# CURRICULUM VITAE

December 2021

**Prof. Yael Parag**

**Personal Information**

Name: Yael Parag

Email address: yparag@idc.ac.il yael.parag@gmail.com;
Tel:   972 9 9602443; Fax: 972 9 9602401

Website: <https://www.researchgate.net/profile/Yael_Parag>

**Academic Education**

**1995** B.Sc., Biology, Faculty of Life Sciences, Tel Aviv University, Israel.

 **1998** M.A., Labor Studies, Faculty of Social Sciences, Tel Aviv University, Israel (Cum Laude)

**2005** Ph.D., Labor Studies, Faculty of Social Sciences, Tel Aviv University, Israel.

 Dissertation: "*Policy Process Networks - The Formation of Environmental Public Policy in Israel"*.

**Academic Employment**

**Nov 2016-**

**Vice Dean** of the School of Sustainability at the Interdisciplinary Center (IDC), Hezliya, Israel.

**Oct 2011- Oct 2016**

Senior Lecturer at the School of Sustainability, the IDC, Herzliya.

**2011-2015**

**Visiting Research Fellow** at the Environmental Change Institute (ECI), School of Geography and the Environment, Oxford University, UK.

**2007-2011**

**Senior Researcher** in the Lower Carbon Futures (energy group) at the Environmental Change Institute (ECI), Oxford University School of Geography and the Environment. A lead researcher for the Demand Reduction theme, funded by the UK Energy Research Council (UKERC).

**2005- 2007**

**Post-doc** researcher at the Environmental Change Institute (ECI), Oxford University School of Geography and the Environment

**Academic Honors and Awards**

2020 Prize for research excellence. The Interdisciplinary Center.

2016 Prize for research excellence. The Interdisciplinary Center.

2005 The Israel Society for Ecology and Environmental Quality Sciences Prize for student research excellence.

2004 Porter School of Environmental Studies Prize for PhD research.

2003-2004 The ‘Soft Side of Environment’ Fellowship.

2002-2004 Pollak Fellowship for PhD students.

2001 Fellowship for PhD students: Interdisciplinary research in social sciences, School of Government, Tel Aviv University.

1999 Yad Tabenkin Institute prize for MA thesis.

1998 Dean’s List, Faculty of Social Sciences, Tel Aviv University.

**Research Grants**

2022-2024 Grid Aware Mobility and Energy Sharing, GAMES (ERA-Net call: Smart Energy Choices). Partners from Switzerland and Austria (total of ~€1,120,028)

2021-2023 The Ministry of Energy: Energy Security for Israel: Conceptual framework, indicators and strategy (~$70K)

2020-2023 Israel Science Foundation (ISF): Energy trilemma in future decarbonized-decentralized (DD) electricity systems: a new evaluation framework and criteria. Together with Dr. Zemah-Shamir from the IDC, and Dr. Teshner from Ben Gurion university (~$150K)

* 1. The Ministry of Energy (Israel-EU JRC collaboration): 'Mapping and modeling Israel's Water-Energy-Food-Ecosystem nexus'. Together with Prof. Yair, Dr. Zemach-Shamir, Dr. Fishman from the IDC and Dr. Iddo Kan from the Hebrew University (~$150K).

2018 The Ministry of Agriculture and Rural Development: Marketing strategies for 'ugly' fruits and vegetables'. Together with Dr. Guy Hochman from the IDC, and Eyal Hecht from the Hebrew University (~$35K).

2017-2020 EU Horizon2020: InBetween - for 'ICT enabled BEhavioral change ToWards Energy EfficieNt lifestyles’. Partners from 7 countries (my budget: €150K).

2017 The Ministry of Energy: 'Introducing Nuclear Power to Israel’s Fuel Mix: What Does the Public Know, Understand and Think?' (~$60K).

2016-2017 The Ministry of Energy: 'Microgrids deployment in Israel: socio-techno-economic analysis of benefits, challenges and regulatory framework' (~$125K).

2015-2018 Israel Science Foundation (ISF): 'MOST – Middle Out approach for Sustainable Transition to a low carbon society' (~$130K).

