

## **Abstract**

### **Master's thesis: Diffusion and adoption of solar thermal applications in Graz**

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Solar thermal applications have always been fairly popular in Austria, especially in Styria. This success of solar heaters can be explained by a self-construction movement with a comprehensive diffusion strategy and the effort of an atypical group of adopters. However, self-building is a strategy which will only activate a limited number of prospective users, even if there was an extraordinary success in the Austrian solar case so far. Subject to these limitations, the environmental office of the city of Graz brought up the question how to reach other groups of adopters by a contemporary diffusion strategy. To identify key aspects of this strategy in a Master's thesis, potential adopters were on the one hand theoretically analysed and on the other hand directly questioned in sixteen interviews. The results of the Master's thesis indicate that the initial costs of solar thermal collectors are the most substantial adoption barrier which should be politically addressed by an appropriate course of action.