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Market Diffusion of Innovative Energy Technologies

The sustainable energy transition requires not only new technological solutions, such as smart grids, but also innovation and regulatory and policy change. In this talk, market diffusion dynamics and policy issues will be discussed, as are network economics and paradigm shifts (e.g. the switch from a hierarchical top-down system to one that is much more decentralized and based on “prosumers” and maybe in the not-too-distant future also blockchain-based local community solutions). Social acceptance and issues such as path-dependency/lock-in and the special nature of so-called “ultra-long-lived investments” (e.g the electric grid or oil and gas pipelines) will be addressed as well.

- since June 2007 Director (FCN), Full Professor of Energy Economics and Management, Faculty of Business and Economics, RWTH
- 2001 – 2007 Senior Economist, Centre for Energy Policy and Economics (cepe), ETH Zurich, Zurich, Switzerland
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