

CHRISTINA GRAVERT

CONTACT INFORMATION	Øster Farimagsgade 5 1353 Copenhagen K Denmark	+45 35 33 47 82 cag@econ.ku.dk www.christinagravert.com
ABOUT	Christina Gravert is an Associate Professor of Economics at the University of Copenhagen. Her research focuses on optimal policy design, nudging, and sustainable behavior change. She collaborates with public and private institutions to address behavioral barriers to the green transition. She advances public policy by incorporating insights from behavioral economics and promoting the use of randomized controlled trials for evidence-based decision making. Christina is Director of the Center for Experimental Economics and co-founder of Impactually, one of the Nordic's first behavioral insights consultancies.	
CURRENT POSITIONS	University of Copenhagen, Dept. of Economics Associate Professor (with tenure) Director of the Center for Experimental Economics Member of Center for Economic Behavior and Inequality (CEBI) CESifo Research Network Affiliate RWI Research Fellow J-Pal (K-CAI) Invited Researcher	2021 -
	Impactually - Creating Impact through Behavioral Science Co-Founder and Chief Behavioral Economist	2017 -
	Soci�t� Generale Scientific Advisory Board	2024 -
PAST POSITION	Maternity Leave University of Copenhagen, Assistant Professor - Tenure Track University of Gothenburg, Post-doc	Jan - Sep 2023 2018 - 2021 2014 - 2018
EDUCATION	Aarhus University, Ph.D. Economics Aarhus University, M.Sc., Economics Technical University Berlin, B.Sc. Economics	2011 - 2014 2009 - 2011 2006 - 2009
PEER-REVIEWED PUBLICATIONS	<i>Author order is alphabetical and does not indicate contribution. Except when marked *</i> Barron, K., Damgaard, M., & Gravert, C. "Nudge Me! A field experiment on reminders for medication adherence" Journal of Economic Behavior and Organization , 2026. Barron, K., Damgaard, M., Gravert, C. & Lisa Norrgren. "Time Preferences and Medication Adherence: A Field Experiment with Pregnant Women in South Africa" Journal of the Economic Science Association , 2026. *Lohmann, P., Gsottbauer, E., Gravert, C. , & Reisch, L. A. "Nudging fast and slow: Experimental evidence from food choices under time pressure", Environmental and Resource Economics , 2025. Gravert, C. & Mormann, M. "In-store food promotions increasesales as well as household foodwaste", Scientific Reports , 2025. Gravert, C. "Leveraging Field Experiments to Shape Environmental Policy", National�konomisk Tidsskrift , 2024.	

Gravert, C. & Shreedhar, G. "Effective Carbon Taxes Need Green Nudges", **Nature Climate Change**, 2022.

Barron, K. & **Gravert, C.** "Confidence and Career Choices: An Experiment", **Scandinavian Journal of Economics**, 2022.

Gravert, C. & Olsson Collentine, L. "When nudges aren't enough: Norms, incentives and habit formation in public transport use" **Journal of Economic Behavior and Organization**, 190, 1-14, (2021).

Carlsson, F. & **Gravert, C. & Johansson-Stenman, O. & Kurz, V.** "Nudging as an Environmental Policy Instrument" **Review of Environmental Economics and Policy**, 15 (2), 216-237, (2021).

Gravert, C. & Kurz, V. "Nudging à la carte - A field experiment on climate friendly food choice" **Behavioral Public Policy**, 5 (3), 378-395, (2021).

Gehards, L. & **Gravert, C.** "Because of you I did not give up - Peer effects in perseverance" **Journal of Economic Psychology**, 81, (2020).

Damgaard, M. & **Gravert, C.** "The Hidden Costs of Nudging - Experimental Evidence on Reminders in Fundraising", **Journal of Public Economics**, 157, (2018), 15-26.

Goerlitz, K. & **Gravert, C.** "The impact of high school course taking on choice of college major - Evidence from a natural experiment", **Education Economics**, 26:3, (2018), 321-336.

Damgaard, M., **Gravert, C.** & Villalobos, L. "Forgetful or reluctant? Evidence on reminder response and donor behavior from panel data" **The Economics of Philanthropy, Cesifo Seminar Series** (2018).

