

Dr. Julia Blasch

OFFICE ADDRESS	Vrije Universiteit Amsterdam Institute for Environmental Studies (IVM) De Boelelaan 1111 1081 HV Amsterdam	+31 20 59 89546 julia.blasch@vu.nl www.ivm.vu.nl
NATIONALITY	German	
RESEARCH INTERESTS	environmental and energy economics, behavioral economics, pro-environmental behavior and decision-making, choice experiments, randomized controlled trials, laboratory experiments	
EDUCATION	Ph.D. in Environmental Economics (Dr. sc. ETH), October 2014 <i>ETH Zurich, Switzerland</i> Dissertation: “Consumer Demand for Voluntary Carbon Offsets - The Role of Motivations, Contexts, and Framing for Public Good Provision to Mitigate Climate Change” Supervisors: Prof. Renate Schubert (ETH Zurich), Prof. Mehdi Farsi (University of Neuchâtel)	
	Master of Economics (Diplom-Volkswirtin), July 2006 <i>University of Regensburg, Germany</i>	
	Study abroad semester, February - July 2003 <i>École des Hautes Études Commerciales du Nord (EDHEC) Lille, France</i>	
	Pre-diploma in Business Administration, July 2002 <i>Catholic University of Eichstätt-Ingolstadt, Germany</i>	
PROFESSIONAL EXPERIENCE	Institute for Environmental Studies (IVM), Department of Environmental Economics, VU Amsterdam, Netherlands <i>Assistant Professor in Environmental Economics</i> February 2016 - present	
	Centre for Energy Policy and Economics (CEPE), Center of Economic Research (CER-ETH), ETH Zurich, Switzerland <i>Research Affiliate</i> February 2016 - present	
	Centre for Energy Policy and Economics (CEPE), Center of Economic Research (CER-ETH), ETH Zurich, Switzerland <i>Postdoctoral Researcher</i> November 2014 - January 2016	
	Chair of Economics, Institute for Environmental Decisions (IED), ETH Zurich, Switzerland <i>Research and Teaching Assistant</i> October 2006 - December 2014	
	German Advisory Council on Global Change (WBGU), Germany <i>Research Analyst, Economics</i> October 2006 - February 2013	

RESEARCH VISITS Faculty of Political Science and Economics, Prof. Toshi Arimura
Waseda University, Tokyo, Japan
Short research visit

May 2019

PEER-REVIEWED
ARTICLES

Morren, M., Mol, J. M., Blasch, J. and Malek, Z. (2021). Changing diets - Testing the impact of knowledge and information nudges on sustainable dietary choices. *Journal of Environmental Psychology* 75, 1-12.

Mol, J.M., Botzen, W.J.W., Blasch, J., Kranzler, E. and Kunreuther, H. (2021). All by myself? Testing descriptive social norm-nudges to increase flood preparedness among homeowners. *Behavioural Public Policy*, forthcoming.

Blasch, J., Boogen, N., Daminato, C., and Filippini, M. (2021). Empower the Consumer! Energy-related Financial Literacy and its Implications for Economic Decision Making. *Economics of Energy & Environmental Policy* 10(2).

Moerkerken, A., Duijndam, S., Blasch, J., van Beukering, P. and Smit, A. (2021). Determinants of energy efficiency in the Dutch dairy sector: dilemmas for sustainability. *Journal of Cleaner Production* 293, 1-10.

Blasch, J., van der Kroon, B., van Beukering, P., Munster, R., Fabiani, S., Nino, P. and Vanino, S. (2020). Farmer preferences for adopting precision farming technologies: a case study from Italy. *European Review of Agricultural Economics*, online first.

Mol, J. M., Botzen, W. J. W. and Blasch, J. (2020). Behavioral motivations for self-insurance under different disaster risk insurance schemes. *Journal of Economic Behavior & Organization* 180, 967-991.

Blasch, J. and Daminato, C. (2020). Behavioral Anomalies and Energy-related Individual Choices: The Role of Status-quo Bias. *The Energy Journal* 41(6).