2012-2016 EU FP7 Marie Curie Career Integration Grant (CIG): 'STESS – socio technical approach to energy service security' (€100K).

2010-2012 UK Energy Research Centre, Co-investigator to 'UNLOC project – Understanding local and community governance of energy' (£350K).

**Visitor Grants**

Sep-Oct 2020 (postponed due to Covid19):

The UK Centre for Research into Energy Demand Solutions (CREDS): Visitors International Programme (VIP) grant to visit the University of Oxford and University College London (UCL).

**Other Academic Activities**

* Israeli Representative at the EU COST Action: Positive Energy Districts (PEDs)
* Lead author of the chapter ‘Drivers of change, future scenarios and policy responses synthesis’ of the Israel’s National Ecosystem Assessment Program (the ‘Maarag’), funded by the Israel Academy of Sciences and Humanities.
* Evaluator on behalf of Israel's Council of Higher Education (Malag) of new academic programs in Sustainability (David Yalin College, Achva College), and for individual faculty members promotions (Bezalel).
* Member of an expert committee to examine the deployment of Hydraulic Fracturing in Israel (for the Ministry of Energy).
* Academia representative at the committee on Green Label for Products and Services at the Standards Institution of Israel (2013-2019).
* Member of the Marie Curie Alumni Association.
* Member of the European Commission on Energy Efficient Economy (ECEEE).
* Member of the Israeli Women in Energy network.
* Member of the British Institution for Energy Economics (BIEE) (2008-2011).
* Member of the Association of Public Policy Analysis and Management (APPAM) (2006-2010).
* Member of the UK Department for Environment Food and Rural Affairs (DEFRA) advisory group on Personal Carbon Trading (2008).

**Examiner of Dissertations and research proposal**

* PhD & MA dissertations: Oxford University, Tel Aviv University, The Hebrew University, Haifa University
* PhD & MA proposals: Oxford University, Tel Aviv University, The Hebrew University, Haifa University, Ben-Gurion University

**Evaluator for competitive grants**

* Horizon2020
* The Netherlands Organization for Scientific Research (NWO, the Dutch Research Council)
* Innovation Fund Denmark (IFD)
* EUREKA (INNOWWIDE)
* Institut d'Etudes Avancees (IEA) de Paris
* Israel Science foundation (ISF)
* The Hebrew University Authority for Research & Development (Intramural Research Fund).

**Editorial Board Membership**

Renewable and Sustainable Energy Reviews (IF: 12.34)

Energy Research & Social Science (IF: 5.525)

2010: Guest editor of Climate Policy special issue on Personal Carbon Trading. [IF: 3.83].

**Reviewer for Academic Journals**

Nature Climate Change (IF 22.36); Renewable and Sustainable Energy Reviews (IF 9.18); Energy Policy (IF 5.03); Climate Policy (IF 3.83); Journal of Clean Production (IF 6.35); Building Research and Information (IF 3.46); Environmental Politics (IF 2.69); Journal of Environmental Planning and Policy (IF 2.74); Energy Efficiency (IF 1.96);

**Advisory Activities**

* Expert at Quantum SPARK – a 12-week program for post-seed startups towards a POC or beta-site process.
* Advisory board member of ‘Ignite the Spark’ - a community of more than 300 entrepreneurs, start-ups, utilities, regulators, investors, and academia focused on endorsing Israeli innovation in energy.
* A steering committee member of FSIGHT’s ‘Gilboa Iris’ pilot project. In the project, the hi-tech startup company FSIGHT and a consortium of leading international energy companies have partnered to demonstrate in a real-life setting the viability of an optimized, efficient and sustainable distributed electricity grid.