Gneezy, U., **Gravert, C.**, Saccardo, S. & Tausch, F. "A Must-Lie Situation: Avoiding giving negative feedback", **Games and Economic Behavior**, 102, (2017), issue C, p. 445-454.

Gravert, C. "Pride and Patronage - Pay-what-you-want pricing at a charitable bookstore", **Journal of Behavioral and Experimental Economics**, 67 (2017), 1-7.

Damgaard, M. & **Gravert, C.** "Now or never! The effect of deadlines on charitable giving - Evidence from two natural field experiments", **Journal of Behavioral and Experimental Economics**, 66 (2016), 78-87.

Goerlitz, K. & **Gravert, C.** "The effects of the high school curriculum on school dropout", **Applied Economics**, 48 (2016), 5314-5328.

Gravert, C. "How luck and performance affect stealing", **Journal of Economic Behavior and Organization**, 93 (2013), 301-304.

GRANTS AND AWARDS	Economic Policy Research Network (500,000 DKK/ \$78,000)	2025
	ASKing the right questions: Stock market participation in Denmark (Co-PI)	
	Carlsberg Semper Ardens Accelerate (5,997,000 DKK/ \$844,000)	2024
	'BeTA-BEE Bridging the Energy-Efficiency gap' (PI)	
	Independent Research Fund Denmark (3,100,000 DKK/ \$450,000)	2024
	'Behavioral barriers to electricity demand management' (PI)	
	Fonden Energi- og Miljødata (137,500 DKK / \$19,000)	2021
	'Choosing Green Alternatives in the Danish Electricity Market' (PI)	
Economic Policy Research Network (400,000 DKK / \$65,000)	2021	
'Switching in the Danish Electricity Market' (PI)		
Berlingske Talent 100 Award	2019	

	UCPH Forward Talent Programme for Excellence in Research	2018
	KU Department Start-up Funding (75,000 DKK / \$12,000)	2018
	Trygg-Hansas Research Fund (260,000 SEK / \$30,000)	2017
	'Nudging with reminders - the role of beliefs and emotions' (PI)	
	Jan Wallanders and Tom Hedelius Foundation (165,000 SEK / \$20,000)	2016
	'Self-Confidence, Motivation and Feedback' (PI)	
	Swedish Environmental Protection Agency (3,600,000 SEK / \$385,000)	2016
	'Nudging for Nature' (Co-I)	
	Merit Scholarship of the Foundation of German Business	2007 - 2011
TEACHING	Guest lectures at: ESSEC (2025), Wharton (2022), INSEAD (2021), ITU (2021), LMU Munich (2020), ITC Herzlyia (2020), Hertie School of Governance (2018)	
	U Copenhagen, Lecturer, Klimapolitik (Executive Edu)	2022
	U Copenhagen, Lecturer, Science of Behavior Change (Elective)	2021 -
	U Copenhagen, Lecturer, Field Experiments (Master)	2021 -
	U Copenhagen, Lecturer, Micro III - Game Theory (3rd year)	2018 - 2022
	U Copenhagen, Lecturer, Seminar - Behavioral Economics in Action (Master)	2019
	U Gothenburg, Lecturer, Economic Evaluation and Experiments (Master)	2016 - 2018
	U Gothenburg, Teaching Assistant, Econometrics (3rd year)	2015 - 2018
	U Gothenburg, Organizer of the First Swedish Nudgeathon (all levels)	2015
	Aarhus University, Lecturer, Economics and Psychology (Master)	2012 - 2013
SUPERVISION	PhD Supervisor: Ida Damsgaard (2022), Daniel Enemark Riegels (current), Amalie-Maria Jacobsen (current)	
	PhD assessment committee: Andris Saulitis (EUI), Xiaogeng Xu (NHH), Erik Gård (Södertörn), Essi Kujansuu (EUI), Isabel Skak Olufsen (KU), Simen Bø (NHH)	2019 -
	Supervision of Theses: Master (35), Bachelor (15)	2015 -
SEMINARS AND ACADEMIC PRESENTATIONS	2026: University of Regensburg; Sustainability and Behavioral Economics Workshop, Copenhagen; Danish Parliament Food Policy Event, Copenhagen; Keynote at First Irish Behavioral Economics Workshop, Dublin; Nordic Environmental Economics Seminar 2025: Uni Innsbruck; Danish Royal Academy of Science and Letters Climate Day; Adfærdregulering af den finansielle sektor KU; Solving Environmental Problems with Register Data, Helsinki; Innovations in Field and Survey Experiments, WZB; EPRN Conference, Copenhagen; NAERE Workshop; Uni Amsterdam; CHIBE Research Seminar 2024: RWI Essen, Berlin Behavioral Economics Seminar, Swedish Tax Authorities, CESifo Energy and Climate, EAERE Conference, ee4e Workshop, CESifo Behavioral Economics, University of Kiel 2023: Norwegian Tax Authorities, CEEM Montpellier, CNEE Meeting Copenhagen, FAO Science and Innovation Forum 2022: Stockholm School of Economics, OsloMet, CNEE Aarhus, ESA World Conference, MIT, Advances with Field Experiments, Chicago, International Behavioral Public Policy Conference, LSE, Danish Economic Society, CNEE Copenhagen 2021: ASSA 2021 Meeting (discussant x2), Jönköping University, IDC Herzlyia, Morals and Markets Workshop, SABE 2021 Meeting, French Experimental Seminar, Aarhus University, Bolivian Conference on Development Economics, Workshop on Behaviour, Wellbeing and the Environment, LSE and UCD, ESA Jobmarket Seminar (discussant), University of Helsinki, CNEE Lund 2020: BehNet Workshop, Innsbruck; University College Dublin; CESifo Energy and Climate, Munich; ESA World Conference; CEEM Workshop; Behavioral Insights Group; Linköping University 2019: Academy of	

