

## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **IVANOVA Daniela**

Address(es) Department of Natural Resource Economics  
University of National and World Economy  
19 8th December Str.  
1700 Sofia  
Bulgaria

E-mail danielai@unwe.bg

Nationality Bulgarian

### Work experience

Dates 10.2018 – present

Occupation or position held Professor

Main activities and responsibilities Training of students and scientific research; lecturer in Quality Management (Bulgarian and English), Product management,

Name and address of employer University of National and World Economy (UNWE) - Sofia

Type of business or sector Education and Research

Dates 07.2013 – 06. 2020

Occupation or position held Member of European Consumer Consultative Group ECCG (Decision of European Commission of 18 July 2013 C(2013) 4761

Main activities and responsibilities Consumer protection

Name and address of employer EU DG Health and Consumers (SANCO)

Dates 10.1993 – 09.2018

Occupation or position held Assistant Professor and Associate Professor

Main activities and responsibilities Training of students and scientific research; lecturer in Commodity Science, Quality Management, Standardization and Certification

Name and address of employer University of National and World Economy - Sofia

Type of business or sector Education and Research

## Annex

### Participation in projects (2014 – 2024)

1. 12.2023 – 10.2024 Project ENGAGE.EU, (The European University engaged in societal change, EPP-EUR-UNIV-2020, ERASMUS+ Programme Call& EAC-A02-2019-1- member of the working team
2. 09.2022 – 09.2024 Project BOLSTER (Bridging Organizations and marginalized communities for Local Sustainability Transitions in EuRope) - HORIZON-CL5-2021-D2-01-12) - member of the working team 01.2023 – 12.2024 project "The use of sludge from sewage treatment plants - the attitudes of agricultural producers" (NID - NI 14/2023) - member of the working team
3. 07.2021 – 05.2023 Project № 2020-1-FI01-KA227-ADU-092663 – ServiceDigiCult: Digital and Sustainable Service Innovation for the Cultural and Creative Sectors; EU ERASMUS + Program, Strategic Partnership - Adult Education - member of the working team
4. 12.2020 – 11.2023 Project ENGAGE.EU, European Universities, EPP-EUR-UNIV-2020, ERASMUS+ - member of the working team

5. 05.2020 -12.2020 project "Development of a strategy and action plan for the transition to a circular economy of the Republic of Bulgaria, for the period 2021 -2027 (D-34-44 of the MoEW) - team leader;
6. 04.2019 - 12.2020 project BG05SFOP001-2.009-0189 "Citizens for better education", Operational Program "Good Governance" 2014 - 2020 - expert in the working team
7. 04.2019 12.2020, project: "Green" business management - the role of standards ", UNWE - Sofia (NID NI 22/2019) - member of the working team;
8. 04.2018 -12.2019 project "Attitudes of Bulgarian consumers to "green" labels", UNWE - Sofia (NID NI -17/2018) - team leader;
9. 09.2015 - 09.2017 Project 2015-1-FR01-KA204-015377 (GA) "Greening the Business: Green Business Management Trainings" (GreenB), EU Program "Erasmus +", Cooperation for innovation and the exchange of good practices, ISK at UNWE - member of the working team;
10. 05.2016 - 12.2018 project "Economic instruments - an incentive for business in municipal waste management", UNWE - Sofia (NID 1-16 / 2016) - team leader;
11. 07.2014 - 12.2014, project BG051PO 001-3.1.08-0031 "Development and implementation of a system of key indicators and process-based management of UNWE", MES, European Social Fund, Operational Program "Human Resources Development" 2007 - 2013 , scheme BG051PO 001-3.1.08 Improving the management system in higher schools - key expert
12. 05.2014 - 04.2015 Project "Regional Plans for Labor Activity of Youth" (RePLAY), LIFELONG LEARNING PROGRAM 2014 - 2017; (550467-LLP-1-2013-1-BG-KA1-KA1ECETA) IPC at UNWE - member of the working team.
13. 10.2013 – 2015, Project "Validating competences gained at the workplace in case of low qualified people", (LLP – Ldv VETPRO – 2013 -1-GR1-LEO05-10210) IPS - member of the working team;
14. 05.2014 – 12.2015 Project "Application of voluntary information approach of environmental policy in Bulgaria, UNWE - Sofia (НИД 1-19/2014) - team leader;
15. 12.2012 – 03.2014 Project "BG051PO001-4.3.03-0001 „New opportunity for my future" Operational Program "Human Resources Development – expert.

