

Curriculum Vitae and Academic Development

Education

- Secondary Education: 1974 to 1983, Paracelsusgymnasium Hohenheim, Stuttgart
High school graduation (Baden-Württemberg)
Result: Excellent (Grade 1.2)
- Higher Education: 1983 to 1988, University of Hohenheim, Department of Economics and Social Sciences
1988 Diplom zur Diplomökonomin (Dipl. oec.)
Equivalent to Master's Degree in Economics
Result: Excellent / good (Grade 1.6)
- Sept. 1985 to April 1986, University of California, Los Angeles (UCLA), Anderson Graduate School of Management
Integrated International Programme Master of Business Administration (DAAD Scholarship)
Result: Excellent (Grade A-)
- Sept. to Dec. 1988, University of California, Los Angeles (UCLA)
Anderson Graduate School of Management, MBA programme
- 1994 Doctorate in economics (Dr. oec.)
University of Hohenheim
Result: Summa cum laude (1,0)

Academic Career

- 1989 - 1997 Research Assistant / Lecturer in the Department of Consumer Theory and Policy, Faculty of Economics and Social Sciences, University of Hohenheim, Stuttgart.
- 1990 - 1993 Lecturer in Personnel and Organisation at the State Professional Academy Stuttgart.
- 1995 - 2001 Post-doctoral Research Scholarship (Baden-Württemberg)
(including times of parental leave)
- 1997 - 2004 Lecturer in the Department of Consumer Theory and Policy, Institute for Household and Consumer Economics, Faculty of Economics and Social Sciences, University of Hohenheim.
- 09/98 - 10/98 Visiting Assistant Professor, Department of Marketing, Copenhagen Business School, Copenhagen.
- 03/99 - 08/99 Visiting Associate Professor, Department of Marketing, Copenhagen Business School, Copenhagen.
- 2001 - 2003 Lecturer, special course in Macromarketing within the Master of Business Programme, University of Applied Sciences, Ludwigshafen am Rhein, Transatlantic Institute.
- 2003 - 2005 Head of the Consumer Theory, Food and Consumer Policy Department in the consultancy firm nwd institut – institute for sustainable business in Germany (c/o IBH of the University of Hohenheim).
- 2004 - 2006 Lecturer at Economics Institute, University of Hohenheim.
Guest Lecturer at the Technical University of Munich, Economics Faculty, Consumer Science Masters Programme.

02/06 - 09/06	Visiting Associate Professor at the Copenhagen Business School, Copenhagen; Guest Professorship funded by Otto Mønsted Foundation.
10/06	Call on a Professorship for Sustainable Nutrition, University of Applied Sciences Münster (Germany).
12/06 – 12/10	Adjunct Professorship for Consumer Behaviour and Consumer Policy, SRH University of Calw (Germany).
from 09/06	Professor (MSO) at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, cbsCSR.
from 01/11	Hon. Adjunct Professorship for “Consumer Research and Consumer Policy” at the Zeppelin University, Friedrichshafen. Director of the Research Center Consumer, Markets and Politics at the Zeppelin University Friedrichshafen.
from 03/14	Full Professor at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management (since 2018: Department of Management, Society, and Communication).

Awards, Scholarships, Honorary Positions

1983	Honours for A-level exam (Abitur): <i>Best Graduate of the Year 1983</i> , Paracelsusgymnasium Stuttgart.
1988	Honours for Diploma (Dipl.oec.): <i>Best Graduate of the Year 1988</i> , Programme “Economics and Social Sciences”, University of Hohenheim.
1997 - 2001	Post-Doctoral Research Scholarship, <i>Margarete von Wrangell Programme</i> (State Government, Baden-Württemberg) for excellent PhDs (summa cum laude).
07/11-07/14	<i>Honorary Research Professorship</i> at the German Institute for Economic Research (DIW), Berlin.
2017	Award of the highest Medal of the State of Baden-Württemberg, the “ <i>Order of Merit of Baden-Wuerttemberg</i> ” for “social and scientific engagement for sustainable development and policy”, Mannheim.
2017 - today	<i>Honorary “Leibniz Chair”</i> at the Leibniz Institute for Prevention Research and Epidemiology – BIPS GmbH, Bremen.

Professional Activities

Teaching Experience

Over 90 teaching activities at: (*Separate file with teaching activities available*)

- Copenhagen Business School, Copenhagen (Denmark)
- University of St. Gallen, St. Gallen (Switzerland)
- Technical University of Munich, Weihenstephan (Germany)
- Aarhus School of Business, Aarhus (Denmark)
- University of Hohenheim, Stuttgart (Germany)
- State Professional Academy Stuttgart, Stuttgart (Germany)
- University of Applied Sciences Ludwigshafen (MBA Programme) Ludwigshafen (Germany)
- University of Applied Science SRH Calw, Calw (Germany)

Areas covered: Behavioural Economics, Behavioural Public Policy, Micro Economics, Consumer Theory, Intercultural Consumer Behaviour; (European) Consumer Policy, Sustainable Development and Public Health.

- Teaching experience with graded degree courses and events with heterogeneous, international audiences (e.g. many years of International Summer University Programme ISUP at CBS).
- Teaching experience at Bachelor-, Master- and Ph.D. course level. Teaching in German and in English languages. Innovative forms of teaching (blended learning, interactive learning).
- 2004: Completion of the Baden-Württemberg University Teaching Certificate, a two-year in-service professional development course in university teaching.