Behavioral Economics, Zurich; Workshop on Behavioral Public Policy, Copenhagen; Bristol Behavioral Public Policy Workshop; Workshop on Interventions, Motivation and Behavior, Lund; London School of Economics; Advances in Field Experiments 2019; Behavioral Insights for Healthy Aging, Copenhagen **2018**: University of Vienna, University of Copenhagen, Copenhagen Business School, University of Essex, IFN Stockholm, McMaster University, University of Gothenburg, Motivation and Incentives, Stavanger; University of Copenhagen II; WCERE 2018, Gothenburg; 13th Nordic Behavioral and Experimental Conference; Advances in Field Experiments, Boston; Exeter Business School; CEBI Christmas Workshop, Copenhagen; MRU Seminar, Copenhagen **2017**: University of Gothenburg; Wissenschaftszentrum Berlin; THEEM, Konstanz; Workshop on Incentives and Behavior Change, Sicily; BEEG Annual Workshop, Gothenburg; 3rd ECBE Conference, CMU, Pittsburgh; ESA International Meeting, San Diego; 12th Nordic Behavioral and Experimental Conference, Gothenburg; Advances in Field Experiments, Chicago; Recognition and Feedback Workshop, Rotterdam; SJDM Meeting, Vancouver; University of Birmingham; University of Warwick; Stockholm School of Economics **2016**: University of Sydney; University of Wellington; Applied Econometrics Workshop, Wellington; Auckland University of Technology; First Evidence-Based Policy Conference, Stockholm; 11th Nordic Behavioral and Experimental Conference, Oslo; ESA, Bergen; SITE Psychology and Economics, Stanford; 2nd ECBE Conference, Bonn; CNEE Meeting, Lund; Humboldt University, Berlin; University of Hamburg; University of Edinburgh; Gothenburg Behavioral Workshop **2015**: ESA Women Mentoring Workshop, Berlin; LPEX Workshop, London; 1st ECBE Conference, Chicago; CNEE Workshop, Copenhagen; Institute for Food and Research Economics, Copenhagen; General Economics Workshop, Gothenburg **2014**: Conference of the German Economists Abroad, Kiel; CNEE Workshop, Copenhagen; European University Institute; 9th Nordic Behavioral and Experimental Conference in Aarhus; EEA-ESEM Meeting, Toulouse; WinE Retreat, Toulouse; CNEE Workshop on Deception, Copenhagen; Workshop on Incentives and Behavior Change, Amsterdam; Aarhus University; PhD Workshop at NHH, Bergen **2013**: Aarhus University; Danish Graduate Program in Economics Conference, Denmark; 8th Nordic Behavioral and Experimental Conference in Stockholm; Opening Reception Cognition and Behavior Lab, Aarhus; University of Chicago; UCSD; Spring School in Behavioral Economics, UCSD **2012**: Danish Graduate Program in Economics Conference, Denmark; 7th Nordic Behavioral and Experimental Conference, Bergen; ESA Conference, Cologne; Student Workshop, Nuffield College, Oxford; Aarhus University –WISE; Xiamen University Workshop in Economics; Deception, Incentives and Behavior Conference, UCSD (poster); RGS Doctoral Conference in Duisburg, Germany **2011**: Danish Graduate Program in Economics Conference in Sandbjerg, Denmark; RWI, Essen, Germany

