

## Joint Webinar

# “Adoption of sustainable agriculture: from the producer to the consumer”

### SPEAKERS



**Tove Christensen, Associate Professor at the Department of Food and Resource Economics, University of Copenhagen**

Tove Christensen has a PhD in environmental and resource economics. Much of her work focuses on investigating the economics of sustainable food production and in particular the role of organic production and consumption preferably in interdisciplinary frameworks. She has conducted numerous internet surveys trying to understand the behavioural aspects of food production and consumption. Lately, she and her team are investigating the behavior and attitudes of farmers, consumers and other stakeholders in the context of a transition towards climate-smart agriculture.



**Marcel Kornelis, Market researcher at the bij Wageningen University Research**

Marcel Kornelis holds a PhD in economics and has more than seventeen years of experience in qualitative and quantitative consumer research, in writing and publishing reports and scientific papers, and in contributing to strategic development of companies. In his work he applies combinations of scientific sound and state-of-the-art data-analytic methods, such as econometrics, psychometrics, and time series analysis, to transform key marketing questions into quantifiable decision variables, to comprise big sets of market data into concise market metrics, to figure out what determines market performance in the short- and long-run, and to reveal how marketing decision variables are optimally set in practice. His work helps to improve the strategic marketing of companies and institutes.



**Lara Agnoli, Associate Professor at the School of Wine & Spirits Business, BSB**

Prof. Lara Agnoli leads the Department of Wine & Spirits Business at the Burgundy School of Wine & Spirits Business in France. She leads socio-economic research within the GOOD project, which promotes the adoption of sustainable vineyard management practices. Additionally, she serves as a work package leader in two Horizon EU-funded projects: SHIELD4GRAPE and VALERECO. Prof. Agnoli holds a PhD in Wine Economics from the University of Florence, Italy. Her research focuses on analyzing wine and food demand, consumption behavior, and farmers' decision-making processes in adopting sustainable practices.



**Effrosyni Vasileiou, Associate Professor at the Economics and Social Science, BSB**

Efi Vasileiou is an associate professor in the Economics and Social Science Department at Burgundy School of Business, Dijon, France. She holds a doctorate in economics (University of Paris 2-Assas). Her research interests include green innovation and sustainable economy, economics of happiness, human resources, behavioral economics, and experimental economics. More recently, she has extended her expertise into agricultural and wine economics, exploring how these sectors adapt to green practices and how consumers perceive these new sustainable

approaches. She participates in three European Horizon projects (GOOD, SHIELD4GRAPE, and VALERECO) and primarily conducts data analysis. Her research has been published in top journals such as Research Policy, Technovation, Journal of Economic Psychology, Journal of Behavioral and Experimental Economics, Journal of Socio-Economics and Research in Economics.



**Francesca Romana Barba, PhD student at the University of Trento**

Francesca Romana Barba is a PhD student at the Centre for Agriculture, Food, and Environment (C3A), University of Trento, Italy. She is participating in the EU PRUDENT project, which investigates effective green nudges for promoting more sustainable agriculture and forestry. She holds a BSc in Economics and Management and an MSc in Sustainability and Tourism Management from the University of Trento. Her research employs discrete choice modelling and economic experiments to assess the acceptability and effectiveness of nudges, focusing on agriculture and farmers' adoption of innovative and sustainable practices.



**Nikos Georgantzis, Director at the Wine and Spirits Business Lab, BSB**

Nikos Georgantzis is the PI of the ForestAgriGreenNudge Project and has acted in several EU-Funded projects as Work Package or task leader. He published over 100 papers in peer-reviewed journals and supervised 23 completed PhD theses, whose authors have worked in top institutions like Warwick, London School of Economics, Universitat Pompeu Fabra, Innsbruck, etc. He is Professor of Experimental Economics and Founding Director of the Wine and Spirits Business Lab at the School of Wine and Spirits Business, (Burgundy School of Business, Dijon-France). He was funding director of the Laboratorio de Economía Experimental (Castellon, Spain) and the lab «ΑΙΓΑΙΟ» (Granada, Spain), where he held a Research Excellence Chair (Investigador de Reconocida Valía). Research interests include Agroecconomics, Wine Economics, Behavioral Economics Psychology, Microeconomics, Industrial Organization, etc. He is Associate Editor of the Journal of Behavioral and Experimental Economics and Academic Editor for PLOS One and acts regularly as a referee for economics, psychology, informatics, applied mathematics and social sciences journals. He has participated in evaluation committees for UK degrees and Greek university departments.