

Dr Isabell Richter

Associate Professor in Social and Environmental Psychology

Contact Details

🏢 Norwegian University of Science and Technology, Department of Psychology, Trondheim, Norway

☎ +47 40611965

✉ isabel.richter@ntnu.no

💻 <https://www.ntnu.edu/employees/isabelgr>

ORCID: 0000-0003-1196-2769

Formal Education

2019

PhD in Environmental Psychology

NTNU • Trondheim • Norway

2013

Diploma in Psychology

Julius Maximilians Universität •
Würzburg • Germany

2011

Pre-Diploma in Psychology

Julius-Maximilians-Universität •
Würzburg • Germany

2007

A-Levels

Matthias Grünewald Gymnasium •
Würzburg • Germany

Additional Positions

Editor-in-Chief • Journal of Global
Environmental Psychology •

<https://gep.psychopen.eu/index.php/gep>

Leader of NTNU Strategic Research Area
“Ocean Health” 2025-2028

Co-Leader of Plastic Research

Cooperation Group from 2025

<https://www.ntnu.edu/igs/plastic-research-cooperation-group>

Study Program Lead • Coordinating Two
Master Programs in Psychology at IPS •
2022-2024

Academic Positions

From 02/2022

Associate Professor in Social and Environmental

Psychology • Department of Psychology • NTNU,
Trondheim, Norway (*incl. maternity leave 05/2024-*
04/2025)

06/2021 – 01/2022

Post-doctoral Research Fellow in Perceptions and
Behaviour Change in the Nature in Your Face project •
Department of Psychology • NTNU, Trondheim,
Norway

03/2018 – 05/2021

Post-doctoral Research Fellow in Perceptions and
Behaviour Change in the GCRF Blue Communities
Project • School of Psychology • University of
Plymouth, UK

05/2017-12/2017

Lecturer in Quantitative Statistics • Faculty of Social
Sciences and Technology • Department of Psychology
• NTNU, Trondheim, Norway

05/2014 - 05/2017

PhD Student in Social and Environmental Psychology

• Department of Psychology • NTNU, Trondheim,
Norway

02/2012 - 07/2012

Honorary Research Assistant • School of Cross
Cultural and Environmental Psychology • Victoria
University, Wellington, New Zealand • DAAD Grant
funded

Theses

PhD Thesis in Environmental Psychology

"Changing oceans, changing seafood consumption: Psychological drivers of sustainable seafood consumption and the questionable power of social norms" (NTNU, Trondheim, Norway)

Supervision: Prof. Klöckner, C.A., Prof. Thøgersen, J.; Prof Mehmetoglu, M.

Diploma Thesis in Social Psychology

"Power and Pro-Environmental Behaviour" (Julius Maximilians Universität Würzburg, Germany)

Supervision: Prof. Strack, F.

Stipends and Awards

NTNU Stjerneprogram ("star program") (2025-2028)

Facilitates academic development and merit by concentrating on research to qualify for internationally leading research careers through international mentoring, long-term qualification plans/research plans, research management, gatherings and networks;

<https://www.ntnu.no/stjerneprogrammet>

APA Division 34 Early Career Achievement Award (2024)

For exceptional contributions and achievements of an early career scholar working within interest areas of Division 34: environmental, population, and/or conservation psychology

YFL Program for yngre forskningsledere (2023/2024)

Aims to develop talented junior researchers into research leaders via mentoring and network building

GSO Leadership Academy Stipend (2019/2021)

Full fellowship stipend for outstanding researchers of all disciplines who are about to take the next step in their career providing career development and academic leadership training

Royal Society (2021, virtual)

Commonwealth Science Conference acknowledgement as outstanding early career researcher

ACU Blue Charter Alumnus (2019)

DAAD Stipend (2013)

3-month Academic internship in environmental psychology at Victoria University Wellington, New Zealand

WWF Krombacher Fellowship (2012)

Implementation support and scientific advice for sustainable wildlife tourism in the Dzanga Sangha National Park, Central African Republic

Grants and Fellowships

Ongoing and concluded:

Cyvin, J. & Richter, I. (2025). Norwegian Research Council **NORCUP: NORwegian Coast Under Pressure: Multi-Stressor Analysis and Solutions to Plastic Pollution** NOK 15mill (under evaluation)

Klöckner, C.A. & **Richter, I.** (2025). Centre of Excellence Pre-Stage for SFF proposal development *SFF DEMINTRA – Center for Democratic Innovation for Disruptive Societal Transitions* **200k NOK**