Mol, J., Botzen, W., Blasch, J. and de Moel, H. (2020). Insights into flood risk misperceptions of homeowners in the Dutch river delta. *Risk Analysis* 40(7), 1450-1468.

Moerkerken, A., Blasch, J., van Beukering, P., and van Well, E. (2020). A new approach to explain farmers adoption of climate change mitigation measures. *Climatic Change* 159(1), 141161.

Mol, J., Botzen, W., and Blasch, J. (2020). Risk reduction in compulsory disaster insurance: Experimental evidence on moral hazard and financial incentives. *Journal of Behavioral and Experimental Economics* 84, 1-58.

Blasch, J., Filippini, M. and Kumar, N. (2019). Boundedly rational consumers, energy and investment literacy, and the display of information on household appliances. *Resource and Energy Economics* 56, 39-58.

Brandtsma, J.S. and Blasch, J. (2019). One for All? The Impact of Different Types of Energy Feedback and Goal Setting on Individuals Motivation to Conserve Electricity. *Energy Policy* 135, 1-11.

Blasch, J., Filippini, M., Boogen, N. and Kumar, N. (2017). Explaining electricity demand and the role of energy and investment literacy on end-use efficiency of Swiss households. *Energy Economics* 68, Supplement 1, 89-102.

Blasch, J. and Turner, R. W. (2016). Environmental Art, Prior Knowledge about Climate Change, and Carbon Offsets. *Journal of Environmental Studies and Sciences* 6(4), 691-705.

Ohndorf, M., Blasch, J. and Schubert, R. (2015). Emission budget approaches for burden sharing: some thoughts from an environmental economics point of view. *Climatic Change* 133(3), 385-395.

Blasch, J. and Ohndorf, M. (2015). Altruism, Moral Norms and Social Approval. Joint Determinants of Individual Offset Behavior. *Ecological Economics* 116, 251-260.

Blasch, J. and Farsi, M. (2014). Context Effects and Heterogeneity in Voluntary Carbon Offsetting - A Choice Experiment in Switzerland. *Journal of Environmental Economics and Policy* 3(1), 1-24.

Schubert, R., Messner, D. and Blasch, J. (2011). About ship! Why we need a "great transformation". *GAIA-Ecological Perspectives for Science and Society* 20(4), 243-245.

Schubert, R. and Blasch, J. (2010). Sustainability standards for bioenergy - A means to reduce climate change risks? *Energy Policy* 38, 2797-2805.

WORKING
PAPERS

He, S., Blasch, J., van Beukering, P. and Wang, J. (2020). Energy labels and heuristic decision-making: the role of cognition and energy literacy. *USAEE Working Paper* No. 20-481.

Carattini, S. and Blasch, J. (2020). Nudging when the descriptive norm is low: Evidence from a Carbon Offsetting Field Experiment. *Centre for Climate Change Economics and Policy Working Paper 375/Grantham Research Institute on Climate Change and the Environment Working Paper 345*. London: London School of Economics and Political Science.

Mol, J.M., Botzen, W.J.W., Blasch, J., Kranzler, E. and Kunreuther, H. (2020). All by myself? Testing descriptive social norm-nudges to increase flood preparedness among homeowners. *SSRN Working Paper*, June 2020.

Blasch, J. E. and Daminato, C. (2018). Behavioral anomalies and energy-related individual choices: the role of status-quo bias. *CER-ETH Working Paper 18/300*, October 2018, CER-ETH Center of Economic Research at ETH Zurich.

Mol, J. M., Botzen, W. J. W. and Blasch, J. E. (2018). Risk reduction in natural disaster insurance. Experimental evidence on moral hazard and financial incentives. *Risk Management and Decision Processes Center* The Wharton School, University of Pennsylvania.

Blasch, J., Boogen, N., Daminato, C., and Filippini, M. (2018). Empower the consumer! Energy-related financial literacy and its socioeconomic determinants. *CER-ETH Working Paper 18/289*, May 2018, CER-ETH Center of Economic Research at ETH Zurich.

