

How can digital platforms support the technological transition to a sustainable energy system?

Background

A worldwide transition towards more sustainable electricity production requires an increased market diffusion of renewable electricity technologies. To achieve this, recent innovation research has put emphasis on the role of supporting actors, such as public advisors, private consultants, informal or formal networks or digital platforms. Such actors can either provide inputs in the adoption process of actors willing to invest in the technology, or they can act as intermediaries, i.e., creating forums for actors to meet, facilitating collaboration between supply-side and demand-side actors, or by coordinating multi-actor processes.

The aim of this thesis is to explore the role of **digital platforms** (such as internet forums, blogs, as well as private companies offering online services to potential adopters of solar PV) in the **market diffusion of solar PV** in Sweden.

This master thesis will be connected to an ongoing project related to the role of advising in the large-scale diffusion of innovation. Within the project, the actors have seen the growing role of digital platforms in the support of adopters and there is a need to better understand this role in comparison to other private and public support actors.

The students will be supervised by researchers Lisa Winberg and Ingrid Johansson Mignon at TME department at Chalmers University of Technology.

Examples of master thesis objectives

- Map digital platforms supporting the adoption of solar PV in Sweden and analyze their roles in the adoption process.

And/or

- Map digital platforms supporting the adoption of solar PV in Sweden and analyze their business models (or how they provide value)

And/or

- Identify key digital platforms for the diffusion of solar PV and interview them in order to understand what value they create to adopters and how they differ from non-digital support actors.

The objectives will be discussed and formulated by the students in collaboration with supervisors.

Requirements

- Knowledge of innovation and interest in sustainability transition.

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