Agneman, G., **Richter, I.**, Klöckner, C.A. et al. (2025). NTNU Community *Giant Oil Discoveries in an Age of Energy Transition: Perceptions of Domestic Oil Production Amidst Societal and Environmental Challenges in Namibia* **200k NOK**

Verones, F., Hertwich, E., ... **Richter, I.**, Klöckner, C.A. et al. (2022-2026) HEU RAINFOREST Co-produced transformative knowledge to accelerate biodiversity. **NOK 34.8mill**

Richter, I., Neef, N., Roos, C., Nerkvern, T., & Shihepo, N. (2023-2025). Handelens Miljøfond *Collectively advancing the circular plastics economy and sustainable behaviour in Cape Town*. **NOK 3.9mill (Not funded)**

Richter, I., Sigmundsson, H., Davidsen, A.H., Metsäpelto, R-L., Berliner, P., Eriksen, A.D. (2023-2026) NordForsk *Improving psychological wellbeing and academic achievement in students through two growth mindset interventions in the post-pandemic Nordics (WINGS)*. **NOK 11mill (rating 6/7; not funded)**

Richter, I., Neef, N., Roos, C. & Shihepo, N. (2021-2022). Handelens Miljøfond *The human dimension of plastic pollution in South Africa: building capacity to understand behavioural drivers and barriers* **500k NOK**

Grimstad, S.M.; **Richter, I.** et al. (2021-2025). NTNU Tverrfaglig Bærekraftsatsing *Combining skills to identify the «Sweet Spot» to solve marine plastic pollution in Norway*. **NOK 15mill**

Goh, H.C.; **Richter, I.** (Jan 2022- Dec 2023). National conservation Trust fund for Natural Resources (NCTF). Linking ecosystem services, human wellbeing and coastal livelihood for poverty alleviation in Tun Mustapha Park, Sabah and potential transboundary landscape-scale conservation (BlueScapEs). **RM 1,418,000 (=£248k)**

Goh, H.C.; Han, K.; **Richter, I.** (2022). GCRF Capacity Building for Sustainable Interactions with the Marine Ecosystem Grant *Assessing Marine Litter in Sabah, Malaysia through Citizen Science*. **MYR 20.000 (=£3.4k)**

Creencia, L.; Austen, M.C.; Toda, T., **Richter, I.**; Thompson, R.; (2021-2022). JST-UKRI-DOST STAND Call *Circular Economy of Plastics in Aquaculture and Fisheries of Southeast Asia (CEPAF SEA)*. **£100k** (due to Brexit the contribution of UKRI was removed)

Richter, I. & Kanhai, L.D. (2021). Commonwealth Science Conference Follow on Grant *The Human Dimension of Single-use Plastics in Trinidad and Tobago*. **£6k**

Moghayedi, A.; **Richter, I.** et al. (2021). Commonwealth Science Conference Follow on Grant *Evaluating the role of urban smart farming in enhancing the sustainability of food production in African metropolitans in post-pandemic era*. **£6k**

Rangecraft, S., Carlson, C. & **Richter, I.** (2020-2021). GCRF Internal Grant *Nuestro Rio: A citizen science approach to assess water quality in the Peruvian Andes*. **£45k**

Mather, A.; Telfer, M.; **Richter, I.**; Pahl, S. & Thompson, R. (2019-2020). GCRF Internal Grant *African Flowers: Aeolian Plastic Pollution in Deserts*. **£38k**

Richter, I.; Lim, V.C. (2019-2020). GCRF Blue Communities ECR Grant *Evaluation of creative communication via comic books on dynamite fishing in the Tun Mustapha marine park, Malaysia.* £5k

Richter, I. (2019-2020). ACU Blue Charter Fellowship *From problems to solutions: plastic and tourism in Sabah, Malaysia.* £8k

Currently in preparation:

Richter, I. ERC Starting Grant (in preparation as part of the star program). *“Humanized” future scenarios as driver of sustainable change.* Submission in October 2025 or 2026.

Supervision

PhD Students

From 2024

Vegard Renolen Litlabø at NTNU, second supervisor, 1st Prof Hermundur Sigmundsson (IPS)
Evaluating the impact of the MOT intervention on youth resilience, motivation and well-being: A longitudinal study in Norwegian secondary schools.

From 2023

Mari Reitstrøm Arnesen at NTNU, first supervisor, 2nd Prof Christian Klöckner (IPS)
HEU RAINFOREST project.
How do consumers perceive biodiversity and how can we encourage biodiversity-friendly decision making?