Assessment and Administration

- successful track record of attracting external funding (e.g., EU FP6, FP7, H2020, German Ministry of Education and Research, Danish Ministry of Research, MISTRA Foundation) (*separate file with research projects available*)
- wide experience in project and university administration, departmental management, founder and leader of research group CBIG (Consumer and Behavioural Insights Group)
- Since 2020: Member of the Academic Council of CBS
- Since 2017: Member of the Scientific Practice Committee of CBS
- 1989-2020: Supervisor for more than 75 diploma papers, bachelor and master thesis, seven dissertations and one habilitation
- Since 2010: Member and Chairperson of 18 Assessment Committees for (different level) Professorships at CBS, Zeppelin University and other universities
- Member of assessment committees of educational programmes and research institutions

Appointments

Ongoing

- 2012 (lifelong): Appointed to the *National Academy of Science and Engineering* (acatech) of Germany; Munich/Berlin.
- 2016-today: Appointed to the *Sustainability Committee* of the *Dr. h.c. Ferdinand Porsche AG*, Stuttgart (Germany), reporting directly to the Board of Porsche.
- 2017-2022: Appointed to the advisory committee „*Forschung für Nachhaltigkeit*“ (Research for Sustainability) of the Robert Bosch Foundation, Stuttgart (Germany). The committee selects yearly one Junior Professorship in Sustainability funded with 1 mio Euro.
- 2017-today: Appointed to the Advisory Board for the funding measure “*Plastik in der Umwelt – Quellen, Senken, Lösungsansätze*” of the German Federal Ministry of Education and Research (BMBF). The 36 million Euro funding measure aims at identifying and implementing solutions to reduce plastic inputs by advancing and establishing research processes, methods and instruments. <https://www.bmbf.de/foerderungen/bekanntmachung-1195.html>
- 2016-2022: Appointed to the Advisory Board and elected Deputy Chair of the *Institute of Advanced Sustainability Studies* e.V. (IASS), Potsdam.
- 2016-2021: Appointed to the *DietBB External Scientific Advisory Board*. The multimillion interdisciplinary research cluster on “Diet, Body and Brain” is comprised of 15 academic partners and partners from industry, funded by the German Federal Ministry of Education and Research, coordinated by the University of Bonn (www.diet-body-brain.de).
- 2012-2022: Appointed to the Board of the *Federal State Government of Baden-*

Wuerttemberg for Sustainable Development (Beirat der Landesregierung für nachhaltige Entwicklung); elected Deputy Chair (until 2017) of the Board (Chair is held by the Prime Minister of the State of Baden-Wuerttemberg, Winfried Kretschmann).

- 2005-today: Appointed to and elected Chairwoman (2005-2016) of the *Consumer Commission* (Verbraucherkommission) of the State of Baden-Württemberg, a high-level advisory think-tank to advise the Prime Minister of Baden-Württemberg (www.verbraucherkommission.de).
- 2009-today: Appointed to the Scientific Advisory Board of *Öko-Institut e. V.*, Freiburg/Berlin (www.oeko.de).
- 2008-2020: Appointed to the Supervisory Board of the *Stiftung Warentest*, Berlin (www.test.de).
- 2007-today: Appointed to the Kuratorium of the *Dr. Rainer Wild-Stiftung*, Stiftung für gesunde Ernährung (Foundation for healthy nutrition), Heidelberg; elected Chair in 2016 (www.gesunde-ernaehrung.org).
- 2008-today: Appointed to the *Consumer Supervisory Board* (Verbraucherbeirat) of the *SCHUFA* (*Schutzgemeinschaft für allgemeine Kreditsicherung*), Wiesbaden.
- 2004-today: Extra mural member of the Scientific Board of *Forschungsstelle Glücksspiel* (Research Center on Gambling), University of Hohenheim, Germany.
- 2019: Appointed to the Advisory Board of *rare.org* in Arlington (US). Rare is a global leader in using behavior change to achieve long-lasting conservation results (USA).
- 2019: Appointed to the Advisory Board of the H2020 research project *New clean energy communities in a changing European energy system – NEWCOMERS*, funded by the European Commission (EU), coordinated by the Leibniz RWI Institute Essen (D).
- 2019: Appointed to the Advisory Board of a newly established *research focus “Smart Regulation”* at the University of Graz (A). 22 senior researchers of the University of Graz are participating in the field Excellence Smart Regulation, among them Brigitta Lurger, Katja Corcoran and Ursula Athenstaedt who are coordinating behavioral law and economics research activities within the field. The field is chaired by Karl Stöger (Public Law) and Rainer Niemann (Accounting and Taxation).
- 2014-today: Appointed to the Jury of the *Justus von Liebig Award for World Food and Nutrition* awarded by the Foundation fiat panis and endowed by the Alfred Toepfer Foundation F.V.S, Ulm.
- 2013-today: Appointed to the Jury for the *“Innovationspreis für Klima und Umwelt”* (Innovation Award for Climate and Environment) awarded by the Bundesverband der Deutschen Industrie (BDI – the Voice of German Industry) in cooperation with the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (see <http://www.iku-innovationspreis.de/>).
- 2012-today: Appointed to the Jury for the *“Bundespreis Verbraucherschutz”* (Award for Consumer Protection) of the Deutsche Stiftung Verbraucherschutz (German Foundation for Consumer Protection), Berlin.

