

STOA Workshop

Making climate-friendly choices: Towards a horizontal framework for a European climate label

Speakers' biographies

Pernille WEISS (EPP, Denmark), MEP and STOA Panel member



Pernille Weiss is a member of the European Parliament for the EPP Group and the Conservative People's Party (Denmark). She has a seat on the Committee on the Environment, Public Health and Food Safety (ENVI) and the Committee on Industry, Research and Energy (ITRE). She also has a substitute seat in the Committee on Women's Rights and Gender Equality (FEMM) and the Special Committee on the COVID-19 pandemic (COVI). Additionally, she is the chair of the MEP Interest Group on Obesity and Health System Resilience and a Member of the Panel for the Future of Science and

Technology (STOA). MEP Weiss is a trained nurse, holds a cand.scient. in Health Sciences and a master in innovation and management (LAICS), and is a certified sexologist. Previously to entering the European Parliament, MEP Weiss ran her own company for 12 years.

Bo WEIDEMA, Danish Centre for Environmental Assessment



Bo Weidema has more than 50 years of experience in environmental issues, since joining the emerging environmental grassroots movements in 1972. In 1993, he obtained the Ph.D. degree from the Technical University of Denmark with a thesis on life cycle assessment. Since then, he has been working as a consultant on life cycle assessment. Executive manager of the ecoinvent database from 2008 to 2012 and its Chief Scientist from 2012 to 2014. He is professor at Aalborg University, president of the International Life Cycle Academy, and member of the Danish Standards delegation to the ISO TC 207 on environmental management since 1993.

Emilia MORENO RUIZ, ecoinvent Association, Zurich, Switzerland



Dr Emilia Moreno Ruiz holds a PhD in Biology from the University of Sevilla on bioremediation of organic solvents, and a Master in Management and Sustainable Development from the French ISEADD. She is the Chief Technical Officer and part of the Management of the ecoinvent Association. Emilia leads the development and publication of the ecoinvent database, is responsible for the technical aspects of business development and strategy and oversees the research and development efforts of the association. She represents the ecoinvent Association in the Technical Advisory Board for the transition phase of the PEF initiative of the European Commission.

John THØGERSEN, Aarhus University, Denmark



John Thøgersen is professor of economic psychology at Aarhus University, Department of Management, Denmark, where he heads the Marketing & Sustainability research group. He received his M.Sc. (econ) and PhD (econ) from Aalborg University, Denmark, in 1980 and 1985 and his advanced doctoral degree, dr. merc., from Aarhus School of Business in 1999. His core research focus is sustainable consumption in developed and emerging economies. He has extensive experience with participation in national and EU research projects, and as advisor of PhD and larger research projects, as well as governments and private organizations. His research is published in high-level journals, including Journal of Consumer Research, Journal of Business Ethics, and Psychology &

Marketing. Editor of the Journal of Consumer Policy and member of the editorial board of several other academic journals.

Blanca MORALES European Environmental Bureau and BEUC, Brussels, Belgium



Blanca Morales has represented the EEB and BEUC within the EU Ecolabelling Board for over twelve years. In this role, she contributes to reinforce the EU Ecolabel policy and coordinates input from NGOs to the development of ecological requirements on a wide range of products and services. Moreover, she advocates for ambitious policies related to sustainable consumption and production, notably on green claims and textiles. At EU level, she has followed standardisation processes on behalf of ECOS and did a traineeship at the European Commission. Before moving to Brussels, she was a researcher at the University of Granada, supporting the design and implementation of sustainable

development programs by the municipality of Granada during five years. Blanca holds a research master on Environmental Education, a university diploma in Environmental Management Systems and a master's degree on Environmental Sciences.