

OVERVIEW OF RESEARCH PROJECTS

Current research projects

Country	Title and Acronym	Description and Website	Dates	Tenderer	My Role
EU	The Neurobiology of Decision-Making in Eating – Innovative Tools NUDGE-IT	The Nudge-IT consortium aims to develop a strong evidence base to understand connections between neurobiological data on eating behaviour and the behavioural and economic reasons behind individual food choices. We focus particularly on low SES families and their food choice. Nudge-it is a multidisciplinary project; it engages experts in the neurobiology of motivational behaviour, in the neuroscience of reward pathways, in the neuroendocrinology of homeostatic regulation of appetite, in experimental psychology, in functional brain imaging, in behavioural economics, consumer science and in computational modelling. Nudge-it will develop new tools and experimental approaches to support the integration of behavioural and observational studies with neurobiological studies in a way that can lead to advances in consumer and nutrition research, providing the evidence base needed to educate stakeholders and inform policy.	01/14-01/19	European Commission's Seventh Framework Programme (FP7) (KBBE.2013.2.-01) ca. 11.2 Mio Euro	Proposal lead and Work Package Chair
EU	Assessing the Impacts of Multinational Corporations on Global Development and Value Creation GLOBAL VALUE	The overall aims of this project are first, to increase the positive impacts of MNCs to global development, second, to stimulate coherent development related activities of the public and the private sector, and third, to stimulate scientific progress in responsible business conduct and global development.	01/14-01/17	European Commission Seventh Framework Programme (FP7) (SSH. 2013.2.1-3) ca. 3 Mio EUR	Proposal lead and Work Package Chair
EU	Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship	EU-InnovatE brings together researchers from 9 European countries. It focuses particularly on the importance of End User Integration, Innovation and Entrepreneurship in promoting sustainable consumption and production, effecting	01/14-01/17	European Commission's Seventh Framework Programme (FP7)	Proposal lead and Work Package Chair

	EU-InnovatE	changes in consumption behaviour and consumer culture, reversing negative environmental trends, as well as generating sustainable lifestyles, new business models and green growth in the future European Union. In doing so, it builds directly on the recent findings of the SPREAD 2050 Social Platform on Lifestyles.		(SSH.2013.2.1-1) ca. 3 Mio EUR	
DE	Verbrauchernutzen von Normung How do consumers benefit from industry norms (DIN norms) NORM	Aims to identify the benefit of industry norms (DIN norms) for consumers.	11/13-07/14	Förderverein DIN Deutsches Institut für Normung e.V. zur Stärkung der Forschung zu Normung und Standardisierung, Berlin	Expert
EU	Determinants of Eating Behaviour in European Children, Adolescents and their Parents I.FAMILY	The project aims to identify the reasons why young people in Europe eat the way they do and how this influences lifelong health. It is a follow-up study of the large cohort of the IDEFICS children and intends to reassess these families as their children move into adolescence. The project focuses on their family environment, socio-behavioural and genetic factors to understand how they drive dietary behaviour of children. The I.Family Study is coordinated by BIPS (UNIHB). More: http://www.ifamilystudy.eu/	03/12-03/17	European Commission's Seventh Framework Programme FP7 266044 (KBBE 2010-4) ca. 11.5 Mio EUR	Proposal lead and Work Package Chair: "Consumer Behaviour"
Sweden	The Future of Sustainable Fashion MISTRA Future Fashion	The project's objective is to promote systemic change of the Swedish fashion industry that leads to sustainable development of the industry and wider society. The project is divided into 8 research project whose objectives include a) recommendations/strategies for different stakeholders how to bring about systemic changes in the fashion industry; b) educational and feedback material for designers regarding design tools; c) shortened time to market introduction of novel textile fibres that are more sustainable than current alternatives; d) some major environmental problems within textile processing industry and use phase of textiles will be solved; e) textile recycling leading to	05/11-05/15	MISTRA Foundation, Stockholm	Work Package Co-Chair „Consumer Behaviour“