Before 2020

- 2010-2019: Member of the *Rat für Nachhaltige Entwicklung* (German Council for Sustainable Development), appointed by the Chancellor of the Federal Republic of Germany, Angela Merkel (www.nachhaltigkeitsrat.de), Berlin.
- 2012-2019: Member of the *BioÖkonomieRat* (Bio-Economy Council), the Advisory board to the Federal Government of Germany for Bioeconomy (<http://biooekonomierat.de/>), Berlin.
- 2014-2018: Member and Founding Chair of the *Council of Economic Advisors on Consumer*

Issues (Sachverständigenrat für Verbraucherfragen) appointed by the Federal Minister of Justice and Consumer Protection (BMJV), Berlin.

- 2015-2018: Member of the Steering Committee of the “*Netzwerk Verbraucherforschung*” (Federal Consumer Research Network), appointed by the Federal Minister of Justice and Consumer Protection (BMJV), Berlin.
- 2014-2019: Member of the Advisory Board of *MISUM* (MISTRA Center for Sustainable Markets), a center of excellence for advancing market practices towards sustainable development to enhance the capabilities and competitiveness of Sweden at the Stockholm School of Economics (SEE), Stockholm.
- 2013-2018: Member of the Advisory Board of *oekom research AG Munich* in Munich (<http://www.oekom-research.com/>).
- 2012-2016: Member of the *Steering Group of the Transdisciplinary Panel on Energy Change TPEC* (“Plattform Energiewende”, at the Institute for Advanced Sustainability Studies e.V. I.A.S.S.), Potsdam by Klaus Töpfer (see <http://www.iass-potsdam.de/index.php?id=5>)
- 2012-2016: served as member of the Advisory Committee of the *Research Center of Interdisciplinary Risk and Innovation Studies at the University of Stuttgart (ZIRIUS)* (see <http://www.zirn-info.de/zirius.htm>)

Before 2015

- 2011: served as member of the *Ethikkommission “Sichere Energieversorgung” (Ethics Commission for Safe Energy Supply)* by the Chancellor of the Federal Republic of Germany.
- 2002-2011: served as member and Chairwoman (2008) of the *Academic Advisory Council for Consumer and Nutrition Policy of the Federal Ministry for Food, Agriculture and Agriculture, and Consumer Protection (BMELV)*, Berlin (www.bmelv.de).
- 2012-2014: served as member of the Steering Board of the “*Netzwerk Verbraucherforschung*” (Network Consumer Research) of the Federal Ministry of Food, Agriculture and Consumer Protection, Berlin.
http://www.bmelv.de/SharedDocs/Standardartikel/Ministerium/Forschung/Netzwerktreffen_Verbraucherforschung.html
- 2012-2015: served as member of the Scientific Advisory Board (Forschungsbeirat) of BIPS, *Bremer Institut für Präventionsforschung und Sozialmedizin*, University of Bremen (www.bips.uni-bremen.de).
- 2011-2013: served as member of the Advisory Board of the *Center for Responsible Research (CRR)*, a research centre at the Kulturwissenschaftlichen Institut Essen (KWI), Essen (www.responsibility-research.de/index.html).
- 2010-2012: served as member of the Scientific Board of Advisors of the EU FP7 Research Project *EATWELL* (www.eatwellproject.eu).
- 2009-2014: served as member of the Foundation Board of the *Utopia Stiftung*, Munich/Berlin (www.utopia.de).
- 2008-2011: served as member of the *Nachhaltigkeitskonferenz* (Sustainable Development Conference) of the State of Baden-Württemberg, the highest decision making body as regards Baden-Württemberg’s Sustainable Development Strategy.
- 2007-2010: served as member of the *Academic Advisory Council for Biodiversity and Genetic Resources* of the German Federal Ministry for Nutrition, Agriculture and Consumer Protection (www.bmelv.de), Berlin.
- 2006-2008: served as member of the Scientific Board of Advisors of the EU Network *SCORE – Sustainable Consumption Research Exchange* (www.score-network.org).

- 2004-2008: served as member of the *Business Ethics Committee* of the *German Philosophy Society*.

Academic Adviser, Reviewer and Policy Expert

- Diverse engagements in evaluations of grant proposals: EU FP7, H2020, German Ministry of Education and Research, German Ministry of the Environment, Volkswagen Foundation, Robert Bosch Foundation, and smaller funders.
- 2016: Evaluation jury of the research programme “*Baden-Württemberg Programm Lebensgrundlage Umwelt und ihre Sicherung (BWPLUS) - Transformation des Energiesystems in Baden-Württemberg (Trafo BW)*”, tendered by the Ministry of the Environment, Climate Protection and the Energy Sector Baden-Württemberg.
- 2014-2016: Consulting expert for the research project „*Vertragsentscheidungen von Verbrauchern zwischen Recht und Psychologie – eine verhaltenspsychologische und neurowissenschaftliche Untersuchung der staatlichen Regulierung von Verbraucherentscheidungen*“ (*Contract Decisions of the Consumers between Law and Psychology (CLP). A Behavioral, Psychological, and Neuroscientific Analysis of State Regulation of Consumer Decisions*). Karl-Franzens University Graz (A). (<https://zivilrecht.uni-graz.at/de/neuigkeiten/detail/article/forschungsprojekt-vertragsentscheidungen-von-verbrauchern-zwischen-recht-und-psychologie/>)
- 2013/2014: Reviewer of research proposals within the Call “*Nachhaltiges Wirtschaften*“ (Sustainable Economic Activities) as part of the research focus „*Sozial-ökologische Forschung (SÖF)*“ on behalf of the German Federal Ministry for Education and Research (BMBF), Berlin (DE).
- 2014: Consulting expert for the Foresight Workshop “The potential of eco-innovation for jobs, economic growth and sustainable development in the EU eco-industries” initiated by the European Commission – Joint Research Center, 19-20 March 2014, Brussels (B).
- 2013: Participant of the State and Outlook of the Environment Report (SOER) 2015 Workshop organized by the European Environment Agency, 09-10 December 2013, Copenhagen (DK).
- 2013: Consulting expert for the project “ENERGIE-RADAR: Bestandsaufnahme, Bedarfsanalyse und Handlungsbedarf in Bezug auf Energieforschung in Baden-Württemberg” coordinated by DIALOGIK gemeinnützige Gesellschaft für Kommunikations- und Kooperationsforschung mbH and supported by the Ministry of Science, Research and Art of Baden-Württemberg.
- 2013: Evaluation of conference abstracts for the 10th Biennial Conference on Environmental Psychology held on behalf of the Environmental Psychology Division of the German Association of Psychology, 22-25 September 2013, Otto-von-Guericke-University, Magdeburg (DE).
- 2013: Evaluation of conference abstracts for the conference of “Energy Systems in Transmission: Inter- and Transdisciplinary Contributions” hosted by Helmholtz Alliance ENERGY-TRANS, 09-11 October 2013, Karlsruhe (DE). <http://www.energy-trans.de/conference-2013/>
- 2013: Evaluation of conference abstracts for the SCORAI Workshop “Bridging Across Communities and Cultures Towards Sustainable Consumption”, Istanbul, 04. June 2013 in preparation for the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).
- 2013: Listed Expert for *ConPolicy GmbH – Institut für Verbraucherpolitik* affiliated with research based on the Framework Contract (FWC2012/02/011). Lot 2: *Provision of*

