

Dr. Julia Blasch

OFFICE ADDRESS	Vrije Universiteit Amsterdam Institute for Environmental Studies (IVM) De Boelelaan 1087 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, Prof. Mehdi Farsi	
	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

PEER-REVIEWED
ARTICLES

Mol, J. M., Botzen, W. J. W. and Blasch, J. (2018): Behavioral motivations for self-insurance under different disaster risk insurance schemes. *Journal of Economic Behavior and Organization*, online first.

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., Filippini, M. and Kumar, N. (2017): Boundedly rational consumers, energy and investment literacy, and the display of information on household appliances. *Resource and Energy Economics*, online first.

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

WORKING
PAPERS

Brandsma, 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 Energy. *SSRN Working paper*.

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.

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.

Blasch, J. (2010): Diffusion of innovation - An application to the provision of voluntary carbon offsets. *Working paper presented at the PhD Workshop Carbon Markets and their Future: A Social Science Perspective*, University of Hamburg, November 2010.

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- and 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 Storn, 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.

RESEARCH VISITS

Faculty of Political Science and Economics, Prof. Toshi Arimura
Waseda University, Tokyo, Japan

Short research visit

May 2019

TALKS AND
CONFERENCE
PRESENTATIONS

2019

- Invited talk, WINPEC seminar, Waseda University, Tokyo
24th Annual Conference of the European Association of Environmental and Resource Economists (EAERE), *Manchester*
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, 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 Conference 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 Transition in a Fossil World, VU Amsterdam (*Summer school, 2019*) *Co-organizer and lecturer*

Sustainable Energy Challenges, VU Amsterdam (*Master, Fall term 2016-today*) *Coordinator and lecturer*

Water Economics, VU Amsterdam (*Master, Spring term 2017-today*) *Coordinator and lecturer*

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

Methods in Environment and Resource Management: Economic Methods, VU Amsterdam (*Master, Spring term 2016-today*) *Lecturer*

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

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

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

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

Environmental Economics, ETH Zurich (*Master, Spring terms 2008-2014*) *Teaching Assistant*

Environmental Economics and Climate Policy, Swiss Distance Learning University
(*Bachelor, Spring and fall terms 2013, 2014*)
Co-Lecturer

Tutorial in Introductory Economics, ETH Zurich (*Bachelor, Fall term 2014*)
Teaching Assistant

Introduction to the Analysis of Environmental Systems, ETH Zurich (*Bachelor, Fall terms 2008,2009*)
Co-Lecturer

PHD Jantsje Mol (since 09/2016)
CO-SUPERVISION Albert Moerkerken (since 09/2016)
Shutong He (since 09/2018)

GRANTS EU H2020 project PENNY (09/2016-08/2019)
Co-applicant with Massimo Filippini

Amsterdam Sustainability Institute seed money project "Misconceptions of Millennials" (01/2019-12/2019), *Co-applicant and Coordinator*

EU H2020 project NEWCOMERS (06/2019-05/2022)
PI and Coordinator

REFEREEING Environmental and Resource Economics, Ecological Economics, Journal of Environmental Economics and Management, The Energy Journal, Energy Economics, Resource and Energy Economics, Energy Efficiency, Experimental Economics, Journal of Choice Modelling, PLOS ONE, Habitat International

MEMBERSHIPS European Association of Environmental and Resource Economists (EAERE)
International Association for Energy Economics (IAEE)
Society for the Advancement of Behavioral Economics (SABE)
Amsterdam Sustainability Institute (ASI)

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