

Sterenn LUCAS
1 mars 1982, Rennes (35)
PhD in Economics

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CURRICULUM VITAE

AFFILIATION

- **Since January 2013:** *Associate Professor*, Department of Economics, Management and Society; INRAE-Institut Agro research unit 1302: Agricultural and Market Structures, Resources and Territories; Fisheries and Aquatic Sciences Center.

EDUCATION

- **2012:** PhD in Environmental Economics, University of Nantes, summa cum laude. *Thesis Title* « Determinant of green consumption: an application to seafood product », *supervisor* Dorothee Brécard, University of Nantes. *Jury:* Olivier Beaumais, University of Rouen (Examiner), Mireille Chiroleu-Assouline, University of Paris 1 Panthéon-Sorbonne (Examiner), Jean Boncoeur, University of Occidental Brittany Brest (President), Douadia Bougherara, INRA Rennes and Patrice Guillotreau, University of Nantes.
- **2007:** “Master 2 research” in Economics (M.D. in Economics), specialty in Sustainable Development Economics, from the University of Nantes, France.

RESEARCH

- **Fields of interest:**
 - Consumer behavior
 - Environmental Economics
 - Microeconomics
 - Seafood products
- **Publications:**
 - Lucas S., Ropars-Collet C. and Cuilleret M. (2024) “Does environmental or local information can help to manage an invasive species through consumption? The case of *Silurus Glanis* in the Alpine Lakes”, *Journal of Agricultural & Food Industrial Organization*.
 - Dewals J.-F., Le Floc’h P., Lucas S., Daures F. (2024) “Assessment of consumer preferences in the context of multiple labels: the case of Fishery and Aquaculture Products”, *Review of Agricultural, Food and Environmental Studies*: 1-27.
 - Le Floc’h P., Dewals J.-F., Lucas S., Daures F. (2024) « La place des consommateurs dans les dynamiques territoriales de connaissance : le cas des produits de la mer » (*The place of consumers in territorial knowledge dynamics: the case of seafood products*), *Economie Rurale*.
 - Menozzi, D., Sogari, G., Simeone, C., Czajkowski, M., Zawadzki, W., Bazoche, P., Lucas, S., Mora, C., Aanesen, M. (2023). Positive versus negative information: what is really shifting consumers’ intention to eat Norwegian salmon? Evidence from three European countries, *Food Quality and Preference*, doi: <https://doi.org/10.1016/j.foodqual.2023.104871>
 - Heutte K., Daures F., Lucas S., Girard S., Alban, F., Le Floc’h P. (2023) “FAPs consumption trends and Covid-19 crisis in France: When consumer do not priorities sustainability issues.”, *Aquatic Living Resources* 36, 10. <https://doi.org/10.1051/alr/2023004>
 - Drouineau H., Moullec F., Gascuel D., Laloë F., Lucas S., Bez N., Guillotreau P., Guitton J., Hervann P.-Y., Huret M., Lehuta S., Léopold M., Mahévas S., Robert M., Woillez M., Vermard Y. (2023). Food for thought from French scientists for a revised EU Common Fisheries Policy to protect marine ecosystems and enhance fisheries performance. *Marine Policy*, 2023, 148, pp.105460.