evaluation, impact assessment and related services to the European Commission in the areas of public health, consumer protection and food chain supported by DG SANCO.

- 2012: Independent special reviewer for: *Sustainable development in the European Union. 2011 monitoring report of the EU sustainable development strategy.* Eurostat: European Commission. Publications Office of the European Union, Luxembourg.
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-31-11-224/EN/KS-31-11-224-EN.PDF
- 2012: Expert at the Expert Hearing with members of the German Ethics Commission: "*Energiewende: Wo stehen wir? Was ist zu tun?*" (Die Rollen privater Haushalte, Incentivierungsmaßnahmen und Anreize für Konsumenten), on invitation of the National Academy of Science and Engineering (acatech) and Institute for Advanced Sustainability Studies e.V. (IASS), 28.06.2012, Berlin (DE).
- 20.04.2012: *Die neue Nachhaltigkeitsstrategie Baden Württemberg: Erwartungen, Beiträge, Perspektiven.* Expert at the „Auftaktveranstaltung zur neuen Nachhaltigkeitsstrategie“ on invitation of the Ministry of Environment, Climate Change and Energy Sector, Baden-Wuerttemberg. Neues Schloss, Stuttgart (DE).
- 05.06.2012: *All inclusive - Freizeit im Grünen ohne Grauen für die Natur.* Panel session at the „Woche der Umwelt“ on invitation of the Federal President of Germany and the German Environmental Foundation (Deutsche Bundesstiftung Umwelt), Schloss Bellevue, 5-6 June 2012, Berlin (DE) http://www.woche-der-umwelt.de/index.php?menuecms=2028&menuecms_optik=2024&programm_id=99
- 19.01.2011: Invited Expert at a Parliamentary Hearing on the topic of "*The future of consumer research*" on invitation of the German Parliament (Deutscher Bundestag), Committee on Food, Agriculture and Consumer Protection, 19th January 2011, Berlin, Deutscher Bundestag (video available at: http://www.bundestag.de/dokumente/textarchiv/2011/33016545_kw02_pa_landwirtschaft/index.html); documented in: „Antworten zu den Fragen des Ausschusses für Ernährung, Landwirtschaft und Verbraucherschutz des Deutschen Bundestags zur Öffentlichen Anhörung mit dem Thema: „Moderne verbraucherbezogene Forschung ausbauen – Tatsächliche Auswirkungen gesetzlicher Regelungen auf Verbraucher prüfen (BT-Drs. 17/2343) im Deutschen Bundestag, Berlin, am 19. Januar 2011.“
- 2010: Adviser to *DG RESEARCH*, Brussels, on Consumer Science in the 8th Research Framework Programme of the EU.
- from 2006: Adviser to the *DG SANCO*, Brussels, concerning Europe's "Sustainability Strategy, on "Behavioural Economics and Consumer Policy" as well as on "Consumer Behaviour".
- from 2006: Adviser to the *Baden-Württemberg State Government* concerning state consumer policy issues and sustainability policy.
- 2004-2005: Expertise *Consumer policy for senior citizens*, for the German Centre for Age Questions (DZA), Berlin, for the Fifth Federal Government Age Report *Age Potentials in Business and Society*, Berlin (with Hans-W. Micklitz).
- 2004-2005: Adviser to the Bavarian State Government, *Bavarian State Ministry for Environment, Health and Consumer Protection*, concerning the development and implementation of a state consumer policy, Munich.
- 2004: Adviser to the Federal Chancellor's Office on *Consumer policy in the German sustainability strategy*, Berlin.
- 2002-2004: Project expert for the Federal Institute for Agriculture and Nutrition, Bonn.
- 2002 and 2003: Expert in the *EU Foresight for Transport Expert Consultation*, Interdisciplinary Centre for Comparative Research in the Social Sciences, Vienna (European Commission 5th Framework Programme), Vienna / Brussels.