		high-value products through dissolution and spinning of new fibres of virgin quality, f) toolbox of communication strategies according to identified target groups; g) suggested framework of policy instruments http://www.mistrafuturefashion.com/en/Sidor/default.aspx			
Germany	Klima-Citoyen. Neue Rollen, Möglichkeiten und Verantwortlichkeiten der Bürger in der Transformation des Energiesystems Climate-Citoyen. New roles, possibilities and responsibilities of citizens in the transformation of the energy system in Germany KLIMA CITOYEN	Das Forschungsvorhaben widmet sich der Frage, wie Konsumenten („Citoyens“) neue Rollen- und Handlungsmöglichkeiten für eine aktive Mitgestaltung der Energie-wende nutzen können. Inhaltliche Ziele sind a) die Analyse von kommunalen bzw. regionalen Rollengefügen, Rollen-mustern und -verhaltensweisen in unterschiedlichen sozio-ökonomischen Gruppen, b) die Darstellung von Übergängen, Interdependenzen und Konflikten zwischen Rollen, c) die Entwicklung und Erprobung von Beteiligungsmethoden, die zu einer gemeinsamen Strategie führen, um die vorhandenen Rollenpotenziale freizusetzen, d) die Entwicklung eines Wegweisers zur Aktivierung und Unterstützung.	04/13-03/16	Bundesministerium für Bildung und Forschung (BMBF) - German Federal Ministry for Education and Research	Expert
Germany	Transformationsstrategien und Models of Change für nachhaltigen gesellschaftlichen Wandel Transformation Strategies and Models of Change for a Great Transformation MODELS OF CHANGE	The aim of the project is to evaluate existing design knowledge and identify systemic approaches (transformation knowledge) for the “Great Transformation” into a sustainable society.	12/12-11/15	Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt - Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency UFOPLAN-2012	Expert
Germany	SocialLab Deutschland. Nutztierhaltung im Spiegel der Gesellschaft Farm animal husbandry in the mirror of society SOCIAL LAB	Ziel dieses Forschungsprojektes ist, die bestehende gesellschaftliche Kritik differenziert zu durchdringen und so (a) der künftigen Forschungsplanung, (b) den Praxispartnern und (c) der Politik Orientierung und Wege in eine messbare Verbesserung der Nutztierhaltung zu weisen.	01/15-12/17	Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV) - German Federal Ministry of Food, Agriculture and Consumer Protection	Expert <i>(major contributor to the proposal; after acceptance, I stepped down as WP leader)</i>

Project proposals under review

Country	Title and Acronym	Description	Submission Date	Tenderer
		<i>none</i>		

Completed research projects

Country	Title and Acronym	Description and Website	Dates	Tenderer	Role
Germany	<p>International study on the factors influencing the perception of nanotechnology</p> <p>NANOVIEW</p>	<p>The project aimed to enhance the competence of the Federal Institute for Risk Assessment in the field of nanotechnologies and related risk analysis and risk communication at national and international level. Recent changes in public perception in Germany and elsewhere were analyzed and factors that influence this perception were identified.</p> <p>www.bfr.bund.de/cm/343/auswertung-internationaler-bevoelkerungsumfragen-zur-wahrnehmung-der-nanotechnologie.pdf</p>	10/11-01/13	Bundesinstitut für Risikobewertung (BfR) – German Federal Institute for Risk Assessment	Independent international expert
Germany	<p>Nanotechnologie und Verbraucher (2. Aktualisierung)</p> <p>Nanotechnology and the consumer (2nd update)</p> <p>NANO DIALOG III</p>	<p>The project aimed to understand the risks and opportunities consumers see in the application of Nanotechnology in consumer products.</p>	10/12-03/13	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Wuerttemberg	Project lead
EU	<p>Enhancing Connectivity between Research and Policymaking in Sustainable Consumption</p> <p>CORPUS</p>	<p>In order to enhance the policy impact of sustainability research, the knowledge created in science needs to be properly brokered between the relevant communities. Strategies and action plans are developed at national and international policy levels generating an increasing demand for scientific evidence and its effective translation into policy processes. Putting the principle of evidence-based policy-making into the practice of SCP requires exploring and testing new and effective ways of knowledge brokerage. The CORPUS project explored such new ways in those areas of household consumption with the largest environmental impact, namely food, mobility, and housing. CORPUS was a 1.5 Mio Euro 3-year FP7 project with 11 European partners.</p> <p>www.scp-knowledge.eu</p>	01/10-01/13	<p>European Commission's Seventh Framework Programme (FP7-ENV-2009-1)</p> <p>ca. 3 Mio EUR</p>	Proposal lead and Working Area Chair “Sustainable Food”