# Publications



**Articles in peer-reviewed journals**

1. Fuso Nerini, F., Fawcett, T., **Parag, Y**., and Ekins, P. (2021). Personal carbon allowances revisited. Nature Sustainability, 1-7 [IF: 9.65]
2. Mindell, J. S., Bartington, S., Janda, K. B., Stoll, L., Barlow, J., & **Parag, Y.** (2021). Using the Middle-Out Perspective to augment advocacy for smokefree legislation. European Journal of Public Health, 31(Supplement\_3), ckab165-005.‏ [IF: 3.367]
3. Jennifer S. Mindell, **Yael Parag**, Suzanne Bartington, Laura Stoll, James Barlow, Kathryn B. Janda, (2021) Using the Middle-out Perspective to Increase Signalised Crossing Times for Pedestrians, Journal of Transport & Health, Volume 22 (Supplement) [IF:2.796]
4. Zohar Tali, **Yael Parag** and Ofira Ayalon(2021)*. Of agency, action, and influence: The middle-out mechanism for promoting a low-carbon energy transition.* Energy Research & Social Science 72:101900. [IF: 5.525]
5. **Parag Yael** (2020). *Which factors influence households’ decision to join a Time of Use program? The interplay between demand flexibility, national benefits and personal benefits*. Renewable & Sustainable Energy Reviews 110594. [IF: 12.34]
6. Zohar Tali, **Yael Parag** and Ofira Ayalon (2020). Strategizing demand management from the middle out: Harnessing middle actors to reduce peak electricity consumption. Energy Research & Social Science 61, 101360 [IF: 5.525]
7. Kranzler Yannai, **Yael Parag**\* and Nadav Davidovich (2019). Public Health from the Middle-Out: A new Analytical Perspective. International Journal of Environmental Research & Public Health 16(24): 4993. [IF: 2.46]
8. **Parag Yael**\* and Malcolm Ainspan (2019). *Sustainable Microgrids: Economic, environmental and social costs and benefits of microgrid deployment*. Energy for Sustainable Development 52:72-81. [IF: 3.691]
9. Janda, Kathryn B, Yael Parag\*, Reindl Kathrina, Wade Faye and Yann Blumer (2019). *Making more of middles: advancing the middle-out perspective in energy system transformation*. ECEEE 2019 Summer Study Proceedings: 199-204 [No IF]
10. Hirsch Adam, **Yael Parag**\* & Josep Guerrero (2018) *Microgrids: A review of technologies, key drivers, and outstanding issues*. Renewable & Sustainable Energy Reviews90:402-411. [IF: 12.34]
11. **Parag Yael** and Galit Butbul (2018) *Flexiwatts and seamless technology: Public perceptions of demand flexibility through smart home technology*. Energy Research & Social Science 39: 177-191. [IF: 5.525]
12. **Parag Yael** (2018) *A nuclear power plant for Israel – what does the public know and think?* Ecology and Environment April (Hebrew). [No IF]
13. **Parag Yael**, Shai Zur and Nadav Raz (2017). *Levels of consumers' agency and capacity as predictors for electricity demand reduction in the residential sector*. Energy Efficiency 10(3): 597-611. [IF: 1.961]
14. Michaels Lucy and **Yael Parag**\* (2016) *Motivations and barriers to integrating ‘prosuming’ services into the future decentralized electricity grid: Findings from Israel*. Energy Research & Social Science 21: 70-83. [IF: 5.525]
15. **Parag Yael**\* and Benjamin Sovacool (2016) *Electricity market design for the prosumer era*. Nature Energy 1(4). [IF: 54.026]
16. **Parag Yael** (2015) *Beyond energy efficiency:* *A ‘prosumer market’ as an integrated platform for consumer engagement with the energy system*. ECEEE 2015 Summer Study: 15-23. [No IF]
17. Hamilton, J., Mayne, R., **Parag Y** and Bergman, N. (2014). *Scaling up local carbon action: the role of partnerships, networks and policy.* Carbon Management 5(4): 463-476 . [IF: 1.463]
18. Fawcett, Tina and **Yael Parag**\* (2014) *Radical thinking: personal carbon trading.* Australian Environment Review 29(10):304. [No IF]
19. **Parag Yael**\* and Kathryn B Janda (2014) *More than filler: Middle actors and socio-technical change in the energy system from the “middle-out”.* Energy Research & Social Science 3:102–112. [IF: 5.525]