- from 2000-today: Adviser and Expert for the *German Federal Research Ministry (BMBF)* in various areas and functions

Editorial Work

- 2006-: Editor in Chief of the “*Journal of Consumer Policy*”, an international, peer reviewed, interdisciplinary journal (Springer Publishers; 2020 in its 43rd Volume). 2004-2006 Associate Editor. Book Review Editor since 1999.
- 2018-: Book Series Editor of the Book Series “*Beiträge zur Verhaltensforschung*”, Duncker & Humblot, Berlin.
- 2016-: Editorial Board of “*Behavioural Public Policy*”, published by Cambridge University Press, edited by George Akerlof (Berkeley), Cass Sunstein (Harvard) and Adam Oliver (London School of Economics).
- 2019-: Editorial Board of “*Journal of European Public Policy*” (Tayler & Francis Publ.).
- 2017-: Editorial Board of “*Sustainability: Science, Practice, and Policy*” (SSSP) (Wiley Publ.).
- 2014-2019: Editorial Board of “*Journal of Marketing Behavior*”.
- 2013-: Editorial Board for the Book Series “*Economic Analysis of Law in European Legal Scholarships*” edited by Klaus Mathis, Center for Law and Sustainability, University of Lucerne (CH), SpringerNature Publ..
- 2008-: Editorial Board of the Book Series “*Theorie und Praxis starker Nachhaltigkeit*”, edited by Konrad Ott & Ralf Döring (Marburg: Metropolis).
- 2001-: Editorial Board of the Book Series “*Jahrbuch Normative und institutionelle Grundfragen der Ökonomik* (Basic Issues in Normative und Institutional Economics), (Marburg: Metropolis).
- 2014: With Guest Editor Cass Sunstein, Harvard University: Special Issue on “Behavioural Economics, Environmental Policy and the Consumer” of the *Journal of Consumer Policy* (Springer Scientific Publishers).
- 2013: With Co-Editors Gerd Scholl and Michael Sedlako: Guest Editor of a Special Issue on “Sustainable Food Consumption: Current Trends, Policy Approaches, and Future Scenarios” *Sustainability: Science, Practice, and Policy*, 9(2), 2013.
- 2014: With Guest-Editors Gunnar Mau and Hannah Schramm-Klein: Special Issue on “Consumer Socialization, Buying Decisions and Consumer Behaviour in Children” of the *Journal of Consumer Policy* (Springer Scientific Publishers)
- Peer reviews for (*selection*):
Agrarwirtschaft: German Journal of Agricultural Economics, American Journal of Public Health, Advances in Research, BMC Psychiatry, Comprehensive Results in Social Psychology, Ecological Economics, Environmental Research Letters, Environmental Conservation, Environmental Values, European Journal of Nutrition, Food Policy, International Journal of the Commons, International Journal of Consumer Studies, Journal of International Food & Agribusiness Marketing, Journal of the Economics of Aging, Journal of European Public Policy, Journal of Business Ethics, Journal of Consumer Affairs, Journal of Industrial Ecology, Journal of Economic Psychology, Journal of Behavioral and Experimental Economics, PLOS One, Review of Managerial Science, Sustainability, Time & Society, Umweltpsychologie.

Awareness Raising in the Mass Media

More than 800 media interviews und popular scientific articles and reports in print media, radio, TV on various themes concerning consumer, sustainability and business, inter alia in newspapers – Die Zeit, Der Stern, Die Welt, Der Spiegel, Süddeutsche Zeitung, Südwestpresse,

Stuttgarter Zeitung, Handelsblatt, taz, Badische Zeitung, Rhein-Neckar-Zeitung, Frankfurter Allg. Zeitung Politiken, Scientific American, El Economista – and TV/radios programmes such as: Deutschland Radio, Deutschlandfunk, SWR, First (ARD) and Second German Television Channel (ZDF), Norddeutscher Rundfunk (NDR), BBC, Australian Broadcasting Corporation (ABC), Mexican National TV, and several Australian radio channels.

Organisation of Conferences, Workshops and Networks (selection)