From 2022

Andreas Brilke at NTNU, second supervisor, 1st Prof Jan Ketil Rød (IG)
NTNU Sweet Spot Project
Using GIS to map hot spots and cold spots as well as drivers of plastic pollution in Norway

From 2022

Natalya Amirova at NTNU first supervisor, 2nd Prof Jan Ketil Rød (IG)
NTNU Sweet Spot Project
Plastic pollution in Norway- identifying effective interventions and stakeholder collaboration via future scenarios.

From 2021

Maja Gruenzner at the University of Vienna, member of thesis advisory committee, supervision by Professor Sabine Pahl and Dr Mat White
EU LimnoPlast
How do psychological insights affect microplastic emission from clothes?

Master Students

From 2025

Emilie Arnesen Vik
Gjennom høyt og lavt: vurdering av en lavterskel turgruppe for voksne med ADHD

From 2024

Oda Marie Wadseth Kolbu *The moderating roles of exposure to nature and exercise on social media usage and body image*

From 2023

Tonje Nerikvern *Unraveling Habits, Intentions, and Behaviors: A Cross-Cultural Examination of Plastic Bag Consumers in Norway and South Africa*

Vegard Renolen Litlabø *Exploring Factors Predicting Flourishing: A PLS-SEM Approach*

Cecilie Lys Andersen *To what extent does nature exposure and nature connectedness affect the relationship between socioeconomic status and mental health*

Maria Stjernen *To what extent does nature exposure and nature connectedness affect the relationship between socioeconomic status and mental health*

Committee Work

August 2023

PhD Thesis for Ms Yu Lou, University of Vancouver

External examiner for thesis: A cognitive framework of nudge and sludge

July 2023

Evaluation Committee for grant proposal to the Swiss National Science Foundation

External examiner for grant proposal: Fostering biodiversity-friendly consumption: The neglected key to mitigating the global environmental crisis

June 2023

Medlem **arbeidsgruppa TSO hav og kyst**, NTNU (Working group Ocean and Coast)

Formulation of the 10-year action plan for NTNU's Strategic Research Areas from 2024

From March 2023

Medlem **fagutvalg** Handelens Miljøfond (**Expert Committee** for the Norwegian Retailers Fund)

Regular assessment of grant proposals >NOK 5mill

Jan-May 2022

Evaluation Committee for grant proposals in the Dutch Polar Program (Nederlandse Organisatie voor Wetenschappelijk Onderzoek (NWO))

Evaluation of grant proposals for projects on sustainable tourism in Antarctica

Conference Presentations and Participation

APA34 Conference, Nov 7th 2024

Invited talk for Early Career Award Price (online)

World Biodiversity Forum, Davos, June 2024

Paper presentation:

Advancing the impact of future scenarios by integrating psychological principles

SANO Concluding conference in Trondheim, August 2023

Invited project presentation:

The human dimension of plastic pollution in South Africa

15. Biennial Conference of Environmental Psychology in Aarhus, Denmark, in July 2023

Symposium:

Diversifying our field: stepping towards globally inclusive research practices

Presentation:

Combating dynamite fishing via intergenerational transfer as a result of creative engagement with comic books

Poster:

Amirova, N. & Richter, I.: *A Review Unveiling the Neglected System-Based Solutions in Tackling Plastic Pollution: Focus on Norway, Coastal and Marine Environment.*

Sustaining, knowing and “living” the blue? Coastal Communities as places to belong across generations in Trondheim, June 2023

Invited contribution:

More than just a game? How creativity can help change behaviour for ocean conservation

Conference of Social and Community Psychology in Trondheim, April 2023

Conference Host and Core Organising Committee

IAPS 2022 Conference in Lisbon, Portugal, July 2022

Part of Scientific Committee

- Submitted paper presentation: *More than just a game? The potential of creative engagement to spark sustainable change*
- Submitted Fishbowl discussion: *Diversity in environmental psychology- why are we still so WEIRD?*

14. Biennial Conference of Environmental Psychology in Syracuse, Italy, September 2021

Paper presentations:

- *I got the message? Experimentally assessing environmental communication best practice*
- *Future Scenarios as a Tool to Communicate Sustainable Development in Coastal Communities in Palawan, Philippines*

Symposium:

Perceptions on Plastic Pollution and Potential Solutions - From Macro to Micro

MARE Conference (virtual), June/July 2021

Paper presentation:

Communication is key: how to facilitate audience-informed conversations about sustainable marine stewardship

UN Ocean Decade Kickoff, Early Career Ocean Professional Section, representing Asia and the Indian Ocean (virtual), June 2021

