

Professor Lucia Reisch – Curriculum vitae

Lucia A. Reisch is the Inaugural El-Erian Professor for Behavioural Economics and Policy at the University of Cambridge and Director of the El-Erian Institute of Behavioural Economics and Policy for Sustainable Development at Cambridge Judge Business School. She is also a Professorial Fellow of Queens' College.

Lucia is trained as a behavioural economist with a PhD in economics and social sciences and is one of Europe's leading academic experts in behavioural insights-based policies for sustainability. Lucia has published widely cited papers on sustainable consumer behaviour, behavioural insights, and consumer and sustainability policy (Google Scholar H-Factor: 55). On SSRN, Lucia is in the top 10% of authors by all-time downloads (January 2023); one of her papers has been downloaded 3,364 times.

A particular feature of Lucia's academic work is interdisciplinary, international research projects, often with partners from STEM, law, and psychology. These collaborations have developed from the many large-scale European and national research projects she has attracted in the past decades, all centring on behaviour change towards sustainable consumption and production.

She is an Editor of the *Journal of Consumer Policy* (SpringerNature), an interdisciplinary journal focusing on consumer research and consumer law impacting policy, published in its 47th year. Among other editorships, Lucia is a founding Editorial Board Member of the journal *Behavioural Public Policy* (Cambridge University Press), an Editorial Board member of *Food Policy* (Elsevier), and of several book series.

Lucia brings two decades of experience with high-level policy consulting on consumer behaviour. She has been the founding chair of the *Advisory Council for Consumer Affairs* of the German Federal Ministry of Justice and Consumer Protection (2014-2018). She has also been a member of the *German Bioeconomy Council*, the *German Council for Sustainable Development* (2010-2019), and a regular member of high-level scientific committees and ad hoc groups consulting for the former German Chancellor Angela Merkel on sustainability issues (e.g., the *Ethics Commission for Safe Energy Supply* after Fukushima, 2011). Beyond the German government, she has consulted for international organisations (EU, OECD, UNEP, World Bank, Inter-American Bank) and governments worldwide on using behavioural insights. She is a contributing author to the IPCC 6th Assessment Report (Chapter on demand-side policies).

Her academic achievement has been rewarded with being elected as a lifelong member of the *German National Academy of Science and Engineering*. Lucia holds an honorary Leibniz Professorship at the *Leibniz Institute for Prevention Research and Epidemiology* in Bremen. For her civic engagement, she was awarded the Order of Merit of the State of Baden-Württemberg.