- Co-Organiser of the Conference „*Verbraucherrechte verwirklichen! Der richtige Instrumentenmix für einen wirkungsvollen Verbraucherrechtsvollzug*“ (Putting consumer rights into practice), September 26-27, 2019, Karlsruhe (D).
- Co-Organiser of the Conference „*Künstliche Intelligenz und Verbraucherpolitik – Chancen der Verbraucherinformatik*“ (Artificial Intelligence and Consumer Policy – Opportunities for Consumer Informatics), Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg (Ministry of Rural Development and Consumers), April 29-30, 2019, Stuttgart (D).
- Co-host (with Maurie Cohen and others) of the “*Third International Conference on the Sustainable Consumption Research and Action Initiative*” (SCORAI), co-sponsored by the VELUX Endowed Chair in Corporate Sustainability and hosted by the Copenhagen Business School (CBS) on 27-29 June 2018, Copenhagen (DK).
- Main Organizer of the “*Policy meets Research - Workshop Nudging for Health*”, on behalf of the EU Research Project “Nudge-it”, May 2018, Copenhagen Business School (CBS), Copenhagen (DK).
- Member of the Organizing Committee of the expert talk “*Faire Regeln für Nutzer von Online-Verkaufsplattformen*” hosted by Sachverständigenrat für Verbraucherfragen (SVRV), 30 November 2018, Bundesministerium der Justiz und für Verbraucherschutz, Berlin (DE).
- Co-Organiser of the 40 years anniversary conference “*International Consumer Policy and Law – the Next 40 Years*”, on behalf of the Journal of Consumer Policy, Springer Publishers, and the European University Institute Florence, 13-14 September 2018, Florence (It).
- Member of the Scientific Committee of the EAAE Seminar on “*Behavioural Perspectives in Agricultural Economics and Management*”, Swedish University of Agricultural Sciences (SLU Uppsala), 4-8 February 2019, Uppsala, Sweden (SE).
- Co-Organiser of the “*Global Bioeconomy Summit 2018 - Innovation, Growth and Sustainable Development*”, on behalf of the German Bioeconomy Council and supported by the German Federal Ministry of Education and Research, 18-19 April 2018, Telekom Forum (HSR), Berlin (DE).
- Member of the Organizing Committee of the expert talk “*Indikator nachhaltiger Konsum*” hosted by Rat für Nachhaltige Entwicklung, 22 November 2017 Scandic Hotel Potsdamer Platz, Berlin (DE).
- Member of the Organizing Committee of the Invited Workshop “Nudging and the Energy Transition: Behavioural insights applied to energy policy” at “*Wink - the Nudge Conference*” hosted by the “Welfare Improvement through Nudging Knowledge” (WINK) Project, 23-24 June 2017, University of Utrecht, Utrecht (NL).
- Member of the Scientific Advisory Board of the 2nd International Conference “*Transitions beyond the Consumer Society*” hosted by SCORAI (Sustainable Consumption Research and Action Initiative), 15-17 June 2016, University of Maine, Orono (US).
- Member of the Organizing Committee and facilitator of Bestyrelsesforeningens Conference on “*Smarter Board Decisions*” hosted by CBS Centre for Corporate Social Responsibility (CBSCSR), CBS Bestyrelsesuddannelse and Bestyrelsesforeningens, 20 May 2016,

Copenhagen Business School, Copenhagen (DK).

- Co-Organizer of the debate “*Nudging and Public Health. Health nudges in the welfare state – Potentials and limits?*” hosted by The Danish Council on Ethics in cooperation with the Department of Intercultural Communication and Management, Copenhagen Business School and Aalborg University, 19 May 2016, Aalborg University, Copenhagen (DK).
- Member of the Organizing Committee of “*Good Governance of Nudging*”, *Academic Matinée with Cass Sunstein, Harvard University*, hosted by the Center for Consumer, Markets & Politics (CCMP), Netzwerk Verbraucherforschung Baden-Württemberg, Zeppelin University, Friedrichshafen & Humboldt European Law School (HELS), 15 March 2016 at Humboldt University Berlin, Berlin (DE).
- Member of the Organizing Committee of the stakeholder workshop “*Nudge-Ansätze beim nachhaltigen Konsum: Konsultation zu fünf verhaltenswissenschaftlich fundierten Interventionen zum „Anstoßen“ nachhaltiger Konsummuster*” hosted by Umweltbundesamt (UBA), Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Con Policy – Institute for Consumer Policy and Research Center for Consumers, Markets & Politics (CCMP), Zeppelin University, 15 March 2016 at the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Berlin (DE).
- Member of the Organizing Committee of “*Verbraucherforschungsforum 2015*”, hosted by the Research Center Consumer, Market and Politics (CCMP) and partners at the Zeppelin University, 01-02 October 2015, Friedrichshafen (DE).
- Member of the Organising Committee of the Global Bioeconomy Summit 2015 “*Promoting innovation, growth and sustainable development. Take the lead: meet and discuss with global decision makers*” hosted by the Bioeconomy Council of the German Federal Government, 25-26 November 2015, Berlin (DE).
- Member of the Organising Committee of the Workshop “*Nudging and Energy Policies*” hosted by acatech – Deutsche Akademie der Technikwissenschaften (German National Academy of Science and Engineering), 24 January 2015, Berlin (DE).
- Member of the Scientific Committee of the 12th *European Nutrition Conference FENS 2015 “Nutrition and health throughout life-cycle – Science for the European consumer”*, 20-23 October 2015, Berlin (DE).
http://www.fensberlin2015.org/index.php?seccion=committees&subSeccion=committees&id=a9frooOCvtnVfu61q7UQ5AsUwa_UuNO01Zm6WPnImX0
- Co-Initiator of the conference “*The new policy ABsC: 5 years of Applied Behavioral Science in Public Policy*”, on behalf of TEN, the European Nudge Network, endorsed and supported by OECD, EU Commission and ESOF 2014, 27 June 2014, Roskilde University, Roskilde (DK).
- Organizer of the Workshop “*Zeit der Nachhaltigkeit – Zeiten für Nachhaltigkeit*”, on behalf of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety in cooperation with the German Federal Agency for the Environment, 22 May 2014, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Berlin (DE).
- Convener of the scientific conference “*2. Verbraucherforschungsforum: Die Grenzen des rationalen Konsumierens*”, on behalf of ZU Research Center Consumer, Market and Politics (CCMP), 03-04 April 2014, Zeppelin University, Friedrichshafen (DE).
- On behalf of the CBS Sustainability Platform and the Public-Private Platform, organizer of a public lecture with Harvard professor Cass R. Sunstein, 20 January 2014, Copenhagen Business School, Copenhagen (DK).