#### Selected publications (2014 – 2024)

1. Vasileva, E., D. Ivanova, N. Tipova, S. Stefanov (2022) Policy Tools and Supporting Role of Standards for Sustainable Consumption and Production, *Economic Alternatives*, 2022, Issue 4, pp. 738-768 DOI: <https://doi.org/10.37075/EA.2022.4.10>
2. Kostova I., Ivanova D., (2021) The Green Transition and Bulgarian Consumers' Attitudes Towards Ecolabels and Sustainable Products, Economic, regional and social challenges in the transition towards a green economy, Conference proceedings 30th of September 2021, Plovdiv, Bulgaria, Edited by Prof. Daniela Bobeva, PhD; Assoc. Prof. Stefan Raychev, PhD; Plovdiv university press, 263 - 275 ISBN (print) 978-619-7663-08-2; ISBN (online) 978-619-7663-07-5
3. Ivanova D., Haradinova A. (2020) The motives and benefits of environmental management systems - the case of Bulgarian companies, *Economic Alternatives Journal*, 3, 418-432; DOI: <https://doi.org/10.37075/EA.2020.3.05>
4. Ivanova D., Kotcheva D. (2019) Decreasing the environmental risks through inclusion of the private companies in the process of household waste management, in *The Future of Risk management, Volume I Perspectives of law, healthcare and the environment*, Ed. By Vincentiis P., Culasso F., Cerrato S., Palgrave Macmillan, 27 -54. ISBN 978 3 030 14548 4 <https://doi.org/10.1007/978-3-030-14548-4>.
5. Vasileva, E., D. Ivanova, N. Tipova, S. Stefanov (2019) Quality of organic foods – a model for comparative analysis, *Organic Agriculture*, 9 (1), 1 – 12 <https://doi.org/10.1007/s13165-018-0211-4>; ISSN 1879-4238
6. Ivanova D., Haradinova A., Vasileva E. (2019) Eco-innovations in Bulgarian companies with pro-environmental policy, *Quality - Access to Success Journal*, 168 (20), 107-113, ISSN 1582-2559. <https://www.scopus.com/authid/detail.uri?authorId=56281544000>
7. Ivanova D. (2018) Chapter 4.1.4: Evaluation, Choice, and Purchase, *Advanced in Dairy Products*, Ed. by Fr. Conto, M. Del Nobile, M. Faccia, A. Zambini, A. Conte, Wiley Blackwell, 452 – 460, ISBN 978-1-118-90643-9 Web of Science; <https://onlinelibrary.wiley.com/doi/10.1002/9781118906460.ch4d> <https://doi.org/10.1002/9781118906460.ch4d>
8. Ivanova D., Haradinova A. (2018) The Application of Voluntary Information Tools of Environmental Policy in Bulgaria – Possible Solutions for Improvement, *Research papers of UNWE*, 5, 99 – 120, ISSN (print): 0861-9344, ISSN (online): 2534-8957
9. Vasileva E., Hristova – Pesheva Y., Ivanova D. (2018) Green business management as business opportunity for small and medium-size enterprises in polimer industry, *Journal of Chemical Technology and Metallurgy, Section "Sustainable Development and Environmental Protection"*, 53 (4), 773-781, ISSN 1314-7471 (print); ISSN 1314-7978 (on line).
10. Ivanova D., Haradinova A., Vasileva E. (2016) Environmental Performance of Companies with Environmental Management Systems in Bulgaria, *Quality - Access to Success Journal (English Version)* 152 (17), 61- 66, ISSN 1582-2559
11. Vasileva E., Ivanova D (2014) Towards a sustainable consumer model: the case study of Bulgarian recyclers. *International Journal of Consumer Studie*, 38 (5), 475–484; DOI: 10.1111/ijcs.12123; ISSN 1470-6423
12. Vasileva E., Ivanova D. (2012) Chapter 12: Consumer Behaviour and Food Consumption patterns in South East Europe, Part II Perspectives on Economic Developments in South East Europe, in: *Handbook of Doing Business in South East Europe*, Edited by D. Sternad and T. Döring, Palgrave Macmillan, 271 – 293, ISBN 978-0-230-27865-3