

OVERVIEW OF RESEARCH PROJECTS

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I. Current research projects

Country	Title and Acronym	Description and Website	Dates	Tenderer	LR's Role
Denmark	Behavioural insights for a circular society: Using behavioural insights to create an urban food system that fosters sustainable food styles and promotes a circular society BeaCon	The project investigates how best to employ nudges as part of an effort to shift consumption choices towards more sustainable and resilient options. It focuses on the food system, which is crucial for building resilience and delivering on the Sustainable Development Goals, since it is one of the key impact areas as regards climate change and environmental harm. As its specific focus, the present research targets urban food systems and uses the case of Copenhagen as a practice example. The two major behavioural changes it aims to spur are reducing meat consumption and hence environmental and social footprint ("peak meat"), and second, reducing food waste, an explicit target within SDG 12.	09/21 - 09/25	Novo Nordisk Foundation (Grant number: NNF21SA0069203)	Proposal writing, Principle Investigator
EU	Effectiveness of existing policies for lifestyle interventions - Policy Evaluation Network PEN	PEN is a multi-disciplinary research network with 28 research centres from seven European countries and New Zealand to build capacity and to evaluate policy interventions regarding their level of impact on dietary, physical activity and sedentary behaviours at population level. PEN assesses variations of the effectiveness of these interventions in different cultural, demographic or socio-economic groups and aims to create an evidence-base to improve these health behaviours regarding content, implementation and impact of policy interventions. LR leads the work on Sustainable Urban Mobility Plans in Copenhagen and European partner cities. https://www.jpi-pen.eu/	02/19-02/22	Joint Programming Initiative on a Healthy Diet for a Healthy Life (JPI HDHL) - (European Union H2020 Research and Innovation Programme Grant Agreement n.696300)	Proposal contribution; Work Package Co-Chair (BIPS Leibniz Chair)

II. Completed research projects

Country	Title and Acronym	Description and Website	Dates	Tenderer	LR's Role
Germany	Nachhaltigen Konsum weiterdenken: Evaluation und Weiterentwicklung von Maßnahmen und Instrumenten Thinking ahead regarding sustainable consumption: Evaluation and advancement of measures and instruments NAKOWEI	<p>For the evaluation of the German Government's National Program for Sustainable Consumption, an analytical framework is developed, an ex-ante evaluation of all measures included in the program and an ex-post evaluation of selected measures is carried out. The project analyses how sustainable consumption could be promoted more effectively through an interplay of "hard" and "soft" policy instruments. Furthermore, the acceptance of such approaches are tested in case studies and focus groups. Recommendations for action for the German Government are developed. Lessons for other countries are drawn.</p> <p>LR contributes to all tasks of the project and leads the planned publications in peer reviewed journals.</p>	07/17 – 06/20	Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt – German Environmental Agency (UFOPLAN F+E-Vorhaben FKZ 3715 11 102 0)	Proposal contribution; Work Package Chair (Zeppelin University)
Germany	ENavi: Energiewende-Navigationssystem zur Erfassung, Analyse und Simulation der systemischen Vernetzungen – Teilprojekt: Grüne Defaults als Instrument einer nachhaltigen Energienachfragerpolitik Green defaults as an instrument of sustainable energy demand side policy ENavi	<p>Embedded into a transdisciplinary research approach the aim of this 50 Mio EUR large scale research project "Kopernikus" is to develop an integral systems-analytical tool box that brings together generated scenarios and simulations with evidence-based analyses and reviews of the transformational processes informed by experts. LR and team investigate how "green nudges" contribute to the <i>Energiewende</i> in general, and how renewable energy defaults in specific can increase demand for renewable energies.</p> <p>https://www.kopernikus-projekte.de/projekte/systemintegration</p>	10/16 – 01/20	German Federal Ministry of Education and Research – Bundesministerium für Bildung und Forschung (BMBF)	Proposal contribution; Principle Investigator (Zeppelin University)