Blasch, J., Filippini, M., Kumar, N., and Martinez Cruz, A. L. (2017). Narrowing the energy efficiency gap. The impact of educational programs, online support tools and energy-related investment literacy. *CER-ETH Working Paper 17/276*, September 2017, CER-ETH Center of Economic Research at ETH Zurich.

Blasch, J., Boogen, N., Filippini, M. and Kumar, N. (2017). The role of energy and investment literacy for residential electricity demand and end-use efficiency. *CER-ETH Working Paper 17/269*, March 2017, CER-ETH Center of Economic Research at ETH Zurich.

Blasch, J., Filippini, M. and Kumar, N. (2016). Boundedly rational consumers, energy and investment literacy, and the display of information on household appliances. *CER-ETH Working Paper 16/249*, June 2016, CER-ETH Center of Economic Research at ETH Zurich.

Blasch, J. and Turner, R. W. (2015). Environmental Art, Prior Knowledge about Climate Change, and Carbon Offsets. *Economics Faculty Working Paper* 43. Colgate University.

Blasch, J. and Farsi, M. (2012). Retail demand for voluntary carbon offsets - A choice experiment among Swiss consumers. *IED Working Paper* 18, September 2012.

Blasch, J., Schubert, R. and Soete, B. (2010). Grün aus der Krise - Was können grüne Konjunkturpakete leisten? [Green after the crisis - What can be achieved with "green" economic stimulus packages?] *IED Working Paper* 10.

Schubert, R., Blasch, J. and Hoffmann, K. (2007). Environmental Protection, Energy Policy and Poverty Reduction - Synergies of an Integrated approach. *IED Working Paper* 01.

OTHER
PUBLICATIONS

Blasch, J. (2014). Consumer Demand for Voluntary Carbon Offsets - The Role of Motivations, Contexts, and Framing for Public Good Provision to Mitigate Climate Change. Doctoral thesis, ETH Dissertation No. 22256, ETH Zurich.

BOOK CHAPTERS

Bening, C. R., Blasch, J. and Schubert, R. (2013). Ressourcenknappheit in Zeiten des Klimawandels - zur Bedeutung technologischer Innovationen [*Resource scarcity in times of climate change - the role of technological innovations.*], in: Wallacher, J., Müller, J. and Reder, M. (eds.). *Weltprobleme*. München. Bayerische Landeszentrale für politische Bildungsarbeit, 213-234.

Soete, B., Schubert, R. and Blasch, J. (2012). Gestaltung und Finanzierung der Transformation von Energiesystemen [*Designing and financing the energy system transformation.*], in: Rogall, H., Binswanger, H.-C., Ekardt, F., Grothe, A., Hasenclever, W.-D., Hauchler, I. and Jänicke, M. (eds.). *Jahrbuch Nachhaltige Ökonomie 2012/2013 - Im Brennpunkt*. Green Economy. Marburg. Metropolis, 261-280.

Blasch, J., Soete, B. and Schubert, R. (2012). Der Budgetansatz des WBGU als Anreiz- und Finanzierungsmechanismus für die globale Diffusion Erneuerbarer Energien [*The WBGU Budget Approach as a mechanism to incentivize and finance the global diffusion of renewable energies.*], in: Müller, T. (ed.). *20 Jahre Recht der Erneuerbaren Energien*. Baden-Baden. Nomos, 74-90.

Blasch, J., Bening, C. and Schubert, R. (2011). Ökologische und soziale Dimensionen staatlicher Konjunkturprogramme [*Ecological and social dimensions of economic stimulus packages.*], in: Wallacher, J. and Rugel, M. (eds.). *Die globale Finanzkrise als ethische Herausforderung*. Stuttgart. Kohlhammer, 66-82.

Soete, B., Blasch, J. and Schubert, R. (2011). Eine Krise kommt selten allein - Zusammenhänge zwischen den ökologischen und ökonomischen Krisen 2007-2009 [*Interrelations between the ecological and economic crises 2007-2009.*], in: Held, M., Kubon-Gilke, G. and Sturn, R. (eds.). *Normative und institutionelle Grundfragen der Ökonomie, Jahrbuch 10, Ökonomie in der Krise*. Marburg. Metropolis, 93-121.