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- Le Boennec R., Lucas S. (2022) “Is neighborhood satisfaction related to density perception? Promoting livable and sustainable land use planning”, *Journal of Environmental Planning and Management* 65 (11). 1-18.
 - Lucas S., Soler L.G, and Revoredo-Giha C. (2021) “Trend analysis of sustainability claims: the European fisheries and aquaculture markets case”, *Food Policy* 104, 102141.
 - Lucas S., Soler L.G, Irz X., Gascuel D., Cloâtre T., Aubin J. and Cloâtre T. (2021). “The environmental impact of consumption of fisheries and aquaculture products in France”, *Journal of Cleaner Production* 229, 126718.
 - Menozzi D., Nguyen T., Sogari G., Taskov D., Lucas S., Santiago Castro-Rial J.L., and Mora C. (2020) “Consumers’ preferences and willingness to pay for fish products with health and environmental labels: Evidence from five European countries”, *Nutrients* 12(9), 2650.
 - Lucas S., Gouin S. and Lesueur M. (2019), “Seaweed consumption and label preference in France”, *Marine Resource Economics* 34(2).
 - Lucas S., Salladarré F. and Brécard D. (2018), “Green Consumption and Peer effect: Does it work for seafood products?”, *Food Policy* 76, 44-55.
 - Salladarré F., Brécard D., Lucas S., Olivier P. (2016) "Are consumers ready to pay a premium for eco-labeled seafood products? A contingent valuation estimation with heterogeneous anchoring", *Agricultural Economics* 47 (2) 247-258.
 - Brécard D., Lucas S., Salladarré F, and Pichot N. (2012), “Consumer Preferences for Eco, Health and Fair Trade Labels. An Application to Seafood Product in France”, *Journal of Agricultural & Food Industrial Organization* 10(1)
 - Brécard D., Hlaimi B., Lucas S., Perraudon Y., Salladarré F., (2009), “Determinants of demand for green products: An application to eco-label demand for fish in Europe”, *Ecological Economics* (69) 115-125.
 - **Visiting:**
 - *Visiting researcher* at the SNF center of applied research at NHH (Norwegian School of Economics, Bergen, Norway) (Spring 2022).
 - *Visiting scholar* at the UMD (University of Maryland, USA) College of Agriculture and Natural Resources, Agricultural and Resource Economics (AREC) (fall 2009).
 - **Work in progress:**
 - Lucas S., Fabienne D. and Dewals J.-F. (2024) : “Moving towards more environmental and ethical motivations: the food choices of the young generation”, nimeo
 - Lucas S. and Daures F. (2024) “How the COVID-19 pandemic changed FAP consumer behaviour in France”, in revision *Applied Economics*.
 - Dewals J.-F., Le Floch P., Lucas S., Daures F. (2024) ” How do production methods affect consumer WTP for single and double-labelled seafood?”, submitted to *Food Policy*
 - Lucas S. and Bazoche P. (2023) “Does negative environmental information on salmon aquaculture modify consumer behavior?”, nimeo
 - Heutte K., Daures F., Lucas S., (2023) “Fisheries vs. Aquaculture : Evaluating the COVID-19 effect on consumption and consumer preferences.”, nimeo.
 - Ropars-Collet C. and (2022) Lucas S. “WTP for a new species to fish, the case of recreational fisheries in Alpin lac”, nimeo.
 - Lucas S., Rouvin E., Soler L.G (2021) “New Product Success: An empirical study on internal, external and product factors”, nimeo.
 - Lucas S., Soler L.G, Irz X., Gascuel D., and Aubin J. (2021). “How to improve environmental impact of fish consumption in France? A price-elasticity approach.”, nimeo

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- Dimitar Taskov, Emilia Cubero-Dudinskaya, Sterenn Lucas, Paul S. Valle, Birgit Hagen (2017) “How to achieve growth: innovation in the seafood industry, with focus on the EU”, niméo.

