

R&D. These points of origin differ dramatically in terms of the types of barriers that must be overcome to achieve commercial success and widespread use.

The technology and research findings to be transferred are also diverse and greatly determine the steps needed to ensure their use. Types of findings include:

- scientific knowledge,
- physical technologies (devices and prototypes),
- technological processes,
- test results,
- performance data,
- cost/benefit information, and
- patents and copyrights.

The channels and audiences appropriate to these different types of results differ dramatically and lead to vastly divergent technology transfer activities. For instance, among the end-users of OBCS-generated technologies and information are manufacturers, utilities, government agencies, nonprofit organizations, consumers, and researchers.

### **1.3 OVERVIEW OF THE REPORT**

To place the 12 case studies into a broader conceptual framework, barriers to innovation in the buildings industry are discussed (Section 1.4) and six generic types of technology transfer strategies are described (Section 2). The portfolio of strategies recognizes that, at a minimum, the technology transfer process varies according to the nature of the R&D result and the industry and end-user audiences being addressed.

Section 3 describes the research design used here, including the case study selection criteria and the data collection methods. We then trace the processes by which each innovation was developed and deployed. The DOE role is described, barriers and facilitating factors are documented, and the market