – materials and insulation
 - Revolution – heating and lighting
- Cure?
 - Renewables
 - Lifestyle
 - Design
- New?
- Retro-fit?



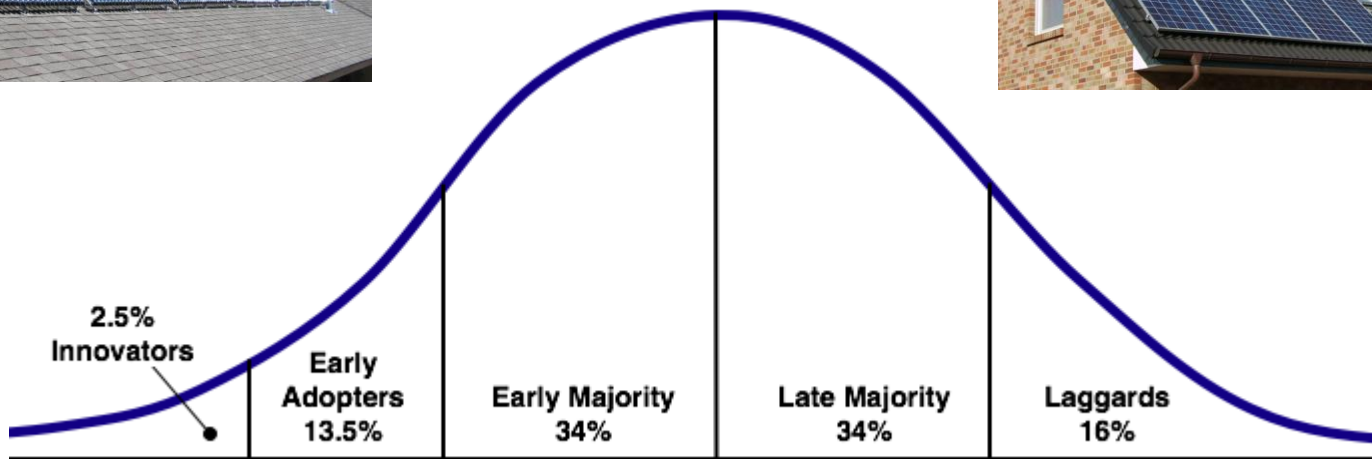
Questions....

- The opportunity?
- What does good look like?
- Does the market want it?
- When will the market want it?
- Who will buy from us?
- How big is the market?
- Who is our competition?
- How can we prove our concept?
- Where will the funds come from?
- What is the return on investment?
- When do we start?

Etc.



The market



Source: Everett Rogers (Diffusion of innovations model)

The deadly sins:

- Over promised/oversold
- Unreliable/untested
- Too complex/ambitious
- Financially marginal
- Poor timing



The end (of the very beginning)



Thank you. Any Questions?