


## PERSONAL INFORMATION

## Iva Zvěřinová

 José Martího 407/2, 162 00 Prague 6 (Czech Republic)

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 iva.zverinova@czp.cuni.cz

Sex Female | Date of birth 1 May 1984 | Nationality Czech

## WORK EXPERIENCE

Jan 2008–Present

**Research fellow – environmental sociologist**

Charles University in Prague, Environment Center  
Ovocný trh 5, 116 36 Praha 1 (Czech Republic)  
[www.czp.cuni.cz](http://www.czp.cuni.cz)

Sociological analysis; socio-economic research; multi-disciplinary research.

Research topics:

- public acceptability of climate change policies
- environmentally significant behaviour (energy use in households, purchase and use of electric vehicles, and consumption of organic food)
- non-market valuation with focus on health benefits;
- health and environmental risk perception.

Business or sector Public university

Mar 2007–Sep 2007

**Research assistant**

Institute of Sociology of the Academy of Sciences of the Czech Republic  
Jilská 1, 110 00 Praha 1 (Czech Republic)

Data collection: in-depth interviews, focus group discussions; report preparation; research topic: socioeconomics of housing

Business or sector Public research institution

Oct 2006–Sep 2007

**Head of library, Library of social sciences**

Faculty of Arts, Charles University in Prague, Library of social sciences  
nám. Jana Palacha 2, 116 38 Praha 1 (Czech Republic)

Management: planning, directing, supervising

Business or sector Public university

2005

**Research assistant**

Liga lidských práv (Human Rights League)  
Burešova 6, 602 00 Brno (Czech Republic)

Data collection: in-depth interviews, focus group discussions; qualitative data analysis

Business or sector Non-governmental organisation (protection of human rights)

## EDUCATION AND TRAINING

2011–Present

**Postgraduate Studies (Ph.D.)**

Faculty of Arts, Charles University in Prague  
nám. Jana Palacha 2, 116 38 Praha 1 (Czech Republic)

sociology

18 Aug 2014–29 Aug 2014 **Groningen Energy Summer School 2014 Smart Grids from a Global Perspective: bridging old and new energy systems.**  
University of Groningen, Groningen (Netherlands)

May 2012–Jun 2012 **Course on 'Stated preference methods - state of the art modeling'**  
SLU, the Swedish University of Agricultural Sciences, Prof. Bengt Kristrom, Umeå (Sweden)  
contingent valuation and choice experiments

2011 **Master's degree (Mgr.)** ISCED 5B  
Faculty of Arts, Charles University in Prague  
sociology

Sep 2007–Feb 2008 **Exchange student**  
Ludwig-Maximilians-Universität München  
sociology

#### PERSONAL SKILLS

Mother tongue(s) Czech

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B2	B2	B1	B1	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

Job-related skills Statistics

Digital competence MS Office, statistical softwares (SAS, SPSS, R-software)

#### ADDITIONAL INFORMATION

Publications:

##### ARTICLES IN PEER REVIEWED JOURNALS

Ščasný, M., Zvěřinová, I., Czajkowski, M., Kyselá, E., Zagórska, K. (2016). Public Acceptability of Climate Change Mitigation Policies: A Three-Country Stated Preference Study. Manuscript submitted to Climate Policy.

Andersen, Z. J., Sram, R. J., Ščasný, M., Gurzau, E. S., Fucic, A., Gribaldo, L., Zvěřinová, I. ... Knudsen, L. E. (2016). Newborns health in the Danube Region: Environment, biomonitoring, interventions and economic benefits in a large prospective birth cohort study. *Environment International*, 88, 112–122. <http://doi.org/10.1016/j.envint.2015.12.009>

Urban, J., Zvěřinová, I., & Ščasný, M. (2012). What Motivates Czech Consumers to buy organic food? *Sociologický časopis / Czech Sociological Review*, 48(3), 509-536.

Under review

Knudsen, L.E., Andersen, Y.J., Sram, R.J., Gurzau, E.S., Fucic, A., Gribaldo, L., Rossner, P., Rossnerova, A., Braun Kohlová, M., Máca, V., Zvěřinová, I., Gajdosova, D., Moshammer, H., Rudnai,

P. Ščasný, M. (under review), Perinatal health in the Danube region – New Birth cohort justified. *Rev Env Health* (SCOPUS journal)

#### BOOKS/BOOK CHAPTERS

Ščasný, M., Urban, J., Zvěřinová, I. (2013). *Environmentally Significant Behaviour in the Czech Republic: Energy, Food and Transportation*. Praha: Karolinum.

Melichar, J., Kaprová, K., Máca, V., Zvěřinová, I. et al. (2011). *Applied environmental economics and econometrics: Czech perspective*. [Praha]: Litomysl Seminar.

Urban, J., Zvěřinová, I., & Proková, A. (2011). Motivation towards energy-saving behaviour among students: An application of the theory of planned behavior. In P. Šauer & P. Šauerová (Eds.), *Environmental Economics and Policy: Young scholars perspective* (pp.183-190). Litomyšl: Litomysl Seminar Publishing.

Urban, J., Ščasný, M., & Zvěřinová, I. (2008). How much are Prague consumers willing to pay for organic food? In: P. Šauer (Eds.), *Environmental Economics and Policy – Young Researchers Perspective*. Praha: Nakladatelství a vydavatelství litomyšlského semináře. ISBN 978-80-86709-14-7.

#### PROJECT REPORTS

Zvěřinová I., Ščasný M., Kyselá E. (2014). What Influences Public Acceptance of the Current Policies to Reduce GHG Emissions? WP2 Deliverable 2.5. Prague, Charles University Environment Center.