20. **Parag Yael**\* and Tina Fawcett (2014) *Personal carbon trading: a review of research evidence and real-world experience of a radical idea*. Energy & Emission Control Technologies 2: 23-32. [No IF]
21. **Parag Yael** (2014) *From Energy Security to the Security of Energy Services: Shortcomings of Traditional Supply-Oriented Approaches and the Contribution of a Socio-Technical and User-Oriented Perspectives*. Science & Technology Studies. 27(1): 97-108. [IF: 0.707]
22. **Parag Yael**, Jo Hamilton, Vicki White and Bernie Hogan (2013), *Network approach for local and community governance of energy: the case of Oxfordshire*. Energy Policy 62: 1064-1077. [IF: 5.458]
23. Wade Joanne, Nick Eyre, Jo Hamilton and **Yael Parag** (2013) *Local energy governance: communities and energy efficiency policy.* ECEEE 2013 Summer Study – Rethink, Renew, Restart. Conference proceedings: 637-648. [No IF]
24. Mayne Ruth, Jo Hamilton, Noam Bergman and **Yael Parag** (2013) *Scaling up local energy action: the role of partnerships, networks and policy*. ECEEE 2013 Summer Study – Rethink, Renew, Restart. Conference proceedings: 709-719. [No IF]
25. Janda, Kathryn B. and **Yael Parag**\* (2013). *Building expertise: a middle-out approach for reducing energy use*. Building Research & Information 41(1). [IF: 3.744]
26. **Parag Yael**, Stuart Capstick and Wouter Poortinga (2011) *Attribute Framing: A Comparison between Three Policy Instruments for Personal Emissions Reduction*. Journal of Policy Analysis and Management, Volume 30, Issue 4. [IF: 3.44]
27. Janda, Kathryn B. and **Yael Parag**\* (2011) *A Middle-Out Approach for Improving Energy Efficiency in Existing Buildings*, ECEEE 2011 Summer Study -Energy efficiency first: The foundation of a low-carbon society Conference proceedings (ECEEE), 1203-1212. [No IF]
28. **Parag Yael** and Deborah Strickland (2011) *Personal Carbon Trading: A Radical Policy Option for Reducing Emissions from the Domestic Sector*. Environment: Science and Policy for Sustainable Development 53(1): 2.9 [IF: 3.176]
29. **Parag Yael**\* and Nick Eyre (2010) *Barriers for Personal Carbon Trading in the UK policy arena*. Climate Policy (special issue on PCT) 10(4):353-368. [IF: 3.832]
30. Fawcett Tina and **Yael Parag**\* (2010) *Introduction to Personal Carbon Trading*. Climate Policy (special issue on PCT) 10(4):329-338. [IF: 3.832]
31. **Parag Yael**\* and Sarah Darby (2009) Consumer - supplier - government triangular relations: rethinking the UK policy path for carbon emissions reduction from the UK residential sector. Energy Policy 37(10):3984-3992. [IF: 5.458]
32. **Parag Yael** and J. Timmons Roberts (2009) A Battle Against the Bottles: Building, Claiming and Regaining Tap Water Trustworthiness. Society & Natural Resources, 22(7). [IF: 1.949]
33. **Parag Yael** (2008) Who governs the air we breathe? Lessons from Israel’s Industrialist Covenant. Journal of Environmental Policy and Planning, Vol. 10 (2), p.133. [IF: 4.195]
34. **Parag Yael** (2008) Cross policy learning: drawing lessons for personal carbon trading (PCT) policy from food labelling schemes. In APPAM Conference: The Next Decade–What Are the Big Policy Challenges. [No IF]
35. **Parag Yael** (2006) A System Perspective for Policy Analysis and Understanding: The Policy Process Networks. The Systemist, 28(2):212-224. [No IF]‏
36. Weinthal Erika, **Yael Parag**, Avner Vengosh, Antonio Muti and Wolfram Kloppmann (2005) The EU Drinking Water Directive: The Boron Standard and Scientific Uncertainty. European Environment, Vol. 15, 1-12. [IF: 1.25]
37. Weinthal Erika and **Yael Parag**\* (2003), Two Steps Forward, One Step Backward: Israel’s Implementation of the Barcelona Convention and Mediterranean Action Plan. Global Environmental Politics, Vol. 3 (1). [IF: 2.316]