- **Lectures and Seminar:**

- Lucas S. et Fabienne D. (2024) : “Moving towards more environmental and ethical motivations: the food choices of the young generation”, IIFET, Penang, 15-19 July 2024.
- Lucas S. and Bazoche P. (2023) “Does negative environmental information on salmon aquaculture modify consumer behavior?”, NAAFE, Woods Hole, 23-26 May 2023; EAFE, Athens, 30 May-2 June 2023.
- Lucas S. and Daures F. (2023) “Covid-19 and FAPs consumption: the no-change situation”, EAFE, Athens, 30 May-2 June 2023.
- Lucas S. and Ropars-Collet C. (2022) “Does environmental or local labeling can help to manage an invasive species through consumption? The case of *Silurus Glanis* in the Alpine Lakes”, 16th Annual Social Science Conference, Clermont-Ferrand, 15-16 December 2022.
- Lucas S., Soler L.G., Irz X., Gascuel D., Aubin J. and Cloâtre T. (2021). “The environmental impact of consumption of fisheries and aquaculture products in France”, XVIth European Association of Agricultural Economists (EAAE) Congress 2021, online event; LEMNA (Fr) seminar march 2022; SNF (No) seminar June 2022.
- Lucas S. (2020) “Consumer’s attitudes and Voluntary Sustainability Claims”, MAC's Workshop on Voluntary Sustainability Claims on Seafood Products (13-15 July, online).
- Lucas S., Soler L.G., Irz X., Gascuel D., Aubin J. and Cloâtre T. (2019). “The impacts of price variations on the sustainability of seafood consumption”, European Association of Fisheries Economics, April 2019, Santiago de Compostela; Association Française d’Halieutique, June 2019, Caen.
- Lucas S., Soler L.G.; Rouvin E. (2018) “Success factors of innovation: seafood products in the French market”, 12th 12th Annual Social Science Conference, Nantes, 13-14 December 2018.
- Menozzi D., Nguyen T., Sogari G., Mora C., Cubero Dudinskaya E., Santiago Castro-Rial J.L., Taskov D., Lucas S., Suckow B. and Ganassali S. (2018) “Consumers’ willingness to pay for fish products with health claim and environmental labels”, EAAE Parme, August 29 to September 1, 2017, Academy of Marketing Science, World Marketing Congress, Porto, Portugal June 26 to 29, 2018.
- Irz X., Soler L.G., Lucas S. (2018) “Development of fish consumption and demand in France and Finland” EAAE Parme, August 29 to September 1, 2017; Academy of Marketing Science, World Marketing Congress, Porto, Portugal June 26 to 29, 2018.
- Dimitar Taskov, Emilia Cubero-Dudinskaya, Sterenn Lucas, Paul S. Valle, Birgit Hagen (2017) “How to achieve growth: innovation in the seafood industry, with focus on the EU” (Poster) EAAE Parme, August 29 to September 1, 2017
- Lucas S., Soler L.G., Revoredo-Giha C. (2016) “Are innovations in seafood market in Europe more sustainable” *International Institute of Fisheries Economics & Trade* (IIFET) Conference, Aberdeen, July 12-15, 2016.
- Lucas S., Gouin S., Lesueur M., Le Bras Q., Camparini C. (2015) “Seaweed consumption in France: Seaweed consumption in France: which market tools for which consumer” *XXIIème European Association of Fisheries Economics* (EAFE) Conference, Salerno, April 28-30, 2015.
- Lucas S. (2015), “Impure public goods and the effect of fashion on green consumption”, 21ème Environmental Meeting, Mai 2-3 2011, Paris 1 Sorbonne; European Association of Environmental and Resource Economists (EAERE), Helsinki, June 24-27 2015.
- Salladarré F., Brécard D., Lucas S., Olivier P. (2013) “Are consumers ready to pay a premium for eco-labeled seafood products? An empirical study for France”, XXIème European Association of Fisheries Economics (EAFE) Conference, Edinburgh, April 15-17 2013.
- Lucas S., Gascuel D., (2013), “Economics and Ecological fleet evaluation: An operational scale for an ecosystemic fleet management in EU”, 11ème forum de l’Association Française d’Halieutique (AFH), Pessac, June 19-21 2013