- Member of the Scientific Committee for the Second Biennial Conference of the Global Research Forum on Sustainable Production & Consumption, 08-11 June 2014, Fudan University, Shanghai (CN).
- On behalf of the CBS Sustainability Platform and the Public-Private Platform, organizer of a public lecture with Harvard professor Cass R. Sunstein and the subsequent panel discussion with Pia Olsen Dyhr, Danish Acting Minister of Environment and Karin Klitgaard, Director of Environmental Policy of the Danish Industry, 06 June 2013, Copenhagen Business School, Copenhagen (DK).
- Convenor of a seminar with Harvard professor Cass R. Sunstein and the subsequent panel discussion with Deputy Director Anders Hoffmann of the Danish Business Authority on behalf of the CBS Public-Private Platform and CBS Sustainability Platform, 05 June 2013, Copenhagen Business School, Copenhagen (DK).
- Member of the Scientific Committee at the conference of “*Energy Systems in Transmission: Inter- and Transdisciplinary Contributions*” hosted by Helmholtz Alliance ENERGY-TRANS, 09-11 October 2013, Karlsruhe (DE). <http://www.energy-trans.de/conference-2013/>
- Convenor (with Prof. Peter Kenning, Zeppelin University Friedrichshafen and Netzwerk Verbraucherforschung of the Federal Ministry of Food, Agriculture and Consumer Protection) of the 1. Fachforum "Alternativen zum Informationsparadigma der Verbraucherpolitik" (*Alternatives to the information paradigm*), 24th January 2013, Zeppelin University Friedrichshafen (Germany) (see <http://www.zu.de/veranstaltungen/?id=1172>).
- Convenor of the 3rd Expert Workshop "Neue Kommunikationsformen zu Nanotechnologien" (*How to communicate nanotechnologies to the consumers*)– Erfahrungen und Erwartungen in der Verbraucherkommunikation on behalf of the Baden-Wuerttemberg Ministry of Consumer Protection (MLR), 29th January 2013, Stuttgart (Germany).
- Member of the Sustainable Consumption Research and Action Initiative (SCORAI) Scientific Committee for the Conference “The Future of Consumerism and Well-being in a World of Ecological Constraints”, 12-14 June 2013, Clark University in Worcester, Massachusetts (United States). <http://scorai.org/clark-university-2013/>
- from 2012-today: Member of the Steering Committee of the *Virtual Community on Sustainability and Consumption* at the Aarhus University, Business and Social Sciences, Department of Business Administration. Aarhus (Denmark) (see <http://badm.au.dk/research/research-groups/sustainability-and-consumption/about/problem/>).
- Appointed by the German Government on behalf of the Ministry of the Environment (BMU) and the Ministry of Economic Cooperation and Development (BMZ), Berlin to the Advisory Board of the International Conference in Bonn, 2011: “The Water, Energy and Food Security Nexus: Water Resources in the Green Economy” (i.e., the German Preparatory Conference for the 2012 UNCSO 2012, Rio+20 Conference in Rio de Janeiro). (www.water-energy-food.org).
- Convenor of three “Policy-Meets-Research Workshops” on “*Sustainable Food Consumption*” on behalf of the CORPUS consortium, 21./22.10.2010, 27./28.01.2011 and 12./13.5.2011, on the premises of the Austrian Ministry of Environment, Vienna (Austria).
- Convenor of an Expert Workshop on *Nanotechnologies and the Consumer* on behalf of the Baden-Wuerttemberg Ministry of Consumer Protection (MLR), 9th December 2010, Stuttgart (Germany).
- Convenor (with Gesa Schönberger, Dr. Rainer Wild-Stiftung Heidelberg) of a 2-day Conference “14. Heidelberger Ernährungsforum: *Neues aus der Verbraucherforschung: Erkenntnisse und deren Umsetzung in Politik und Praxis*”, 29-30 September 2010, Konferenzzentrum der Dr. Rainer Wild Stiftung, Heidelberg (Germany).
- Convenor (with Hans Micklitz, EUI) of an Academic Symposium on “*Behavioural Economics, Consumer Policy, and Consumer Law – An International and Interdisciplinary Symposium*”,

in cooperation with the European University Institute in Florence, Department of Law, 24-26th June 2010 (Italy).