**Other**

# Interview with Dr. Yael Parag was featured in Eisenstein, M. (2017) *How social scientists can help to shape climate policy. The needs of the many*, Nature, Vol 551, 142-144, 30 Nov 2017.

**Papers under review**

T. Zohar, **Y. Parag**, O. Ayalon, Weaving an Innovation Network from the Middle Out: the Case of the Renewable Energy Ecosystem‏, submitted to Energy Research and Social Science

קרנצלר ינאי, פרג יעל דוידוביץ' נדב. *בריאות הציבור מן האמצע כלפי חוץ: תפקידם הייחודי של שחקני אמצע בקידום מדיניות*. הוגש לסוציולוגיה ישראלית.

**Book review**

1. **Parag Yael** (2010). Book review: Sandalow. D. B., (ed.). Plug in electric vehicles: What role for Washington? Transport Reviews 30(6):806

**Book Chapters**

1. **Parag Yael** and Tamar Opher (2011). Article on Bottled Drinking Water, for the Water and Health section of the UNESCO Encyclopedia of Life Support Systems (EOLSS).
2. **Parag Yael** and Deborah Strickland (2010). *Personal Carbon Budgets: Helping individuals to live in a carbon constrained world* . In Ehrhardt-Martinez, K. and Skip Laitner (eds.) People-Centered Initiatives for Increasing Energy Savings. American Council for an Energy-Efficient Economy. <http://www.aceee.org/people-centered-energy-savings>

**Reports** [Citations, Google Scholar]

1. Lewis Akenji, Magnus Bengtsson, Viivi Toivio, Michael Lettenmeier, Tina Fawcett, **Yael Parag**, Yamina Saheb, Anna Coote, Joachim H. Spangenberg, Stuart Capstick, Tim Gore, Luca Coscieme, Mathis Wackernagel, Dario Kenner (2021). *1.5-Degree Lifestyles: Towards A Fair Consumption Space for All.*Hot or Cool Institute, Berlin. <https://hotorcool.org/wp-content/uploads/2021/10/Hot_or_Cool_1_5_lifestyles_EXECUTIVE_SUMMARY.pdf>
2. Robison, R., Skjølsvold, T. M., Lehne, J., Judson, E., Pechancová, V., Foulds, C., ...**Parag, Y**., & Wyckmans, A. (2020). *100 Social Sciences and Humanities priority research questions for smart consumption in Horizon Europe*. Energy-SHIFTS: Cambridge, UK. <https://energy-shifts.eu/wp-content/uploads/2020/12/D2.3_WG2_smart-consumption.pdf>
3. Barrett, M., Bradshaw, M., Froggatt, A., Mitchell, C., **Parag,** **Y**., Stirling, A., Watson, J. and Winzer, C., (2010) *Energy Security in a Multi-Polar World: Discussion paper*. [13] <http://www.exeter.ac.uk/energysecurity/documents/Energy_Security_in_a_Multipolar_World_Working_Paper_DRAFT.pdf>
4. **Parag Yael** and Deborah Strickland (2009) *Framing effect and behaviour: Personal carbon allowances versus taxation.* UKERC Research Report, Demand Reduction Theme.
5. **Parag Yael** and Strickland, D. (2009) [*Personal Carbon Budgeting: What people need to know, learn and have in order to manage and live within a carbon budget, and the policies that could support them.*](http://www.eci.ox.ac.uk/research/energy/downloads/paragstrickland09pcbudget.pdf) UKERC Research Report, Demand Reduction Theme. [28] <http://www.ukerc.ac.uk/publications/personal-carbon-budgeting-what-people-need-to-know-learn-and-have-in-order-to-manage-and-live-within-a-carbon-budget-and-the-policies-that-could-support-them-.html>
6. S Keay-Bright, T Fawcett, R Howell**, Yael Parag‏** (2008) *Personal Carbon Trading (PCT): Bringing together the research community*‏, WorkshopReport 27-28 November, Oxford. UK Energy Research Centre, Demand Reduction Theme. [10][https://ukerc.rl.ac.uk/UCAT/PUBLICATIONS/Personal\_Carbon\_Trading\_(PCT)\_Bringing\_together\_the\_research\_community\_workshop\_report.pdf](https://ukerc.rl.ac.uk/UCAT/PUBLICATIONS/Personal_Carbon_Trading_%28PCT%29_Bringing_together_the_research_community_workshop_report.pdf)
7. **Parag Yael**, Erika Weinthal and Avner Vengosh (2004) *Implementing the Boron Standard in Drinking Water in the Mediterranean Region.* Report Submitted to the European Union Fifth Framework Program.
8. Weinthal Erika, **Yael Parag**, Avner Vengosh, and Wolfram Kloppmann (2004) *Methodological guide for decision support on remediation and sustainable management of boron contaminated groundwater*. Report Submitted to the European Union Fifth Framework Program.
9. W Kloppmann, M Pennisi, G Bianchini, A Muti, N Cerbai, A Vengosh, I Pankratov, A Marei, E Dotsika, D Poutoukis, D Voutsa, T Kouimtzis, A Charalambides, P Klose, A Shathas, G Huel, J Baker, M Priel, P Glueckstern, E Weinthal, **Y Parag**, P Negrel, J Casanova, C Gutierrez, C Guerrot (2003). Boron contamination of water resources in the Mediterranean region: distribution, sources, social impact and remediation: the BOREMED project. Hydrology of the Mediterranean and Semi Arid Regions. [6]