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- Lucas S., Salladarré F. and Brécard D. (2012), “Green Consumption and Peer effect: An Application to Seafood Products in France”, European Association of Environmental and Resource Economists (EAERE), Prague, June 27-30 2012 ; Applied Microeconomics day (JMA), Brest, June 7-8 2012.
 - Brécard D., Lucas S., Salladarré F. and Pichot N. (2011), “Consumer Preferences for Eco, Health and Fair Trade Labels. An Application to Seafood Product in France”, Journées de Recherches en Sciences Sociales de la INRA SFER CIRAD, Dijon, December 8-9 2011 ; 60ème Annual Congress of AFSE, University Paris X – Nanterre, September 8-9 2011 ; LAMETA Seminar, Montpellier, Mai 26 2011.
 - “Determinant of ecolabels demand: the seafood case” in collaboration with D. Brécard, N. Pichot and F. Salladarré, workshop “Sustainable consumption: how star the last evolution”, Nice, Jan. 19-20 2011.
 - Brécard D., Hlaimi B., Lucas S., Perraudau Y. and Salladarré F. (2009), “Determinants of Demand for Green Products: An application to eco-label demand for fish in Europe”, European Association of Environmental and Resource Economists (EAERE), Amsterdam, June 2009.
 - **Research Program participation:**
 - AQUAFISH0.0 (2023-2026): fostering the stimulation of innovative and sustainable production, processing and consumption of marine food products, financed by Interreg Program (European Commission), coordinated by CTAQUA (Espagne), lead WP3.
 - FAST (2020-2026): Facilitating Public Action to Exit Pesticides, financed by ANR (France)
 - COPECO (2021-2023): The impact of the Coronavirus crises on the FAPS sectors in France, financed by Ifremer (France).
 - Covid-19-Norway (2020-2022): The Coronavirus Crisis: Development of Capabilities on Measuring and Managing Its Effects in the Norwegian Service and Food Industries, financed by Norwegian Research Council (Norway).
 - BALANCE (2019-2021): Norwegian Aquaculture – in the span between domestic social responsibility and international market demands, financed by Norwegian Research Council (Norway).
 - SILAC (2018-2021): Project on silurid fishes in Savoy, financed by the *Région Auvergne-Rhône-Alpes* (France).
 - LAMPECO (2018-2021): Project on the Lamprey sector in *Loire-Atlantique Département* (FR), financed by the SMIDAP (France).
 - LIFT (2018-2022) Horizon 2020 EU project on « Low-Input Farming and Territories – Integrating knowledge for improving ecosystem-based farming », Project Coordination: INRAe (France).
 - PRIMEFISH (2015-2019) Horizon 2020 EU project on the economic sustainability and competitiveness of European fisheries and aquaculture sectors, Project Coordination: Mátis Ltd (Iceland).
 - IDEALG (2010-2020): project on the seaweed valorization, lead : European University of Brittany, Coordinator: Station Biologique de Roscoff (France)
 - PRESPO (2009-2011): European project for the development of artisanal fleet in the Atlantic Facade, Coordinator: Network of Information and Advice in Fisheries Economics (RICEP) (France).
 - **PhD Supervision:**
 - Vincent Deschamps (started in October 2024) “What transitions are needed to improve the sustainability of the French fishing industry? Impacts and prospects for the value chain”, co-supervised by Harold Level (MNHN).
 - Jean-François Dewals (2020-2024) “Consumer preferences for seafood products in a context of deterioration of marine ecosystems and facing new food challenges: which interactions between environmental and health motivations?” co-supervised with Pascal Le Floc’h (UBO) and Fabienne Daures (IFREMER).
 - **Master Thesis Supervision:**
 - Lise Meneboo (2024) “Seafood by-product in Brittany: Estimation of materials and preceptive” – L’Institut-Agro

