



TRANSFORM4EUROPE

SMART TRANSFORMATION LECTURES

OPEN DUAL LECTURE SERIES

7 October 2022, 13:30–17:00 CET

Sofia University “St. Kliment Ohridski”
15, Tsar Osvoboditel, blvd; 1504, Sofia, Bulgaria

Within the scope of the Transform4Europe Alliance, Sofia University invites you to take part in our Open Dual Lectures event. Four speakers come together in one place to hold a lecture on the following topics:

BEHAVIOURAL INSIGHTS FOR POLICY AND BUSINESS

13:30–15:00 CET

Moderator: Assoc. Prof. Stelian Dimitrov, PhD, NUCGST – Sofia University

Speakers: Prof. Ivo Vlaev, PhD, Warwick Business School, University of Warwick
Jan Hildebrand, Head of unit Environmental Psychology, IZES gGmbH,
Saarbrücken, Germany /online/

CLIMATE CHANGE & ENERGY SECURITY

15:30–17:00 CET

Moderator: Gergana Manolova, FEBA – Sofia University

Speakers: Assoc. Prof. Atanas Georgiev, PhD, Dean, Faculty of Economics & Business
Administration, Sofia University
Dr. Michele Lisio, Strategic Procurement Mgr., HHLA International GmbH

The objectives of the event are:

- ✓ encourage the academia–industry dialogue;
- ✓ define knowledge and know-how transfer methodologies;
- ✓ professional update and growth;
- ✓ strengthening of the bonds among institutional partners

Zoom link: <https://us02web.zoom.us/j/84861952884>
and Live streaming on Transform4Europe facebook page
<https://www.facebook.com/Transform4Europe>