EU	<p>Identification and prevention of dietary and lifestyle included health effects in children and infants</p> <p>IDEFICS</p>	<p>The project explored the risks for overweight and obesity in children as well as associated long-term consequences. It further offered the possibility to measure in how far sensory perception and preferences of children influence the development of overweight. Beyond pure research, IDEFICS designed activities for health promotion and prevention in kindergartens and schools. The results of the study were incorporated into various guidelines on nutritional, behavioural and lifestyle as well as ethical aspects in all participating countries.</p> <p>IDEFICS was a 13 Mio. Euro 5-year FP6 Project with 31 European partners http://idefics.eu/Idefics/</p>	09/06-02/12	<p>European Commission's Sixth Framework Programme (FP6)</p> <p>ca. 13 Mio EUR</p>	<p>Proposal lead and Working Area Chair "Consumer Science"</p>
Germany	<p>Nanotechnologie und Verbraucher (Aktualisierung 2011)</p> <p>Nanotechnology and the consumer (Update 2011)</p> <p>NANO DIALOG II</p>	<p>The project aimed to understand the risks and opportunities consumers see in the application of Nanotechnology in consumer products; a final report is available at http://www.verbraucherportal-bw.de/servlet/PB/show/2905523/Abschlussbericht%20Nanotechnologie%20V-Wahrnehmung%20und%20v-pol%20Handlun</p>	01/11-11/11	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg)</p>	<p>Project lead</p>
Germany	<p>Studie zu Möglichkeiten der Verbraucherinformation für die Zielgruppe „Digital Natives“</p> <p>Consumer information for the „Digital Natives“</p> <p>DIGITAL NATIVES</p>	<p>The project explored - and practically tested a Facebook fan page - the possibilities and limits of using Web 2.0 social networks (here: Facebook) to communicate consumer topics and data privacy issues to young consumers; a final report is available at http://www.verbraucherportal-bw.de/servlet/PB/show/2903476/Abschlussbericht_Digital_Natives_aktualisiert_3%20August.pdf</p>	09/10-02/11	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	<p>Project lead</p>
Germany	<p>Material- und Ressourceneffizienz – Strategien und Politik</p>	<p>The project looked into ways how to make consumers aware of material resource use and resource waste in daily consumption decisions; it also explored and tested alternative approaches of need fulfillment by sharing, leasing etc.; several reports are available,</p>	01/08-01/11	<p>Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt - Federal Ministry for the En-</p>	<p>Work Package lead</p>

