

## **Mag.<sup>a</sup> MSc Wilma Mert**

Wilma Mert studied Psychology at the Karl-Franzens-University at Graz and at the University of Kent at Canterbury, with main focus on Social and Applied Psychology. She has further education in the fields of Marketing, Public Relations and Ad writing, as well as Environmental Psychology and Project management.

She worked as a project manager and public relations officer for various environmental companies. She is specialised on marketing and PR for environmentally-related topics and networking.

An emphasis of her work is sustainable lifestyle and sustainability communication. She is lecturer at the Klagenfurt University. Since May 2003 she is working for the IFZ – Interuniversity Research Centre for Technology, Work and Culture. Her main fields of activities are public relations and projects in the research areas Energy and Climate and Ecological Product Policy.

Currently she is working on projects regarding consumer acceptance of smart domestic appliances (“Smart Domestic Appliances in Sustainable Energy Systems”) and sustainable lifestyles (“Sustainable trend-setters – LOHAS on the way to a sustainable society”; “Sustainable Behaviour at Work and in Private Life”).

### **Selected publications:**

Mert W., Seebacher U.: „Lebensstile als Beitrag zu einer nachhaltigen Entwicklung“. In: Ökologisches Wirtschaften Jänner 2008, pp. 47-50, ISSN: 1430-8800

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Rohracher Harald, Wilma Mert: Neue Wege zum nachhaltigen Bauen. Erfahrungen und zukünftige europäische Forschungsstrategien. Berichte aus Energie- und Umweltforschung, Bandnummer 05/06, Bundesministerium für Verkehr, Innovation und Technologie Wien 2006, 76 Pages

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