**Recent and selected papers, posters and presentation in academic conferences**

Jun 3-8 2019 **Yael Parag**, Tali Zohar and Ofira Ayalon, Peak Shaving from the middle out. European Committee for Energy Efficient Economics (eceee), Summer Study, Belambra Presqu'île de Giens, France.

29-31 May 2019 Malcolm Ainspan and **Yael Parag**, Sustainable Microgrids. Advanced Workshop in Regulation and Competition, 38th Annual Eastern Conference, Rutgers Business School, New Jersey, USA.

17-18 Sep 2018 **Yael Parag**, 'Integrating prosumers into the electricity grid: the interplay between technology and people', BIEE conference: Consumers at the Heart of the Energy System? Oxford, UK.

5-7 Sep 2018 **Yael Parag,** Kosher Electricity: (Re)Creating a Sustainable Shabbat from the Middle Out. Behave 2018, Zurich. Switzerland.

19-20 Jun 2018 (a) **Yael Parag**, Adam Hirsch and Josep Guerrero, Microgrids: A review of technologies, key drivers, and outstanding issues &

(b) **Parag Yael** and Galit Butbul, Flexiwatts and seamless technology.

Energy Systems Conference, London, UK.

2-5 Apr 2017 **Yael Parag**, Perception of demand flexibility in the smart home environment. Energy for Society: 1st international conference on Energy Research & Social Science. Melia Sitges, Sitges, Spain.

7-8 Sep 2016 **Yael Parag** and Lucy Michaels, Motivations and barriers to integrating ‘prosuming’ services into the future decentralized electricity grid: Findings from Israel. Behave 4th European Conference on Behaviour and Energy Efficiency, Coimbra, Portugal.

14-15 Jun 2016 (a) **Yael Parag**, Prosumer markets for the residential sector &

 (b) **Yael Parag** and Lucy Michaels, Socio-techno-economic barriers and, opportunities for integrating prosumers into the electricity grid.

 Energy Systems Conference, London, UK.