Human Dimension of Plastic pollution

Enlit Africa GEISD Conference, Invited contribution (virtual), April 2021

Panel Discussion

Understanding perceptions and behaviour relating to waste management

Commonwealth Science Conference, Invited contribution (virtual), March 2021

Human Dimension of Marine Stewardship

SANO Webinar by NTNU Oceans and Sustainable Seas trust (virtual), February 2021
Human Dimension of Plastic pollution

- 13. Biennial Conference of Environmental Psychology** in Plymouth, UK, September 2019
Part of Conference Organisation Board
Paper presentations:
- *From fascination to conservation. How wildlife tourism can spark pro-environmental behaviour*
 - *Shared Visions: Alternative future Scenarios for sustainable development*

Chevening Debate Keynote at Cambridge University, UK, June 2019
The psychology of plastic pollution

Borneo Ocean Talks in Kota Kinabalu, March 2019.
The psychology of plastic pollution

IAPS Conference in Rome, July 2018.
Paper presentation:
A Social Norms Intervention Going Wrong: Boomerang Effects from Descriptive Norms Information
Poster presentation:
Shared Visions: Alternative future Scenarios for Sustainable Development

- 12. Biennial Conference of Environmental Psychology** in La Coruna, Spain, August 2017
Session Chair: *Greening educational spaces*
Paper presentation: *Tomorrow, I'll buy herring! About the importance of psychological variables on sustainable seafood consumption*

PSICAMB Conference of Environmental Psychology in Evora, Portugal, June 2017
Poster competition: *Ironic effects in promoting sustainable food consumption* (2nd price)
Paper presentation: *Tomorrow, I'll buy herring*

- 18. Conference on Social and Community Psychology** in Trondheim, Norway, November 2016
Paper presentation: *The psychology of sustainable seafood consumption*

BREPS Annual Conference: Healthy and Sustainable Places in Guildford, UK, September 2016
Paper presentation: *Changing seafood consumption with psychology*

- 11. Biennial Conference of Environmental Psychology** in Groningen, Netherlands, September 2015
Paper presentation: *Changing oceans-changing seafood consumption. A psychological approach towards sustainable seafood consumption*

YOUMARES 5, Opportunities and Solutions in Stralsund, Germany, September 2014
PhD project presentation: *Psychology of sustainable seafood consumption*

2nd Vilm conference on Identity in a Globalized World on the Island of Vilm, Germany, May 2015
Paper presentation: *Changing oceans-changing seafood consumption. A psychological approach towards sustainable seafood consumption*

- 10. Biennial Conference of Environmental Psychology** in Magdeburg, Germany, September 2013
Paper presentation: *Environmental consequences of the desire to dominate and be superior*

9. Biennial Conference of Environmental Psychology in Eindhoven, Netherlands, September 2011
Attendance and workshop participation

Additional Interdisciplinary, International Research Experience

Consultancy for **Clean Cornwall** in Truro, UK in *February-May 2021*

- Development of a data collection tool for perceptions, attitudes and behaviour around single use plastic in Cornwall
- Consultancy for campaign planning for summer tourism in Cornwall 2021

Consultancy for the **World Wildlife Fund Southeast Asia** in Kota Kinabalu, Malaysia in *March 2019*

- Environmental communication to different audiences
- Development of Communication Strategies

Consultancy for **Futurismo**, Azores Adventures in *June 2017*

- Development of *sustainable company strategy with focus on plastic pollution* and staff capacity building

“Befri skolen for Plast» Consulting at **Selbu Folkeskole** in Selbu, Norway, *February 2017*

- Presentation about plastic pollution
- Analysis of unnecessary plastic use in school
- Support for implementation of alternatives

“Befri skolen for Plast» Consulting at **Charlottenlund Videregående Skole** in Trondheim, Norway
December 2016

- Presentation about plastic pollution
- Analysis of unnecessary plastic use in school
- Support for implementation of alternatives

Research expedition with **Arctic Experiences** in Tromsø, Norway in *February 2016*

- Data collection, organisation and implementation of a research project on sustainable tourism and *behaviour change through wildlife encounters*

Research assistance for the **Ionian Dolphin Project**, Vonitsa, Greece, *July 2013*

- Biological data collection
- Evaluation of participant experiences
- Work with volunteers

Research expedition funded by the **World Wildlife Fund Germany** to the Dzanga-Sangha Nature Sanctuary, Central African Republic in *November 2012*

- Biological data collection
- Administrative support for developing eco-tourism programme
- Evaluation of experience