

Hsiao-Hsuan (Anne) Yu

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Personal information:

Anne started her MIND adventure in Graz, Austria; and then continued on to Sweden. From the University of Graz to Chalmers, this two-year journey with Industry Ecology has gifted her with a new perspective on sustainability and a new experience in Europe, which is very different from where she comes from – Taiwan. Based on the background with Asian culture and her interest in sustainable transport, Anne did her master's thesis on the topic of deployment of electric vehicles, at Chalmers University. The dissertation focused on the role of policy for electric vehicle deployment considering user needs and expectations. Four cities – California, London, Shanghai and Stockholm, were included in the case study to evaluate the current stage of electro-mobility around the world via policies, initiatives and demonstration schemes.

Right after the thesis defense in June 2013, Anne started a two-month project about the development of electric two-wheelers in China with Viktoria Swedish ICT in Gothenburg, Sweden. From September 2013, she officially started working for Viktoria Swedish ICT as a regular employee under the electro-mobility group. Currently, her work is largely related to the research of the electric bike.

Title of thesis: Promoting the deployment of electric vehicles: The role of policy in matching user expectations

Abstract:

The study examines how policy could pave the way for electric vehicles (EVs) while considering user needs. The EV deployment in San Diego (US), London (UK), Stockholm (Sweden), and Shanghai (China) were chosen as cases for their representative features. The four cases were analysed with their policy strategies promoting the deployment of EVs and users perspectives under different contexts.

The result shows that the policy supporting user adoption of electric vehicle is geographically specified according to the heterogeneity of political situations, social- economic status, and cultural backgrounds in different countries. However, financial supports and incentives for both vehicle and charging infrastructure, trialability and experience, and the new business models for removing social lock-ins are three factors to be included in the policy planning for electro-mobility. The content of policy should be specific, meanwhile flexible in order to adjust with the dynamic socio-economic environment. Furthermore, some parallel policies or supporting measures for sustainable electricity production could also contribute to attract more interests for procuring a new EV.