	Material and resource efficiency – Strategies and policies MARESS	http://ressourcen.wupperinst.org/		Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency	
Germany	Evaluation von Energieeffizienz-Initiativen Evaluation of energy efficiency initiatives ENERGIEEFFIZIENZ - JETZT	This was an evaluation project of policy tools employed by a range of associations to make private consumption more energy efficient. www.energieeffizienz-jetzt.de/	10/08-10/10	Deutsche Bundesstiftung Umwelt (DBU) – German Federal Foundation for the Environment	Work Package lead “Evaluation”
Germany	Seniorengerechte Verbraucherinformation Consumer information for senior consumers in the financial sector FINANZEN ÜBER 50	The project developed an evidence based form of consumer information on pension schemes with focus groups of senior citizens.	01/09-02/10	Robert BOSCH Stiftung – Robert BOSCH Foundation	Project lead
EU	Preparatory Studies for Eco-Design Requirements for EuPs (II) and on Stakeholder Representation, Lot C: Stakeholder representation consumers ECO DESIGN PREP	The goal of this project was to ensure that the views of the European consumer organisations were well represented in the preparatory process leading to implementing measures under the Ecodesign directive, both in the project phase and in the Ecodesign Consultation Forum. It tried to make sure that all consumer organisations willing to contribute are involved in the ecodesign preparatory process, that they will obtain expert advice about the topics on the agenda and will get the opportunity for providing timely, coordinated and technical contributions.	09/07-09/10	European Commission - DG TREN Consumers Tender No. TREN/D3/390-2006	Expert

Germany	<p>Verbraucherpolitische Strategie Baden-Württemberg – Erhebung von volkswirtschaftlichen Basisdaten für eine zielorientierte Weiterentwicklung der Verbraucherpolitik</p> <p>Evidence-based consumer policy – Developing a data base for better consumer policy making in Baden-Württemberg</p> <p>VERBRAUCHERSTRAT</p>	<p>The project aimed to develop a sound evidence base to guide the development and design of a Consumer Policy Strategy for the State of Baden-Wuerttemberg.</p>	01/09-08/09	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	Project lead
Germany	<p>Nanotechnologien und Verbraucher</p> <p>Nanotechnologies and the consumer</p> <p>NANO DIALOG I</p>	<p>The project described the current state of national and international research relating to the application of nanotechnologies. It aimed to identify key topics, main actors and research groups as well as areas in need of research. A final report (in German) is available at http://www.verbraucherportal-bw.de/servlet/PB/show/1331085/Bericht_Vorstudie_Nano_final_word%202007%20web.pdf</p>	12/08-06/09	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	Project lead
Germany	<p>Transparenz in der Altersvorsorge</p> <p>Transparency of the private pension market for consumers</p>	<p>The project intended to identify the general conditions the market offers for private pension plans. It further analysed what consumers really know about the market especially in terms of identifying possible scams. Based on the results a policy guidance plan was developed.</p>	07/07-12/07	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	Project lead

Germany	<p>Untersuchungen zur Wechselwilligkeit der Verbraucher in einem liberalisierten Gasmarkt</p> <p>Why don't gas consumers switch to a better supplier?</p>	<p>The objective of the project was to illustrate policy alternatives that enhance the market competition of gas supplier and encourage consumers to switch supplier. Therefore, the project aimed to analyse the current market situation with its pattern of demand and supply as well as obstacles for consumers.</p> <p>A final report (in German) is available at http://www.verbraucherportal-bw.de/servlet/PB/show/1328777/Abschlussbericht%20Gasmarkt.pdf</p>	03/07-06/07	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg - Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	Project lead
Denmark	<p>Consumer oriented CSR communication in selected European countries</p>		03/06-05/06	<p>Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV) - Federal Ministry of Food, Agriculture and Consumer Protection of Germany</p>	Expert for Denmark
Germany	<p>Strategisches Risikomanagement und Nachhaltigkeitsmarketing in der Ernährungsindustrie</p> <p>Strategic risk management and sustainability marketing for the food industry</p> <p>FOODRADAR</p>		01/05-12/05	<p>University of Witten-Herdecke</p>	Partner
Germany	<p>Nachhaltiger Konsum und Produktion: ein nationales Dialogforum</p> <p>Sustainable consumption and production: a national dialogue forum</p> <p>NACHKONSUM</p>	<p>Concept and realisation of the national dialogue on models of sustainable consumption and production as a component of the WSSD Johannesburg 10 year plan</p>	12/04-12/06	<p>Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt - Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency)</p>	Project lead