**Reports** [Citations, Google Scholar]

1. **Parag Yael,** Nurit Kliot and Inbar Yogev (2019) Indirect drivers of change to the Israeli ecosystem services. Chapter for the Israel’s National Ecosystem Assessment Program (the ‘Maarag’), funded by the *Israel Academy of Sciences and Humanities* (Hebrew).
2. **Parag Yael,** Noam Segal and Eitan Kochman (2018) Introducing Nuclear Power to Israel’s Fuel Mix: What Does the Public Know, Understand and Think? Report submitted to the *Israeli Ministry of Energy* (Hebrew).
3. **Parag Yael** andNadav Levi (2018) Microgrids deployment in Israel: socio-techno-economic analysis of benefits, challenges and regulatory framework. Report submitted to *the Israeli Ministry of Energy* (Hebrew).
4. **Parag Yael** (2014) Middle-out transition for sustainable urban energy consumption and production. An expert report for the Urban Sustainability project <http://www.ukayamut.com/?p=944> (Hebrew)

**Technical Reports for Horizon2020 InBetween project (submitted for the period 2017-2020)**

InBetween: ICT enabled BEhavioural change ToWards Energy EfficieNT lifestyle

1. D1.2 NON-TECHNICAL SURVEY RATIONAL

2. D1.3 CONSUMER ENERGY-RELATED PRACTICE PROFILES

3. D3.1 NON-TECHNICAL ENERGY SURVEY

4. D3.2 A SUMMARY OF SURVEY RESULTS

5. D3.3 PROTOCOL OF STRATEGIES FOR APPROACHING CONSUMERS

6. D3.4 USER PROFILING METHODLOGY

7. D3.5 USER PROFILES

8. D3.6 TAILORED ENGAGEMENT OPTIONS

9. D3.7 LIST OF GAPS BETWEEN USER EXPECTATION FROM THE TECHNOLOGY AND SATISFACTION

10. D3.9 PRACTICES THAT CHANGED AND THE EXTENT OF CHANGE

11. D3.11 LIST OF INTERVENTION AND THE ASSOCIATED DEMAND REDUCTION

12. D3.13 USER ORIENTED EVALUATION CRITERIA FOR TECHNOLOGY EFFECTIVENESS

**Popular Communication**

1. I was interviewed to the **BBC World** podcast ["People Fixing the World".](https://www.bbc.co.uk/programmes/p04grdbc) Episode: [How to make electricity for your neighbours](https://www.bbc.co.uk/programmes/p0b97zrc). The energy microgrid that started with scrap metal and an old bicycle. <https://www.bbc.co.uk/programmes/p0b97zrc>
2. I was interviewed to the **Economist** Climate podcast ["To a lesser degree"](https://www.economist.com/podcasts/2021/09/25/to-a-lesser-degree-a-climate-podcast-from-the-economist). Episode: [Best Behaviour](https://play.acast.com/s/a2466097-64ef-4550-b53b-24d082145a43/adb8bf4f-a10c-473c-bb4d-03595bbc4ac9). How much does personal action matter? And how should societies meet the challenge of lowering greenhouse gas emissions? <https://play.acast.com/s/a2466097-64ef-4550-b53b-24d082145a43/adb8bf4f-a10c-473c-bb4d-03595bbc4ac9>
3. I was interviewed in **Seeker** video [How Close Are We to a Zero-Emissions World?](https://www.youtube.com/watch?v=k0fac0W7fGE) A 10 min video for Seeker, a digital media network dedicated to feeding young audience. Released for Earth Day 2019 (~ 215K views) <https://www.youtube.com/watch?v=k0fac0W7fGE>
4. Five 10 minute lectures on ‘Sustainable Energy: Challenges and Opportunities’ (Hebrew). Recorded for Radio Tel Aviv (102FM). <http://portal.idc.ac.il/he/main/homepage/pages/wisdom102fm.aspx>
5. ‘From the Middle Out’. A 3 minutes animation that explains the ‘middle out’ framework I am developing (Hebrew & English). Available at <https://www.youtube.com/watch?v=4vNzTjElcPc>
6. ‘Personal Carbon Trading: radical policy response to climate change’. A 3 minute animation that explains the ‘middle out’ framework I am developing (Hebrew & English). Available at <https://www.youtube.com/watch?v=NG1mF996BLc>
7. Interview in 'Mamon Shishi', the weekend consumers' supplement of the most popular newspaper in Israel (Yediot Aharonot) on artificial meat as a sustainable way to feed 9 Billion people. [https://www.yediot.co.il/articles/0,7340,L-5010398,00.html](https://www.yediot.co.il/articles/0%2C7340%2CL-5010398%2C00.html)