Global Context

# Oil price

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* <http://ourfiniteworld.com/2012/11/13/iea-oil-forecast-unrealistically-high-misses-diminishing-returns/> (Bruno)
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* <https://www.bcg.com/documents/file36615.pdf> (Vincent)(p10,p12 ; battery cells)
* <http://www.isi.fraunhofer.de/isi-wAssets/docs/e/de/publikationen/NPE_TCO_Bericht_en.pdf> (Vincent) (p25)
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# Kyoto protocol and international agreement on environment

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# Substitution market

* 1rst reference
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# User acceptance (size car, shape,..)

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# Universities/academic

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# Incentives

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# Fuel cells