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- Rayan Legall (2024) “Social acceptance of new marine products” – University of Toulouse
 - Mathieu Cuilleret (2020) “Trends in the consumption of wels catfish in the Auvergne-Rhône-Alpes region” – Agrocampus-Ouest – UBO.
 - Etienne Rouvin (2017) “Analysing the dynamics of product innovation and consumer demand in the seafood market” – University of Rennes 1 – ENSAI
 - Otmane Boulagouaz (2016) “Analysis of French household demand for seafood products in 2012” – University of Rennes 1
 - Marie Touchane (2015) “Environmental issues and marketing positioning strategies for the innovation of European seafood products” – Agrocampus-Ouest Rennes
 - **Expertise activities:**
 - Participation to the expert group Biodivlabel (impact of production methods of labelled food products on biodiversity) mandated by the ADEME and the French ministry for agriculture and food.
 - Participation to the Economic and market experts’ network to EUMOFA.
 - Participation to the Scientific, Technical and Economic Committee for Fisheries (STECF) of the European Commission experts’ working group on sustainable dimensions.
 - **Research Report:**
 - Heutte Kilian, Daures Fabienne, Lucas Sterenn, Alban Frederique, Merzereaud Mathieu (2023). The "two stage" effect of the COVID-19 crisis on external FAPs trade in France. <https://archimer.ifremer.fr/doc/00843/95448/>
 - Heutte Kilian, Daures Fabienne, Lucas Sterenn, Alban Frederique, Le Floch Pascal (2022). Covid-19 crisis effect on out-of-home catering FAP consumption in France. <https://doi.org/10.13155/92072>
 - Heutte Kilian, Daures Fabienne, Lucas Sterenn, Girard Sophie, Alban Frederique, Le Floch Pascal (2022). FAP consumption trends and Covid-19 crisis in France: are sustainability issues considered by consumers? <https://doi.org/10.13155/90894>
 - Heutte Kilian, Daures Fabienne, Lucas Sterenn, Girard Sophie, Alban Frederique, Le Floch Pascal (2022). Impact de la COVID-19 sur la consommation à domicile des produits de la pêche et de l’aquaculture en France. Rapport IFREMER Unité d’Economie Maritime (UMR AMURE), 67p. <https://doi.org/10.13155/90891>
 - Scientific, Technical and Economic Committee for Fisheries (STECF) - Criteria and indicators to incorporate sustainability aspects for seafood products in the marketing standards under the Common Market Organisation (STECF-20-05). EUR 28359 EN, Publications Offices of the European Union, Luxembourg, 2021, ISBN 978-92-76-36158-9, doi:10.2760/211065, JRC124927. (Participation to)
 - “Report on the development of fish consumption and demand in France and Finland” with Xavier Irz, Louis-Georges Soler, Sterenn Lucas and Otmane Boulagouaz, PRIMEFISH, 2017.
 - “Industry study cases report: A collection of marketing successes and failures in the World based on clever product innovation and/or marketing activities”, with Dimitar Taskov, Emilia Cubero-Dudinskaya, Sterenn Lucas, Paul S. Valle, Birgit Hagen, PRIMEFISH, 2016.
 - « Etude nationale de la consommation d’algues alimentaires : Contexte et méthodologie. Programme IDEALG Phase 1. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les publications du Pôle halieutique AGROCAMPUS OUEST n°30, 2014, 24 p
 - « Etude nationale de la consommation d’algues alimentaires : notoriété et images. Programme IDEALG Phase 1. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les publications du Pôle halieutique AGROCAMPUS OUEST n°31, 2014, 16 p.
 - « Etude nationale de la consommation d’algues alimentaires : comportements et motivations du consommateur. Programme IDEALG Phase 1. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les publications du Pôle halieutique AGROCAMPUS OUEST n°32, 2014, 28 p
 - « Etude nationale de la consommation d’algues alimentaires : le point de vue des non consommateurs. Programme IDEALG Phase 1. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les

publications du Pôle halieutique AGROCAMPUS OUEST n°33, 2014, 14 p.

- « Etude nationale de la consommation d'algues alimentaire : les freins à la consommation. Programme IDEALG Phase 1. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les publications du Pôle halieutique AGROCAMPUS OUEST n°34, 2014, 11 p.
- « Etude de la consommation des algues alimentaires en France. Programme IDEALG Phase 1. Etude nationale. » with Q. Le Bras, L. Ritter, D. Fasquel, M. Lesueur, S. Gouin. Les publications du Pôle halieutique AGROCAMPUS OUEST n°35, 2014, 72 p.
- « Quel potentiel commercial pour des produits de la mer écolabellisés ? Attentes et comportement des consommateurs », with L. Baranger, C.-M. Lesage, P. Ollivier, F. Salladarré, D. Brécard, N. Pichot, AGLIA, 2010.

TEACHING

- **Academic Year 2012-2023:**
 - *Associate Professor* (since January 2013) and *Research Engineer* (2012) at Institut Agro – Rennes Angers (Economics of Demand, Consumer study, Microeconomics, Economics History, Time series Econometrics, Study case, Agri-food Marketing, Fisheries Sector Economics, Seafood Demand)
- **Academic Year 2007-2012**
 - Assistantship at the University of Nantes. Teaching assistant (Industrial Economics, Microeconomics, Macroeconomics)

ADMINISTRATIVE

- Co-Managing of research team MOSAIC of the UMR SMART (since 2023)
- Co-Managing editor of the UMR SMART working papers (since 2019)
- Elected representative of Associate Professor at the Teacher Council of Institut Agro - Agrocampus-Ouest (since 2016)
- Elected representative of Associate Professor at the Sciences Council of Institut Agro (2016-2022)
- Co-Managing editor of the UMR SMART website (2016-2019)
- Co-organizer of the UMR-SMART Research Seminar (2015-2019)
- Elected representative of PhD Students in the administrative Council IEMN-IAE of the University of Nantes (2010-2011)

LANGUES

- English: fluent (Read, written and spoken)
- German: basic (Read and written)