Germany	<p>Nachhaltige Transformation urbaner Räume</p> <p>Sustainable transformation of urban areas</p> <p>KERNiG</p>	<p>The aim of this project was to propose transformation processes in urban areas to foster sustainable development. It was part of the research programme “Research for Sustainable Development” and associated with the guiding principle of a “Town of the Future” which is resource efficient, improves air quality, makes efficient use of infrastructure and urban areas, and enables just and fair participation processes for all stakeholders.</p> <p>LR and team investigated specifically how sustainable food nudges can be employed in two small German communities.</p> <p>https://www.envgov.uni-freiburg.de/de/prof-envgov/forschung/kernig-projekt/kernig</p>	10/16 – 09/19	<p>German Federal Ministry of Education and Research – Bundesministerium für Bildung und Forschung (BMBF)</p>	<p>Proposal contribution; Principle Investigator (Zeppe-lin University)</p>
EU	<p>Assessing the Impacts of Multinational Corporations on Global Development and Value Creation</p> <p>GLOBAL VALUE</p>	<p>The overall aims of this project were: firstly, to increase the positive impacts of MNCs to global development, secondly, to stimulate coherent development related activities of the public and the private sector, and thirdly, to stimulate scientific progress in responsible business conduct and global development.</p> <p>http://www.global-value.eu</p>	01/14 – 06/17	<p>European Commission Seventh Framework Programme (FP7) (SSH. 2013.2.1-3)</p>	<p>Proposal lead and Work Package Chair</p>
EU	<p>Determinants of eating behaviour in European children, adolescents and their parents</p> <p>I.FAMILY</p>	<p>The project aimed to identify the reasons why young people in Europe eat the way they do and how this influences lifelong health. It was 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 focused on their family environment, socio-behavioural and genetic factors to understand how they drive dietary behaviour of children. The I.Family Study has been coordinated by BIPS (UNIHB). LR led the WP on Consumer Behaviour.</p> <p>http://www.ifamilystudy.eu/</p>	03/12 – 03/17	<p>European Commission's Seventh Framework Programme FP7 266044 (KBBE 2010-4)</p>	<p>Proposal lead and Work Package Chair: “Consumer Behaviour”</p>

EU	<p>Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship</p> <p>EU-InnovatE</p>	<p>EU-InnovatE brought together researchers from 9 European countries. It focused particularly on the importance of End User Integration, Innovation and Entrepreneurship in promoting sustainable consumption and production, effecting 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 built on the SPREAD 2050 Social Platform on Lifestyles.</p> <p>LR led the WP on Consumer Behaviour.</p> <p>http://www.euinnovate.com/en</p>	01/14 – 01/17	European Commission's Seventh Framework Programme (FP7) (SSH.2013.2.1-1)	Proposal lead and Work Package Chair
Germany	<p>Nudge-Ansätze beim nachhaltigem Konsum: Ermittlung und Entwicklung von Maßnahmen zum "Anstoßen" nachhaltiger Konsummuster</p> <p>Nudge approaches for sustainable consumption: Development of measures</p> <p>NaNu</p>	<p>The project looked into how nudges could be applied to systematically promote sustainable consumption behaviour.</p> <p>A final report is available on the website of the Federal Environmental Agency (in German only).</p>	02/15-08/16	<p>Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt (UBA) –</p> <p>German Federal Environmental Agency</p>	Expert
Germany	<p>Klima-Citoyen. Neue Rollen, Möglichkeiten und Verantwortlichkeiten der Bürger in der Transformation des Energiesystems</p> <p>Climate-Citoyen. New roles, possibilities and responsibilities of citizens in the transformation of the energy system in Germany</p> <p>KLIMA CITOYEN</p>	<p>The research project explored the question how consumers ("Citoyens") can use new potential roles and activities to actively engage in the energy transformation. Research goals included: a) obtaining an analysis of communal and regional structures and patterns for roles and their behaviours in various social-economic groups, b) presenting the transformation, interdependence and conflicts between roles, c) developing and testing participation methods that eventually will lead to a comprehensive strategy to enable existing roles, d) developing a guide to activate and support further roles.</p>	04/13-06/16	<p>Bundesministerium für Bildung und Forschung (BMBF) –</p> <p>German Federal Ministry for Education and Research</p>	Expert