WBGU
PUBLICATIONS
(CONTRIBUTED)

WBGU (2013): *World in Transition: Governing the Marine Heritage*. Flagship report.

WBGU (2012): *Financing the Global Energy-System Transformation*. Policy Paper.

WBGU (2011): *A Social Contract for Sustainability*. Flagship report.

WBGU (2010): *Climate Policy Post-Copenhagen: a Three-Level Strategy for Success*. Policy Paper.

WBGU (2010): *Future Bioenergy and Sustainable Land Use*. Flagship report.

WBGU (2009): Solving the climate dilemma: The budget approach. Special Report.

WBGU (2008): Climate Change as a Security Risk. Flagship report.

WBGU (2007): New impetus for climate policy: making the most of Germany's dual presidency.

TALKS AND
CONFERENCE
PRESENTATIONS

2019-2021

Invited talk, BIT Bühne, Dutch Ministry of Infrastructure and Water Management, *online*
Invited talk, Research Seminar of the Department of Economics and Econometrics, University of Regensburg, *online*
Invited talk, Lunch seminar in Energy, Environmental, Resource and Development Economics, Centre for Energy Policy and Economics (CEPE), ETH Zurich, *online*
Invited talk, CERE seminar, Centre for Environmental and Resource Economics (CERE), University of Umea/Swedish University of Agricultural Sciences, *online*
Invited talk, Workshop "Environmental Conservation Behaviors and Climate Policy Instruments", Waseda University Brussels Office, *online*
43rd IAEE International Conference 2020/21, *online*
Invited talk, Workshop on Behavioural Energy Policy, UCD Geary Institute for Public Policy, *online*
Invited talk, WINPEC seminar, Waseda University, *Tokyo*
24th Annual Conference of the European Association of Environmental and Resource Economists (EAERE), *Manchester*
Invited talk, RWI Empirical Environmental Economics Workshop, RWI Essen, *Essen*
16th IAEE European Conference 2019, *Ljubljana*

2017-2018

6th World Congress of Environmental and Resource Economists (WCERE), *Gothenburg*
41st IAEE International Conference, *Groningen*
5th European Conference on Behaviour and Energy Efficiency (BEHAVE), *Zurich*
Invited talk, Interdisciplinary Climate Change Workshop, University of Glasgow
Invited talk, Environmental Economics research group, Swiss Federal Institute of Aquatic Science and Technology (EAWAG), *Dübendorf*
Invited talk, Research Seminar Economic Behavior and Governance, University of Kassel
Invited talk, Research Seminar Environmental Economics and Management, University of Hamburg
23rd Annual Conference of the European Association of Environmental and Resource Economists (EAERE), *Athens*
3rd Maastricht Behavioral Economic Policy Symposium (M-BEPS 2017), *Maastricht*
15th IAEE European Conference 2017, *Vienna*

2015-2016

22nd Annual Conference of the European Association of Environmental and Resource Economists (EAERE), *Zurich*
39th IAEE International Conference, *Bergen*
21th Annual Conference of the European Association of Environmental and Resource Economists (EAERE), *Helsinki*
IAREP-SABE Joint Conference 2015, *Sibiu*
Behavior, Energy and Climate Change Conference (BECC) 2015, *Sacramento, CA*

2013-2014

5th World Congress of Environmental and Resource Economists (WCERE), *Istanbul*
1st Nuremberg Experimental Research Days (NERD Workshop), *Nuremberg*
Annual Workshop of the UZH/ETHZ Network for Interdisciplinary Climate Change Research
2013, *Zurich*
20th Annual Conference of the European Association of Environmental and Resource Economists
(EAERE), *Toulouse*
Swiss Society of Economics and Statistics (SSES) Annual Meeting 2013, *University of Neuchâtel*

2011-2012

Behavioural Environmental Economics Conference 2012, Toulouse School of Economics (TSE),
Toulouse
Conference of the Society for the Advancement of Behavioral Economics (SABE 2012), *Granada*
24th Workshop on International Climate Policy (ICP), *Freiburg*
Research Seminar in Economics and Finance, *University of Neuchâtel*
SuCo 2011 Conference Sustainable Consumption - Towards Action and Impact, *Hamburg*

