Scaling-up fresh air as well as zero carbon: the challenge of ventilation in practice

Jenny Brierley
University of Sheffield
Poor indoor air quality (IAQ) causing or exacerbating ill health

Increased energy use/carbon emissions through unplanned heat loss/use of mechanical cooling

Dampness and mould damaging the building fabric

How effective is the ventilation in practice…

...and what are the unintended consequences?
Household emissions in 1990, 2017 and 2050
Annual emissions, kilogrammes of CO2

- Heating
- Aviation
- Transport
- Waste
- Electricity
- Diet / Agriculture

1990: 14,752
2017: 8,798
2050 (80% emissions): 3,475
2050 (Net zero emissions): 1,160

Source: Climate Change Committee/BEIS (2019)
DIFFUSION OF INNOVATION

- Early Adopters
- The Chasm
- Early Majority
- Late Majority
- Laggards

INNOVATORS: 2.5
EARLY ADOPTERS: 13.5
EARLY MAJORITY: 34
LATE MAJORITY: 34
LAGGARDS: 16

DOWN WITH CHANGE!
EARTH IS FLAT!
How is the air quality in your home?

THE CHASM

13.5

34

34

EALY

MAJORITY

UK housing: Fit for the future?

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