Germany	<p>Marktübersicht für Produkte mit Nanotechnologie in Baden-Württemberg</p> <p>Market overview for products with nanotechnologies in Baden-Württemberg</p> <p>NANO BW</p>	<p>The aim of this project was to promote more transparency and inform consumers better regarding the use of nanotechnologies in consumer products. The research created a database that gives an informed market overview of products with nanotechnologies.</p>	01/15 – 12/15	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg</p> <p>–</p> <p>Ministry of Rural Regions and Consumer Protection Baden-Wuerttemberg</p>	Project Lead
Germany	<p>Transformationsstrategien und Models of Change für nachhaltigen gesellschaftlichen Wandel</p> <p>Transformation strategies and Models of Change for a Great Transformation towards sustainability</p> <p>MODELS OF CHANGE</p>	<p>The aim of the project was to evaluate existing design knowledge and identify systemic approaches (transformation knowledge) for the “Great Transformation” into a sustainable society.</p>	12/12-11/15	<p>Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt</p> <p>–</p> <p>Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency</p> <p>UFOPLAN-2012</p>	Expert
Sweden	<p>The Future of Sustainable Fashion</p> <p>MISTRA Future Fashion</p>	<p>The project's objective was to promote systemic change of the Swedish fashion industry that leads to sustainable development of the industry and wider society. The project was divided into 8 research projects: 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 fibers 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 high-value products through dissolution and spinning of new fibers of virgin quality, f) toolbox of communication strategies according to identified target groups; g) suggested framework of policy instruments</p> <p>http://mistrafuturefashion.com/</p>	05/11-05/15	<p>MISTRA Foundation, Stockholm</p>	Work Package Co-Chair „Consumer Behaviour“

Germany	<p>Verbrauchernutzen von Normung</p> <p>How do consumer's benefit from product and process standardization</p> <p>NORM</p>	The project aimed to identify the benefit of industry norms for consumers.	01/14-07/14	Förderverein DIN Deutsches Institut für Normung e.V. zur Stärkung der Forschung zu Normung und Standardisierung	Proposal cooperation; Expert
Germany	<p>Transformationsbedarf in Wissenschaft und Forschung zur Unterstützung der Energiewende in Baden-Württemberg</p> <p>Transformation needs in science and research to support the energy revolution in Baden-Württemberg</p> <p>TRAFO BW</p>	The project investigated which research themes in the area of "Promoting the German Energy Transition" should be put on a comprehensive research agenda for sustainable consumption and production.	11/13-05/14	Ministerium für Wissenschaft, Forschung und Kunst Baden-Württemberg – Ministry of Research and the Arts Baden-Württemberg	Expert
Germany	<p>Nanotechnologie und Verbraucher (2. Aktualisierung)</p> <p>Nanotechnology and the consumer (2nd update)</p> <p>NANO DIALOG III</p>	The project aimed to understand the risks and opportunities consumers see in the application of Nanotechnology in consumer products.	10/12-03/13	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Wuerttemberg	Project lead
Germany	<p>International study on the factors influencing the perception of nanotechnology</p> <p>NANOVIEW</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.	10/11-01/13	Bundesinstitut für Risikobewertung (BFR) – German Federal Institute for Risk Assessment	Independent international expert

EU	Enhancing Connectivity between Research and Policymaking in Sustainable Consumption CORPUS	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.	01/10-01/13	European Commission's Seventh Framework Programme (FP7-ENV-2009-1)	Work Package Chair and PI for "Sustainable Food"
EU	Identification and prevention of dietary and lifestyle included health effects in children and infants IDEFICS	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. IDEFICS was a 13 Mio. Euro 5-year FP6 Project with 31 European partners http://www.ideficsstudy.eu/home.html	09/06-02/12	European Commission's Sixth Framework Programme (FP6)	Working Area Chair and PI "Consumer Science"
Germany	Nanotechnologie und Verbraucher (Aktualisierung 2011) Nanotechnology and the consumer (Update 2011) NANO DIALOG II	The project aimed to understand the risks and opportunities consumers see in the application of Nanotechnology in consumer products.	01/11-11/11	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg	Project lead

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>	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.	09/10-02/11	<p>Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg –</p> <p>Ministry of Rural Regions and Consumer Protection Baden-Württemberg</p>	Project lead
Germany	<p>Material- und Ressourceneffizienz – Strategien und Politik</p> <p>Material and resource efficiency – Strategies and policies</p> <p>MARESS</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.	01/08-01/11	<p>Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt –</p> <p>Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency</p>	Work Package lead
Germany	<p>Evaluation von Energieeffizienz-Initiativen</p> <p>Evaluation of energy efficiency initiatives</p> <p>ENERGIEEFFIZIENZ - JETZT</p>	The project evaluated policy tools employed by a range of associations to make private consumption more energy efficient. www.energieeffizienz-jetzt.de/	10/08-10/10	<p>Deutsche Bundesstiftung Umwelt (DBU) –</p> <p>German Federal Foundation for the Environment</p>	Work Package lead “Evaluation”
EU	<p>Preparatory Studies for Eco-Design Requirements for EuPs (II) and on Stakeholder Representation, Lot C: Stakeholder representation consumers</p> <p>ECO DESIGN PREP</p>	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	09/07-09/10	<p>European Commission - DG TREN</p> <p>Consumers Tender No. TREN/D3/390-2006</p>	Expert

