Risk perceptions along the EV value chain

Dr Paul Nieuwenhuis

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The EV value chain...

- Is different from the IC value chain.
- Therefore a transition is needed from the ICVC to the EVVC.
- This causes risk and uncertainty .
- ...affecting all players in the value chain

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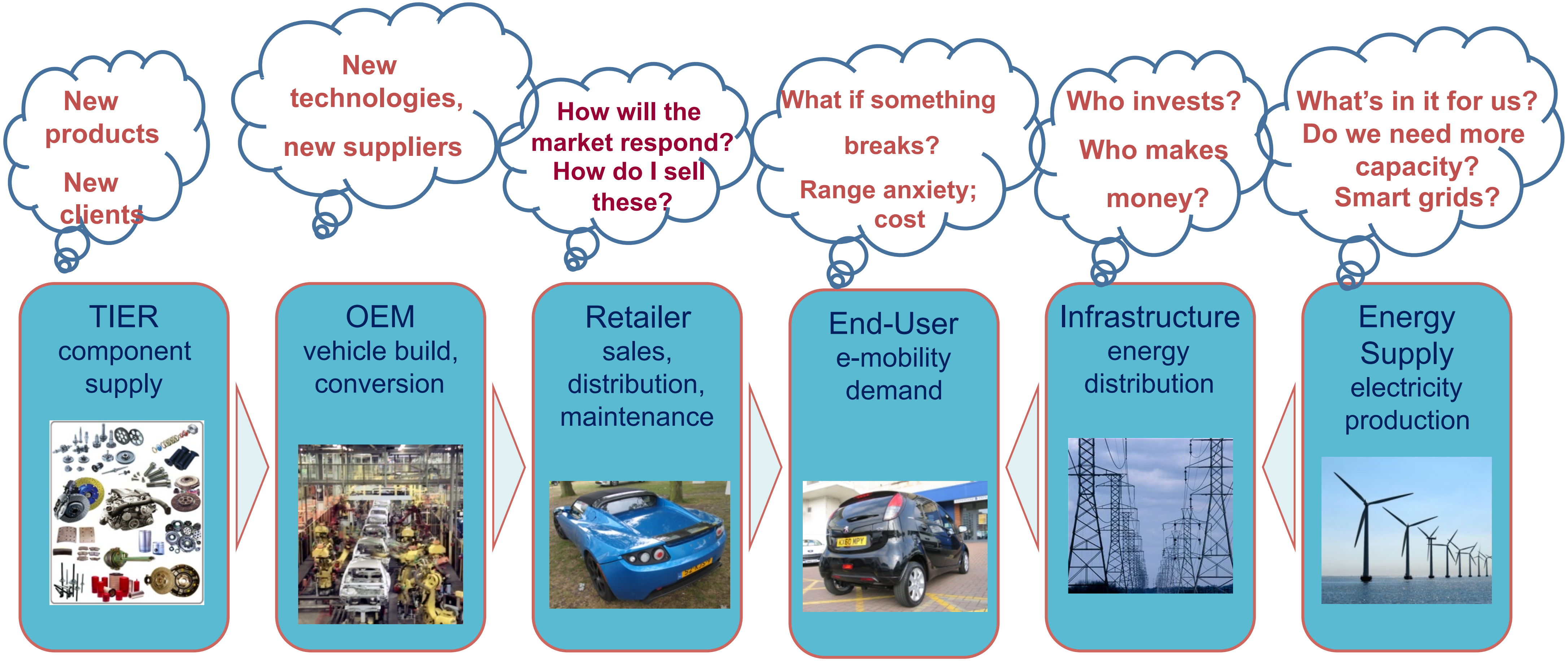

Risks are perceived differently at all stages

along this value chain

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e.g. Risk reduction strategies - manufacturing

- Share risk
- Outsource risk
- Parallel development

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Risk reduction: incentives and disincentives

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Reducing risk: incentives
Different perceptions of risk: early adopters

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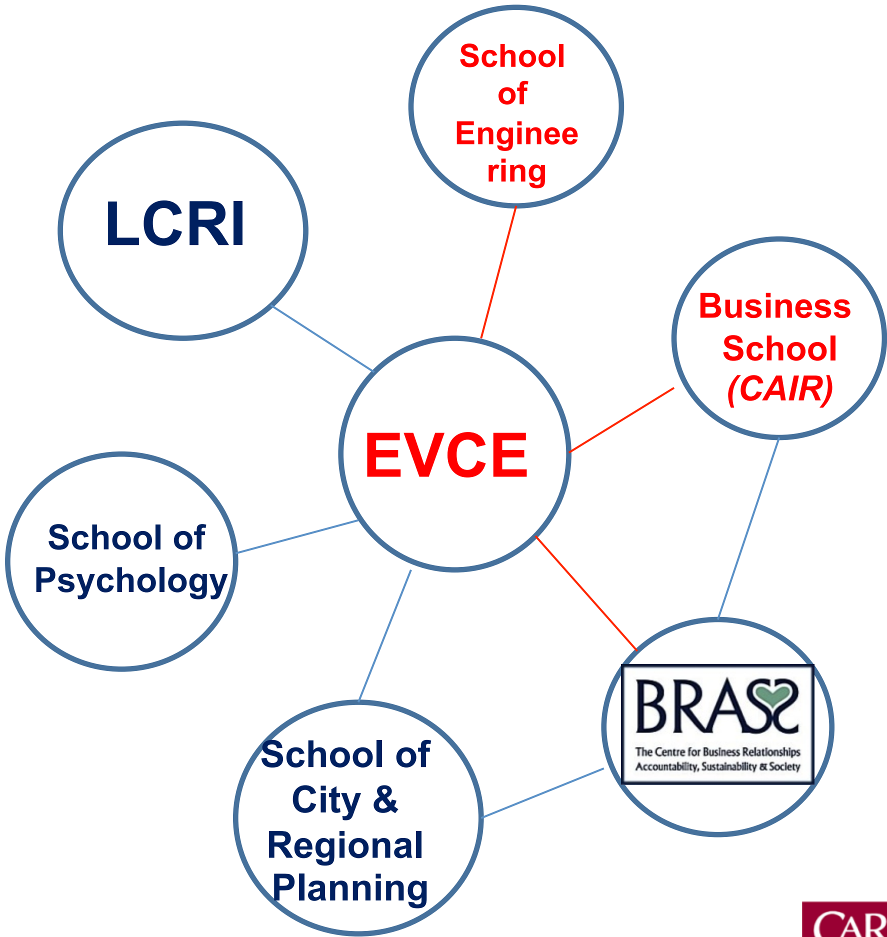
The barriers to EVs are not, on the whole, technological...

...they are social, economic, psychological...



THE END

Thank you for your attention

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