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Sustainable transition of the built environment construction industry is challenging the existing construction practices and business models. This article presents a framework for understanding and facilitating sustainable transition in the built environment. The framework was developed through a four years innovation project based on theories on sectorial and business model innovation and ten detailed case studies of different types of companies and their experimentation with different management and sustainability concepts. The framework interprets the construction industry as a collection of three generic domains - the Project, Product and Service domain - with widely different markets, companies, business models and regulation. Besides identifying the characteristics of the different domains, the findings show that these domains are interdependent, but largely live their own lives with internal agendas. Furthermore, it is shown that the domains are subject to more or less consciously coordinated innovation activities. The research concludes that the three-domain-model represents a promising framework for understanding and facilitating sustainable transition of the construction industry and built environment.

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