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## **SOCIAL EMBEDDEDNESS OF ENERGY-EFFICIENT BUILDING METHODS IN THE NORTHERN GREAT PLAIN REGION**

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### **Abstract**

The aim of the study is to reveal the energy-efficient technologies, related knowledge and information sources of the population in the Hungarian Northern Great Plain Region and to gain a understanding of their attitude towards the implementation of these technologies. The survey included questions about the alternative building technologies as well as the cost burden limits of considering their application. Special attention was given to getting information about the energy characteristics and maintenance problems of the dwellings.

The lessons learned from the data analysis are sufficient for the more successful promotion of the energy-efficiency issue and for changing current public attitudes.

*Key words:* energy efficiency, Northern Great Plain Region, public knowledge

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