SELECTED RESEARCH VISITS	University of Sydney (Oct-Dec)	2016
	University of Chicago (May-Jun)	2013
	University of California, San Diego (Jan-Apr)	2013
PROFESSIONAL ACTIVITIES	Member of the Ethical Board of the Department of Economics	2020-
	Conference Organization <i>CNEE Meetings (2x), 16th NBCEE, Zeuthen Workshop</i>	
	Advisory Board <i>SABE, Forschungsmonitoring</i>	2020-2024
	Consulting Panel <i>ALLEA - Climate Sustainable Academia Project</i>	2021
	Referee <i>Science, Journal of European Economic Association, Economic Journal, Review of Economics and Statistics, Management Science, Journal of Public Economics, European Economic Review, Journal of Environmental Economics and Management, Games and Economic Behavior, Experimental Economics, Journal of Economic Behavior and Organisation, Economic Inquiry, Journal of Behavioral and Experimental Economics, Journal of</i>	

Economics and Management Strategy, Journal of Economic Psychology, Journal of Consumer Behavior, Applied Economics, Social Choice and Welfare, Southern Economic Journal, Energy Policy, Food Policy, Current Opinion in Environmental Sustainability

Reviewer *Netherlands Organisation for Scientific Research, Israel Science Foundation, Austrian Academy of Sciences*

Program Committee *Econometric Society Winter Meeting, 2021*

Hiring Committee *Berufungskommission, ILR Uni Bonn, 2021*

POLICY REPORTS AND BOOKS	<p>Gravert, C. "Reminders: Their Value and Hidden Costs" Behavioral Science in the Wild - Book Chapter, 2022</p> <p>Carlsson, F. & Gravert, C. "Nudge som ett miljöekonomiskt styrmedel", Naturvårdsverket, 2019.</p> <p>Gravert, C. & Swanberg, A. & Wallström, J. "Beteenden bakom nedskräpning" Naturvårdsverket, 2018.</p>
NON-ACADEMIC AND OUTREACH ACTIVITIES	<p>Co-Founder and Chief Behavioral Economist 2017 -</p> <p>Impactually - Creating Impact through Behavioral Science</p> <p>Talks and Consulting activities include: <i>FAO, European Commission, Energinet, Energistyrelsen, Novo Nordisk, Copenhagen Economics, Swedish Unemployment Agency, Swedish Environmental Protection Agency, Swedish Consumer Protection Agency, Swedish Food Agency, AP7, ICA, IKEA, Bonnier Media, UNICEF, World Resources Institute</i></p> <p>Development of Online Course on Nudging Designing Nudges 2018</p> <p>"Nudging for Executives" full-day training 2015 - 2021</p> <p>Société Generale - Scientific Advisory Board 2024 -</p>
MEDIA	<p>Selected media appearance: <i>BBC, Financial Times, Forbes, FAZ, Handelsblatt, Zeit, TF1, DR, Politiken, Boersen, Berlingske, Jylandsposten, Kristeligt Dagblad, TV2, TV2 News, NTV, SvD, DI, Ingeniøren</i></p> <p>10 Minutes with Christina Gravert (2022), SBC UNICEF Masterclass</p> <p>Encourage Plant-Based Diets with Choice Architecture, Not Bans or Marketing Stunts (2023), Behavioralscientist.org</p> <p>Why we need evidence-based decisions in every business (2022), TEDx Manchester</p> <p>How to date like a Game Theorist (2021), Behavioralscientist.org</p> <p>Why triggering emotions wont lead to lasting behavior change (2020), Behavioralscientist.org</p>
OTHER	<p>Nationality: German; Languages: German (native), English (fluent), Swedish (good), Danish (good)</p>

Updated: June 12, 2026