Germany	<p>Das kbA Label und sein Einfluss auf das Kaufverhalten von Textilkunden beim Otto Versand</p> <p>Survey of kbA textile clients of Otto Versand GmbH as part of overall project “Increasing turnover with sustainable products”</p> <p>NACHHALTIGE MODE</p>	<p>The survey of OTTO customers should shed light on the following questions:</p> <ul style="list-style-type: none"> • importance of environmental and social product qualities in textile customers • perception and evaluation of the control system • differences between the interventions and different customer groups • Influence of the control system on the purchase decision 	10/04-12/04	Verbraucher Initiative e.V. and Otto Versand GmbH	Project lead
Germany	<p>Motivation zum Glücksspiel – eine Literaturübersicht</p> <p>Motivations for gambling – a literature review</p> <p>GLÜCKSPIEL</p>	<p>This was an overview of the literature and research on gambling. A final report (in German) is available at https://gluecksspiel.uni-hohenheim.de/fileadmin/einrichtungen/gluecksspiel/Forschungsarbeiten/StudieReisch.pdf</p>	08/04-08/05	Staatliche Toto-Lotto Co. Ltd. Baden-Württemberg	Project lead
Germany	<p>Zeit und Ernährung –</p> <p>Time and nutrition</p> <p>ZEIT</p>		04/04-04/06	Dr. Rainer Wild Foundation Heidelberg & Protestant Academy, Tutzing	Partner
Germany	<p>Forschung für eine neue Verbraucherpolitik</p> <p>Research for a new consumer policy</p> <p>VERBRAUCH_FORSCH II</p>	<p>The project’s aim was to develop a research design for the future of consumer policy oriented research in Germany.</p>	01/04-04/04	Verbraucherzentrale Bundesverband e.V. - German Federal Association of Consumer Centres	Project lead

Germany	<p>Projekt Balance - Kommunikation der Nachhaltigkeit</p> <p>Balance – Communication of Sustainability</p> <p>BALANCE</p>	<p>The project's objective was to develop and evaluate new strategies and concepts how to effectively and continuously communicate the term 'sustainability' to consumers via the mass media. The project was divided into 3 research areas: media, consumer and marketing science.</p>	01/04-12/07	<p>Bundesministerium für Bildung und Forschung (BMBF) - German Federal Ministry for Education and Research</p>	<p>Work Area lead "Consumption and consumer related policy research"</p>
Germany	<p>Zum Stand der Verbraucherforschung in Deutschland</p> <p>The state of consumer research in Germany</p> <p>VERBRAUCH_FORSCH I</p>	<p>The aim of this overview study was to compile data on researchers and institutions in the field of consumer research in Germany.</p>	09/02-02/03	<p>Verbraucherzentrale Bundesverband e.V. - German Federal Association of Consumer Centres</p>	<p>Project lead</p>

Earlier Projects (no lead role)

Country	Title and Acronym	Dates	Tenderer	Role
Germany	Ten years of scientific research into shopping addiction behaviour in Germany	2001-2002	Deutscher Sparkassen- und Giroverband - Foundation of Savings Banks and Giro Association	Researcher
EU	Environmental socialisation in the European news media	2000-2002	International European Science Foundation	Researcher
EU	Organic salmon production and consumption: ethics, consumer perceptions and regulation ORGSAL	1998-1999	DG RESEARCH EU Contract No FAIR-CT98-3372	Researcher
Germany	The cost of prosperity and responsible action	1996-1999	Volkswagen Foundation	Researcher

Germany	Towards sustainable consumption models	12/96-06/97	Bundesministerium für Bildung und Forschung (BMBF) - German Federal Ministry for Education and Research	Researcher
Germany	The ethical and ecological rating of business firms	1994-2002	Diverse Foundations	Researcher
Germany	Pro-material and post-material lifestyles	1992-1994	Volkswagen Foundation, Wolfsburg	Researcher
Germany	Shopping addiction in Germany	1989-1992	Deutsche Forschungsgemeinschaft (DFG) – German Research Community	Researcher