		providing timely, coordinated and technical contributions.			
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
Germany	Verbraucherpolitische Strategie Baden-Württemberg – Erhebung von volkswirtschaftlichen Basisdaten für eine zielorientierte Weiterentwicklung der Verbraucherpolitik Evidence-based consumer policy – Developing a data base for better consumer policy making in Baden-Württemberg VERBRAUCHER-STRAT	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.	01/09-08/09	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Würtemberg	Project lead
Germany	Nanotechnologien und Verbraucher Nanotechnologies and the consumer NANO DIALOG I	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.	12/08-06/09	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg –	Project lead

				Ministry of Rural Regions and Consumer Protection Baden-Württemberg	
Germany	Transparenz in der Altersvorsorge Transparency of the private pension market for consumers TRANS-ALTER	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 published.	07/07- 12/07	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg	Project lead
Germany	Projekt Balance - Kommunikation der Nachhaltigkeit Balance – Communication of Sustainability BALANCE	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 three areas: media, consumer and marketing science.	01/04- 12/07	Bundesministerium für Bildung und Forschung (BMBF) – German Federal Ministry for Education and Research	Work Area lead "Consumption and consumer related policy research"
Germany	Untersuchungen zur Wechselwilligkeit der Verbraucher in einem liberalisierten Gasmarkt Why don't gas consumers switch to a better supplier? SWITCH	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.	03/07- 06/07	Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg – Ministry of Rural Regions and Consumer Protection Baden-Württemberg	Project lead
Germany Denmark	Consumer oriented CSR communication in selected European countries CONSR	The project compared CSR communication targeting consumers in different EU countries. LR and team led that investigation for Denmark.	03/06- 05/06	Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV) –	Expert

				German Federal Ministry of Food, Agriculture and Consumer Protection	
Germany	Nachhaltiger Konsum und Produktion: ein nationales Dialogforum Sustainable consumption and production: a national dialogue forum NACHKONSUM	Concept and realisation of the national dialogue on models of sustainable consumption and production as a component of the WSSD Johannesburg 10 year plan	12/04-12/06	Bundesministerium für Umwelt, Natur und Reaktorsicherheit / Umweltbundesamt – Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / Federal Environmental Agency)	Project lead
Germany	Strategisches Risikomanagement und Nachhaltigkeitsmarketing in der Ernährungsindustrie Strategic risk management and sustainability marketing for the food industry FOODRADAR	The project investigated risk management and sustainability marketing in the food industry.	01/05-12/05	University of Witten-Herdecke	Partner
Germany	Das kbA Label und sein Einfluss auf das Kaufverhalten von Textilkunden beim Otto Versand Survey of kbA textile clients of Otto Versand GmbH as part of overall project "Increasing turnover with sustainable products" NACHHALTIGE MODE	The survey of OTTO Versand GmbH customers should shed light on the following questions: <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	Zeit und Ernährung – Time and nutrition ZEIT	This conceptual projects investigated the correlation between time (wealth or poverty) and the quality of individual nutrition.	04/04-04/06	Dr. Rainer Wild Foundation Heidelberg & Protestant Academy, Tutzing	Partner
Germany	Motivation zum Glücksspiel Motivations for gambling GLÜCKSPIEL	The project developed a systematic overview of the literature and research on gambling.	08/04-08/05	Staatliche Toto-Lotto Co. Ltd. Baden-Württemberg & Forschungsstelle Glücksspiel; University of Hohenheim	Project lead
Germany	Forschung für eine neue Verbraucherpolitik Research for a new consumer policy VERBRAUCH_FORSCH II	The project's aim was to develop a research design for the future of consumer policy oriented research in Germany.	01/04-04/04	Verbraucherzentrale Bundesverband e.V. - German Federal Association of Consumer Centres	Project lead
Germany	Zum Stand der Verbraucherforschung in Deutschland The state of consumer research in Germany VERBRAUCH_FORSCH I	The aim of this overview study was to compile data on researchers and institutions in the field of consumer research in Germany.	09/02-02/03	Verbraucherzentrale Bundesverband e.V. - German Federal Association of Consumer Centres	Project lead

III. Earlier Projects (participation)

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	1996-1997	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