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**Professor Lucia A Reisch, Director, El-Erian Institute for Behavioural Economics and Policy,
Cambridge Judge Business School, UK**

Lucia A Reisch is the inaugural Director of the El-Erian Institute for Behavioural Economics and Policy at Cambridge Judge Business School in the UK and a Professor of Behavioural Economics and Policy for Sustainable Development. As a behavioural economist, her research focuses on the theory and application of behavioural insights to promote behavioural change in individuals and organisations to promote sustainability. She has been researching and teaching sustainable development issues, covering various topics, ranging from food to energy to conservation. Lucia advises international organisations (such as OECD, WHO, UN, EU) and governments worldwide on behavioural approaches to systems change.