- Convenor (with Peter Møllegaard, CBS) of the PRME/CBS International Conference on Responsible Management Education: “*Sustainable Leadership in the Era of Climate Change*”, 23-24th November 2009, Copenhagen (Denmark).
- Convenor and Session Chair (with Hans Micklitz, EUI) of an Academic Workshop on “*Nanoscience and Nanotechnology: Consumer Regulation in Europe and Abroad - Chances and pitfalls of nanotechnology from a consumers’ perspective*”, in cooperation with the European University Institute in Florence, Department of Law, 5-6th December 2008 (Italy).
- Convenor and Session Chair (with Suzanne Beckmann, CBS) for the session “*Consumer policies against childhood obesity*” at the Nordic Consumer Policy Research Conference, Helsinki, October 3-5, 2007 (Finland).
- Convenor and Session Chair for the session “*Comparative consumer policies*” at the Nordic Consumer Policy Research Conference, Helsinki, October 3-5, 2007 (Finland).
- Convenor and Session Chair (with Inge Røpke, DTU Lyngby) for the session “*Sustainable Consumption*” at the ISEE 2006 9th Biennial Conference of the International Society of Ecological Economics (ISEE) on “*Ecological Sustainability and Human Wellbeing*”, 15.-19.12.2006, Delhi (India).
- Convenor and Session Chair (with Joachim Spangenberg, Vienna) for the session *The politics of sustainable consumption within an era of global environmental change* at the 6th Open Meeting of the Human Dimensions of Global Environmental Change Program (IHDP) entitled *Global Environmental Change, Globalization and International Security: New Challenges for the 21st Century*, Bonn, 9-13 October 2005 (www.ihdp.org) (Germany).
- Content planning (with the research group Time and Nutrition) for the meeting of the Tutzing Time Academy / Heidelberg Nutrition Forum in co-operation with the Dr. Rainer Wild Foundation, Heidelberg: *The taste of the times. A basis for contemporary nutrition*. 27-29 September 2005. Evangelical Academy, Tutzing (Germany).
- Content planning and Co-Chair (with Prof. Dr. Christoph Hubig, University of Stuttgart) of Section Two *Business ethics and business culture of individual consumer decisions* of the Seventh Meeting of the Business Ethics committee of the German Philosophy Society on “*Consumer Ethics*”, Zeppelin University, Friedrichshafen, 18-20 November 2004 (Germany).
- Content planning and meeting co-ordinator (with Dr. Martin Held) of the international conference *Perspectives on business aspects of consumer policy* in co-operation with the Evangelical Academy Tutzing, financed by the Federal Ministry for Consumer Protection, Nutrition and Agriculture (BMVEL), 28-30 June 2004 (Germany).
- Content planning (with Prof. Dr. Gerhard Raab) of the Symposium *Corporate citizenship: the challenge of a consumer policy for business and society*, organized by the Transatlantic-Institute of the University of Applied Sciences, Ludwigshafen, 7 May 2004 (Germany).
- 6th Nordic Environmental Research Conference, Turku/Abo, Finland, Workshop Convenor and Session Organiser of the Special Session *Sustainable Consumption* (with Prof. Inge Røpke, DTU, Copenhagen, DK), 12-14 June 2003 (Finland).
- Organisation of an Expert Workshop *Media awareness of sustainability*, University of Hohenheim, in co-operation with the Department of Environmental Management, University of Hohenheim, financed by the BMBF, Bonn, 3-4 February 2003 (Germany).
- 5th Nordic Environmental Research Conference, Aarhus; Workshop Director and Convenor of the Special Session *Sustainable Consumption* (with Prof. Dr. Dr. Folke Ölander, Aarhus School of Business), 8-10 June 2001 (Denmark).

Session Chair and Panel Discussion Host (2013-17)

- 30.11.2017: Host of the panel discussion “*Fairness und Transparenz auf der Plattform*” at the expert talk “*Faire Regeln für Nutzer von Online-Verkaufsplattformen*” hosted by

Sachverständigenrat für Verbraucherfragen (SVRV), 30 November 2018, Bundesministerium der Justiz und für Verbraucherschutz, Berlin (DE).

- 11.05.2017: Invited speaker to the panel “What now? New frontiers for behavioural insights” at the *OECD-TEN Conference on Behavioural Insights: Behavioural Science in Public Policy - Being Green, Consumer Centric and with well-functioning Markets and Organisations*, hosted by the OECD, 11-12 May 2017, OECD Headquarters, Paris (FR).
- 16.03.2016: Introduction of the stakeholder workshop “*Nudge - Ansätze beim nachhaltigen Konsum: Konsultation zu fünf verhaltenswissenschaftlich fundierten Interventionen zum „Anstoßen“ nachhaltiger Konsummuster*” hosted by Umweltbundesamt (UBA), Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Con Policy – Institute for Consumer Policy and Research Center for Consumers, Markets & Politics (CCMP), Zeppelin University, 15 March 2016 at the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Berlin (DE).
- 15.03.2016: Chair of the discussion “*Good Governance of Nudging - Academic Matinée with Cass Sunstein, Harvard University*” hosted by the Center for Consumer, Markets & Politics (CCMP) at Zeppelin University Friedrichshafen, Netzwerk Verbraucherforschung Baden-Württemberg & Humboldt European Law School (HELS), 15 March 2016 at Humboldt University Berlin, Berlin (DE).
- 09.03.2016: 2016: Introduction and panel discussion at the seminar “*Sustainable consumption: The bigger picture*”. MISUM Seminar hosted by the Center for Sustainable Markets (Misum) at Stockholm School of Economics, 09 March 2016, Stockholm (SE).
- 22.10.2015: Chair of the session “Effective communication strategies for behavioral change” at the 12th European Nutrition Conference FENS 2015 “*Nutrition and health throughout life-cycle – Science for the European consumer*”, 20-23 October 2015, Berlin (DE).
- 13.10.2015: Moderator of the panel session “Business as a force for good: The role of companies in sustainable development in Europe and world wide” at the conference “*Global Compact +15 Europe*” hosted by the Foundation of the German Global Compact, 13-14 October 2015, Berlin (DE).
- 28.01.2015: Moderator of “European Soirée on Non-Financial Disclosure” hosted by the German Council for Sustainable Development, Berlin (DE).
- 09.07.2014: Co-Chair with John Thøgersen of the symposium “Sustainable Consumption” at the 28th International Congress of Applied Psychology (ICAP), “From crisis to sustainable well-being”, 8-13 July 2014, Paris (FR).
- 30.06.2014: Chair of the “Practitioners panel: avenues for complementarity and collaboration” at the symposium “Business in Development – new avenues for complementarity and collaboration” held as part of the GLOBAL VALUE European 7th Framework Research project and hosted by the Institute for Managing Sustainability at Vienna University of Economics and Business in collaboration with the Austrian Development Agency (ADA) and the Austrian Institute for Collaboration in Development Cooperation (ICEP), Vienna University of Economics and Business, 30th June 2014, Vienna (AU).
- 13.06.2013: Session Chair “Values” at the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).
- 13.06.2013: Session Chair “European Perspectives” at the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).