TEACHING

Energy, Climate and Sustainability, Amsterdam University College (*Master, from 2021*)
Lecturer

Environmental Economics, VU Amsterdam (*Bachelor, from 2021*) *Lecturer*

The Global Energy Transition in a Fossil World, VU Amsterdam (*Summer school, 2019-*
today) *Co-coordinator and lecturer*

Sustainable Energy Systems, VU Amsterdam (*Master, 2016-today*) *Coordinator and lecturer*

Water Economics, VU Amsterdam (*Master, 2017-2020*) *Coordinator and lecturer*

Measuring Techniques in Hydrology: Economics Module, VU Amsterdam (*Master, 2016-*
today) *Lecturer*

Methods in Environment and Resource Management: Economic Methods, VU Amster-
dam (*Master, 2016-today*) *Lecturer*

Water Management: Water Economics, VU Amsterdam (*Master, 2016-today*) *Co-Lecturer*

New Energy: Changing energy consumer behavior, VU Amsterdam (*Honours, 2018*) *Co-*
Lecturer

Designing Innovations for Sustainability: People, VU Amsterdam (*Honours, 2017-today*)
Co-Lecturer

The Economics of Climate Change, ETH Zurich (*Master, 2013-2014*)
Co-Lecturer

Environmental Economics, Environmental Economics and Climate Policy, Tutorial in Introductory Economics, Introduction to the Analysis of Environmental Systems, ETH Zurich (*Bachelor and Master level, 2008-2014*)
Teaching Assistant and Co-Lecturer

PHD
(CO-)SUPERVISION Jantsje Mol (09/2016-01/2021, co-supervisor)
Albert Moerkerken (since 09/2016, co-supervisor)
Shutong He (since 09/2018, main supervisor)

GRANTS
Amsterdam Sustainability Institute seed money project "Dutch homes gas-free by 2050?" (11/2019-12/2020), *Co-applicant and Coordinator*
EU H2020 project NEWCOMERS (06/2019-05/2022)
PI and Coordinator
Amsterdam Sustainability Institute seed money project "Misconceptions of Millennials" (01/2019-12/2019), *Co-applicant and Coordinator*
EU H2020 project PENNY (09/2016-08/2019)
Co-applicant with Massimo Filippini

JOURNAL
REFEREING Environmental and Resource Economics, Ecological Economics, Journal of Environmental Economics and Management, The Energy Journal, Energy Economics, Resource and Energy Economics, Experimental Economics, Journal of Choice Modelling, PLOS ONE, Energy Efficiency, Energy Policy, Energy Research & Social Science, Habitat International, Perspektiven der Wirtschaftspolitik

OTHER
REFEREING Swiss National Science Foundation (SNSF), 2021
Volkswagen Foundation, 2021
Social Sciences and Humanities Research Council of Canada (SSHRC), 2020
JPI Climate SOLSTICE call, Belgian Science Policy Office, 2020
16th IAEE European Conference, August 2019
5th European Conference on Behaviour and Energy Efficiency (BEHAVE), September 2018

ASSIGNMENTS
Member of the Research Ethics Review Committee of the Faculty of Science (BETHCIE), VU Amsterdam (09/2019-09/2021)
Teacher member of the Programme Committee of the Master Hydrology, VU Amsterdam (02/2019-09/2019)
Chair of the Programme Committee of the Master Hydrology, VU Amsterdam (02/2016-02/2019)
Member of the Scientific Committee of the 5th European Conference on Behaviour and Energy Efficiency (BEHAVE), September 2018

MEMBERSHIPS European Association of Environmental and Resource Economists (EAERE)
International Association for Energy Economics (IAEE)
Society for the Advancement of Behavioral Economics (SABE)
Economic Science Association (ESA)
Verein für Socialpolitik (VfS)
Amsterdam Sustainability Institute (ASI)

LANGUAGES German (mother tongue), English (fluent), French/Dutch/Spanish (good),
Italian/Portuguese (basic)