Ščasný, M., Zvěřinová, I. (2014). Stated-preference study to examine the economic value of benefits of avoiding selected adverse human health outcomes due to exposure to chemicals in the European Union: Part II: Fertility and Developmental Toxicity. Prague, Charles University Environment Center.

Ščasný, M., Zvěřinová, I. (2014). Report on survey data analysis: How do Czech households respond to different measures to increase energy efficiency? Prague, Charles University Environment Center.

#### PROCEEDINGS

Zvěřinová, I. (2011). Consumers' motives and barriers to organic food purchase: focus on environmental concerns, attitudes and subjective norms. In S. Kerekes, M. Csutora, & M. Székely (Eds.), *Proceedings from Sustainable Consumption 2011 Conference: Corvinus University of Budapest*. [Online: <http://www.sustainable.consumption.uni-corvinus.hu/index.php?id=38151>]

Urban, J., Zvěřinová, I., & Ščasný, M. (2009). Determinants of organic food consumption: Comparative case study on Czech Consumers. In A. Udovč (Eds.), *Transformation, Innovation and Adaptation for Sustainability*. Ljubljana: University of Ljubljana and European Society for Ecological Economics.

Urban, J., Ščasný, M., & Zvěřinová, I. (2008). Buy or Not to Buy Organic Food? A Case study on Prague's population. *Proceedings from Sustainable Consumption 2008 Conference*, Oct. 8, Budapest, Corvinus University of Budapest.

Zvěřinová, I. (2008). Does change of attitudes towards the environment lead to change of behaviour? *Proceedings from the International Conference on Sustainability and the Environment 2008*, 19 - 26 July 2008, Pécs.

#### Conferences

Ščasný, M., Zvěřinová, I. (2015). How Much Are Improving Fertility and Reducing Risk of Birth Defects Worth? Willingness to Pay for a Statistical Pregnancy and for a Healthy Child. Paper presented at the 21th Annual Conference of the European Association of Environmental and Resource Economists, Helsinki.

Zvěřinová, I. Ščasný, M., Kyselá, E. (2015). What makes climate change mitigation policies acceptable by public? A review of influential factors. Paper presented at the Third Annual Conference of the Green Growth Knowledge Platform, UNEP, Venice.

Zvěřinová, I. Ščasný, M., Czajkowski, M., Kyselá, E. (2015). Barriers and Potential for Alternative Fuel Vehicles in Poland: A stated preference survey on willingness to pay for passenger vehicle attributes. Paper presented at the SENIX Conference, Stockholm.

Zvěřinová, I. Kyselá, E., Ščasný, M. (2015). Public Acceptability of Climate Change Mitigation Policies: A Stated Preference Study. Paper presented at the SENIX Conference, Stockholm.

Zvěřinová, I., Kyselá, E. (2014, June). Factors explaining Czech public (un)acceptability of energy policies. Paper presented at the "2nd Energy & Society Conference", Institute of Sociology, Jagiellonian University, Krakow.

Ščasný, M., Zvěřinová, I., Kyselá, E. (2014, March). Do Europeans Support Climate Change Policies: Consumer Perspective - insights from CECILIA2050. Paper presented at the conference "EU Climate

Policy Beyond 2020 taking stock and looking forward", Brussels.

Zvěřinová, I. (2013, August). European Public Support for Climate Change Policies. Paper presented at The 11th ESA conference "Crisis, Critique and Change", Torino.

Zvěřinová, I., Urban, J., Ščasný, M. (2012, June). Who are Czech organic food consumers and what are their motives? Paper presented at the 19th Annual Conference of the European Association of Environmental and Resource Economists, Prague.

#### Research projects:

- Improving predictive validity of valuation methods by application of an integrative theory of behavior (GA ČR, 2015-2017)
- INHERIT: INter-sectoral Health Environment Research for InnovaTions (Horizon 2020, 2016-2019); researcher
- SUPREM: Systémová uživatelská podpora rozvoje elektromobility (TAČR, 2016- 2017); researcher
- ECONADAPT: The economics of climate change adaptation (FP7, 2013-2016); researcher
- CECILIA2050: Choosing Efficient Combinations of Policy Instruments for Low-carbon development and Innovation to Achieve Europe's 2050 climate targets (FP7, 2012–2015); researcher
- Stated-preference study to examine the economic value of benefits of avoiding selected adverse human health outcomes due to exposure to chemicals in the European Union (ECHA, 2012-2013); researcher
- DEFINE: Development of an Evaluation Framework for the INtroduction of Electromobility (ERANET TRANSPORT, 2012-2014); researcher
- PURGE: Public health impacts in URban environments of Greenhouse gas Emissions reduction strategies (FP7, 2011–2014); researcher
- Environmentally significant behavior model application (Czech Science Foundation, 2008 - 2010); researcher
- DISTRIBUTION - Analysis of distributional and social impacts of sector policies (Ministry of Education, Youth and Sports of the Czech Republic, 2006–2011); researcher
- IN-STREAM: INtegrating MainSTREAM Economic Indicators with those of Sustainable Development (FP7, 2008–2011); researcher

#### Teaching (courses on Environmental Sociology at Charles University Prague)

2009-present: Environmental Sociology, Department of Sociology, Faculty of Arts, Charles University in Prague

2010: Introduction to Environmental Sociology, Department of Social and Cultural Ecology, Faculty of Humanities, Charles University in Prague

#### Membership in professional organizations:

2011 – now: European Sociological Association

2011 – now: Association of Environmental and Resource Economists